



November 08, 2024

The Listing Department

BSE Limited

Phiroze Jeejeebhoy Towers

Dalal Street

Mumbai 400 001

BSE SCRIP Code: 543425

The Listing Department

National Stock Exchange of India Limited

Exchange Plaza

Bandra Kurla Complex, Bandra (East)

Mumbai 400 051

NSE Symbol: MAPMYINDIA

Subject: Submission of Investor Presentation for Q2 & H1 FY2025 Results.

Ref.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements)

Regulations, 2015

Dear Sir / Madam,

Please find attached herewith Investor Presentation for Q2 & H1 FY2025 Results.

Kindly acknowledge the receipt of the same.

Thanking you.

Yours faithfully,

For C.E. Info Systems Limited

Saurabh Surendra Somani Company Secretary & Compliance Officer

Encl:

Investor Presentation



Mapmylndia C.E. Info Systems Ltd

Investor Presentation Q2 & H1FY2025





Q2&H1FY2025 Performance

Management Commentary

Consolidated Financial Highlights (Q2FY25 & H1FY25)

Consolidated PnL Highlights

Segmental Revenue by Product: Map-led and IoT-led

Segmental Revenue by Markets: A&M and C&E

Consolidated Balance Sheet Highlights

Foray into International Markets

Shareholding Pattern



Management Commentary

"MapmyIndia has received official board approval to establish a joint venture with Hyundai Autoever, a wholly owned subsidiary of Hyundai Kia. MapmyIndia will hold a 40% stake with a capital investment of \$4 million. The joint venture, named PT Terra Link Technologies, will be based in Indonesia and will concentrate on providing map-based solutions for automotive OEMs and other businesses across Southeast Asia. Estimated Revenue of JV would be to the tune of USD multimillion over the next 5 years with order booking and revenue commencing from FY26 itself. This JV will also benefit current customers of MapmyIndia.

Our Q2 FY25 revenue from operations increased to Rs 104 crore, a 14% YoY growth and the first half of FY25 (H1 FY25) saw a revenue growing to Rs. 205 crore as against Rs. 181 crores in H1 FY24. EBITDA for H1 FY25 reached ₹80 crore, yielding a margin of 39.1%, compared to ₹78 crore and a margin of 43.2% in H1 FY24. EBITDA for Q2 FY25 was ₹37.5 crore, yielding a margin of 36.1%, compared to ₹40.5 crore and a margin of 44.5% in Q2 FY24. Decrease in margin is primarily due to investing on a continuous basis during the last four quarters in consumer business for the future growth and these investments are booked as expenses. Downloads of the Mappls App surged from 10 million in H1FY24 to 25 million in H1FY25.

Our Profit After Tax (PAT) for H1 FY25 rose to ₹66 crore, compared to ₹65 crore in H1 FY24. Our IoT-led EBITDA margin improved significantly, rising from 7% to 14% during the same period. We are on track for achieving our goals of FY 27-28.

- Rakesh Verma, CMD

"The overall market we serve faced challenges in Q2 FY25, but we managed to perform reasonably well thanks to our open orders and strong teamwork. In **H1 FY25**, our Automotive & Mobility Tech (A&M) revenue rose by 19.3% YoY, while our Consumer Tech & Enterprise Digital Transformation (C&E) revenue grew by 8.2%. Specifically, in **Q2 FY25**, A&M revenue increased by 27% to INR 60.9 Cr YoY, while C&E revenue remained steady at INR 42.7 cr.

With our efforts during past many quarters, we finally could enter the international market with a significant win of PT Terra Link Technologies in the South East Asian region for map solutions.

We successfully acquired new customers and deepened our relationships with existing clients through upselling and cross-selling. This included significant wins and go-lives across various sectors, including automotive, fleet management, tech startups, traditional corporations, government entities and defence. Our diverse range of solutions saw increased adoption, such as our ADAS and EV Mobility stack, video telematics for fleets, APIs and SDKs for app developers and enterprises, and geospatial solutions like 3D digital twin mapping.

Additionally, the adoption of our consumer products continues to rise steadily."

- Sapna Ahuja, COO

Consolidated Financial Highlights (Q2FY25)

Q2FY25 YoY Revenue grew 13.8% and H1FY25 YoY Revenue grew 13.7% H1FY25 YoY PAT grew 1.8% from Rs. 65.1 crore to Rs. 66.2 crore

| INR Crores, unless otherwise mentioned | Q2FY25 | Q2FY24 | YoY Growth | H1FY25 | H1FY24 | YoY Growth |
|---|--------|--------|---------------|--------|--------|---------------|
| Total Income | 113.6 | 99.1 | 14.6% | 225.2 | 196.8 | 14.4% |
| Revenue from Operations | 103.7 | 91.1 | 13.8% | 205.2 | 180.5 | 13.7% |
| EBITDA | 37.5 | 40.5 | -7.5% | 80.2 | 78.0 | 3.0% |
| EBITDA Margin (%) 1 | 36.1% | 44.5% | | 39.1% | 43.2% | |
| PAT | 30.4 | 33.1 | -8.3% | 66.2 | 65.1 | 1.8% |
| PAT Margin (%) ² | 26.7% | 33.4% | | 29.4% | 33.1% | |
| Cash & cash equivalents (including financial instruments) | 565.5 | 517.9 | | 565.1 | 517.9 | |

Revenue & profitability growth:

Q2FY25 YoY Revenue grew 13.8% and H1FY25 YoY Revenue grew 13.7%. H1FY25 YoY PAT grew 1.8% from Rs. 65.1 crore to Rs. 66.2 crore.

Margin analysis:

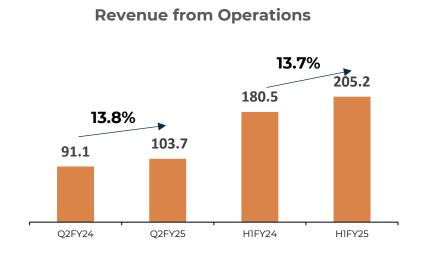
Marketing expenses went up by an incremental INR 2.3 crores and Cloud infrastructure costs increased by INR 1.3 crores QoQ to support consumer mappls brand reach resulting in increased downloads to 25 mn+ mappls app users at the end of Q2FY25.

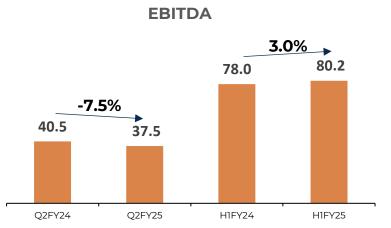
Cost of material went up qoq primarily driven by IoT hardware material going up as the IoT business picked up in q2.

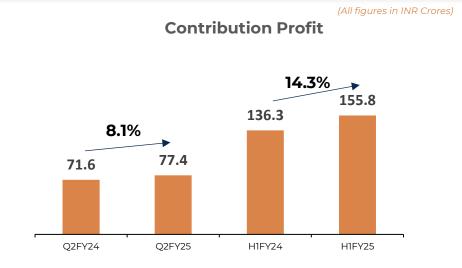
While EBITDA increased from Rs. 78 Crores to Rs. 80.2 crores in H1FY25, EBITDA margin declined from 43.2% to 39.1%. We have been investing on a continuous basis during the last four quarters in consumer business for the future growth and these investments are *primarily* booked as expenses and hence the decline in margin.

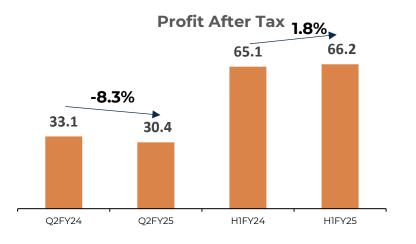
Consolidated P&L Highlights

Revenue, Contribution Profit, EBITDA & PAT continued to grow year to date







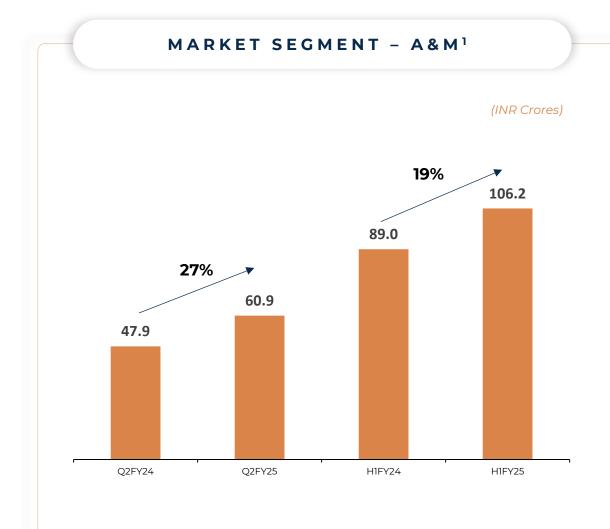


Product wise Highlights: Map-led and IoT-led

| INR Crores, unless otherwise mentioned | Map-led H1FY25 | Map-led H1FY24 | IoT-led H1FY25 | IoT-led H1FY24 | Map-led Q2FY25 | Map-led Q2FY24 | loT-led Q2FY25 | IoT-led Q2FY24 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Revenue from Operations | 151.1 | 135.2 | 54.0 | 45.3 | 73.2 | 68.6 | 30.5 | 22.5 |
| Sale of Devices | - | - | 26.0 | 30.0 | - | - | 17.1 | 14.9 |
| Sale of Map data & services* | 151.1 | 135.2 | 28.0 | 15.3 | 73.2 | 68.6 | 13.4 | 7.6 |
| EBITDA | 72.7 | 74.7 | 7.5 | 3.2 | 33.6 | 38.7 | 3.8 | 1.8 |
| EBITDA Margin (%) | 48.1% | 55.3% | 13.9% | 7.1% | 46.0% | 56.4% | 12.5% | 8.2% |

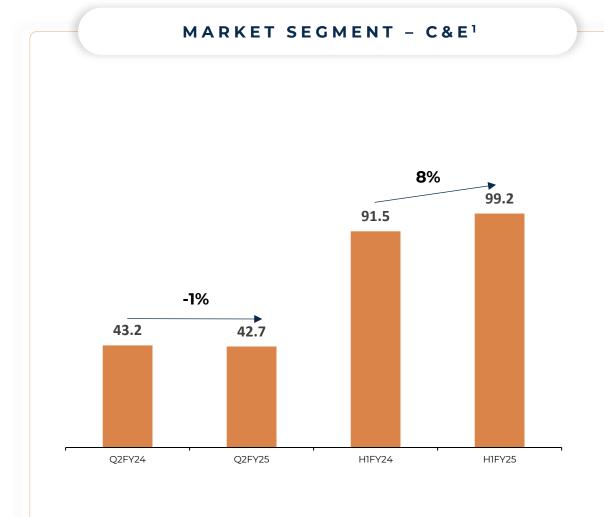
- Map-led revenue grew by 12% to INR 151.1 Cr in H1FY25 as against INR 135.2 Cr in H1FY24 while IoT led revenue increased by 19% to INR 54.0 Cr from INR 45.3 Cr in H1 FY24.
- Map-led margins for the quarter were impacted by the increased spending for the consumer business and technical outsourcing for supporting future revenue growth.
- Overall IoT-led revenue grew by 36 % YoY for Q2FY25, driven by healthy growth in devices sold and rented and high adoption by customers.
- IoT-led margins improved from 8.2% to 12.5% during the quarter due to increase in SaaS revenue contribution increasing from 34% to 44% plus increasing scale of business.

Market-wise Revenue – A&M



- A&M (Automotive & Mobility Tech) business grew at 27% during Q2FY25 on a YoY basis, driven by new vehicles volume growth surging ahead of industry volume growth.
- Major win to deliver first international map Map of Indonesia to PT TerraLink (JV between MapmyIndia and Hyundai Auto Ever)
- New wins across 2W, 4W and Commercial vehicle OEM for domestic market.
- Major Go-lives include Hyundai Alcazar, Hyundai Creta, Kia Carnival, EV9, Mahindra Thar RoXX, Mahindra 3X0, Ather Rizta, JCB (utility vehicle)
- Major Fleet wins include monitoring of fleet for an electronics major, rake tracking for a cement company, Video telematics solution for Auto carriers and transportation of heavy equipment and continuous expansion of School bus system deployments across many leading schools.
- Go-live of Maharashtra state AIS-140 back-end for all commercial use vehicle for safety and emergency response system.

Market-wise Revenue – C&E

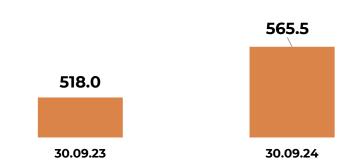


- The overall market we serve faced challenges in Q2 FY25, but we managed to perform reasonably well despite the lumpy nature of the business.
- Multiple wins in the E-Commerce, QSR, Delivery & Mobility space for APIs for use cases such as location-based app, personalization and accurate address capture for delivery efficiency;
- Wins in the Pharma and Retail Sectors for Analytics Use cases such as business expansion planning, retail strategy, workforce automation, customer location analytics;
- Wins in BFSI sector to automate finance processes like KYC, loan sanctions, collections, credit assessment etc;.
- Key government wins include Transit and route mapping to support metro rail for a capital city, geo-enabled aquifier mapping information system, GIS for Clean Ganga Mission and Land records modernisation for a state. Further wins include usecases like storm water drainage modelling, mail vehicle monitoring, and property tax management for a tier 1 city.

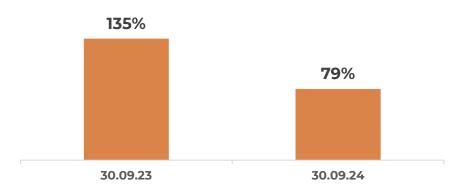
Consolidated Balance Sheet Highlights

(All figures in INR Crores)

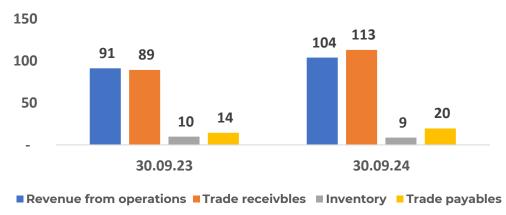




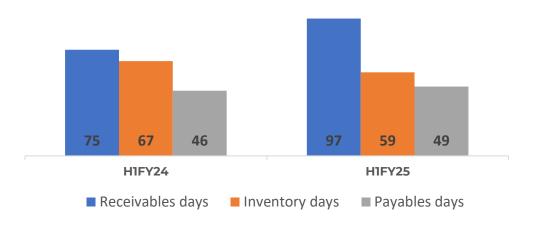
Return on Capital Employed (ex-cash)



Revenue from operations V/s trade receivables, Inventory and trade payables



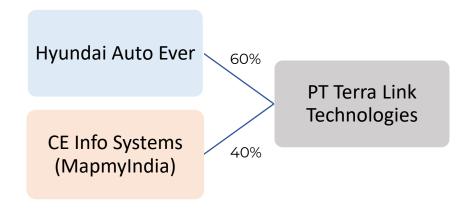
Cash Conversion Cycle



Foray into international market

MapmyIndia enters into a JV in Indonesia with Hyundai Autoever, a fully owned subsidiary of Hyundai Motor Company with an objective to expand its business outside of India.

JV Structure

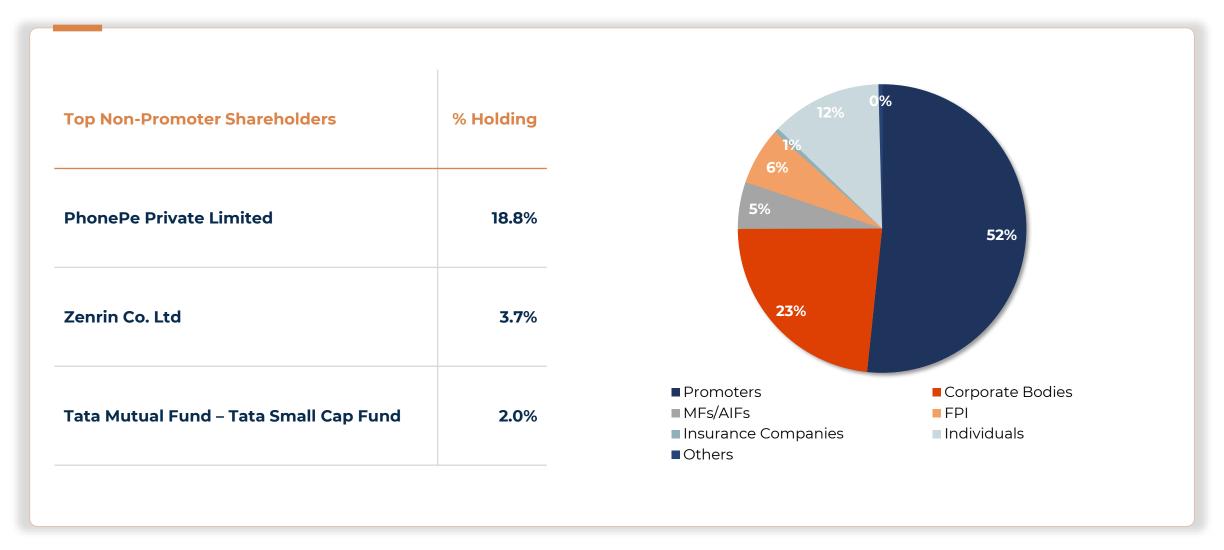


- Structure: MMI and HAE will invest and do the map business
- Investment amount: USD 10M (USD 6M from HAE and USD 4M from MMI)
- Initial focus: South East Asian countries followed by Middle East and Africa region

Business Potential

- Estimated Revenue of JV would be to the tune of USD multimillion over the next 5 years with order booking and revenue commencing from FY26 itself.
- Revenue for MapmyIndia will be services revenue as well as profit from JV
- Potential customers:
 - Captive Auto OEM: Hyundai, Kia
 - Potential international Auto and local Auto OEM operating in the regions
 - Mobility players
 - Enterprises

Shareholding Pattern



Note: As on March 31, 2024



About Mapmylndia



Company Overview

India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving B2B and B2B2C enterprise customers.

- Market leadership position in navigation and geospatial products and platforms
- Early mover advantage in digital mapping
- Strong IPs through proprietary and integrated technologies
- Robust sustainable business model.

#1

Provider of advanced digital maps and deep-tech in India

Order Book CAGR

over last 3 years

35%

EBITDA CAGR over last 3 years

30%

Volume market share in Automotive OEMs with connected solutions¹

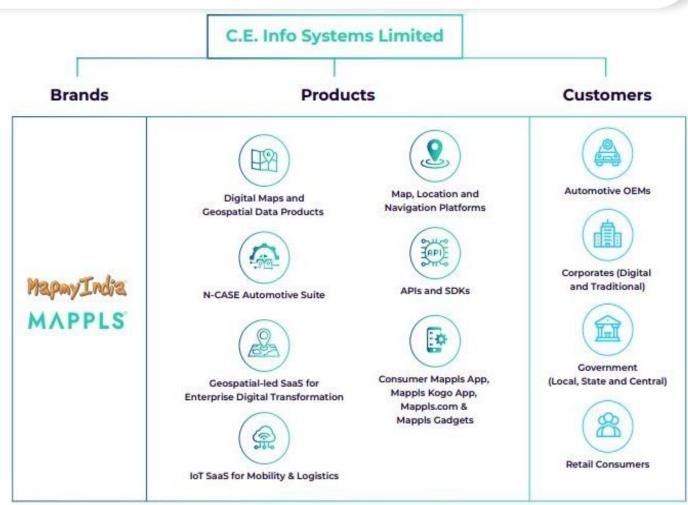
38%

Revenue CAGR over last 3 years

Customers on SaaS.

PaaS and MaaS

platforms (FY23)



Our Journey So Far

1995-00



Company was founded



Built India's digital maps

2001-10



Launched India's first internet mapping platform and portal, MapmyIndia.com (now called Mappls.com)



Launched pan-India GPS navigation system 2011-16



Launched IoT (GPS-based telematics) platform



Launched map and location API Platform



Built transportation, logistics optimisation & workforce automation platforms 2017-19



Built AI-powered 4D HD Digital Map Twin of the Real World



Launched nationwide unique digital address and location identity system -"eLoc" (now called Mappls Pin)



Built N-CASE mobility suite for Digital Vehicle Transformation

Launched geospatial analytics and GIS platform;

2020-21



Launched realtime maps of Covid vaccine centres on Co-WIN



Entered MoU¹ with ISRO²



Gol announces geospatial guidelines



Company goes public

2022



Mappls global platform released with integrated maps of 200+ countries



Acquired and integrated Gtropy Systems Pvt. Ltd. to expand IoT business

2023-24



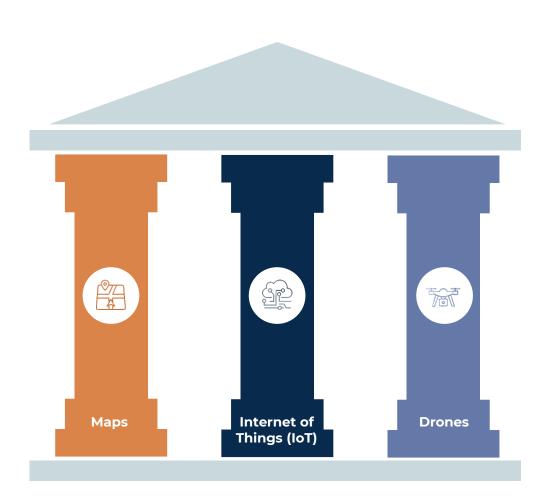
Launched Mappls Realview and Metaverse maps

Relaunch of Mappls IoT gadgets



Mappls MapmyIndia, becomes No. 1 on App Store in India across all categories

Built on Three Pillars of Technology



Pioneers in digital mapping and have covered...

6.6_{Mn}

kms of roads¹

99%+

of India's road network¹

7.9_K₊

637_{K+}

Towns¹

Villages¹

28_{Mn}

places of interest^{1,2}

19.75 Mn 550 Mn+

house or building addresses1

geo referenced photos, videos & 360° panoramas¹

Leveraging IoT through the acquisition of Gtropy

76%

Invested in Gtropy Systems

Offering IoT-based solutions to enterprises & consumers.

0.5Mn

IoT devices have been sold/rented1 These devices are further enhancing the quality of maps by providing real time traffic updates and other insights..

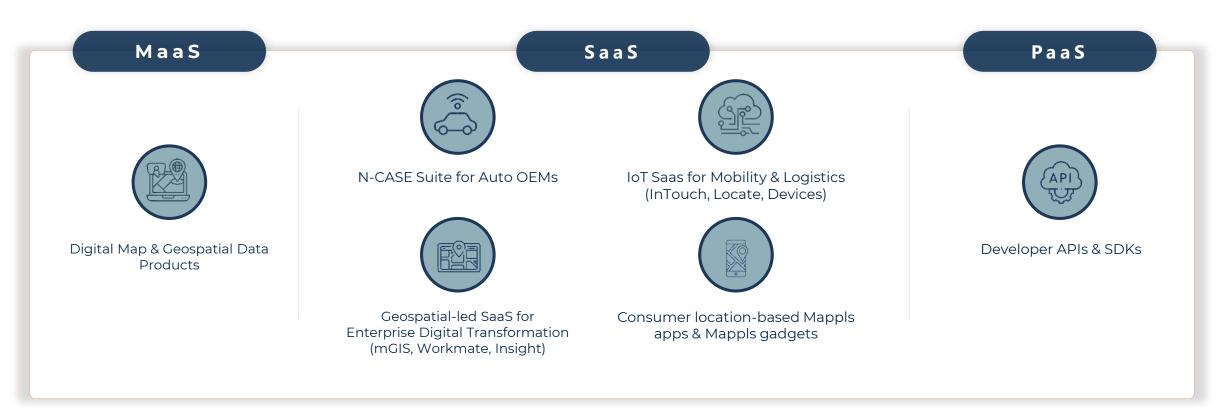
Drones: Currently at a nascent stage

20%

Invested in Indrones Solutions Plan to offer drone-based solutions and broaden our addressable market.

Product and Platform Company

As a data and technology products and platforms company, we offer proprietary digital Maps as a Service ("MaaS"), Software as a Service ("SaaS") and Platform as a Service ("PaaS").



Offering **customized solutions** through our brand, Mappls (earlier called MapmyIndia)



Deep Tech Offerings

InTouch

IoT Powered software that allows near real-time vehicle and asset tracking and **fleet**, **transport**, and **logistics management**



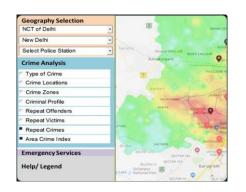
Workmate

Enables workforce and workflow management, monitoring, and automation capabilities



Insight & mGIS

Geo-analytics offerings
solutions - Processing
geospatial data to help our
customers across industries
analyse their respective
markets and develop
predictive real time models



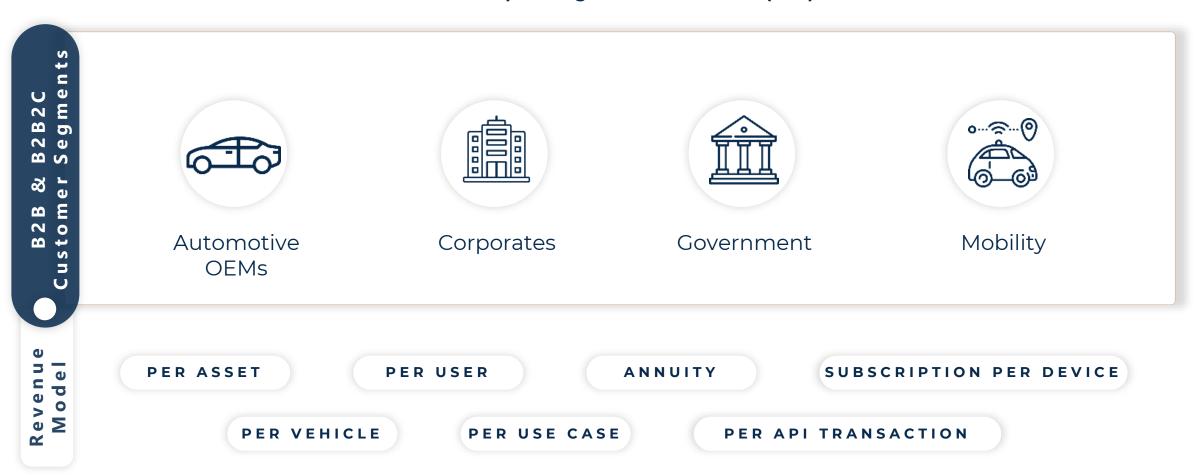
Locate

Advanced fleet management solution designed to enhance fleet's operational efficiency and management - real-time vehicle monitoring, historical movement tracking, live map rendering and more



Our Customers & Revenue Model

We are India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving **B2B and B2B2C enterprise customers.** We categorize them to two market segments - **Automotive & Mobility Tech (A&M)** and **Consumer Tech and Enterprise Digital Transformation (C&E).**



Market Segment A&M constitutes Auto OEM and some parts of Mobility, while C&E constitutes Corporates, Government and balance parts of Mobility.

Ever Expanding Use Cases



AUTOMOTIVE

- Embedded Connection Navigation
- EV Range Calculation
- Intelligent Speed Assistance



ECOMMERCE

- Long haul first mile
- Last mile delivery tracking



FOOD DELIVERY

- Address intelligence
- Last mile delivery tracking



TRANPORTATION & LOGISTICS

- Fleet and asset tracking
- Transportation data
- Truck routing solutions



BFSI

- Geo-verification and on-boarding
- Usage-based auto insurance
- Credit assessment



RETAIL & QSR

- Better site selection
- Location-based digital advertising



TELECOM & UTILITIES

- Field force monitoring
- Optical fiber mapping and distribution analytics



HEALTHCARE & PHARMA

- Distribution and logistics of medical goods
- Mapping of plants



GOVERNMENT

 Geo-tagging of public assets for repair and overhaul

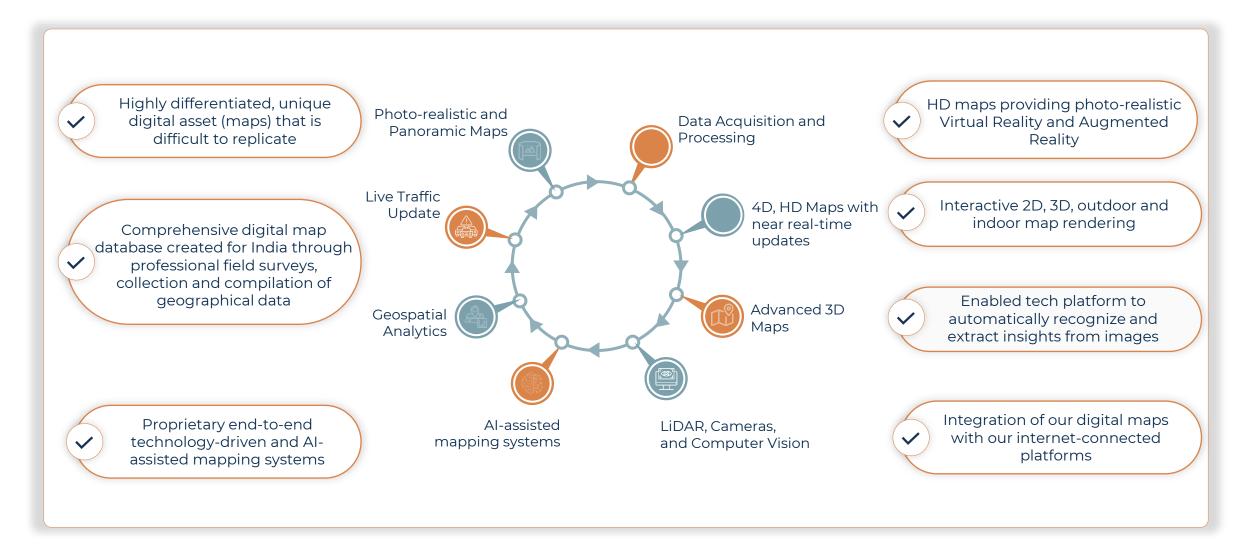


RAILWAYS & WATERWAYS

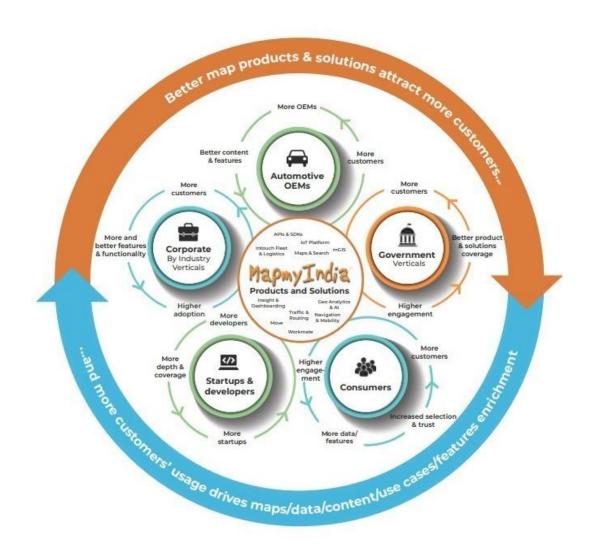
- Network and route mapping
- Tracking of fleet

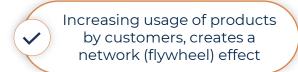


Developed High Quality Maps through Proprietary Technology



Network Effect creates Strong Entry Barriers







State-of-the-art products & platforms built on high quality, updated maps (proprietary technology & network effect)

Offer customized business solutions

=

MapmyIndia, a preferred choice for customers

Founding Team





Rakesh Verma CO-FOUNDER, CMD

50+ years of experience

BE (Hons.), Mechanical Engineering, BITS, Pilani; MBA, Eastern Washington University, USA



Rashmi Verma CO-FOUNDER, CTO

44+ years of experience

BTech, Chemical Engineering, IIT Roorkee; MSc, Eastern Washington University, USA



Rohan VermaWHOLE-TIME DIRECTOR, CEO

20+ years of experience

BTech, Electrical Engineering Stanford University, USA; MBA, London Business School

Experienced Professional Management Team





Sapna Ahuja
CHIEF OPERATING OFFICER,
AUTOMOTIVE BUSINESS

Total experience 21+ years, 20+ years with MapmyIndia BSc, Computer Science (DU); MSc, Applied Operations Research (DU)



Gino KimPRESIDENT, APAC BUSINESS, C.E.
INFO SYSTEMS INTERNATIONAL INC

Total experience 26+ years, 2+ years with MapmyIndiaBBA from YONSEI University; Master of Policy Studies from KOREA
University. Ex-Hyundai/Kia



Anuj JainCHIEF FINANCIAL OFFICER

Total experience 18+ years, 13+ years with MapmyIndia BCom, University of Rajasthan; Chartered Accountant; Company Secretary; Cost and Management Accountant



Rishin Kalra
CHIEF PRODUCT OFICER –
AUTO TECH

Total experience 18+ years, 13+ years with MapmyIndia BE Computer Science from MDU Rohtak



Nikhil KumarPRESIDENT, GEOSPATIAL
BUSINESS

Total experience 30+ years, 2+ years with MapmyIndia MSc, Electronics (Kurukshetra University); Ex-Here Technologies, Trimble, ESRI



Harman Singh Arora
CEO, GTROPY (IoT BUSINESS)

Total experience 17+ years, 2+ years with MapmyIndia B.E, Electronics & Comm from MIT, Manipal & MBA, IIM Lucknow



Ankeet Bhat CHIEF BUSINESS OFFICER, ENTERPRISE BUSINESS

Total experience 13+ years, all with MapmyIndiaBTech, Electronics and instrumentation (Hons), BITS Pilani



Abhit KalsotraCTO, GTROPY (IoT BUSINESS)

Total experience 19+ years, 2+ years with MapmyIndia B.E. (Hons) Computer Science (BITS Pilani); Ex-Microsoft, Nokia, LG



Shishir Verma
CHIEF HR & CORPORATE
AFFAIRS OFFICER

Total experience 30+ years, 11+ years with MapmyIndia BE from Patna University; Master's degree in Systems Development from NIIT



Saurabh SomaniCOMPANY SECRETARY &
COMPLIANCE OFFICER

Total experience 12+ years, 3+ years with MapmyIndia BCom from Nagpur University; Company Secretary and Diploma in Corporate Laws from Indian Law School, Pune.



Market Opportunity



Total Addressable Market

AUTOMOTIVE OEMs

| Vehicles manufactured during the year (Mn) | FY23 | FY28E |
|--|------|-------|
| Industry Number of vehicles | 21 | 25 |
| - 2W | 16 | 19 |
| - EV | 8.0 | 2.8 |
| - 4W | 4 | 6 |
| - EV | 0.05 | 0.4 |
| - CV | 1 | 1 |
| | | |
| Industry Map & Tech Attach Rate | 11% | 25% |
| Target Market | 2 | 6 |

Source: SIAM, Vahan, Company estimates

Rationale

- Currently, industry attach rate in India is 11% vs global attach rate of 50-60%
- EV is expected to play a big role in increasing the overall attach rate
- By 2030, 95% of the vehicles sold across the world will be connected cars, up from 50% today
- Connected Mobility could expand revenue pools for Auto OEMs by about 30% in addition to traditional car sales
- **Increasing adoption** of globally accepted safety ratings, leading to innovations in soft ADAS & innovative road safety solutions

CORPORATES

| Corporates (FY27/28E) | Total Potential Customers | Target Market | |
|--------------------------|------------------------------|---------------|--|
| Digitally Native | 2700 | 1000 | |
| Traditional | 2300 | | |

- **Digital companies** (like Big tech, Ecommerce, Fintech, Travel tech)
 - Helping organize the unorganized economy & creating new experiences like UPI, door step delivery, ride hailing, connected devices etc.
 - Location creates the best bridge between the physical and the digital.
- Traditional companies (like Banks, NBFCs, QSR, FMCG)
 - Using location technology in their systems & processes to become more efficient
 - Also, using maps in their customer facing apps both, mobile and web.

^{*}As per Frost & Sullivan Industry Report

Total Addressable Market

GOVERNMENT

| Governments (FY27/28E) | Total Potential Customers | Target Market |
|---|---------------------------------|------------------|
| Local (Urban Local Bodies) | 4500 | |
| State (Departments) | 350 | 1000 |
| Central (Departments, PSUs, National Schemes) | 150 | |

Rationale

- New Geospatial Guidelines envisage the Indian geospatial market to reach Rs 1 Lac Crore by 2030
- New Geospatial Policy is enhancing contribution value of Geospatial Solutions
- Geo adoption in Non-Traditional Sector
- Authorities are showing interest in Digital Twin (3D & Metaverse)
- DraaS (Drones as a Service) is gaining momentum across sectors

MOBILITY

| Vehicles on Road (FY27/28E) | Total Vehicles (Mn) | Target Market (Mn) |
|--------------------------------|------------------------|-----------------------|
| Personal (2W & 4W) | 300 | 8 |
| Goods Mobility | 28 | 12 |
| People Mobility | 12 | 10 |

Rationale

- Increase in data and connectivity helps in increasing penetration of high-end devices and more analytics
- Regulatory push: increase in regulations and compliance like Mandatory AIS 140, Toll deductions via GPS, video telematics for passenger vehicles etc.
- Increase in data generation on vehicles especially with Electric Vehicles (EVs). Currently, in India, share of EVs in total vehicle sales is around 5% for 2W and <1% for 4W and CV. GoI targets EV sales to be 30% of private cars, 70% for commercial vehicles and 80% for 2W and 3W by 2030.



Our Five-Year Plan

Plan to cross Revenue Milestone of Rs 1000 Cr by FY27/FY28, a CAGR of 35-40%

Industry Potential in FY27/28

| Market Segments | Potential Addressable Market | Expected Industry Adoption | Weighted Average Ticket Size* | Industry Revenue Potential (Rs Cr) |
|-----------------|---------------------------------|----------------------------|----------------------------------|------------------------------------|
| Auto OEM | 25 Mn Vehicles | 6 Mn Vehicles | Rs 800 | 500 |
| Corporates | 5000 Customers | 1000 Customers | Rs 1 Cr | 1000 |
| Government | 5000 Customers | 1000 Customers | Rs 1.2 Cr | 1200 |
| Mobility | 340 Mn Devices | 30 Mn Devices | Rs 2000 | 6000 |
| | | | Total | 8700 |

^{*}Industry estimates as per Company; Weighted average based on category of customers and products. Actual ticket size will vary

MapmyIndia's Targets

| MapmyIndia | FY23 Existing Volume | Volume Growth Plan FY27/28 vs FY23 |
|------------|----------------------|------------------------------------|
| Auto OEM | 1.9 Mn Vehicles | 3x |
| Corporates | 100+ Customers | 5x |
| Government | 30+ Customers | 6x |
| Mobility | 0.25 Mn Devices | 10x |

Future Strategy



Augment products, platforms and technology lead

- Invest to further develop innovation and technological capabilities
- Build a deeper and broader stack of software products



Scale and expand our customer reach

- Expansion of relationships with existing active customers
- Leverage firstmover advantage with the Gol's increasing traction



Drive expansion in B2C and International markets

- Increase presence in B2C segments through Mappls app and gadgets
- Target international markets using integrated maps of 200+ countries



Explore M&A opportunities to grow business

 Intend to continue pursuing selective strategic acquisitions to enter into new business segments and geographies



Attract, develop and retain skilled employees

- Expand R&D efforts by recruiting more technical employees
- Formulated ESOP scheme for employees

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