

NEWSMAKERS

'Digital map market will soon explode in India'

Rakesh Verma has been named as the World GPS Businessman of 2007. The managing director of MapmyIndia has an experience of 30 years, including 12 years with General Motors in the US. He spoke to *fe's* Ruchi Kapoor on:

The award

MapmyIndia was the only Indian company nominated among world leaders like Nokia, Tele Atlas, SiRF, Nav N Go, etc. We are proud of driving the navigation industry in India.

MapmyIndia's USP

MapmyIndia is India's leader in premium quality digital map data and consumer navigation services. It has built the most comprehensive, accurate, seamless and reliable maps of India, using state-of-the-art mapping technology and continuous



surveys since 1994. It's a unique company because it operates at all levels of the value chain, providing the map data to national and international players, packaging software and hardware with the data to provide leading consumer brands complete solutions, and in providing the complete navigation products and services to consumers—on the Internet, mo-

biles, and in cars.

Scope of digital maps

Digital maps play a crucial enabling role in both enterprise and consumer worlds. Enterprises use digital maps for decision support like in planning logistics and distribution, site selection, urban and rural development, cellphone tower placements, etc. MapmyIndia maps have empowered over 500 leading enterprises and government. Consumers use maps for navigation to find out a place, to get there, and its neighbourhood.

Mantra for success?

The *mantra* for success is India itself. It was an irrational passion that drove us to focus on becoming a pioneer in this field and building digital maps for India for 15 years when there was no market. Now it is paying off because the Indian domestic market has exploded.