

PRESS RELEASE

**MapmyIndia now on BlackBerry Z10 for Free - Offering BB10 users
India's most superior Maps & Navigation Experience**

- **Premium automotive-class navigation features, FREE on your BB10 device.**
- **Available FREE for all BB10 devices purchased from authorized BlackBerry resellers**
- **Voice guided, turn-by-turn navigation with 3D maps, house-level details**
- **Available in English & Hindi**
- **No Internet connection needed**
- **One year free subscription**

New Delhi, 22 April 2013: India's best voice guided, turn-by-turn navigation experience by MapmyIndia is now on BlackBerry. MapmyIndia, India's leader in digital maps, GPS devices, and web mobile location apps, today announced that all BB10 customers currently owning a Z10 or about to purchase one, can now download India's most superior Maps & Navigation experience FREE OF COST from BlackBerry Appworld by searching for **MapmyIndia Mobile Navigator** in the search box (<http://bit.ly/WfrNOj>). While downloading the app from Blackberry world, users can also choose the map package they want. Along with boasting of the comprehensiveness and Accuracy associated with MapmyIndia Maps, the app comes packaged in a very intuitive user interface enabling you to find your way faster and better!

The application provides Full 3D maps & buildings, House-address level details, millions of places like restaurants, ATMs, petrol pumps, hotels, tourist landmarks and street-level maps in thousands of cities, besides connectivity to all villages and highways across India. Plus, you get voice guidance and instructions in both ENGLISH & HINDI, the power of a single-line search, instant route calculation, lane guidance, over-speeding alerts, and places along the route!

MapmyIndia app for BlackBerry Z10 is saved on the Smartphone and is independent of network connectivity.

Rohan Verma, Director, MapmyIndia says, "The partnership between BlackBerry and MapmyIndia offers the best navigation experience available to Smartphone users in India today. Our app gives

BlackBerry Z10 users access to voice-based, turn-by-turn navigation with 3D maps and one of the most accurate maps of India available today. The app runs on the powerful new BlackBerry 10 platform, which further enhances the overall navigation experience.”

About MapmyIndia (www.mapmyindia.com)

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality digital map and data, GPS navigation and tracking devices, location apps and enterprise GIS solutions. A New Delhi-based ISO 9001-2012 Company founded in 1992 with over 750 people, 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 navigation and GIS map dataset for all India.

MapmyIndia’s market leading car navigation and entertainment systems, such as its Portable Navigators, CarPad Navi-phablets, and IceNav Indash Systems sell through over 1500 automotive stores in 100+ cities and online at <http://www.mapmyindia.com/store> with options such as Cash on Delivery and Free Shipping. 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 also provides, under its Mappls division, a suite of integrated GIS and GPS enterprise solutions to over 1000 leading government and corporate customers across every vertical, 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), Sheralpa 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 honored with the 'Technovator of the year 2011' Award by Voice & Data Magazine. MapmyIndia was awarded 'Automotive Product of the Year 2011' by ET Zigwheels Car & Bike awards, the 'Most Popular Geospatial Data Portal in India 2012' at India Geospatial Leadership Forum, and 'Best Mobile Application of the year 2012' by NDTV Gadget Guru.