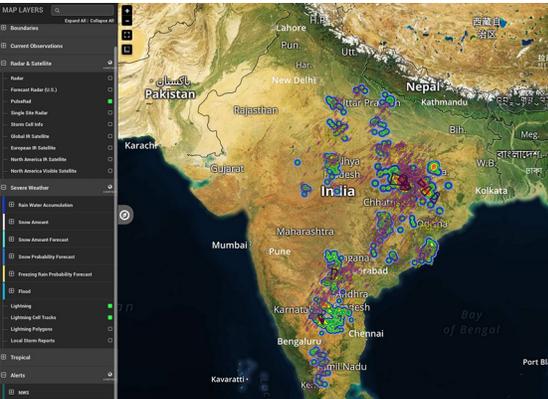


## INDIA STRENGTHENS SEVERE WEATHER INTELLIGENCE WITH EARTH NETWORKS



Home to over 1.2 billion people, India is the second-most populous country in the world. India is comprised of 29 states and seven union territories. Together, these subdivisions create the seventh-largest country by area in the world. This South Asian country has extremely diverse terrain, ranging from coastlines, to mountains, to deserts. The Himalayas and the Thar Desert both strongly impact the Indian climate. For example, the Thar Desert attracts the moisture-laden south-west summer monsoon winds that provide most of India's yearly rainfall and deadly storms.

### PROTECTING PEOPLE FROM SEVERE WEATHER

This beautiful country has a dark threat that looms year-round: Severe weather. Nearly 3,000 people die each year in India due to conditions like lightning, flooding, and landslides. During pre-monsoon and monsoon seasons, it's common for storms to kill anywhere from 20-100 people per day throughout the country. Severe weather is a monumental problem in India and agencies such as India Meteorological Department (IMD) and Indian Space Research Organisation (ISRO) are taking lead roles to provide reliable forecasts and consistent weather information based on their network of weather stations and satellites. However, they lack data from lightning detection networks which often provide timely and accurate alerts when sudden convective storms happen. Severe weather conditions are especially challenging for people who live in low-lying areas, agricultural workers, and safety and disaster management agencies.

### BUILDING NATIONWIDE NETWORKS AND ALERTING SYSTEMS

The best way to protect people and businesses from severe weather - no matter where they are on the globe - is to alert them with enough lead time to reach safety. That's why the Indian States of Andhra Pradesh, Karnataka, West Bengal, and Odisha are building a nationwide network of Earth Networks total lightning sensors. These networks are critical in delivering life-saving services like live weather monitoring, total lightning detection, and real-time alerting.

In addition to helping save lives and reducing property damage, Earth Networks services are helping India's industry sectors such as aviation, utilities, agriculture, education, and insurance protect critical infrastructure.

### WHY IT MATTERS

The Earth Networks Total Lightning Network in India helps safety and disaster management agencies provide the public with advanced warning of incoming severe weather. This matters immensely to disaster management agencies who now have more time to provide the public with warnings. These warnings save lives, reduce injuries, and minimize property damage in all participating states. Each time a new state joins the nationwide total lightning network, they strengthen the country's severe weather resilience. "Our goal is to put critical weather information in the hands of the people who are most at risk from flooding, thunderstorms, and other destructive weather events," said Jim Anderson, SVP Global Sales at Earth Networks.

## BUILDING A NATIONWIDE WEATHER AND LIGHTNING NETWORK IN INDIA

### OVERVIEW

Various states throughout India are building and benefiting from the Earth Networks Total Lightning Network in India.

### CHALLENGES

Protect India's 1.2 billion residents from common yet dangerous severe weather events like lightning, flooding, and landslides.

### SOLUTION

The Indian States of Andhra Pradesh, Karnataka, West Bengal, and Odisha are utilizing Earth Networks weather intelligence for live weather monitoring, forecasting, and alerting to protect individuals, businesses, and other organizations.

### RESULTS

Earth Networks advanced weather data helps disaster management organizations warn the public before severe weather strikes. This saves lives, reduces injuries, and minimizes property damage.

*"Lightning and dangerous storms kill more people in Karnataka than any other weather phenomena, and have a devastating impact on both livestock and crops. This life-saving early warning system now disseminates information about lightning and other dangerous conditions directly to every village in the state through our call center and free mobile application."*

**- Dr. G.S. Srinivasa Reddy, Director of Karnataka State Natural Disaster Monitoring Centre (KSNDMC)**