

PRESS RELEASE

MapmyIndia releases 'Don't Panic' for iOS, a new maps and GPS navigation app

- Available for all iOS versions, including iOS 6
- Detailed, accurate, super-fast and easy-to-use
- Freedom from data charges & independent of poor data connection
- Limited time offer: USD 19.99 for All India maps, USD 7.99 for just Maharashtra, Karnataka or Delhi NCR

September 26, 2012, New Delhi: MapmyIndia, India's leader in GPS navigation, today announced the release of **Don't Panic**, an all-new, full-featured maps and GPS navigation app for iPhone, iPad and iPod touch users in India. The app is available for iOS6 and all other versions. Different customer can avail of special, limited time offers based on their needs:

- All India maps app: USD 19.99 (INR 1069 app.)
- Maharashtra maps app: USD 7.99 (INR 427 app.)
- Karnataka maps app: USD 7.99 (INR 427 app.)
- Delhi NCR maps app: USD 7.99 (INR 427 app.)

Don't Panic stores all map data on the user's device. This gives users freedom from any data transfer charges and their devices independence from internet/data connection to access maps and navigation. This is in contrast to many other maps and navigation apps which require a data connection and users need to pay data charges.

Don't Panic also combines the rich, detailed, comprehensive and accurate map coverage of MapmyIndia, including thousands of cities at street level and millions of points of interest across India, with an extremely easy-to-use, super-fast user experience. The app helps users find any place easily, search for what is nearby and reach their destination conveniently.

Rohan Verma, Director, MapmyIndia, says: "One of the most challenging and also the most exciting jobs for the MapmyIndia team is to anticipate what users want and offering it to them. **Don't Panic** is one such product, which gives users freedom from data transfer charges and also the most accurate maps of India. iOS 6 users can also now experience this new product on their iPhones, iPads and iPod Touch."

iOS users can download MapmyIndia's **Don't Panic** apps from the iTunes App Store on their iOS devices or by visiting the following iTunes store links:

- All India: <http://bit.ly/SkLZ8z>
- Maharashtra: <http://bit.ly/OpkK1P>
- Karnataka: <http://bit.ly/UugyKO>
- Delhi NCR: <http://bit.ly/SkMj7g>

About MapmyIndia (www.mapmyindia.com)

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 600 outlets in 50 cities and online.

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 India Geospatial 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.

For further information:

White Fish Communications

Anil Nagwani: +91 9811268046

Hemant Arya: +91 9810780153

<http://www.mapmyindia.com>

Contd.

Screenshots of MapmyIndia **Don't Panic** GPS Navigation App for iOS:


