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PRESS RELEASE

MapmyIndia Launches map version 9.0; offers enhanced coverage and ease-of-use

- **7068 cities at street level (Adds 1040 more cities)**
- **80 cities with house-level data (Adds 28 more cities)**
- **3D & 2D landmarks for 86 cities**
- **Smart single-line, predictive and easy place search**
- **Regional language guidance and Hindi map text**

New Delhi, May 9, 2014: MapmyIndia, India's leader in digital maps, GPS navigation and location apps for consumers and enterprise, today announced the launch of the map version 9.0 maps of India. The new version offers enhanced map coverage along with added convenience. MapmyIndia has made significant additions to the existing map data with 7068 cities (up by 1040 cities) at street level and the last mile has been connected for 80 cities, an addition of 24 more cities with house-level data. To top it all map version 9.0 is offering 3D landmarks and 2D building foot prints for 86 cities across India.

The Smart single-line, predictive and easy place search feature enables users to search by typing in a single string, doing away with the need to type POI and address in separate columns. The search is predictive so as you start typing probable options keep appearing thus making it faster and easier to use.

"The Indian landscape is changing, not just in geography but also in demographics. We have a higher percentage of traveling population clocking more hours in transit than ever before. To cater to the needs of this growing and energetic India, MapmyIndia is constantly innovating and enhancing navigation solutions. The map updates are a critical component of this process," says Rakesh Verma, Managing Director, MapmyIndia.

MapmyIndia map version 9.0 has more regional language options for the users with Voice guidance in 9 regional Indian languages other than English. For 12 Indian states the map text is in Hindi.

The version 9.0 provides unparalleled coverage spanning over 2.1 million kilometers road network with advanced information like multiple names, road classification one-ways, turn restrictions, divider, service lanes, roundabouts, flyovers, tolls, slip roads, ramps and much more. The users get India's most comprehensive, exhaustive, detailed and updated map data with – 10.63 million unique destinations (Points of Interests) and 600,000 villages. It also includes best-in-class advanced and localized

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MapmyIndia map version 9.0

- **Street level** navigation for 7068 cities
- **House/Building level** navigation for 80 cities
- **3-D landmarks** and 2-D building foot prints across 86 cities*
- **Voice guidance in 9 regional Indian languages**
- **Maps for 12 states in Hindi** (which displays the map in Hindi language)
- **Unique destinations (Points of Interest)** 10.63 million
- **Road network coverage** – 2.1 million kilometers of attribute rich road network with advanced information like multiple names, road classification one-ways, turn restrictions, divider, service lanes, round abouts, flyovers, tolls, slip roads, ramps and much more.
- Points of Interest with multiple categories supporting travel related to tourism, business, week-end entertainment, daily needs etc. Download POI category list
- S**ign-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 situation on roads in the city).
- **Junction views** for easy navigation at complex junctions
- **Via point feature** - Find all major tourist spots in the city and create your own itinerary using the 'via' points feature
- Geopix images
- **Tourist guides** for 10 destinations
- **Text- to-speech**
- **Visual & Audible lane guidance**
- **Audible sign post**
- **Speed limit warning** – Audio-visual signs warning to indicate speed limit has been crossed
- **Ferry Guidance available** – The software guides the user to take a ferry

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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 continues to offer the most localized navigation experience, with **city guides, tourist 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** – Hindi, Gujarati, Marathi, Punjabi, Tamil, Telugu, Malayalam, Bengali and Kannada. The version 9.0 also offers **maps in Hindi for 12 states** (which display the map in Hindi). This will benefit users who prefer to communicate and interact with the navigation systems in local Indian languages and not just English.

The company offers a suite of mobile apps that empowers user with tools like maps &navigation, tracking, instant location sharing, discovery of places to visit with a social media interface. All these apps are free for download and available across leading mobile platforms – iOS , Android and Windows.

MapmyIndia's maps are being aggressively adopted by Indian consumers, mobile handset manufacturers and car manufacturers, with the company occupying the dominant market leader position in automotive navigation. 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. Top-selling car models have introduced MapmyIndia navigation as part of their offering – 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, Range Rover Evoque, the Fiat Linea sedan, the Renault Scala sedan, among others.

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 9.0 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 86 major cities across India, including all the major metropolitan areas.

Customers can buy MapmyIndia's GPS navigation systems, download applications and update the maps to version 9.0 in their existing navigation systems by visiting MapmyIndia's online store: www.mapmyindia.com/store

About MapmyIndia

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality digital map data, Navigation, Tracking and LBS products, and GPS & GIS based systems integration services. 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 offers users interactive maps, direction, nearby search and navigation apps on mobile (Android, iOS, Windows Phones, Windows 8, Mobile Web) and web on http://www.mapmyindia.com. 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.

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