## SENRA'S LORAWAN NETWORK REACHES THE 30 CITY MARK

**NEW DELHI, India- December 3, 2018:** SenRa, a PAN India Low-Power Wide-Area Networks (LPWANs) provider for long range-based (LoRa®-based) Internet of Things (IoT) applications, today announced its successful network deployment of 30 cities in India.  Cities with SenRa's LoRaWAN™ network coverage include Mumbai, Bangalore, Pune, New Delhi, Ahmedabad, Chennai, and Chandigarh.  SenRa's proactive network deployment is an effort to accelerate the adaptation of LoRaWAN™ in the region and contribute to the development of Smart Cities throughout India.

On 25 June 2016, the Government of India launched a "100 Smart Cities Mission" and approved a budget of ₹98,000 crore (US$14 billion) for the development of 100 smart cities and the rejuvenation of 500 others. The Smart City Mission is an effort to create a more sustainable and citizen friendly India. SenRa has been aggressively deploying network in the selected smart cities where they have successfully deployed smart city solutions such as smart water metering, smart street lighting, smart waste bins, and smart parking.

The Department of Telecommunications announced in February of 2018 their vision to enable access for connecting to 1 billion IoT/ M2M sensors/ devices by 2020 and 5 billion by 2022.  A recent report by IoT Analytics shows that in 2018, Smart City projects have 23% of the global IoT market share.  Based on these numbers alone and SenRa's latest announcement of network roll-out in 30 cities, SenRa is poised to be a major player in India's IoT market.

"I am so proud of our team today.  We started network deployments in November of 2017 in the NCR area.  It is only fitting that one year later, we have reached our 30 city deployment goals ahead of schedule." said Dhananjay Sharma, COO of SenRa. "We have just began this amazing journey and we will continue to deploy network aggressively as we have our eyes set on a PAN India LoRaWAN network."

SenRa is committed to making all aspects of cities smarter through technology and innovation, from residences to businesses and to governments. For more information on SenRa's network coverage, you can visit SenRa's interactive coverage map on their [website](website).

**About SenRa**

SenRa, a contributing member of the LoRa Alliance™, is a PAN India Low Power Wide Area Network Provider (LPWAN), specifically LoRaWAN, for the Internet of Things (IoT) and Machine to Machine (M2M) solutions and applications. SenRa is currently deploying LPWANs throughout India for projects which require secure, reliable, long distance communication at low cost. SenRa is working with global partners to deploy smart solutions such as water metering, smart agriculture, smart lighting, logistics and gas meter. For additional information visit: https://senraco.com/.

**About LoRaWAN™**

LPWAN (Low Power Wide Area Network) is a broad term covering several implementations and protocols, both open-source and proprietary. While other wireless communication technologies available like Bluetooth and BLE (and to some extent Wi-Fi and ZigBee) are not suited for long-range performance, LPWAN provides the longest range with a low data rate.
The technology used in a LoRaWAN™ network is designed to connect low-cost, battery-operated sensors over long distances in harsh environments that were previously too challenging or cost-prohibitive to connect. With its unique penetration capability, a LoRaWAN™ gateway deployed on a building or tower can connect to sensors more than 10 miles away or to water meters deployed underground or in basements.

**About LoRa Alliance™**

The LoRa Alliance is an open, non-profit association that has grown to more than 500 members since its inception in March 2015, becoming one of the largest and fastest-growing alliances in the technology sector. Its members closely collaborate and share experiences to promote the LoRaWAN protocol as the leading open global standard for secure, carrier-grade IoT LPWAN connectivity. With the technical flexibility to address a broad range of IoT applications, both static and mobile, and a certification program to guarantee interoperability, the LoRaWAN protocol has already been deployed by major mobile network operators globally, with continuing wide expansion ongoing. For information about joining the LoRa Alliance, please visit http://www.lora-alliance.org/join.

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