



Rakesh Verma

Managing Director & Co-founder, MapmyIndia (CE Info Systems)

In 1994, Mr. Verma pioneered the digital maps and GIS (Geographic Information Systems) industry by setting out on a mission to digitally map out India. And since 2004, MapmyIndia has revolutionized the consumer navigation market in India by releasing innovative products and services with 500 leading public sector and enterprise customers across every vertical. MapmyIndia has built strong partnerships with large automotive majors and is found in the dashboards of leading car makers such as BMW, Mahindra, Hyundai, Jaguar Land Rover, Ford,

Mitsubishi, General Motor and others. MapmyIndia has received three rounds of investments from leading private equity firms such as Kleiner Perkins Caufield & Byers (KPCB), Sherpalo Ventures, Nexus Venture Partners, Qualcomm Venture and Zenrin Co. Ltd. In the last three years, MapmyIndia has seen growth of over 600% and is all set to continue growing and benefitting India in the coming years.

In 1990, Mr. Verma quit a successful career with General Motors in the US to return to India, and co-founded CE Info Systems with his wife, Mrs. Rashmi Verma. In 1993, he was exposed to the emerging field of GIS (Geographic Information Systems), and recognized the potential benefits of GIS to businesses, the government and individual people. Armed with this foresight and a desire to participate in India's development, Mr. Verma led MapmyIndia's pioneering effort in creating a complete digital map of India. The effort was started from scratch because no digital maps were available for India at that time. In 2004, MapmyIndia launched India's first portal to offer interactive maps, local search and directions - MapmyIndia.com. In 2007, MapmyIndia launched its All India GPS Navigator, which is India's largest selling Personal Navigation Device for cars. The company has gone on to define and own the category of navi-tainment with richer navigation devices and recently launched India's first internet-connected car navigation tablet, the CarPad and recently announced India's first Android-based and Internet-connected In-dash Navigation, Tracking and Entertainment systems at the Auto Expo 2012. Today, MapmyIndia is a leader in the Indian mapping and navigation space, with the most comprehensive and accurate repository of digital map data for India.

Mr. Verma was recently appointed as a member to the Government of India's Committee on Geographical Information Systems (GIS). Mr. Verma obtained a Bachelors of Engineering (Mechanical) from BITS Pilani, India in 1972, and an MBA from Washington State University, USA in 1979.
