

PRESS RELEASE

GPS navigation in India's top-selling cars now powered by MapmyIndia

- **New Honda City, Tata Manza, Mahindra XUV 500, Mahindra Ssangyong Rexton, Ford Endeavour, BMW 7, 5 and 3 series, Jaguar-Land Rover Freelander 2, Fiat Linea and Renault Scala among others now offer MapmyIndia GPS navigation**
- **MapmyIndia's upgrades navigation coverage to latest version 7.1 maps of India**
- **Maps cover 7.1 million places, 1.9 million road kilometers, 600,000 villages, 4,751 cities at street-level, 39 cities at house-level, 36 cities in full 3D, and advanced navigation**

November 7, 2012, New Delhi: MapmyIndia, India's leader in digital maps, GPS navigation and location apps for consumers and enterprise, today announced that India's top-selling car models now offer GPS navigation powered by MapmyIndia. The leading car models include Honda City, Tata Manza, Mahindra XUV 500, Mahindra Ssangyong Rexton, Ford Endeavour, BMW 7, 5 and 3 series, Jaguar-Land Rover Freelander 2, Fiat Linea and Renault Scala. MapmyIndia has upgraded its navigation solution to include the latest version 7.1 maps of India. The maps – India's most comprehensive, exhaustive, detailed and updated map coverage – cover 7.1 million places of interest, 1.9 million road kilometers, 600,000 towns and villages, 4,751 cities with street-level details, 39 cities with house-level details and 36 cities with full 3D city models and includes best-in-class advanced and localized navigation and driver assistance features such as extended lane guidance, junction views, sign-posts, live traffic, city guides and rich points of interest, regional voice guidance and regional maps.

MapmyIndia's maps are being aggressively adopted by Indian consumers and car manufacturers, with MapmyIndia occupying the dominant market leader position in automotive navigation. Top-selling car models have introduced MapmyIndia navigation as part of their offering, starting this festival season – such as the new Honda City sedan, the new Tata Manza entry-level sedan, the top-selling Mahindra XUV 500 SUV and the premium Mahindra Ssangyong Rexton SUV, the Ford Endeavour SUV, the BMW 7, 5 and 3 series luxury sedans, The Jaguar-Land Rover Freelander 2 Luxury SUV, the Fiat Linea sedan, the Renault Scala sedan, among others. MapmyIndia has already collaborated with all leading car manufacturers across India to offer MapmyIndia navigation to their consumers, including BMW, Jaguar-Land Rover, Mercedes, Toyota, Honda, Volkswagen, Renault, Mitsubishi, GM, Ford, Tata, Mahindra and Maruti.

“The year 2012 has seen an exponential increase in adoption of navigation into automotive platforms, with over 200,000 cars scheduled to come with built-in navigation systems in India in year 2013. MapmyIndia’s own GPS navi-tainment systems, including Portable Navigators, CarPads and fitted In-dash systems, are the best selling navigation systems and MapmyIndia has sold over 140,000 such systems already through its network of over 1500+ car showrooms and car accessory shops across 100+ cities in India. We are excited to further strengthen our partnerships with all leading car manufacturers and the ecosystem to push the many benefits of GPS navigation to consumers across India,” says Shivalik Prasad, Executive Director, MapmyIndia.

MapmyIndia’s version 7.1 maps provides first- and **best-in-class advanced navigation and driver assistance features** with visual cues, such as **extended lane guidance** (telling the user which lane to get into prior to a turn or exit), **junction views** (how the upcoming intersection looks in real-life), **sign-posts** (which major landmarks, localities and cities lie in the direction of upcoming turns), **day-time based turn restrictions** (based on time and day, whether the particular road is 2-way or one-way in a particular directions) and **live traffic** (what is the live congestion on roads in the city). MapmyIndia continues to offer the most localized navigation experience, with **city guides** and **rich points of interest** (which provide detailed descriptions and photographs of places to visit, stay, eat and shop in popular tourist destinations and cities) voice guidance in 9 **regional languages** and is also introducing **regional maps** in 4 local languages (which displays the map in the regional language), to aid users who prefer to communicate and interact with the navigation systems in local Indian languages and not just English.

MapmyIndia’s GPS navigation system enables accurate turn-by-turn voice-guided navigation to the building doorstep, not just a nearby landmark or the general locality. The version 7.1 MapmyIndia maps continue to provide **best-in-class full 3D coverage** of India, with digital elevation models and terrain across India, thousands of full-scale **3D landmarks** across India, which offer **life-like 360-degree views** of popular tourist and commercial landmarks, and full **3D city models** containing 3D buildings in residential and commercial areas for 36 major cities across India, including all the major metropolitan areas.

Customers can buy MapmyIndia’s GPS navigation systems and update the maps to version 7.1 in their existing navigation systems by visiting MapmyIndia’s online store: www.mapmyindia.com/store

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 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), Sherpalo 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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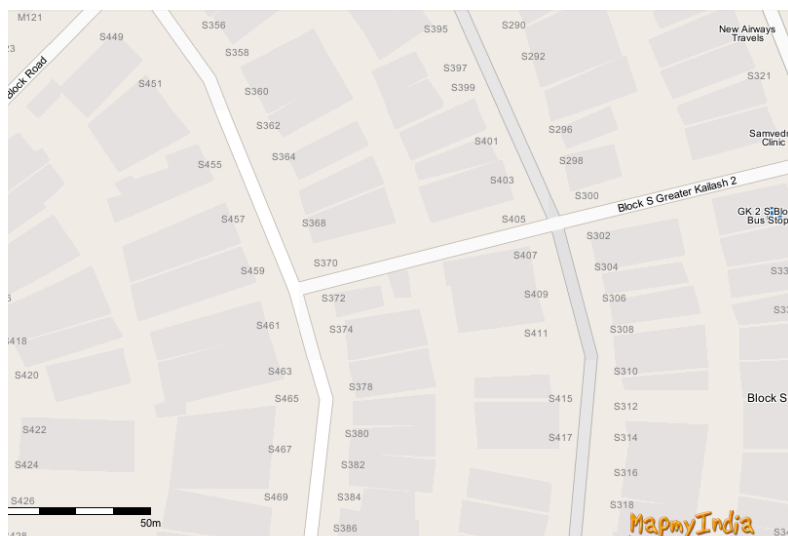
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<http://www.mapmyindia.com>

Images of MapmyIndia's version 7.1 advanced map & navigation features



3D city models



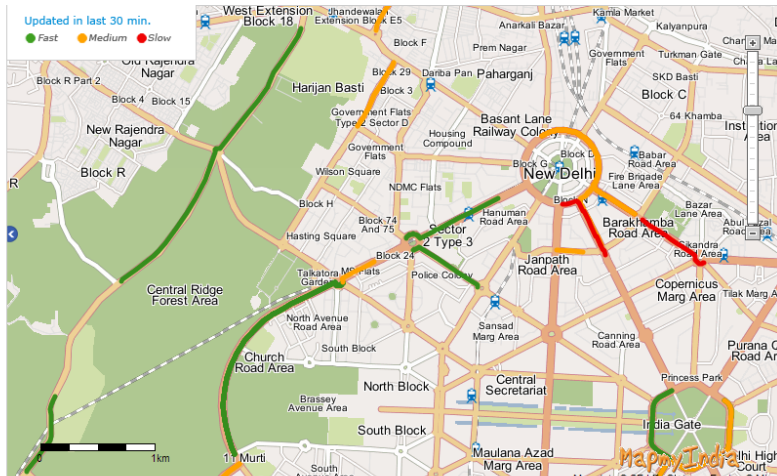
House-Level details



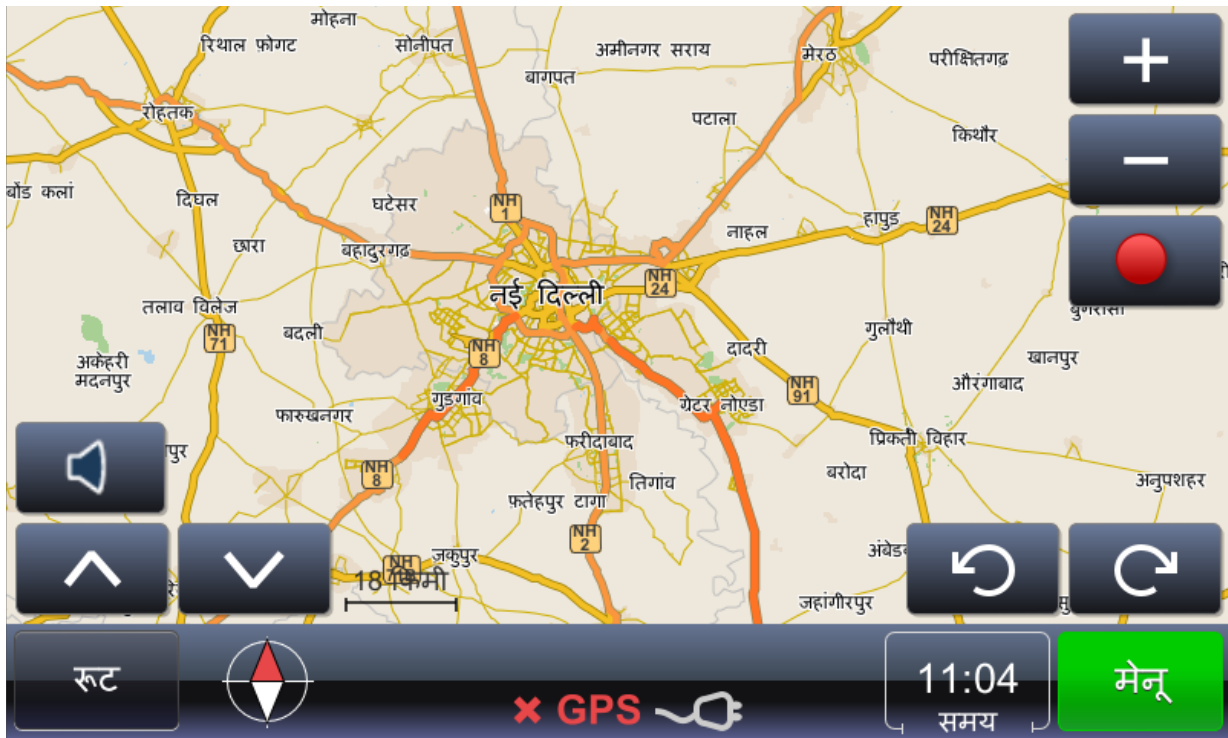
Lane Guidance



Junction views



Live traffic



Regional Language Map Display & Voice Guidance