

Prime Insights®

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A Magazine For C - Level Personality



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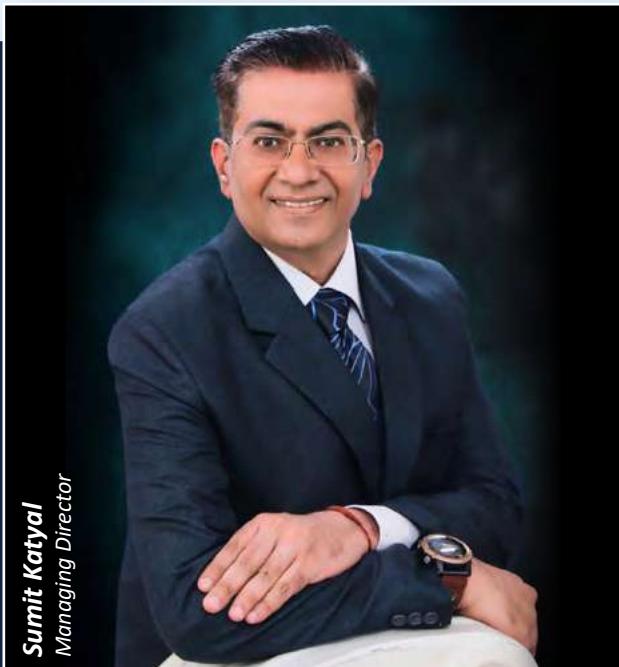
India's Most
PRESTIGIOUS
B-SCHOOLS
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DEVELOPMENT - 2025
Prime Insights®

ISB&M
INTERNATIONAL SCHOOL OF
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**SHAPING GLOBAL LEADERS
THROUGH INNOVATION,
ETHICS, AND
INDUSTRY-READY
MANAGEMENT EDUCATION**

ASIM Navigation India

Pioneering Geospatial Intelligence, Indigenous Innovation, and Future-Ready Enterprise Solutions Since 1998



It's easy to forget, but the simple act of checking the wait time for your morning bus, seeing a weather alert customized for your exact neighborhood, or ordering a coffee for pickup is all thanks to one powerful industry: geospatial technology.

In fact, every time you use a navigation app (like Google Maps / Mappls – Map My India), you are relying on a network of over 30 satellites, each carrying an atomic clock so precise that it only drifts about one second every 100,000 years, just to tell you to turn left in 500 feet.

This fusion of location, data, and powerful analysis is now the invisible engine powering everything from autonomous cars to disaster relief, proving that where things happen is just as important as what happens.

Digital transformation anchors the modern enterprise landscape, positioning data as the new currency and location intelligence as its exchange rate. **The Geospatial Solutions Market in India** is experiencing exponential growth, driven by ambitious government initiatives like Smart Cities and Digital India, pushing its potential value into the multi-billion-dollar range. However, this competitive arena is full of challenges, including the need for interoperability, the high cost of legacy systems, and the shortage of highly skilled talent. Navigating this complex ecosystem requires providers who can provide not just software, but true, integrated, end-to-end solutions that bridge these gaps and democratize access to high-precision technology.

Emerging as a formidable force in this precise, high-stakes domain is **ASIM Navigation India Pvt. Ltd.**, a pioneer established in **1998** with the visionary aim of introducing advanced navigation and mapping technologies to India when the use of GPS was still in its infancy. Leading this enduring journey of innovation is **Mr. Sumit Katyal**, the **Managing Director**. As a qualified automobile engineer and a passionate serial entrepreneur, Mr. Katyal's career has been defined by his commitment to blending global technology with local needs. His profound achievement lies not just in sustaining ASIM for over two decades in a field dominated by global incumbents but in championing the 'Make in India' mission through the launch of BRUTFORCE in 2018, which proudly manufactures rugged, high-quality outdoor and security gear, catering to the needs of forestry, paramilitary, and defense sectors. His message is clear: "**Innovation must solve real-world challenges**," a motto that inspires future tech entrepreneurs to be bold and future-ready.

ASIM operates at the nexus of digital data and physical reality. The company provides cutting-edge GNSS, GPS, and integrated geospatial solutions, encompassing advanced hardware (like survey-grade GNSS receivers / 360° cameras, Lidars and 3D scanning, etc.), sophisticated software, and AI-driven mapping platforms. Their value proposition is unique, defined by the end-to-end integration of all these components. This all-in-one method provides accurate data and smart platforms that help businesses—from state forest departments to smart city agencies—improve their operations, speed up digital changes, and achieve real growth by fixing problems with accuracy and disconnected systems. The new FocusVU.ai platform highlights this goal, changing how we use geospatial intelligence and monitor businesses by combining real-time data analysis with predictive AI insights.

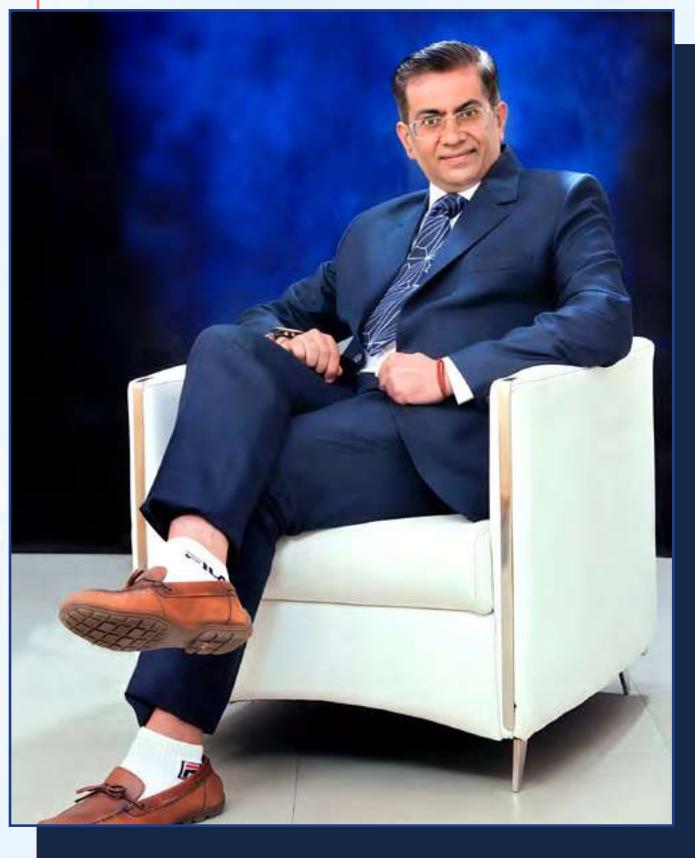
In the pursuit of excellence and industry leadership, we are honored to shine a light on this visionary. In the spotlight is **Sumit Katyal, Managing Director of ASIM Navigation India Pvt. Ltd.**, featuring in an exclusive interview for our prestigious “**The 10 Most Promising Tech Service Providers Empowering Enterprise Growth—2025**” edition. Stay tuned and learn from his insights and valuable lessons on entrepreneurship, strategic innovation, and his compelling tale of success in building a future-ready, truly indigenous technology company.

Prime Insights: Could you please provide an overview of your company and the tech services you offer?

ASIM Navigation India Pvt. Ltd., established in 1998, is a pioneer in GNSS, GPS, 360° cameras, Lidars, 3D scanning and integrated geospatial solutions. We provide advanced hardware, software, and AI-driven mapping platforms for enterprises, governments, and smart city projects. Alongside, our BRUTFORCE (2018) initiative proudly manufactures rugged, made-in-India outdoor and security gear.

Prime Insights: What inspired the foundation of your company, and how has the journey evolved since its inception?

Our journey began with a vision to introduce advanced navigation and mapping technologies to India when GPS solutions were still in their infancy. Over the years, we expanded into multiple verticals, including the launch of BRUTFORCE in 2018 as part of the Make in India mission, delivering high-quality gear for security, forestry, mining, and outdoor applications.



Prime Insights: How do your solutions empower enterprises to achieve growth and digital transformation?

We empower enterprises by delivering precision data, intelligent mapping platforms, and AI-driven solutions that optimize operations, reduce costs, and improve decision-making. Whether in forestry, utilities, or smart cities, our solutions help organizations accelerate digital transformation and get measurable growth.

Prime Insights: What unique challenges in the industry are you addressing through your services?

We address challenges of accuracy, interoperability, and fragmented systems in geospatial technology. Many enterprises face issues with software monopolies and hardware compatibility. Our solutions, including open-source-friendly and unified platforms, bridge these gaps for cost-effective and scalable adoption.

Prime Insights: What differentiates your company from other tech service providers in the market?

What sets ASIM apart is our end-to-end integration of hardware, software, and services. From survey-grade GNSS receivers to 360° cameras, AI-enabled GIS platforms, plus the BRUTFORCE product line, we

make sure that clients get comprehensive, reliable, and sustainable solutions backed by strong after-sales support.

Prime Insights: Could you please share some success stories or impactful projects you've done for clients?

We have successfully delivered solutions for Oil & Gas, forestry, mining, and smart city projects. Our training programs with various departments transformed the accuracy of field data collection. Similarly, we have deployed BRUTFORCE rugged gear in demanding terrains to support forest rangers, security personnel, paramilitary, and railway personnel.

Prime Insights: How do you make sure that your offerings stay relevant in a fast-changing technological landscape?

We constantly evolve by investing in R&D, collaborating with global partners, and introducing indigenous products under BRUTFORCE. Our adoption of AI, cloud integration, and automation makes sure that our offerings stay aligned with future enterprise needs.

Prime Insights: What role do innovation and R&D have in your company's growth strategy?

Innovation and R&D drive our growth. From rugged GNSS hardware to AI-driven platforms, we continuously innovate. The success of BRUTFORCE (Made in India gear) is an example of how we combine local needs with global standards.

Prime Insights: How do you integrate emerging technologies like AI, cloud, or automation into your services?

We actively use AI, cloud, and automation in our solutions. For instance, FocusVU.ai, our upcoming AI-driven platform, will revolutionize surveillance, geospatial intelligence, and enterprise monitoring by merging real-time data analytics with predictive insights.

Prime Insights: What industries do you primarily serve, and are there any notable clients you'd like to mention?

We serve Oil & Gas, forestry, mining, defense, paramilitary, smart cities, utilities mapping, and land administration. Our client base includes multiple state forest departments, smart city agencies, and hydrology authorities, who rely on us for precision mapping and mission-critical solutions.

Prime Insights: How do you make sure of seamless collaboration and trust-building with your clients?

We work on the customers pain areas and feedback as we don't work vertically but horizontally with customers. We ensure transparency, phased deliverables, and long-term support. Our clarity in scope, responsibilities, and payments builds seamless collaboration and trust with clients.

Prime Insights: What milestones and achievements do you consider the key highlights of your company's journey?

Key milestones include pioneering in imports of critical equipment like GPS, GNSS, RF communication, sensors integrated solutions in India, delivering precision GNSS solutions for forestry, capacity building of the users in the field, integrating solutions as per customers need, and launching BRUTFORCE (2018) under Make in India, which positioned us uniquely in the rugged gear and security space.

Prime Insights: How do you keep your team motivated, skilled, and aligned with your vision?

We motivate our team with continuous training, international exposure, and innovation-driven projects. This keeps them aligned with our vision of being leaders in geospatial transformation and indigenous technology development.

Prime Insights: What future plans or upcoming solutions does your company have to further empower enterprise growth?

Our roadmap has FocusVU.ai, an AI-driven centralized platform for geospatial intelligence, surveillance, and enterprise growth. Along with expanding BRUTFORCE manufacturing, we aim to develop national-level unified GIS systems and advanced hardware-software integrations for precision mapping in India.

Prime Insights: Finally, what message would you like to share with Prime Insights readers and budding tech entrepreneurs?

To Prime Insights readers and new entrepreneurs: Innovation must solve real-world challenges. Our journey with ASIM, BRUTFORCE, and FocusVU.ai proves that when you combine global technology with local needs, you create sustainable impact. Stay bold, stay future-ready.