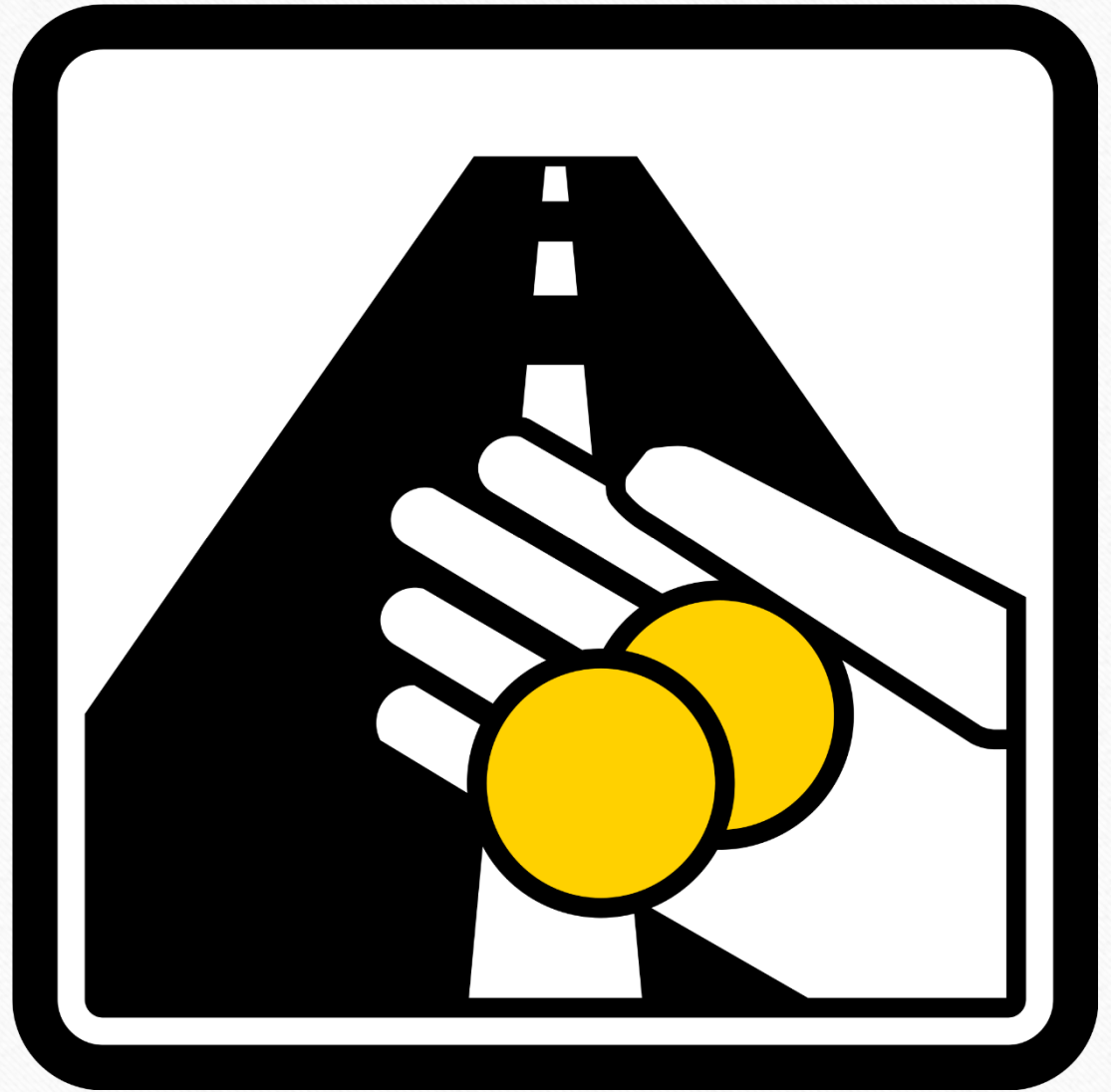


# PAYTOLL

Don't Pay at the Tolls, Just PayToll



# Problem Specification

- Reduction of traffic at toll areas .
- Reduction of fuel consumption.
- Reduction of wastage of time in paying tolls.

## Quantitative Analysis

- About 87000 cr. rupees per year spent in India due to delays over the toll booths.
- Average of 10 minute delay per vehicle.
- Total 390 toll booths in India.
- 20K vehicles passing per day.

# Existing Models

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- Manual Payment.
- Fast Tags.

## Disadvantages::

1. Manual Payment is time consuming process.
2. Fast Tags are expensive and difficult installation.



# Our Approach

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- Using Self Learning Sensors like ANPR,LPR.
- ANPR (Automatic Number Plate Reader) is cost efficient sensor used to check whether the arriving vehicle is registered or not.
- Reducing amount of man power reduces the cost.
- Continuous Moving traffic .
- Less Fuel Consumption.
- Facilitate User By Offering Advance Payment of Toll Rather than waiting in queue

# Effect On Cost

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- Using Traditional Methods costs near about Rs.35 per vehicle including Fuel and other factors.
- Our approach reduces this amount to almost negligible .
- Sensors used in our approach are cheaper than sensors like fast tag readers.

# Revenue Model

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- Free offerings and Premium subscriptions.
- Ad Revenue.
- CPC revenue.
- Affiliate marketing.