

**FOR IMMEDIATE RELEASE**

**Rosmerta Digital Services and FADA Partner to Make Vehicle Compliance  
Simpler with Rosmart**

**14<sup>th</sup> September'26, New Delhi, BHARAT:** Buying, selling or transferring a vehicle can involve more than paperwork. Pending traffic violations can often add another layer of complexity, leaving customers unsure of what needs to be cleared and dealers spending additional time helping them navigate the process.

Addressing this everyday challenge, Rosmerta Digital Services Limited (RDSL) and the Federation of Automobile Dealers Associations (FADA) have signed a Memorandum of Understanding (MoU) to make citizen compliance more accessible through technology. As part of this association, RDSL has introduced **Rosmart, its compliance services platform, available through Rosmart.com, where citizens can log in to access challan-related services and address pending traffic violations.**

The need for a reliable platform has also become increasingly important with the proliferation of unauthorized websites and online intermediaries claiming to facilitate traffic challan payments or clear pending violations. Such platforms can expose citizens to the risk of fraud and cybercrime. Providing customers with access to a credible and transparent digital channel can therefore help simplify compliance while also protecting them from potentially fraudulent online services.

**Rosmart.com provides customers with a simple digital access point to check their traffic violation details, understand what needs to be resolved and take the necessary action.** The objective is straightforward — to remove some of the friction that customers and dealers face when pending traffic violations become a hurdle during vehicle-related processes.

The platform also gives dealers an easier way to support customers. Dealers can upload cases in bulk or assist customers directly, while customers can **visit Rosmart.com directly or access the service by scanning a QR code available at participating dealerships and customer touchpoints.**

For dealers, this means they can offer customers support at a time when compliance issues may otherwise slow down a transaction. For customers, it provides a more convenient way to **check and address challan-related requirements online, without having to navigate multiple touchpoints.**

Rosmart currently brings together **compliance services for citizens and dealers**, with more citizen-centric services and service providers expected to be onboarded to the platform over time.

The MoU with FADA will help extend Rosmart across the automotive retail network, bringing the service closer to dealers and vehicle owners. It also reflects the growing opportunity to use technology to simplify some of the everyday processes that form part of vehicle ownership.



From left to right: Mr. Saharsh Damani, CEO – FADA, Mr. Sai Giridhar, President – FADA, Mr. Hariansh Nagpal, President – Rosmerta Digital Services Ltd. and Mr. Ravi Krishnamoorthi, Group President – Rosmerta Technologies Ltd. signing the MoU at FADA’ 8<sup>th</sup> Auto Retail Conclave, New Delhi

**Mr. Hariansh Nagpal, President, Rosmerta Digital Services Limited, said:** “We are seeing a rapid shift towards digital services across the automotive ecosystem, but the real value of technology lies in making everyday processes easier for people. A pending traffic violation may seem like a small issue, but it can become a hurdle when a vehicle is being sold or transferred. **With Rosmart.com, we wanted to create a simple digital destination where citizens can check their challans and access the services, they need to**

**address compliance requirements.** Our association with FADA will help us take this service across the automotive retail network and make it more accessible to customers.”

**Mr. Sai Giridhar, President, Federation of Automobile Dealers Associations (FADA), said:** “Compliance is an important part of the vehicle ownership journey, and pending traffic challans can often become a major hurdle, particularly in the pre-owned vehicle business. A vehicle may have challans originating from one city or even across multiple states, making their identification and resolution cumbersome for both the customer and the dealer.

This is precisely why this initiative matters to FADA. As dealers, we are often the point at which these unresolved issues surface, especially when a vehicle is being exchanged, sold or transferred. At the same time, we are seeing several unauthorized websites and intermediaries claiming to clear traffic challans, which can expose citizens to fraud and cybercrime.

Through our association with Rosmart, we want to provide dealers and customers access to a credible, convenient and technology-enabled platform that can make compliance simpler, safer and more transparent, while enabling dealers to better support customers throughout the vehicle ownership journey.”

Through Rosmart, RDSL and FADA aim to make compliance less of a hurdle and more of a seamless part of the vehicle ownership journey, while enabling dealers to provide better support to their customers.

**With Rosmart.com serving as the digital access point, customers can access challan services directly, while dealerships can help customers navigate compliance requirements when needed.**

#### **About Rosmerta Digital Services Limited**

Rosmerta Digital Services Limited (RDSL), part of the Rosmerta Group of companies, builds technology-led solutions for India's automotive and mobility ecosystem. Backed by the Group's two decades of experience – including the supply of over 170 million High-Security Registration Plates (making the Rosmerta Group India's largest and the

world's second-largest HSRP manufacturer) and 150+ million Driving Licences and RCs issued across 10+ States and UTs – RDSL brings pan-India reach and deep sector expertise to businesses, dealers, and vehicle owners nationwide.

#### **About FADA**

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks), Wheeled Construction Equipments and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

#### **FADA MEDIA CONTACT**

Mr. Arjun Chatterjee

Dentsu

Mobile: +91 8447705148

Email: [arjun.chatterjee@dentsu.com](mailto:arjun.chatterjee@dentsu.com)

#### **ROSMERTA MEDIA CONTACT**

Mr. Kavy Oberoi

Wishbox Studio

Mobile: +91 8586066197

Email: [kavya@wishboxstudio.com](mailto:kavya@wishboxstudio.com)