

# Tropicool – a one-stop system supplier for vehicle surveillance

**T**ropicool Car Gadgets Pvt. Ltd. showcased its complete product portfolio comprising of safety gadgets, camera and display screens at the fair. The most prominent of all these electrical accessories was the mobile digital video recorder (MDVR) complying with AIS 140 as well as the BIS norms prevalent for the bus bodybuilders.

“Our MDVR is an Analogue High Definition (AHD) technology that gives superior quality video recording even in low resolution as well as rough road conditions, while sustaining the vibration of bad roads. It is available with 20 configurations (4G/GPS/Wi-Fi, etc.) and can record as low as 2 days of recording to more than 3 months recording. It can be connected with upto 8 camera solutions and comes with a metal casing,” said Ms. Khushboo Shinagare, GM - Sales & Marketing, Tropicool.

With OEMs gearing up for electric buses, it will require energy-efficient components, that’s were electrical accessory providers like Tropicool can play a vital role. “Our MDVR is one example of an energy-efficient device. It manages power from single source, gives power to all the cameras and hence one need not give power to each component. The mDVR operates on 12-24 volts power from the vehicle’s battery based on its camera configuration and ensures that everything works fine. With electric buses we will have to use automotive grade 24 volts DC components, and that’s what we offer. We are geared up for products that should operate in electric buses with low power consumption,” asserted Ms. Shinagare.

## Genesis of Tropicool

To its credit, Tropicool has the privilege of introducing luxury and safety car gadgets like portable car refrigerators and reverse camera systems in India. These products were featured in the



Ms. Khushboo Shinagare, GM - Sales & Marketing, Tropicool, with her team

top end Tata Safari Dicor. From 70 per cent of its product portfolio now catering to the commercial vehicle market and 30 per cent to passenger cars today, then the other way when it started 20 years ago. Ms. Shinagare added: “Slowly but steadily the products from the car market are being accepted in commercial vehicles. Today, we partner with OEMs to design, test, manufacture and package originally-fitted as well as OEM-approved Tropicool products for their vehicles. At Tropicool, we strive to exceed customer expectations of product quality, delivery and service. Our products are manufactured in factories overseas which are personally evaluated by our team for their quality, technology and certified processes. Further, our products are tested by us in India to suit the local conditions. With AIS140, these products are no longer an accessory but are qualified as safety and mandatory products.”

So strong is the confidence about the quality of its products that the company offers a comprehensive warranty of 1 to 2 years. “We also have our service team all over the country through dealers that are present in all major cities of India. Additionally, in-house engineers and services of third-party providers are pressed in as and when required. As far as water damage is concerned, all our products are extremely robust, and we barely get any under-warranty complaints. We provide IP69 water-proof products”, beamed Ms. Shinagare.

Tropicool has always been a multi-faceted company, although the major focus has been on vehicle surveillance. It also has innovative products in the form of reverse parking assistant sensor system and dual USB-based fast charging ports and monitors (display screens) with easy plug and play module to be used as infotainment and advertisement source.

“We have seen a growth rate of 50 per cent in the last two years and are looking at the growth phase in the commercial vehicle segment. We expect to continue the same trend in the near future. We have to gear up for the technology that has been adopted by the rest of the world. It is time India adopted safety products and got them prioritized as essentials. In this sphere, we aspire to be the full electronic accessory supplier of choice for the OEMs, whether it is entertainment, surveillance or smart mobility,” concluded Ms. Shinagare.