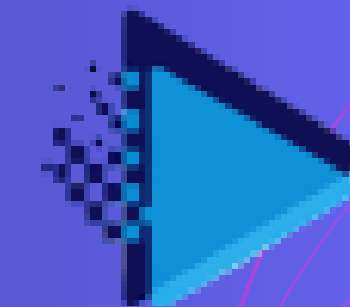


SMART TRAFFIC TIME SYSTEM



**DPIFS**  
Solutions Pvt Ltd

— INVESTOR PRESENTATION 2026

# Smart Traffic Time System (STTS)

Revolutionizing urban infrastructure by transforming traffic signals into intelligent communication hubs with revenue-generating capabilities.

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✔ Traffic Management    ✔ Public Safety    ✔ Revenue Generation    **PATENTED TECHNOLOGY**

Patent Application No.: 202321051998  
Filed with Intellectual Property Office of India

HEADQUARTERS  
Mumbai, India

ESTABLISHED  
2019

# The Urban Challenge

## Inefficient Communication & Passive Infrastructure

### Ineffective Traditional Media

Billboards, TV, and Print suffer from divided attention, high costs, and zero real-time measurability. Static content fails to engage modern citizens.

### Passive Traffic Infrastructure

Traffic signals are purely functional "stop-go" devices. They are underutilized assets that occupy prime real estate but offer no data or communication value.

### The Information Gap

Authorities lack a direct channel to broadcast emergency alerts, traffic updates, or civic messages to commuters exactly when they are paying attention.

### THE UNTAPPED OPPORTUNITY

Average Exposure Duration (Seconds)



30x

Higher engagement potential at signals vs. billboards



### The Captive Audience

While vehicles wait at red lights, driver attention is available but currently wasted on blank space.



85%

Current Engagement



Yes

Real-time Data

# Introducing STTS

Smart Traffic Time System: Transforming Signals into Intelligent Hubs



## Remote Management

Cloud-based CMS allows real-time content updates, scheduling, and health monitoring from a central command center.



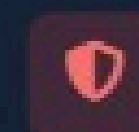
## Multilingual Support

Delivers public messages and alerts in regional languages to ensure maximum citizen reach and impact.



## AI Analytics

Integrated cameras analyze traffic flow, detect violations, and measure audience engagement metrics anonymously.



## Safety First

Smart logic ensures content plays only when the traffic signal is red, eliminating driver distraction risks.

# Introducing STTS

Smart Traffic Time System: Transforming Signals into Intelligent Hubs



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LOGO



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# Technology Architecture

A robust, multi-layered ecosystem designed for reliability, scalability, and seamless urban integration.

**Enterprise Security**  
End-to-end encryption with role-based access control ensuring data integrity and safety.

**Edge & Cloud Hybrid**  
Distributed computing handles real-time processing locally while cloud manages storage and analytics.

**Scalable Infrastructure**  
Modular architecture allows easy expansion from a single junction to city-wide deployment.

**Command Center**

- Central Dashboard
- Alert Management
- e-Challan Integration
- User Admin

**Cloud & AI Core**

- Content Scheduler
- Multilingual Engine
- ANPR Analytics
- Secure Storage

**Connectivity**

- 4G/5G/Fiber
- Traffic Signal Interface
- Encrypted VPN
- API Gateway

**Field Hardware**

- LED Displays (P4/P6)
- AI Cameras
- Edge Controllers
- Environmental Sensors

## INTELLECTUAL PROPERTY

# Defensible Innovation

DPIFS has secured a strategic first-mover advantage by filing for protection of its core technology: the integrated traffic-time digital broadcast system.



FILING DATE  
02 August 2023



### First-Mover Advantage

Establishes DPIFS as the pioneer in utilizing traffic signal wait-times for synchronized digital communication and analytics in India.



### High Barrier to Entry

Patent protection prevents competitors from replicating the unique hardware-software logic of the Smart Traffic Time System (STTS).

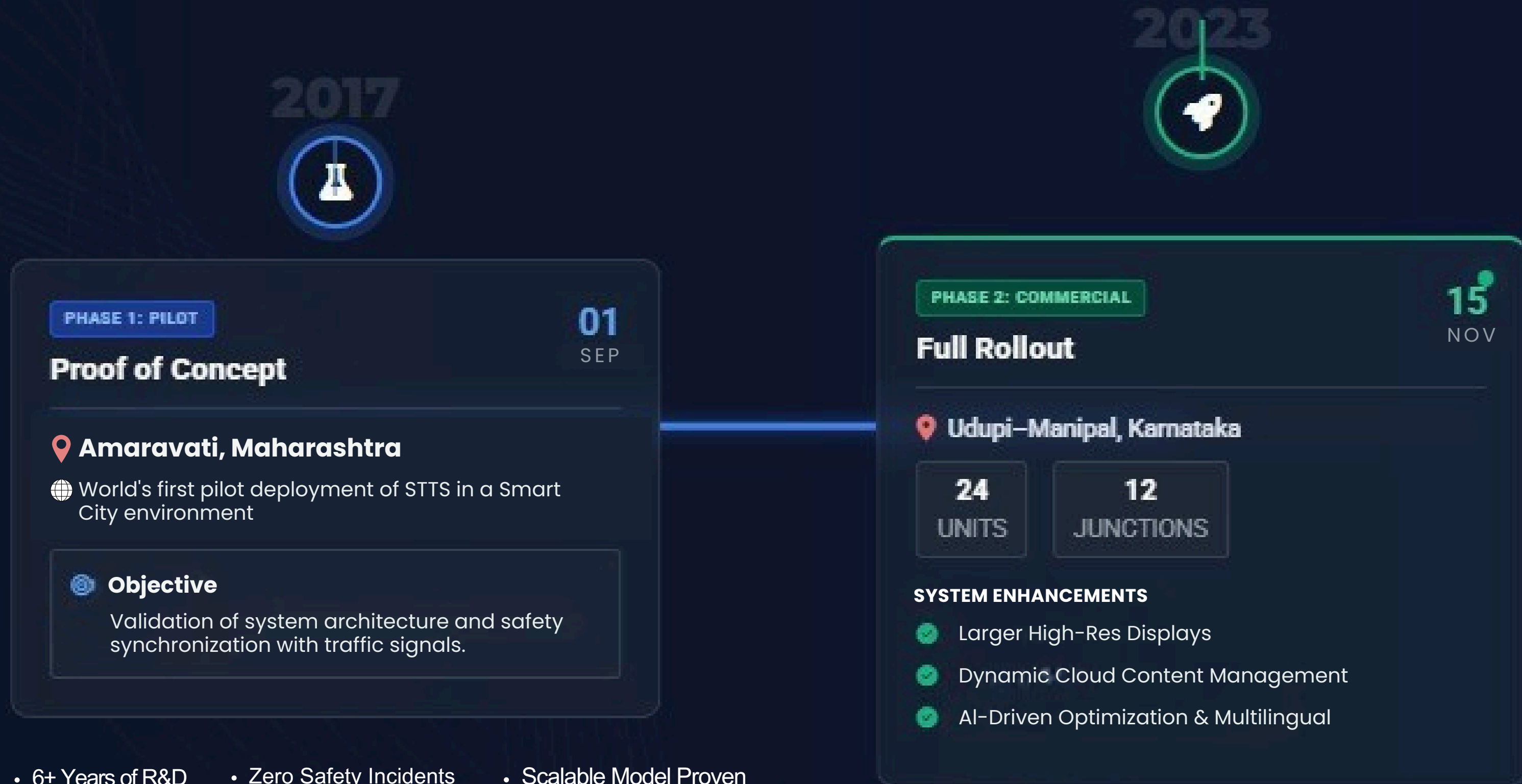


### Comprehensive Scope

Covers the end-to-end integration of signal timers, display hardware, and remote content management methodology.

# Proven Deployment Journey

From pioneering concepts to commercial scale implementation



- 6+ Years of R&D
- Zero Safety Incidents
- Scalable Model Proven

# Advanced AI Capabilities

A comprehensive suite of computer vision technologies powering traffic enforcement, public safety, and urban intelligence



## ANPR & Vehicle Tracking

High-speed plate recognition for stolen vehicle detection and movement tracking.



## Red Light Violation

Automated detection of stop-line crossing and signal jumping incidents.



## Speed Violation

Precision speed monitoring and over-speeding enforcement integration.



## No Helmet Detection

Identifies riders without helmets in real-time for safety enforcement.



## No Seatbelt Detection

Advanced interior cabin analysis to detect drivers without seatbelts.



## Triple Riding

Detects more than two passengers on two-wheelers automatically.



## Cellphone Usage

AI detection of distracted driving caused by mobile phone usage.



## Face Recognition

Matches faces against criminal databases for public safety alerts.



## Crowd & Riot Control

Detects unlawful gatherings, fights, and sudden crowd formation.



## Accident & Fire

Real-time alerts for road accidents, fire outbreaks, or smoke detection.



## Integrated e-Challan

Seamless evidence generation and ticket issuance workflow.



## Smart Dashboard

Comprehensive analytics platform for city-wide traffic insights.

# Triple Value Proposition

A synergistic model delivering safety, sustainability, and intelligence.



## REVENUE GENERATION

Video-led digital advertising during red signals creates high-yield revenue streams and 4x cost savings for local businesses.

## TRAFFIC MANAGEMENT & PUBLIC SAFETY

Enhances discipline with real-time alerts. Reduces violations through automated detection and increases road safety awareness.

## DATA & ANALYTICS

Transforms raw traffic footage into actionable governance insights, viewership metrics, and predictive city planning data.

### Government

- Large-scale public communication
- City beautification & modernization
- Improved traffic discipline & safety
- Zero capex via BOT model

### Citizens

- Enhanced road safety
- Real-time emergency & weather alerts
- Community awareness & engagement
- Non-intrusive information

### Advertisers

- Captive audience with high dwell time
- Measurable engagement metrics
- Cost-effective video medium
- Hyper-local targeting

### DPIFS

- High-margin scalable revenue
- Ownership of exclusive data
- Long-term operational security
- First-mover market leadership

# Business Model & Financials

## Revenue Architecture

- Digital Advertising** Primary  
Captive audience video ads at signals
- Data Analytics** Growth  
Traffic intelligence & insights
- Tech Services** Recurring  
System ops & maintenance

A high-margin, scalable framework built on long-term value creation.



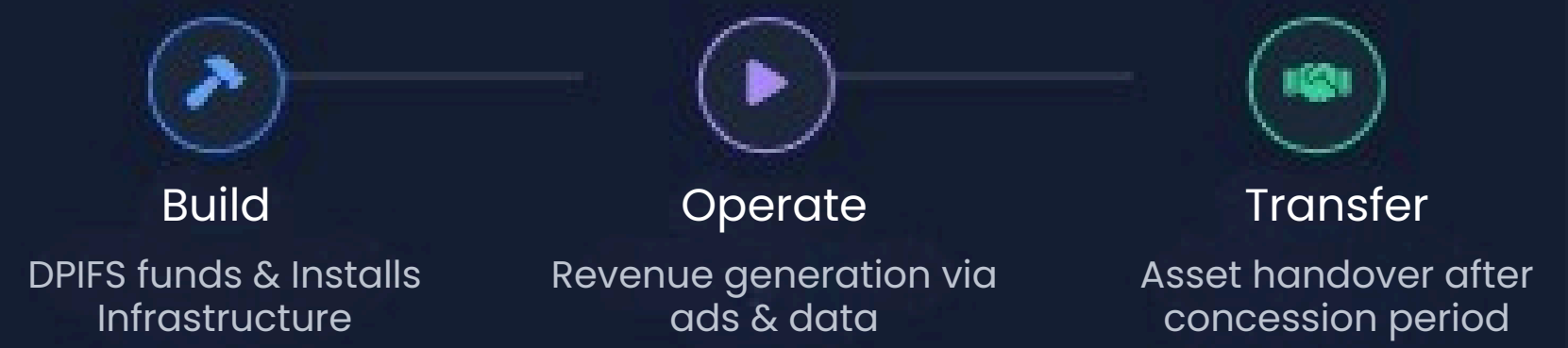
## Key Financial Metrics



### ADVERTISER COST COMPARISON

Traditional	<b>Static Hoardings</b>	<b>High CapEx</b>
STTS	<b>Digital Videos</b>	<b>~75% Less Cost</b>

## BOT Model (Build-Operate-Transfer)



# Massive Market Pipeline

Rapid expansion across major Tier-1 & Tier-2 cities in India.

High-Growth Phase

Mumbai



**200** SIGNALS

DOCUMENTATION

Bangalore



**150** SIGNALS

PLANNED

Thane



**50** SIGNALS

DOCUMENTATION

Mira-Bhayandar



**26** SIGNALS

TENDER FINALIZED

Mangalore



**25** SIGNALS

PLANNED

Udupi



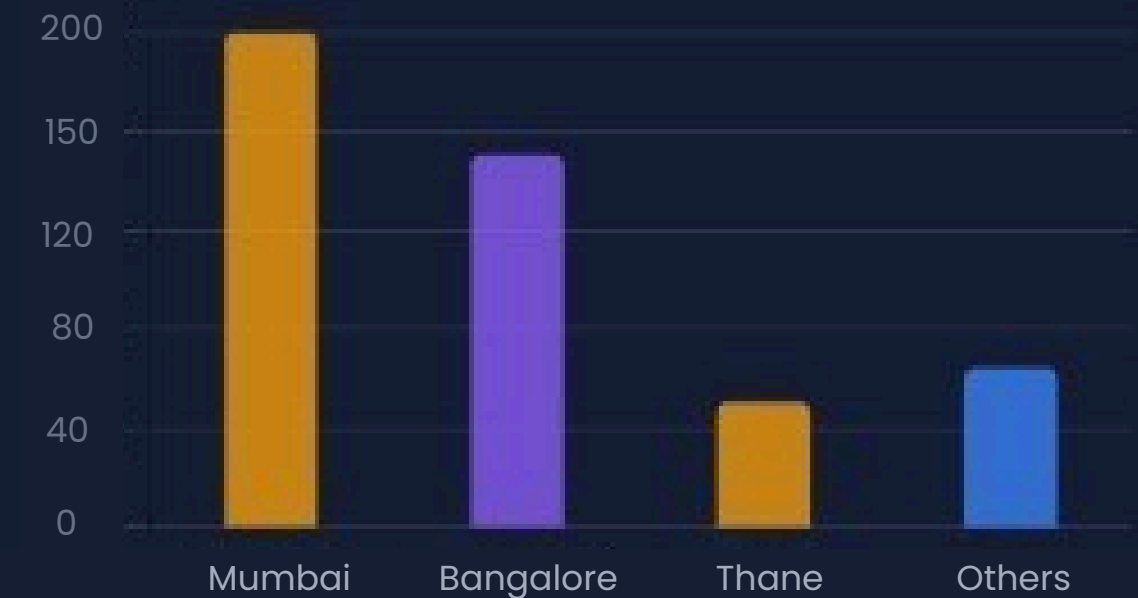
**13** SIGNALS

COMPLETED

## Pipeline Summary

**464+**

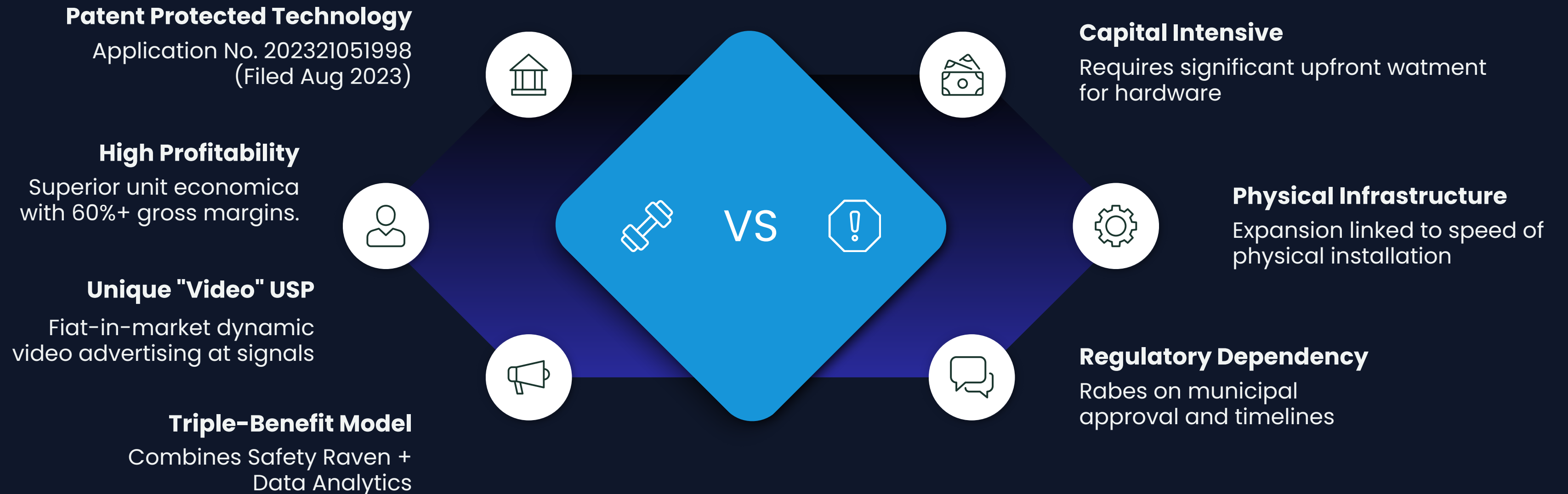
TOTAL SIGNALS IN PIPELINE



- Completed/Live
- Tender Finalized
- Documentation/Process
- Planned/Roadmap

# Strength vs Weakness

Competitive positioning and market landscape assessment (SWOT)

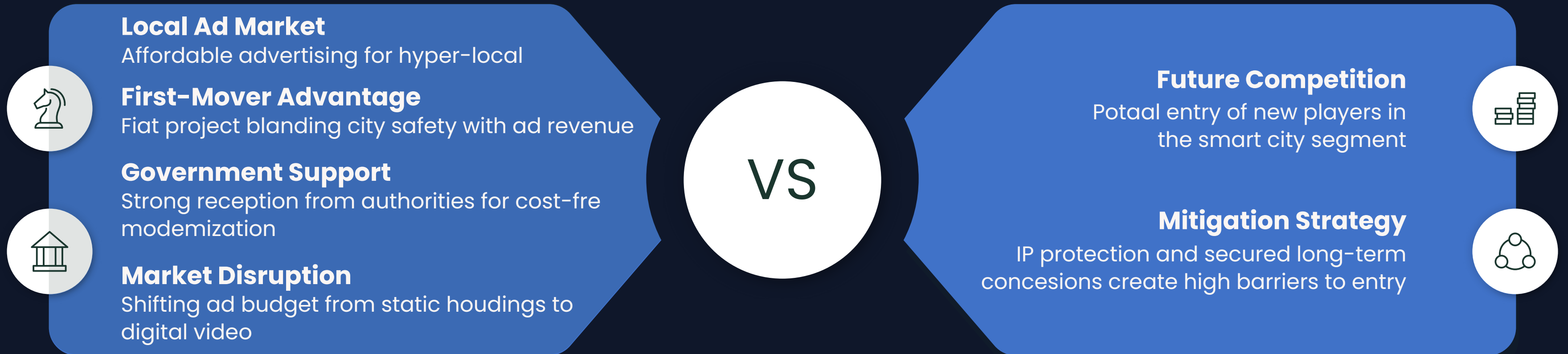


# Opportunities vs Threats

Evaluate major opportunities & threats affecting growth priorities

## Opportunities

## Threats



# LEADERSHIP EXCELLENCE

A visionary team combining deep technical expertise, financial acumen, and global strategic governance.



**Darpan Kale**

Founder & Managing  
Director

Electronics engineer with deep expertise in IT systems & infrastructure execution. Previously held key roles at TATA, ONGC, and AAI. Visionary behind the STTS technology.



**Mayur Ghule**

Director & Chief  
Operating Officer (COO)

Finance and investment professional specializing in structured finance, private equity, and business scaling. Brings extensive experience from Oil & Gas and Real Estate sector



**Vijay Goel**

Advisor to the  
Board

UK-based international corporate lawyer. Expert in cross-border investments, governance frameworks, and public-private partnerships across India, UK, and Europe.



**Pranav Sharma**

President –  
Strategy

Strategic leader in infrastructure planning and investment structuring. Leads the roadmap for BOT projects, smart city initiatives, and institutional alignment.

# Vision & Roadmap

Strategic path to national leadership and technological excellence.

GROWTH TRAJECTORY  
2024 - 2027



## Geographic Expansion

- Rollout across Tier-1 & Tier-2 Cities
- Deepen Karnataka & Maharashtra presence
- Activate Mumbai & Bangalore deployments



## Technology Evolution

- Advanced AI & Predictive Traffic Analytics
- National Security Grid Integration
- Real-time Surveillance enhancements



## Global Scale

- International Strategic Partnerships
- Standardization for Global Markets
- Cross-border Smart City Standards

## Investment Opportunity



**Accelerate CapEx Deployment**  
Funding rapid hardware installation in contracted cities



**R&D & AI Innovation**  
Enhancing proprietary algorithms and sensor tech



**Command Centers**  
Establishing centralized monitoring hubs for real-time ops

## Target Key Performance Indicators



**1000+**  
ACTIVE SIGNALS

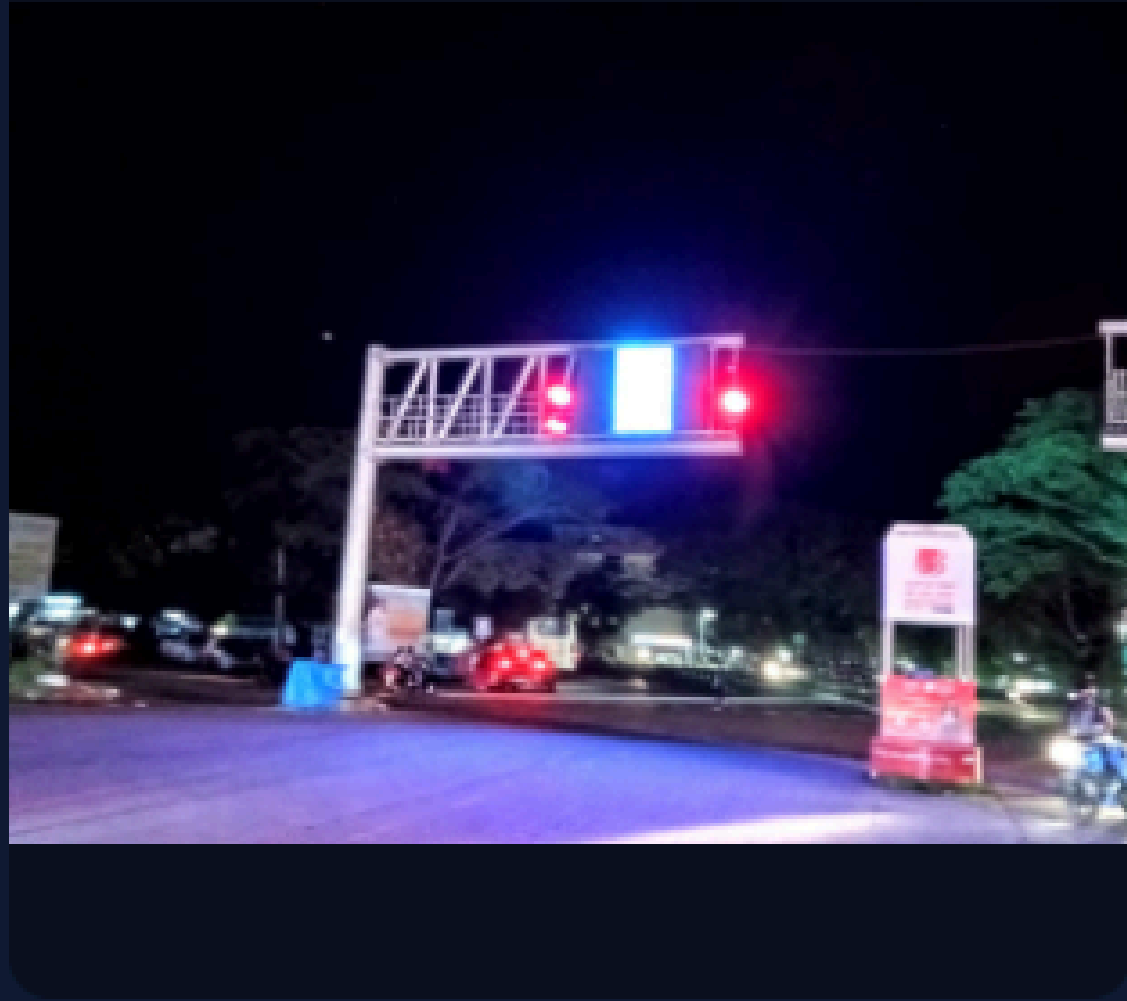
**95%**  
AD FILL RATE

**-30%**  
VIOLATION RATE

**99.9%**  
SLA UPTIME

# Current Projects

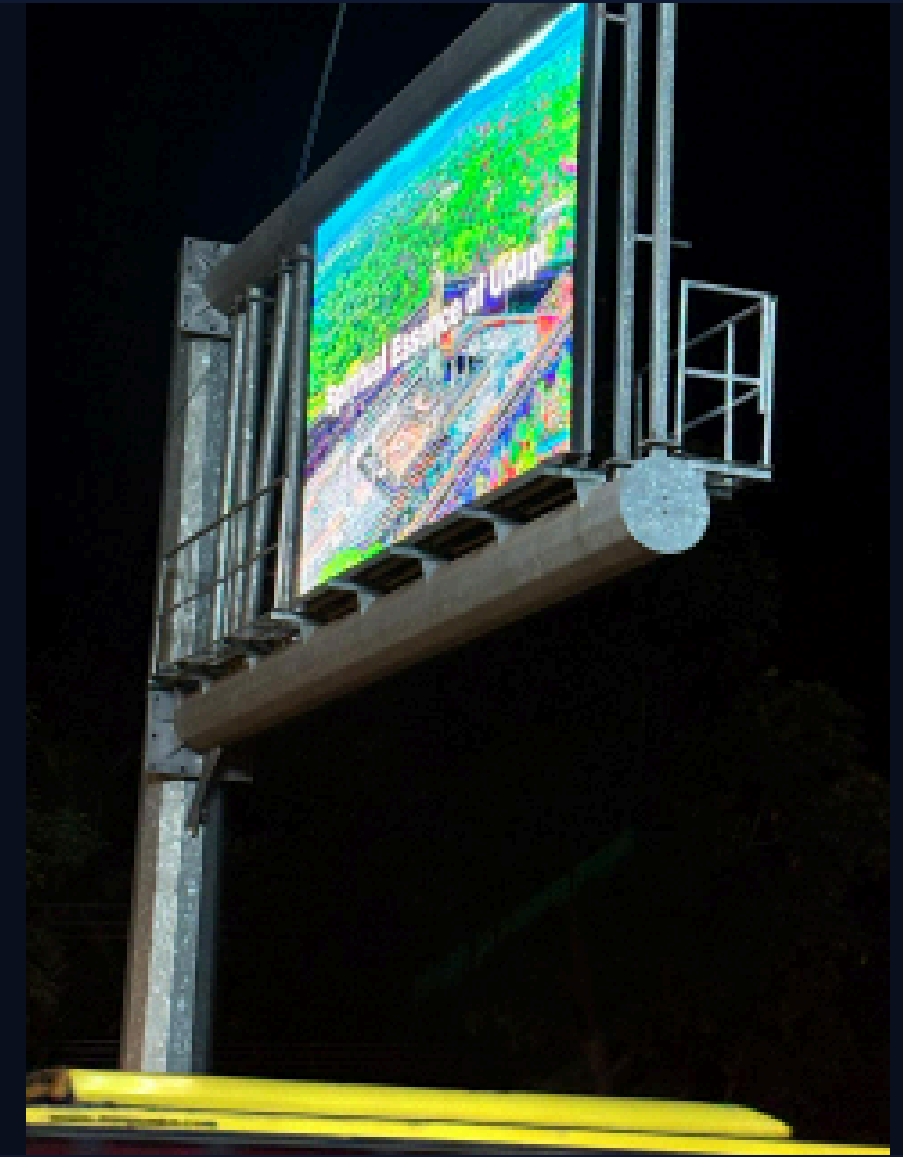
On-ground deployments and live implementations of DPIFS smart traffic and urban intelligence infrastructure across cities.



Current Project Deployment Image 1



Current Project Deployment Image 2

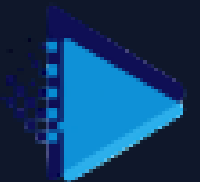


Current Project Deployment Image 3

# Featured Coverage (Selected)

Selected high-authority features and announcements.

- [AIJourn — DPIFS Solutions signs ₹2,500 Cr MoU with Maharashtra Government](#)
- [ANI News — DPIFS MoU announcement \(globally funded AI-driven green infrastructure\)](#)
- [The Print — ANI press release coverage](#)
- [FinancialContent — DPIFS MoU coverage](#)
- [Best of Best Review — Award recognition \(2025\)](#)
- [Business Today \(Magzter\) — Feature on DPIFS leadership & urban traffic intelligence](#)
- [FinancialContent — AI-powered smart traffic infrastructure announcement](#)





# THANK YOU

For official media enquiries, press kit requests, and verification queries, please contact:

[info@dpifss.com](mailto:info@dpifss.com)

[www.dpifss.com](http://www.dpifss.com)