

## **SEARCH, LOCATE AND USE RESTROOMS ON THE GO WITH 'GOTTAGO' APP**

GottaGo is a free app that lets you find nearby public restrooms with the tap of a button. Restrooms are displayed on a map with the distance from your location and directions of how to get there.

The idea was born when the founders recognized the importance of finding a clean restroom when traveling within the city for shopping or simply hanging out with friends and family. With increasing commutes, traffic and lack of clean public infrastructure, travellers often find themselves searching for a restroom nearby.

“We started a website that listed information of restrooms, area-wise on a website called p911.in back in 2010. With the smartphone medium, the experience got better with detecting the location of the user using GPS and then directing the user through navigation that they are already familiar with”, says Kunal Sheth, the tech entrepreneur behind the idea of GottaGo.

When Kunal created the first version of the app and circulated it among friends, he got great feedback. Especially women, with young children, found locating a clean and hygienic restroom at their fingertips a huge boon.



“With the growing risk of infectious diseases such as urinary tract infection or other infections, we wanted to only list the cleanest options available. We had a few evangelists in every city go and check out these places before we listed them. We also built user feedback into the app which allows users to rate the options provided once they use the facility. They can also let us know if a restroom isn’t working any more or is shutdown”, Kunal added.

GottaGo currently lists over 10,000 restrooms mapped across malls, hotels, hospitals, restaurants, railway stations, museums etc.

The app is currently available on the Google Play Store and will soon be available on the Apple App Store. The service is currently available for users in Mumbai, Pune, Delhi NCR, Bangalore, Chennai and plans to expand to other cities over time.

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**About the Founder:**

GottaGo is the brainchild of the entrepreneur and tech whiz, Kunal Sheth. Kunal has over 18 years of experience in managing technology solutions for digital products and services for some of the biggest media companies in India. He has founded two companies, Software Wizards and WebIT way back in 1995 and 1997 respectively. Before starting this new venture, Kunal was working as Head-Tech R&D at Times Internet.

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