

## IMImobile helps Mumbai Police

### *target Drunk Drivers*

September 18, 2008, Hyderabad, India: IMImobile, the global provider of value added services for mobile operators, content providers and media agencies, today announced that the company has teamed up with BPL Mobile to help Mumbai Police track drunk drivers.

Hyderabad based IMImobile has developed a unique customised solution for the Police force with an easily accessible mobile database and interface to track repeat and new drunk drivers. With BPL Mobile providing the network connectivity, Police are able to access criminal records at speed and crucially, at the scene of the crime via their mobile phones. Police are therefore able to check offenders' records with greater efficiency ensuring repeat offenders do not slip through the net and new offenders are logged on the system from the outset.

"We are pleased to be able to offer this bespoke solution to Mumbai Police free of charge," said Mr. Vishwanath Alluri, IMImobile Chairman, Founder and CEO. "Drink-driving is a dangerous crime and any help we can provide to our busy Police force can only be a good thing. We hope to extend this solution to other parts of the country."

Mr. Harish Baijal, Deputy Commissioner Traffic Mumbai police, "With the support from IMImobile and BPL mobile, our officers can now get the information of previous convictions of drunk driving within a few seconds. This technology has been very beneficial and will help us in maintaining more discipline on Mumbai's roads."

Mr. Sunzay Passari, vice president, value added services, BPL Mobile said, "It has been a great experience working with IMImobile on this solution and we hope it continues to help Mumbai Police successfully record and track offenders of drunk driving."

An added benefit of the solution is the fact the system is able to send out SMS alerts on known offenders to the entire police units, especially useful during busy festival season. The database is confidential with only top ranking officials having complete access.