

Way To Go!

MapMyIndia launches new GPS products for Indian drivers and forays into the mobile space as well



HANDY: The MapMyIndia Navigator is sleek, easy to use and also serves as an entertainment device

Sunayana Suresh

sunayana.suresh@mid-day.com

Global Positioning System or GPS is an idea that has been in the market for two decades, but the idea is something that has just taken fancy lately. After seeing the sudden market growth over the past two years in the United States and Europe, MapMyIndia.com has launched MapMyIndia Navigator, an in-car GPS navigation device.

This device promises to connect 55,000 towns and villages connected by national and state highways. It also has information on 150 cities con-

taining important landmarks and 18 major cities containing complete set of streets, localities, sub-localities and landmarks.

Rohan Verma, the brain behind MapMyIndia.com and this device, and director, CE Info Systems, said, "Consumers use maps for navigation with three questions in their minds, 'Where is the place', 'How do I get to a place' and 'What do I get there'. The market in India in the next twelve months could predict over 1,00,000 such devices being sold."

Answering if Indians would be willing to pay Rs 20,000

upwards for such a device, he said, "Indians, especially the affluent ones who are well travelled, love to do anything that their counterparts in the US and Europe do. And figures for last year say that GPS device market in Europe and US totalled USD 30 mn and 20 mn last year. This shows the potential this market has."

The MapMyIndia Navigator is a smart and sleek portable gadget that uses satellites to determine your current location. Enter any destination across India, and the navigator will guide you, turn by turn, with visual map instructions supported by voice prompts. It

can either be mounted on the windshield or dashboard while driving or carried in hand while sitting in the back-seat. The device has functionalities that allow you to store favourite routes and destinations in the memory card which proves helpful especially in a new city.

The device also functions as a niche lifestyle product as it has a 3.5 inch colour screen and an expandable memory slot. This allows one to add movies, videos, music and games for long distance travel. And the built-in rechargeable battery can be charged from the car itself.