

Press Release

Find your way in Kerala with MapmyIndia’s GPS Navigator

- MapmyIndia launches award-winning all India GPS Navigation device in Kerala
 - New technology offers safe, comfortable and fun travel experience
 - Perfect gift for family and loved ones this Onam
- Unparalleled, detailed maps of 174 cities at street level, 1,30,000 towns and villages and 4,50,000 points of interest

Kochi, August 21, 2008: MapmyIndia today announced the launch of their sophisticated all India GPS (Global Positioning System) device – MapmyIndia Navigator – in Kerala. With this new in-car GPS navigation device, travel anywhere in Kerala (or India) will become comfortable, easy and secure. This sleek, satellite-connected, handheld device is pre-loaded with highly detailed maps of 174 cities, including Ernakulam, Guruvayur, Kochi, Kollam, Kottayam, Kovalam, Kozhikode, Kumarakom, Thalassery, Thiruvananthapuram, Thrissur etc. MapmyIndia Navigator pinpoints your exact location on a digital map and leads you to your destination with voice-guidance. The device was adjudged Geospatial Product of the year 2008 for its innovative features.

Travel made easy

In a country where road signs are often non-existent, traveling and driving can become a frustrating experience.

With the MapmyIndia Navigator containing street level maps for 174 cities (*refer to box*), travelers are effortlessly guided to their destination without needing to stop and ask strangers. With over 4,50,000 points of interest available, such as ATMs, restaurants, hotels etc., people can search for nearby places conveniently and get information about that place as well. The sleek satellite-connected device shows you in real-time where you are and in which direction you are headed, besides giving you accurate and detailed turn-by-turn voice and map instructions to your destination.

“MapmyIndia Navigator has received great response from users, who appreciate it for its innovative features, the sense of security it offers by always telling them where they are, and the convenience it provides by guiding them turn-by-turn to their selected destination, anywhere across India. MapmyIndia, after 15 years of efforts, today provides India’s most comprehensive maps in the hands of consumers, and it is our commitment to continually provide our customers with India’s best maps and navigation solutions,” says Rakesh Verma, MD, MapmyIndia.

Highlights

- Full-featured and easy to use navigation system
- The most comprehensive and unparalleled map coverage of India
- Sleek-satellite connected hardware
- Large, bright touch screen for easy viewing and built-in speakers for clear voice instructions
- Battery backup for portable use and fast processor for instant calculation
- Multimedia for movies, music and photos
- Complete set of travel accessories - windshield mount, dashboard plate, car and wall chargers, data transfer cable.

MapmyIndia Navigator –Unparalleled Map Coverage

- Navigate in **174** cities with complete details of streets, localities, sub-localities and points of interest
- Travel seamlessly to **1,30,000** towns and villages connected by national and state highways
- Find any place with **4,50,000** points of interest across 52 categories such as restaurants, ATMs, hotels etc.
- Reach **6,40,000** unique destinations across India

Ideal gift for Onam

- The new MapmyIndia Navigator ensures safe and comfortable travel, making it the best gifting option this Onam

Availability and Price

MapmyIndia Navigator is available in over 500 outlets across India, including authorized General Motors and Ford dealerships, car accessory outlets, and consumer electronics retail chains and outlets. It can also be purchased from MapmyIndia directly, either online (www.mapmyindia.com) or by calling MapmyIndia Customer Care (011-4600 9999, +91 9999 333 223/4). Two hardware models of MapmyIndia Navigator are available: AMAX 06GP5A for Rs 17,990/- and Delphi NAV 200 for Rs 20,990/-. These prices are all inclusive and are a one-time cost only, with no recurring charges to use the product. Entertainment features such as ability to play movies, music and photos are also built-in to the MapmyIndia Navigator.

The most comprehensive and accurate maps of India

The MapmyIndia Navigator utilizes the most comprehensive and accurate maps of India, provided by CE Info Systems, the leading map data provider for India since 1994. These maps have been created and continually updated by a strong team of map data specialists and 200 surveyors, who have been walking and driving millions of kilometers across India for more than a decade now. They are equipped with sophisticated GPS tools, digital cameras and latest satellite imagery, allowing them to rapidly collect and create highly accurate maps. MapmyIndia maps have been used and validated by over 500 leading enterprise companies and lakhs of visitors to MapmyIndia.com.

About CE Info Systems and 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.

Explore your city like never before

- **South: Kerala (26 cities: Ernakulam, Guruvayur, Kochi, Kollam, Kottayam, Kovalam, Kozhikode, Kumarakom, Thalassery, Thiruvananthapuram, Thrissur etc.);** Karnataka (3 cities: Bangalore, Mangalore, Mysore), Tamil Nadu (5 cities: Chennai, Coimbatore, Pondicherry etc.), Andhra Pradesh (3 cities: Hyderabad, Secunderabad, Vishakapatnam etc.)
- **North:** Punjab (31 cities: Amritsar, Jalandhar, Ludhiana etc.), Chandigarh Metro (3 cities: Chandigarh, Panchkula, Mohali), Haryana (2 cities: Ambala, Rohtak), Delhi NCR (6 cities: New Delhi, Gurgaon, Noida etc.), Rajasthan (10 cities: Jaipur, Jodhpur, Jaisalmer, Mount Abu etc.), Uttar Pradesh (3 cities: Agra, Kanpur, Lucknow), Uttaranchal (18 cities: Dehradun, Mussoorie, Nainital etc.)
- **West:** Maharashtra (29 cities: Mumbai, Navi Mumbai, Thane, Pune, Nagpur etc.), Gujarat (16 cities: Ahmadabad, Surat, Vadodara etc.), Goa (10 cities: Panaji, Vasco Da Gama, Calangute etc.), Madhya Pradesh (2 cities: Bhopal, Indore)
- **East:** West Bengal (3 cities: Kolkata, Bidhan Nagar, Haora), Bihar (1 city: Patna), Jharkhand (2 cities: Jamshedpur, Ranchi), Orissa (1 city: Bhubhaneshwar)
- Visit www.mapmyindia.com/navigator for full list

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