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## Divyansh Gupta – ParkingMudde: Transforming Urban Parking Through Technology, Privacy and Intelligent Dispute Resolution

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# TABLE OF CONTENTS


1 CONTENT & SENTIMENTS 3 - 5

2 PUBLISHED LINKS 6 - 17

3 DISTRIBUTION DEMOGRAPHY 18

4 AI VISIBILITY SCORE 19

## Divyansh Gupta – ParkingMudde: Transforming Urban Parking Through Technology, Privacy and Intelligent Dispute Resolution

Divyansh Gupta, Founder of ParkingMudde, is addressing one of the most common yet underestimated challenges of modern urban life: parking. As Indian cities experience rapid urbanisation, rising vehicle ownership, and increasing pressure on limited parking infrastructure, disputes over wrongly parked vehicles have become increasingly common in residential societies, apartment complexes, corporate campuses, educational institutions, and commercial spaces. What often begins as a minor inconvenience can quickly develop into confrontation, frustration, and prolonged friction between people who share the same neighbourhood or workplace. Through ParkingMudde, he is introducing a technology-driven approach designed to make such situations easier to report, communicate, and resolve while protecting the privacy of everyone involved.

Based in Noida, Uttar Pradesh, ParkingMudde is an Indian mobile application built around Indian Patent No. 431029, "Method for Managing Parking Facilities," for which Divyansh Gupta is named as the inventor. The patented system focuses on detecting incorrectly parked vehicles, notifying the appropriate vehicle owner, and supporting parking management through a structured and verifiable process. By converting an informal and often confrontational activity into a digital workflow, the platform seeks to bring greater accountability, convenience, and efficiency to everyday parking management.

The central concept behind ParkingMudde is straightforward: when a vehicle is incorrectly parked, the affected individual should have a legitimate way to reach the owner without confronting a stranger or obtaining personal contact information. Traditionally, vehicle owners have relied on security guards, handwritten notes, resident groups, public announcements, or door-to-door searches. These methods can be inefficient and may create unnecessary tension. The platform seeks to replace this uncertainty with a structured communication mechanism.

ParkingMudde follows a simple “identify, alert, resolve” process. A user can scan or manually enter a vehicle registration number and submit a parking report supported by photographic evidence. The registered vehicle owner can receive an in-app alert and SMS notification and respond to indicate that the issue is being addressed. If further communication is required, the platform enables a masked IVR call, allowing both parties to communicate through a controlled voice connection without revealing their personal mobile numbers.

Privacy is therefore a fundamental component of the platform. Vehicle owners are represented through limited information, such as a masked surname and vehicle details, while their personal phone numbers remain protected. This approach is intended to encourage participation by addressing one of the primary concerns associated with informal parking-resolution systems: exposing personal contact information to unknown individuals.

For him, privacy is closely connected to the effectiveness of the platform. A parking-management system can succeed only when vehicle owners are willing to participate. By reducing the possibility of unwanted calls or direct exposure of personal information, ParkingMudde aims to create greater confidence among users while facilitating timely communication between motorists.

The platform’s ambitions extend beyond wrong-parking disputes. ParkingMudde is being developed as a broader parking ecosystem that enables users to discover and book free, paid, and private parking spaces. Private parking-space owners can list available spaces for rent, creating an opportunity to generate additional income from otherwise unused parking capacity, with earnings designed to be withdrawable through bank accounts.

The application also incorporates visitor and resident parking management, making it particularly relevant to gated communities, residential societies, apartment complexes, and corporate campuses. These environments often have limited parking resources shared by numerous people, making structured allocation and communication increasingly important. Digital management can help communities reduce confusion, maintain records, and establish clearer accountability.

Another distinctive component is ParkingMudde’s parking score, intended to encourage responsible behaviour by tracking parking-related patterns. The platform also features a rewards mechanism called coinsback, through which users can receive credits for helpful actions, such as assisting other motorists or reporting situations involving potential vehicle-safety concerns, including a vehicle left with its lights on or a door open. These features support the broader objective of developing a community-driven ecosystem rather than simply another utility application.

The platform is particularly relevant to shared parking environments where people interact repeatedly. In residential societies and corporate campuses, a parking disagreement rarely exists in isolation. Individuals involved may continue to encounter each other regularly, allowing a minor incident to develop into a prolonged grievance. By providing a neutral digital channel for communication, ParkingMudde aims to reduce personal friction and encourage resolution through a structured process.

His vision is also shaped by the realities of India’s expanding urban centres. As vehicle ownership continues to increase, the challenge is not simply the availability of additional parking spaces but the efficient management of existing capacity. ParkingMudde approaches this issue through better utilisation, communication, accessibility, and accountability.

The application brings together functions that are traditionally handled through separate systems. Wrong-parking reporting, privacy-protected communication, parking discovery, private-space rental, community management, parking scoring, and emergency assistance are incorporated into a broader ecosystem. This integrated approach positions ParkingMudde as an emerging urban parking-management solution rather than merely a tool for reporting improperly parked vehicles.

The development of ParkingMudde reflects his focus on solving a practical urban problem through technology while maintaining user privacy. Its patented foundation provides a structured basis for the platform, while its wider features address the everyday requirements of vehicle owners, parking-space providers, residential communities, and organisations.

As Indian cities continue to expand and parking pressure intensifies, intelligent management of existing spaces is becoming increasingly important. His approach recognises that every parking challenge cannot be solved by creating additional infrastructure. Better communication, digital coordination, responsible behaviour, and efficient utilisation of available spaces can also contribute significantly to the solution.

Through ParkingMudde, Divyansh Gupta is working towards a more organised approach to urban parking—one in which a wrongly parked vehicle does not automatically become a confrontation, a private parking space can become an economic asset, and communities can manage shared resources more efficiently. By combining patented technology with privacy-focused communication and a wider parking ecosystem, he is positioning ParkingMudde as an emerging response to one of urban India's most persistent everyday challenges.

With the application now available in India and further development planned, ParkingMudde represents his vision of making parking more accessible, accountable, connected, and respectful of personal privacy. Its underlying philosophy is clear: when technology creates a neutral channel between people, even an ordinary parking dispute can be transformed from a source of conflict into a manageable and structured interaction.

Editorial Team

Chief Editor: Diksha Gupta

Editors: Sneha Singh, Abhinav Jha, Gulshan Kumar, Srinivas Joshi

## PUBLISHED LINKS

| # | Logo | Media | DA | PA | Potential Audience | PR Links |
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| 2. | yahoo!news | Yahoo | 93 | 75 | 239.8M | View Release |
| 3. | INDIA GLOBAL LIVE | India Global Live<br>News Portal | 25 | 27 | 14.9K | View Release |
| 4. | INDIAN PRESS WIRE | Indian Press Wire<br>News Portal | 30 | 26 | 14.8K | View Release |
| 5. | BRIEF BUZZ | Brief Buzz<br>News Portal | <25 | <25 | 14.6K | View Release |
| 6. | INSIGHTFUL NEWS | Insightful News<br>News Portal | <25 | 30 | 14.6K | View Release |
| 7. | INDIA TIMES ONLINE | India Times Online<br>News Portal | 29 | 28 | 14.5K | View Release |
| 8. | THE INDIA WATCH | The India Watch<br>News Portal | 26 | <25 | 14.4K | View Release |
| 9. | VVN VILLAGE VOICE NEWS | Village Voice News<br>News Portal | 29 | 26 | 14.4K | View Release |
| 10. | Karnataka NEWS NETWORK | Karnataka News Network<br>News Portal | 28 | 28 | 14.4K | View Release |
| 11. | DND DELHI NEWS DAILY | Delhi News Daily<br>News Portal | 29 | 28 | 14.3K | View Release |
| 12. | 24 GOSSIP TODAY | Gossip Today<br>News Portal | <25 | 27 | 14.3K | View Release |
| 13. | STANDARD TODAY NEWS | Standard Today News<br>News Portal | <25 | 25 | 14.3K | View Release |
| 14. | Traveller News INDIA | Traveller News India<br>News Portal | <25 | 28 | 14.2K | View Release |
| 15. | | India Buzz News<br>News Portal | 25 | 27 | 14.1K | View Release |
| 16. | Andhra NEWS DIGEST | Andhra News Digest<br>News Portal | 30 | <25 | 14.1K | View Release |

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| 17. | | Latest News Today<br>News Portal | <25 | 28 | 13.9K | View Release |
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| 50. | | The Daily Glimpse<br>News Portal | <25 | 29 | 12.2K | View Release |
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| 55. | | India Latest News Feed<br>News Portal | 27 | 28 | 12.1K | View Release |
| 56. | | India Flash Bulletin<br>News Portal | 30 | 25 | 12K | View Release |
| 57. | | Express Times News<br>News Portal | <25 | 28 | 12K | View Release |
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| 75. | | Daily gossip online<br>Adult | 30 | 32 | 10.9K | View Release |
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| 80. | | The News Net<br>News Portal | <25 | 26 | 10.6K | View Release |
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| 82. | | Tripura News Central<br>News Portal | 25 | 26 | 10.5K | View Release |
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INDIA

SENTIMENT ANALYSIS

## Neutral

Score 5 / 10

**Category:** Urban Parking Technology Solutions

SENTIMENT

The article focuses on ParkingMudde, a technology-driven solution for urban parking management, which aligns strongly with the technology industry. It discusses innovative features aimed at resolving parking disputes and enhancing user privacy, reflecting a positive sentiment towards the brand's mission and impact on urban living.

CAMPAIGN RATING

**Poor**

URL ANALYSED

**10**

39/100

CAMPAIGN SCORE

PERFORMANCE

**39%**

## SCORE BREAKDOWN

| SENTIMENT | SEO | AUTHORITY | TRAFFIC |
|---|---|---|---|
| 5/10 | 15/20 | 15/20 | 3/20 |

| SOURCE | COVERAGE | PLACEMENT |
|---|---|---|
| 1/10 | 0/10 | 0/10 |

### SEO Strength

SCORE 15/20

| TARGET KEYWORD | USAGE |
|---|---|
| urban parking | 0 Times |

ASSESSMENT

The article effectively incorporates the target keyword 'urban parking' in the title, H1, and throughout the content, demonstrating good keyword relevance. It exceeds the word count requirement and is well-structured with clear headings and short paragraphs. The content covers the topic comprehensively, addressing key subtopics and providing insights into the ParkingMudde platform. However, it cou...

thank
you