Press Release

Palava, India's Next Big Planned City, Builds Smarter City Foundations with IBM

- Palava envisioned as 'City of Opportunity', to be among top 50 places to live worldwide
- IBM's Integrated Command Center to monitor end-to-end operations of the city
- Focus on Public Safety, Intelligent Operations, and Participative Governance

June 11, 2014, MUMBAI: IBM (NYSE: IBM) today announced a partnership with Lodha Group to build and manage the "smart city" infrastructure for Palava, which will set the benchmark for 21st century living in India.

Envisioned as a city of opportunity, Palava will incorporate IBM's smarter cities technology; using advanced, data driven systems to integrate information from all city operations into a single system to improve efficiency and deliver an enhanced quality of life for the residents.

"Palava was born out of a vision to create a city of opportunity, one that would not just offer an unparalleled quality of life to its citizens but also become an ecosystem – nurturing business, creating jobs and delivering growth.

"To achieve this, we are planning decades ahead, and embedding smart elements in the city's design and infrastructure. This will help ensure safety, efficiency and governance with participation from citizens, and in parallel provide the foundations for businesses with future-ready infrastructure; a vibrant community; a pool of educated and talented professionals, alongside top-rung education, sports and cultural facilities." said **Shaishav Dharia, Development Director – Palava, Lodha Group**. "The smart city initiative is key to achieving the level of efficiency and participation to make this vision a reality, and we are pleased to partner with IBM, the global leader in smarter cities, to build this first-of-a-kind city in India."

Strategically located at the junction of Navi Mumbai Thane and Kalyan, Palava is envisioned to become the largest ever private, completely planned development in urban India, and one of the top 50 places to live in the world by 2020. Palava is emerging as India's signature city – offering world-class opportunities which are globally benchmarked for a high quality urban life. It aims to provide opportunities to its citizens across all aspects of life, whether it is to build a business, to study in premier institutions, to excel in a sport or to enjoy easy access to a variety of retail, cultural and recreational facilities – bringing to life a true city of opportunity.

To enable Palava's Smarter City development from grounds up, IBM will provide a foundation to integrate multiple city agencies and provide a unified view into all city functions, helping all departments collaborate and share insights and information to improve the experience for its citizens. By providing a 360 degree view of the key functions for managing the city, this will enable city officials to better allocate resources, adopt preventative maintenance measures and proactively manage issues that could affect quality of life.

"Recent industry estimate show India's urban population soaring from 340 million in 2008 to 590 million in 2030. As the urban population and incomes increase, the demand for every key service will increase enormously in cities of every size. IBM's vast experience with thousands of Smarter City projects, around the world will help realize the Palava vision. The foundation of the technology

supporting Palava is IBM Intelligent Operations Center solution which centralizes city operations and enables advanced analytics for real-time monitoring and predictive analytics to allow city managers to take quick coordinated actions to deliver better services to citizens," said **Dhamodaran Ramakrishnan, Director, Smarter Planet Solutions, IBM India/South Asia.**

IBM has been working with Lodha Group in a two-stage process – IBM first consulted Lodha Group to develop the design and implementation roadmap for smarter city solutions, and is now implementing the solutions and will eventually manage them to realize the envisaged benefits of smarter city solutions around three pillars:

Participative Governance: IBM is building a single window service platform for citizens to interact with the city administration and manage various services offered by the city. Using mobile and social technology, the service platform will enable citizens to communicate with city officials, avail amenities and services, report on issues, receive feedback from city officials etc. This will enable the city officials to better handle citizen concerns, more rapidly gather feedback via social media and more effectively manage city resources to fulfil various needs of the citizens.

Intelligent Operations: IBM is facilitating Palava go beyond the "smart instrumentation" being planned by most modern and upcoming cities. IBM is helping Palava to be a truly interconnected and intelligent city by integrating various domain solutions (energy, water, transportation, public safety and smart cards) with a central command and control center. The central command and control center will monitor health of the city and take coordinated action to handle any disruptions or emergency situations in the city. This will help build the platform for Big Data Analytics enabling the city to predict and help prevent issues that could affect quality of life ranging from traffic congestion to flooding or emergency situations.

Public Safety: IBM is leveraging its global expertise to define and set up technology enabled procedures to effectively handle different types of emergency situations in the city. This further accentuates Lodha's vision of public safety as one of the primary focus areas for Palava. IBM will support a central hub to monitor and enable coordination between Palava city and agencies involved in public safety and emergency management. The centralized city operations will allow for real-time monitoring of incidents and enable public safety personnel to take quick coordinated actions.

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About IBM Smarter Cities:
For more information on IBM Smarter Cities, please visit
http://www.ibm.com/smarterplanet/us/en/smarter_cities/overview/?lnk=fkt-scit-usen

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