

PRESS RELEASE

MapmyIndia launches 'Locate' a new mobile app to stay connected with your family and friends

- Available free on Google Play Store
- Stay connected with your family and friends in real time
- Ensure safety and security for your loved ones

New Delhi: MapmyIndia, India's leader in digital maps, GPS navigation and web mobile location apps, today announced the launch of its new people tracking app for mobile phones – **MapmyIndia Locate**. The app helps users identify the location and to stay connected with their friends, family and staff. The mobile application is available free on Google Play. Non-Android users can visit the mobile website of MapmyIndia Locate through their phone's web browser at <http://locate.mapmyindia.com>

MapmyIndia Locate Features include:

- Add up-to three friends or family members to locate
- Tracking yourself is enabled by default in the app
- The application also supports detailed movement reporting.
- See people you are locating on a real-time map
- Users can either manually check-in to places or the app automatically picks up location every 500 meters and shows it as auto-check in
- Get movement reports for people being located for up to five days. Reports include full details like date, time and address
- Users can set custom locate settings for getting located - like days of the week and time of the day when they wish to be tracked
- Reports are accessible not just in the app but also through a web/mobile web dashboard at <http://locate.mapmyindia.com>
- The app uses GPS, Wi-Fi or Cell Tower Triangulation, whichever is available in that order to compute location

Rakesh Verma, Managing Director MapmyIndia, said "We are always anxious about our loved ones, such as the times we live in. There is speed, technology and more, but the safety of our friends and family always is a primary concern. MapmyIndia has been at the forefront of offering innovative and disruptive solutions. Leveraging GPS technology, our endeavor has been to improve the lives of Indians. 'Locate' is another such initiative that addresses the safety and security need of individuals and institutions. I feel that they would be immensely comforted knowing that their friends, family and staff are safe."

How to use MapmyIndia Locate?

- The Application has to be downloaded for free from Google Play
- Users can then set/configure within the app, the times and days of the week when their friends/family can locate them
- Once this is done, users can start reporting their visits by checking-in to the app at the locations
- User's family/friends can then login to their own app, or visit the mobile site from their smartphone browser to gain access to the reports.

About MapmyIndia

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality digital map and data, GPS, location-based services (LBS), GIS and location-based business intelligence solutions. A New Delhi-based

ISO 9001-2012 Company founded in 1992, MapmyIndia pioneered digital mapping in India, and since 1995, through continuous field surveys and state-of-the-art mapping technology, has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust, reliable, full-featured and continuously updated navigable map dataset for all India. MapmyIndia is driving the Indian navigation and location-based services industry by providing products and services across all platforms, Internet, Mobile, In-car, Print etc., to end consumers directly as well as in partnership with leading international and national Players. 'MapmyIndia Navigator' – India's largest selling in-car GPS navigation device, sells through over 1500 outlets in 100+ cities and online at <http://www.mapmyindia.com/store> with options such as Cash on Delivery and Free Shipping.

MapmyIndia also provides, to over 500 leading public sector and enterprise customers across every vertical, solutions which utilize location to enable their business and functioning. MapmyIndia Maps are approved and cleared by the Government of India, and follow the Government of India's norms and regulations. MapmyIndia is backed by leading high-tech and private equity firms, such as Qualcomm Ventures, Kleiner Perkins Caufield & Byers (KPCB), Sheralo Ventures, Nexus Venture Partners and Zenrin Co. Ltd.

MapmyIndia's Managing Director was elected by GPS Business News as the "World's GPS Businessman for the year 2007" and was honoured with the 'Technovator of the year 2011' Award by Voice & Data Magazine. MapmyIndia was recently awarded 'Automotive Product of the Year 2011' by ET Zigwheels Car & Bike awards and 'Advisor/Product of the Year' by Golden Steering Wheel Awards 2012 and 'Navigation System of the Year 2012' by Car India. MapmyIndia received other prestigious awards 'Most Popular Geospatial Data Portal in India' 2012 at IndiaGeospatial Leadership Forum, 'Best Application of the year' award at NDTV Gadget Guru Conclave 2012 and 'Award Winner of 2012 in m-Travel and Tourism' at The Billionth Award South Asia.

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