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PRESS RELEASE

ITI Limited to Launch India's First AI-Powered Road Safety Pilot in Uttar Pradesh

Bengaluru/Lucknow: ITI Limited, country's first PSU post-independence and premier telecom manufacturing company will launch an Artificial Intelligence (AI) and Big Data Analytics-driven pilot project aimed at reducing road accidents and improving enforcement efficiency in Uttar Pradesh. This AI project is in partnership with mLogica, a technology firm.

The project will focus on developing a scalable analytics foundation to support the collection and analysis of multi-source data, including but not limited to the following:

- Traffic flow data (speed, congestion levels, and vehicle density)
- Environmental data (weather conditions, time of day, and road conditions)
- Driver performance (violations and training background)
- Vehicle performance (registration and inspection data)
- Accident reports (causes, severity, and location patterns)
- Road infrastructure at point of accident (number of lanes, presence of shoulder, 2-or-4-way intersection, traffic light, roundabout etc.)

ITI Limited had recommended Uttar Pradesh Government to leverage artificial intelligence (AI) technologies in conjunction with its Complex Event Analytics platform to support a comprehensive root cause analysis of UPs Road accidents.

Expected Outcomes of this Project include:

- Identification of the true causes of accidents and fatalities
- Black spots, high-risk areas that require preventative strategies

- Conditions that increase the likelihood of severe accidents and fatalities
- Real-time risk prediction and accident prevention strategies
- Data-driven recommendations for policy enhancements and infrastructure improvements
- A virtual environment to simulate the results of various preventative models together with their costs to assist decision making
- A real-time monitoring environment to assess the progress towards identified goals
- Improved public safety through targeted interventions

The Union Ministry of Road Transport and Highways (MoRTH) had given go ahead on this initiative, which will be implemented by ITI Limited in partnership with mLogica. ITI limited along with mLogica team have been authorised to begin work immediately in coordination with Uttar Pradesh Government. The six-week prototype phase will consolidate accident records, weather data, vehicle telematics, driver histories and roadway details to develop AI models capable of predicting accident black spots, identifying root causes and generating real-time policy dashboards.

Following the successful trial, the AI system will be introduced across core transport functions including faceless licensing and permits, revenue collection, e-challan operations, modernized enforcement and the Vahan Sarathi registries.

Speaking on this occasion, **Mr. Rajesh Rai, Chairman and Managing Director, ITI Limited** said – *“We are very excited to enter this new area of AI driven traffic management and are very humbled that Uttar Pradesh Government has chosen our model for its traffic management as a test case. With immense pride, I would like to state that ITI Limited is now seen as a reliable partner by the state Governments across India to provide the whole spectrum of Information and Communications Technology (ICT) services to strengthen their e-governance initiatives.”*

Mr. Rai added – *“We hope this AI project will go a long way in ensuring smooth traffic management and in prevention of any mishaps. Our team’s*

robust, AI-driven analytics and data foundation is aimed at significantly reducing road accident fatalities across the state and I hope this model becomes a benchmark.”

ITI Limited has amassed rich experience in helping state Governments in their e-governance initiatives, and is currently executing *Aaple Sarkar Seva Kendra (ASSK)* project in Gram Panchayats (ASSK-GP) of Maharashtra state. ITI Limited recently won CCTV surveillance and GIS based Land Intelligence Management System contracts worth around **Rs. 88 Crores** in the states of Odisha and Chattisgarh.

About ITI Limited

ITI Limited, country's premier telecom company and multi-unit central public sector undertaking, is a total solutions provider in telecommunications segment. The company has state-of-art manufacturing facilities in six locations (Bengaluru, Naini, Raebareli, Mankapur, Srinagar and Palakkad) along with an in-house R&D centre in Bengaluru and marketing, sales & projects (MSP) offices spread across the country.

The company offers complete range of telecom products covering the whole spectrum of switching, transmission, and access & subscriber premises equipment. Besides offering the latest telecom solutions and customized support to a variety of business, ITI Ltd has dedicated Network System Unit (NSU) for carrying out installation and commissioning of equipment and for undertaking turnkey projects. ITI Ltd is focused on manufacturing of diversified products in defense and railway sectors and the manufacturing of solar equipment, NGN products, GPON, LED lighting systems, optical products, along with other allied products like HDPE, OFC, , smart cards, encryptors for defense , Wi-Fi etc. The company is also consolidating more of its diversifications into defense, IOT, E-governance, IT projects and services sector to gain competitive edge. The company is also successfully running state-of-art Data Centre at Bengaluru unit and offering its services to government institutions/departments, banks etc. To know more, please visit www.itiltd.in