

Publication : Deccan Herald

Date : Wednesday, December 12, 2007

Edition : Bangalore

Page : 16

## Map my data

**M**apmyIndia — India's leading navigable map data provider, has introduced the MapmyIndia Navigator, an in-car GPS navigation device that promises to revolutionize the way we travel in India.

This portable satellite-connected GPS gadget is pre-loaded with comprehensive maps for all India and provides real time voice, guided turn by turn navigation for seamless travel across the country, be it intra-city or inter-city (not a separate city map, and separate basic India map).

The company also plans to invest an additional \$5 million in sales and distribution, after already having invested \$5 million in building the most comprehensive maps of India.

"Internationally the market for In-car GPS navigation has seen an exponential growth, driven by sales of 20 million PNDs (Personal Navigation Devices) last year in the US and 30 million in Europe. We have already invested over \$5 million in building the most comprehensive and accurate map data for India. We will be driving the Indian market by investing an additional \$5 million in sales and distribution and constant upgradation of the maps during the next one year. says Rakesh Verma, MD, CE Info Systems, the promoters of MapmyIndia.