Press Release

MapmyIndia maps cover new ground with 401 cities, 837695 km of roads, 411625 towns & villages

- 90% of Indian population covered with Version 3.0 of MapmyIndia maps
- Consumers can exchange their existing GPS devices with a MapmyIndia Navigator
- Version 3.0 update available to existing customers

New Delhi, May 8, 2009: MapmyIndia, India’s leading map and GPS navigation services provider, today announced the launch of Version 3.0 of MapmyIndia maps. The new maps release covers 90% of India’s population through 401 cities, 837695 kms of roads, 411625 town and villages and around 10 lakh points-of-interest. The most comprehensive and detailed till now, the MapmyIndia maps will be available on MapmyIndia.com and MapmyIndia Navigators. Version 3.0 of MapmyIndia maps is also available with MapmyIndia Navigator exchange offer, where an old GPS navigator can be exchanged for a brand new MapmyIndia Navigator.

Version 3.0 of MapmyIndia maps comes from a repository of the most accurate map data of India, which MapmyIndia’s dedicated team of over 200 surveyors has been creating and updating for more than 15 years now. They continually walk and drive millions of kilometers across India, armed with state of the art map processing technology. MapmyIndia’s teams effort is to keep the maps accurate and updated so that consumers can use them with the medium they are comfortable with – internet, personal navigation devices, in-car devices or mobile phones.

Says Rakesh Verma, MD, MapmyIndia: “The MapmyIndia team wanted to make seamless GPS navigation experience in India a reality. Therefore, in MapmyIndia maps Version 3.0 we included cities that people regularly travel to, either as tourists or for business and personal reasons. While the 401 cities maps are available on MapmyIndia Navigators, we have also updated them on MapmyIndia.com, making them accessible free of cost. With a significant population in urban India comprising young workers from all over India, Version 3.0 will help them navigate their way in cities while also connecting them to their roots.”

Innovative exchange offer

Coupled with the launch of MapmyIndia maps Version 3.0, the company has also announced the launch of an innovative exchange offer. Users of GPS navigators – MapmyIndia Navigators or any other brand – can exchange their existing hardware for a brand new MapmyIndia Navigator, loaded with India’s best digital maps of 401 cities. Those who bought their GPS navigators abroad but are unable to use them in India because of lack of accurate maps can also exchange their current hardware under this offer. While existing MapmyIndia Navigator users can exchange their old device for a brand new navigator, they can also upgrade their maps to Version 3.0 by only paying handling and shipping charges. Garmin device users can now also make full use of the Version 3.0 release as the maps are compatible with most Garmin GPS hardware.
For more details about the exchange offer, visit: [http://navigator.mapmyindia.com/exchange_offer.html](http://navigator.mapmyindia.com/exchange_offer.html)

**Services for partners**

In addition to building maps for its own consumer products, MapmyIndia also offers high-quality maps and software solutions for preload on GPS enabled mobile handsets. The company has already partnered with Motorola to power their GPS solutions, and has a wide array of solutions for Windows Mobile and Symbian platforms. Owing to its huge database of cities and points of interest, MapmyIndia’s data is also available for other partners to offer consumer services. For example, the POI (Point of Interest) search for the QuickFinder (An advanced location-based service that enables users to pinpoint locations of interest) by Tata Indicom was powered by MapmyIndia. The map database and solutions can similarly power solutions for the telecom, handset and automotive verticals.

**About MapmyIndia**

MapmyIndia (CE Info Systems (P) Ltd.), a New Delhi-based ISO 9001-2000 Company founded in 1992, is India’s leader in premium quality digital map data and consumer navigation services. Since 1994, through continuous field surveys and state-of-the-art mapping technology, the company has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust and reliable navigable map dataset for all India. MapmyIndia is driving the Indian navigation industry by providing internet, mobile and in-car navigation products to end consumers directly as well as in partnership with leading international and national players. The company has been providing GIS based enterprise solutions to over 500 leading corporate and government organizations in every vertical. In 2004, MapmyIndia was short listed by NASSCOM as a showcase company for IT innovation in India. Most recently, MapmyIndia’s Managing Director was elected by GPS Business News as the "World's GPS Businessman for the year 2007" for driving the navigation industry in India.

[www.mapmyindia.com](http://www.mapmyindia.com)

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