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Industry Speak

MapmyIndia has been in the business of mapping the country since 1994.

Their web portal

(www.mapmyindia.com) has been providing all India maps and driving directions for free. Now, they offer two navigation devices (with choices of state maps and all India maps), software for Windows PDAs with built in GPS and a mapping application for smartphones. According to Rohan Verma, Director, MapmyIndia, "What makes us unique in the Indian navigation space is that we give consumers access to seamless navigation anywhere in India and in any situation (Internet, mobile, in-car). Our vision was to create maps so that Indian consumers could benefit in the same and better ways as our



counterparts in the west."