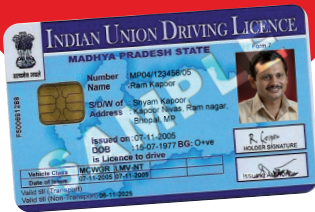


SUCCESS STORY



DRIVERS' LICENSES IN INDIA: TACKLING THE SAFETY CHALLENGES AHEAD ON THE ROAD

Developing new drivers' licenses is a major component of the road safety policy initiated by the Indian Government a few years ago. Several Indian states have invested heavily in solutions for instant issuance of driver's licenses in credit card format, considering plastic cards to be reliable, secure and effective when it comes to identifying drivers. Like 12 other Indian states, Uttar Pradesh, the most populated, selected Evolis solutions in 2013 to instantly produce its drivers' licenses.

• CHALLENGE

Support strong demand for drivers' licenses and encourage safety on roads

• MARKET

Government

• APPLICATION

Drivers' license

• EVOLIS SOLUTION

Primacy

Imagine driving on the busiest roads in the world, with all types of transportation, from bikes to cars and three-wheelers, and add a happy-go-lucky approach to road safety... Over the past decade, road traffic injuries soared at an alarming annual average rate of 5.5%, while drivers faults accounted for a staggering 77.5% of the total road accidents*. In India, each state is responsible for issuing drivers' licenses, and from 2000, several states started to invest in road security, and to modernize the driver's license itself.

A DURABLE AND SMART DRIVER'S LICENSE

Before migrating to plastic cards, drivers' licenses in India were issued as paper booklets, and driver identification was visual. Rather a hit-and-miss affair, especially in the Indian heat and humidity with booklets turning dog-eared and worn out. Today, it is a smart card that hosts all relevant details in a graphic and electronic format, to help driver identification and support a gradation system based on the driving offenses, if any exists. The smart cards are either personalized on the front and rear, or, in some states on a single side only. In terms of infrastructure, cards are personalized in a decentralized way, inside the administrative buildings in the states' main cities. Since 2001, Dualys and Pebble printers have personalized millions of drivers' licenses, notably in Punjab, Delhi, Jharkhand, Madhya Pradesh, Goa and Karnataka. These different projects were carried out in collaboration with Rajpurohit Cardtec Pvt Ltd, the Evolis distributor for the Indian market. In 2013, Uttar Pradesh, the most populated Indian state with over 200 million inhabitants, was about to implement the drivers' license card. More than 250 Primacy card printers have been deployed throughout Uttar Pradesh, to deliver more than an estimated 10 million cards over the next 5 years. For Uttar Pradesh, Rajpurohit works hand in hand with M-Tech Innovations, the integration company on this project. When asked about the key reason for choosing Evolis for the project, Mr. VM Gandhi, Managing Director of M-Tech Innovations and Chief System Integrator for the project said "It was natural to select Evolis card printers, simply because they are the most reliable products in the market."

*in Hindustan Times, July 23, 2012. "Every 3 minutes, an Indian dies in a road accident"



“ Primacy is reliable and always produces professional results. ”

Jagdish Rajpurohit
President
RAJPUROHIT CARDTEC



Building on experience and success

In terms of ID card printing, we estimate that Evolis has achieved a market penetration of 80% in India. This new project in Uttar Pradesh substantiates the confidence placed by Indian governmental bodies in Evolis solutions, and expands the base of Evolis printers already focused on personalizing drivers' licenses. Over the past 10 years, the Pebble and Dualys printers were the preferred machines in 12 other Indian states to print and deliver drivers' licenses. So far, 70+ million driving IDs have been personalized, countrywide, in decentralized way.

TESTIMONY

Jagdish RAJPUROHIT - President, RAJPUROHIT CARDTEC

CAN YOU TELL US ABOUT YOUR PARTNERSHIP WITH EVOLIS AND THE BIRTH OF EVOLIS IN INDIA?

Rajpurohit Cardtec was created in 1985 to cater to the identification market in India. Since the early 2000s, we have been the distributors for Evolis throughout India. Our partnership was initiated through the deployment of just 20 printers for delivering drivers' licenses. Ten years later, we had personalized more than 300 million cards in India for applications as diverse as identity, leisure, security and e-governance. In 2013, we took our partnership to new heights. Evolis took over Rajpurohit Cardtec in order to strengthen our capacity to intervene in India, home of a buoyant and growing market. This smart move further reinforced our technical and sales expertise, and helped us get prepared to support an ever-increasing number of projects.

WHY WERE THE EVOLIS SOLUTIONS SELECTED FOR THE PROJECT IN UTTAR PRADESH?

Evolis printers have been used and trusted for many years in India. So they wasted no time in choosing Primacy. Primacy has many advantages. It is reliable and always produces professional results. It can adapt to the extreme conditions sometimes encountered in India, particularly with regard to weather. Quite rare on the market today, Primacy addresses environmental concerns by limiting energy consumption, a feature that is highly appreciated. Finally, it is ideal for high-volume printing and double-sided personalization.

TECHNOLOGY

In India, Primacy ensures continuity in the quality of services that until now were provided by Pebble and Dualys. In the specific case of Uttar Pradesh, the authorities were particularly impressed by its ease of use, its print quality and its robustness.

END-TO-END CARD PERSONALIZATION

Primacy has the advantage of being highly scalable. Different encoders can easily be installed to suit the needs. Users can add or remove encoding options on their own, including magnetic, smart card or contactless technologies. The printer can also be configured as double-sided directly on site, and it couldn't be easier to operate! Uttar Pradesh selected the option of a driver's license on a smart card. The driver's personal and behavioral data is encoded in the chip and can be monitored anytime by the authorities. For cost-efficiency purposes, Rajpurohit Cardtec suggested that a customized color ribbon be used, so that only the picture frame would be in color. Printing and encoding are conveniently carried out in one single pass.