

# SMS TRAFFIC ALERTS



Hyderabad Traffic Police

# SMS Traffic alerts

Hyderabad Traffic Police is launching a

- FREE (only charge is the first SMS to join)
- OPT IN

SMS service for commuters<sup>■</sup> to know about

- Traffic jams / congestions
- Reasons for congestion
- Clearance time
- Alternate Routes

- **With the help of SMS GupShup**
- **has 30 million users**
- **Already launched for Delhi, Bangalore and  
Mumbai Traffic Police**

- **Uniqueness of HTP's SMS alerts service**
- **7 different groups created to cater to commuters in the 6 traffic divisions and one for the entire city**
- **HTP NORTH; HTP EAST; HTP WEST; HTP SOUTH; HTP CNTRL; HTP WCNTRL; HTP ALL.**
- **Just specify the location for which one needs the traffic alert.**

# How it works



**Surveillance Camera Control Room**



■ **Traffic Control Room (UHF)** ↓

**Type out Messages – with details of**

- 1) Place of congestion**
- 2) Reason for congestion**
- 3) Expected time for clearance**
- 4) Alternate Route**



## How to Join

### ➤ Just SMS

“JOIN <GROUP NAME>” to 092195 92195

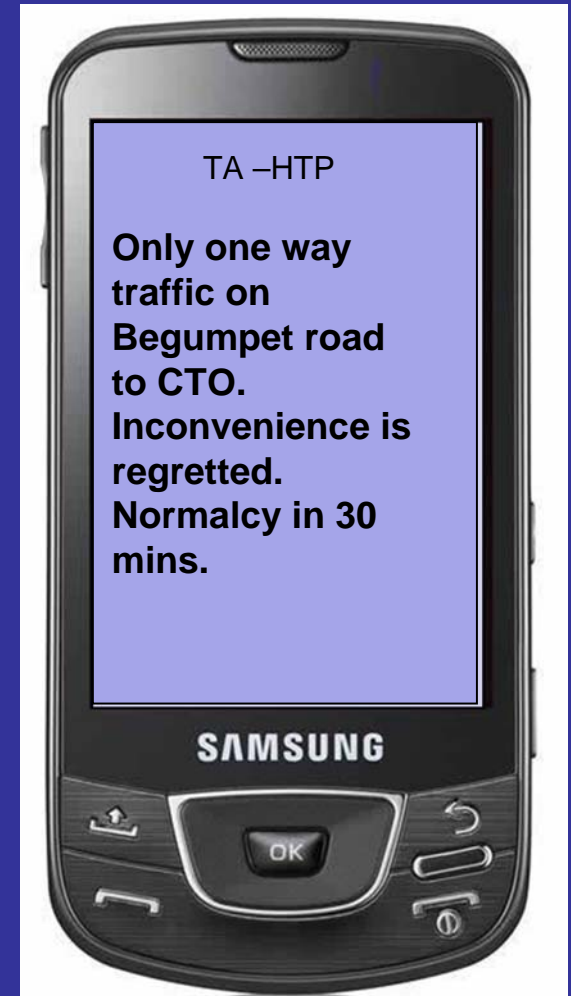
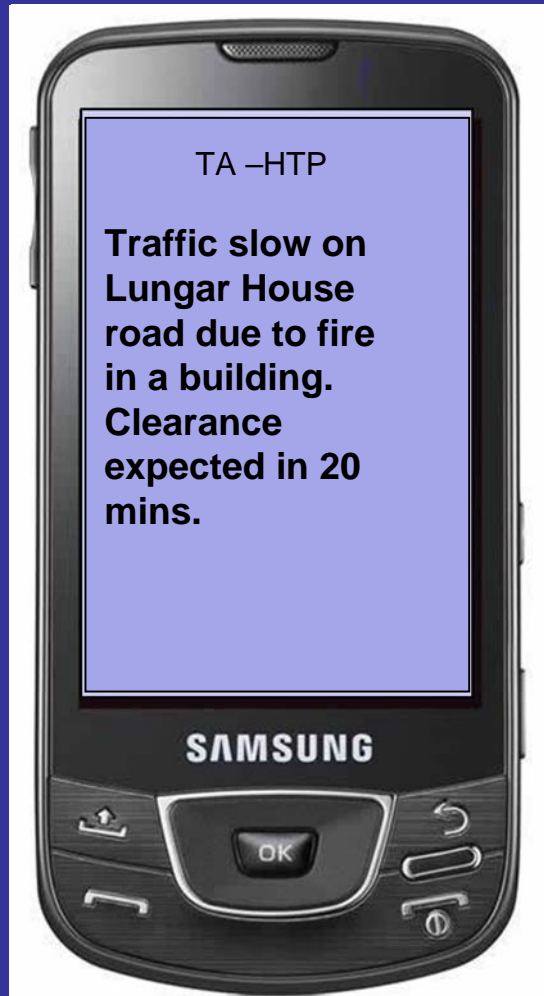
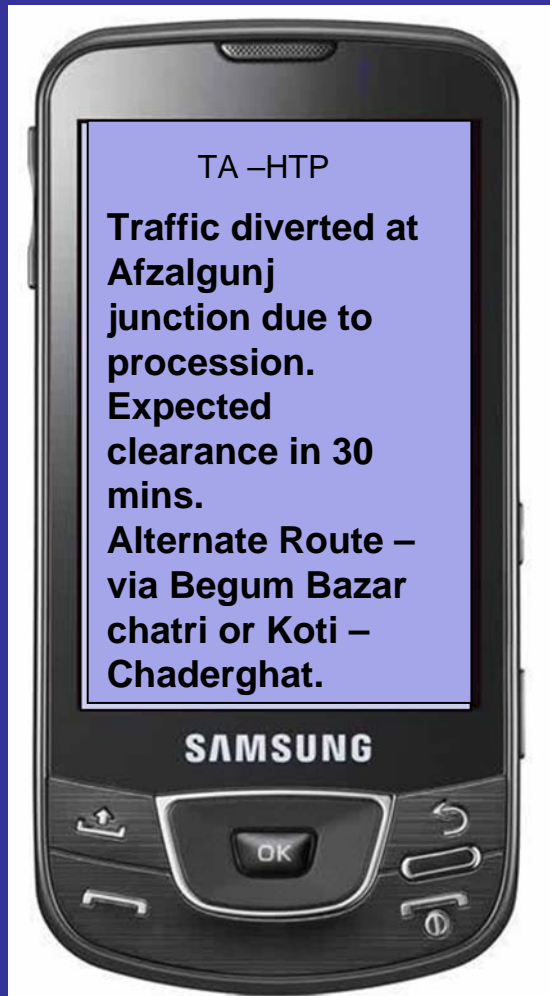
➤ The subscriber will get a message that service has started

➤ To unsubscribe, they should SMS

“LEAVE <GROUP NAME>” to 092195 92195

➤ Commuters can also enroll through web application placed on Face Book Page and Hyderabad Traffic Police web site

# Sample Traffic Alerts



- **Those having DND (Do Not Disturb) service activated**
- **Cannot receive Free SMS Traffic alerts**
- **Need to unsubscribe from DND to receive SMS Traffic Alerts**