

Press Release

MapmyIndia signs up with General Motors for in-car GPS navigation

- **GM premium car models to come equipped with MapmyIndia Navigator GPS device as standard accessory**
- **GM dealerships all over India to offer MapmyIndia Navigator as GM genuine accessory**
- **First time ever that all India GPS navigation device is coming equipped as standard accessory in cars**

New Delhi, January 9, 2008: MapmyIndia Navigator, the recently launched in-car GPS navigation device for all India which has received tremendously positive response and reviews, will now *come equipped as a standard accessory in all variants of General Motors' premium cars in India*. With this development, MapmyIndia Navigator becomes the first GPS navigator in India to be available as a standard accessory with a car, this unprecedented initiative on the part of GM sends positive signals for the navigation industry in general, particularly for MapmyIndia. The MapmyIndia Navigator is the most comprehensive and accurate in-car GPS navigation device for all India will also be available for sale at all 78 GM dealerships across India as a certified GM genuine accessory, where anyone can walk in and purchase the product.

MapmyIndia Navigator is a portable, satellite-connected, in-car GPS device, that provides real time, voice guided, turn by turn navigation for seamless travel across India, be it intra-city or inter-city (not a separate city map, and separate basic India map). With the MapmyIndia Navigator, one can get guidance to any destination across India, and search for nearby points of interest such as ATMs, petrol pumps, restaurants etc. This device is a perfect fit for cars as it solves many on-the-road needs and desires for the entire family – saving time, effort and hassle by giving real-time navigation guidance to unfamiliar destinations, providing a sense of safety on the road with real-time location information using GPS satellites, and entertaining with movies and music playback on a large colour touch screen.

“GM is a world leader in the automobile industry and is well known for taking innovative steps to offer the best to its customers. Being India’s leader in digital maps and consumer navigation services, we are excited to partner with GM and improve the in-car and driving experience of GM car owners with the MapmyIndia Navigator GPS. This partnership is one more step for us in the direction of MapmyIndia’s own vision of providing Indian consumers the best navigation products and services - on the internet, mobile, and in-car” says Mr. Rakesh Verma, MD, MapmyIndia.



www.mapmyindia.com

About CE Info Systems / MapmyIndia

CE Info Systems (P) Ltd., a New Delhi-based ISO 9001-2000 Company founded in 1992, is India's leader in premium quality digital map data and consumer navigation services. Since 1994, through continuous field surveys and state-of-the-art mapping technology, the company has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust and reliable navigable map dataset for all India. MapmyIndia is driving the Indian navigation industry by providing internet, mobile and in-car navigation products to end consumers directly as well as in partnership with leading international and national players. The company has been providing GIS based enterprise solutions to over 500 leading corporate and government organizations in every vertical. In 2004, MapmyIndia was short listed by NASSCOM as a showcase company for IT innovation in India. Most recently, MapmyIndia's Managing Director was elected by GPS Business News as the 'World's GPS Businessman for the year 2007' for driving the navigation industry in India.

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