



Press Release

MapmyIndia launches SafeMate, a smart personal safety device for women, children and families

- **Tiny, portable GPS-based device helps keep your loved ones safe and you worry-free**
- **Informs you where your loved ones are at all times and in case of emergency**
- **Available exclusively for sale on Flipkart**
- **Marks entry of MapmyIndia into the GPS-based IoT space**

New Delhi, 16 September 2015: MapmyIndia, India's leader in premium-quality digital maps, GPS navigation, tracking, location-based apps and GIS solutions, today announced the exclusive launch of SafeMate, a dedicated, personal safety device for women, children and families on Flipkart, India's largest e-commerce marketplace (<http://goo.gl/iiklIE>) and on the Flipkart shopping app. SafeMate is small, lightweight and portable – the size of a matchbox – and can easily be put in a school bag, purse or pocket. It has built-in GPS and Internet connectivity, using which it continuously and securely transmits the live location of your loved ones to your mobile phone and computer so that you know they are safe.

In case of an emergency, they can instantly press the large and easily accessible SOS button, which will send email and SMS alerts to you and other designated people so that they can help or organize help from emergency services. You can even see their location on extremely detailed house-level maps from MapmyIndia, and get directions to them. You can determine the safety of your loved ones simply by downloading and logging in to the 'SafeMate' companion app by MapmyIndia, available on Google Play Store for Android users, Apple App Store for iOS users, and <http://safemate.mapmyindia.com> for web browser users.

Helps overcome bystander apathy in emergencies

Our biggest fear about the safety of our loved ones is that in case they are in an emergency, we won't be there to help them or organize help for them. There are numerous incidents of bystander apathy, wherein those nearby don't offer help to people in emergencies. The sophisticated GPS and SOS technology in SafeMate allows individuals or victims to immediately seek help from their loved ones, who will immediately respond by helping or calling the police or ambulance.

The best way to help keep your loved ones safe

The SafeMate device with companion app, a first of its kind in India, is ideally suited as a personal safety product compared to other safety apps currently available. Those safety apps, which need and use the mobile phone's GPS continuously, tend to drain the battery of the user's mobile phone instantly and require the user to carry a mobile phone with them continuously. For example many schools don't allow phones inside, rendering those apps useless. On the other hand, SafeMate does not require the user to carry and pair an accompanying mobile phone and its battery lasts 3-4 days, after which it can be charged in just a couple of hours. Most importantly, the dedicated SafeMate's large SOS button is easily



accessible and instantly clickable – this is critically helpful in emergencies. Other apps require the phone to be unlocked, app to be opened and then SOS button to be pressed.

Price, Availability and Usage

SafeMate costs Rs 6,990, which includes for FREE Rs 3600 worth of the first year's SIM card connectivity charges and service subscription fees. Those interested to learn more can visit <http://safemate.mapmyindia.com>. SafeMate is currently available to buy exclusively on India's leading e-commerce portal Flipkart.com (<http://goo.gl/iiklIE>) and on the Flipkart shopping app. There are limited stocks at launch and orders are being fulfilled on a first-come-first-serve basis.

SafeMate reduces the worries of parents who want to know where their young children are or for family members of women who travel late at night or in unsafe areas. It can even be useful to help monitor the safety and location of elderly parents who might get lost or disoriented while going for walks. It can be used to keep loved ones informed about the whereabouts of family members who travel out of town for work, business or tourism. Finally, schools can make SafeMate available to children, companies can provide SafeMate to employees, especially those who travel late at night or alone to unsafe areas, and local police departments can recommend SafeMate be used by residents, to improve the safety of young children, women and people in general in local neighborhoods.

Rashmi Verma, Director & Co-Founder, MapmyIndia, said, "Our mission at MapmyIndia is to make our world better through maps and location technologies. Hence, making India safer is an important priority for our team. Over the years we have built up tremendous expertise in digital maps, GPS navigation, tracking and location apps. The alarming increase in crime against women and children in India spurred us into thinking about how we could use our sophisticated technology to provide safety to individuals. We wanted to keep things simple so that the technology can be used in the most stressful situation. The result is SafeMate."

Ms. Verma added: "SafeMate is a dedicated device and its only function is helping keep your loved one safe. It's so simple that even a child can easily use it. The initial response from parents, young children and women who have used SafeMate has been great, and we will keep enhancing its safety features in future. I am happy that Flipkart, India's largest e-commerce marketplace has joined us in achieving our mission by enabling and ensuring easy availability of SafeMate across the country. I warmly invite all parents, families, schools, companies, police forces, and government departments to also join us to help make India and life in India safer."

Commenting on this partnership, **Amitesh Jha, Vice President – Retail, Flipkart** said: "SafeMate is a great way to start our safety product segment. We are excited to exclusively launch this one of its kind product by MapmyIndia. Creating a benchmark in the personal safety segment in India, we are confident that this new offering will be a big hit amongst customers across age groups."

About MapmyIndia

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality maps, GPS navigation, tracking, location apps, and GIS solutions. A New Delhi-based ISO 9001-2012 company with 750+ people, 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's stated mission is to 'Make our world better through maps and location technologies'. MapmyIndia builds and sells the best map and location-based products for India, and increasingly, for around the world. These include the most advanced maps of India which can support advanced navigation, GIS and location-based requirements, the best GPS-based IoT ("Internet of Things") devices optimised for in-vehicle and personal use, market-leading location-based SaaS ("Software as a Service") for enterprise and professional use, and popular and delightful hyper-local consumer mobile and web apps, including maps.mapmyIndia.com, India's very first interactive online mapping portal. Continuous innovation in product development has led to MapmyIndia receiving many awards and recognition from media and industry, including a recent citation in the Harvard Business Review for its customer funded business model. MapmyIndia Maps are approved and cleared by the Government of India, and follow the Government of India's norms and regulations.

About Flipkart

Flipkart.com is India's leading e-commerce marketplace offering over 30 million products cross 70+ categories including Books, Media, Consumer Electronics and Lifestyle.

Flipkart is known for its path-breaking services like Cash on Delivery, and a 30-day replacement policy. Flipkart is the only online player offering services like In-a-Day Guarantee (50 cities) and Same-Day-Guarantee (13 cities) at scale. Its annual subscription service, Flipkart First, is the first of its kind in the country.

Launched in October 2007, Flipkart has become the preferred online marketplace for leading Indian and international brands. Flipkart, currently 33000 people strong, has 45 million registered users clocking over 10 million daily visits. Flipkart's technology has enabled it to deliver 8 million shipments per month – and this number's only growing.

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