

January 28, 2025

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 Q3 FY2025 Results.
Ref.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

Please find attached herewith Investor Presentation for Q3 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

MapmyIndia

C.E. Info Systems Ltd

Investor Presentation
Q3 & 9MFY2025

Q3 & 9MFY2025 Performance

Management Commentary

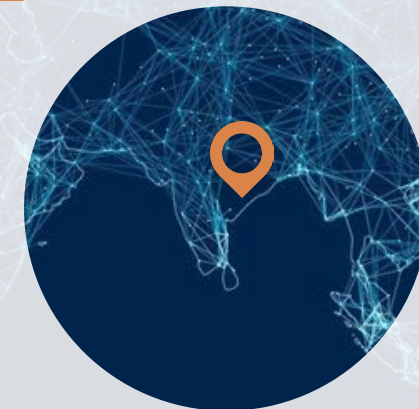
Consolidated Financial Highlights (Q3FY25 & 9MFY25)

Consolidated P&L Highlights

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

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

Shareholding Pattern



Management Commentary



In Q3 FY25, we successfully operationalized the joint venture with Hyundai Autoever in Indonesia, marking an important step in expanding our global footprint. As part of our long-term strategy, both the Mappls App and the Mappls brand will continue to be the integral part of the organization.

On the financial front, our **revenue** for Q3 FY25 reached ₹ 115 crore, showing a 25% YoY growth. Over the first nine months of FY25 (9M FY25), our revenue grew to ₹ 320 crore by 17%, up from ₹ 273 crore during the same period last year.

In terms of **profitability**, our EBITDA for Q3 FY25 was ₹ 42 crore, yielding a margin of 36%, compared to ₹ 36 crore in Q3 FY24 at 39%. For the first nine months of FY25, our EBITDA stood at ₹ 122 crore, with a margin of 38%, as compared to ₹ 114 crore and 42% margin recorded in the same period last year. We will continue to prioritize the Mappls App as a key strategic asset while we will calibrate the costs associated from Q4 onwards. Our Profit After Tax (PAT) for the first nine months of FY25 was ₹ 99 crore, up from ₹ 96 crore in 9M FY24.

In Q3 FY25, **Consumer Tech & Enterprise Digital Transformation (C&E)** revenue surged by 39% to ₹ 65 crore, while **Automotive & Mobility Tech (A&M)** revenue had a steady growth of 9% to ₹ 49 crore. In the first nine months of FY25, our A&M revenue grew by 16% YoY, while our C&E revenue saw a 19% increase. Our **Map-led** business delivered a very strong 33% growth to ₹ 87 crore in Q3 FY25, while the **IoT-led** business had a growth of 4% during the quarter due to delays in some anticipated business. However subscription services grew 31% year on year for the quarter. Our continued focus to build IoT-led business with higher margin subscription revenue has resulted in the IoT-led EBITDA margin to grow from 8% in 9M FY24 to 12% in 9M FY25.

Our efforts in the previous quarters culminated in securing a major deal with one of the largest global social media networks across all their app platforms in India, as well as significant wins in the burgeoning quick commerce space and BFSI vertical, which had a strong positive impact on our C&E business. We also made significant strides in customer acquisition and deepened relationships with existing clients through upselling and cross-selling initiatives. This included notable go-lives and project wins across various sectors, such as automotive, fleet management, tech startups, traditional corporations, government and defence.

- Rakesh Verma, CMD

Consolidated Financial Highlights (Q3FY25)

***Q3FY25 Revenue grew 25% YoY, and EBITDA grew 16%.
9MFY25 Revenue grew 17% YoY, and EBITDA grew 7%.***

<i>INR Crores, unless otherwise mentioned</i>	Q3FY25	Q3FY24	YoY Growth	9MFY25	9MFY24	YoY Growth
Total Income	123.9	103.6	19.6%	348.8	298.3	16.9%
Revenue from Operations	114.5	92.0	24.5%	319.7	272.5	17.3%
EBITDA	41.7	36.0	15.7%	122.0	114.4	6.7%
EBITDA Margin (%) ¹	36.4%	39.0%	-	38.2%	42.0%	-
PAT	32.3	31.1	4.0%	98.6	96.2	2.5%
PAT Margin (%) ²	26.1%	30.0%	-	28.3%	32.0%	-
Cash & cash equivalents (including financial instruments)	603.8	516.1	-	603.8	516.1	-

Revenue & profitability growth :

We saw improved growth in our topline versus the previous two quarters due to efforts across our various business lines. Revenue grew 25% yoy in Q3 FY25 and 17% yoy during 9M FY25.

EBITDA and PAT grew this quarter by 16% and 4% respectively.

Margin analysis :

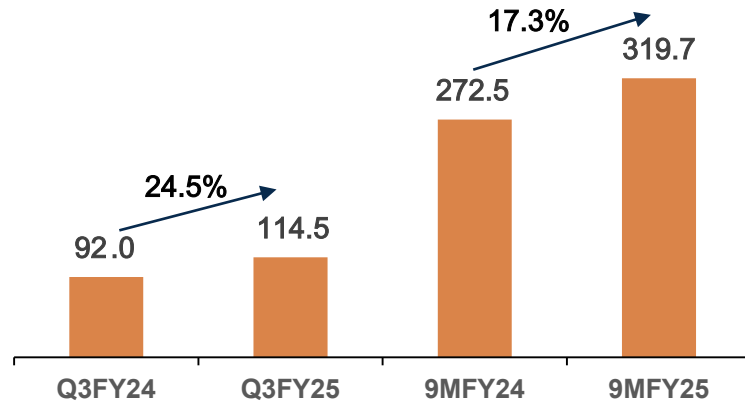
EBITDA margin was impacted by increase in technical service outsourcing, including field surveys and related services. This is directly related to project-specific revenue largely from government contracts, which saw a significant rise in Q3 FY25.

B2C-related expenses were approximately ₹5 crore in Q3 FY25 same as in Q2 FY25. This will rationalize in the quarters going forward.

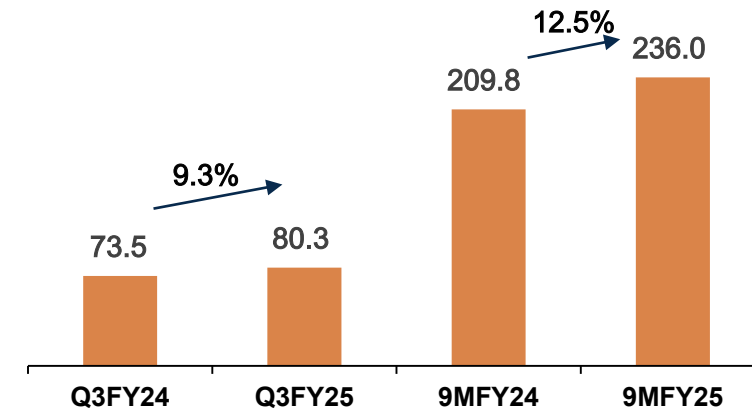
Consolidated P&L Highlights

Revenue, Contribution Profit, EBITDA & PAT continued to grow for the quarter and year to date

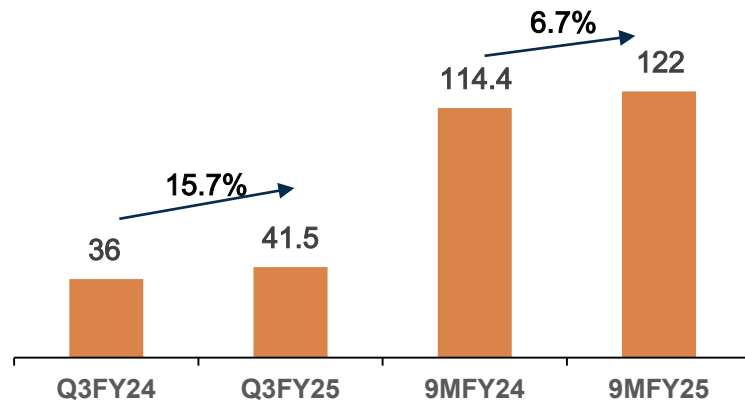
Revenue from Operations



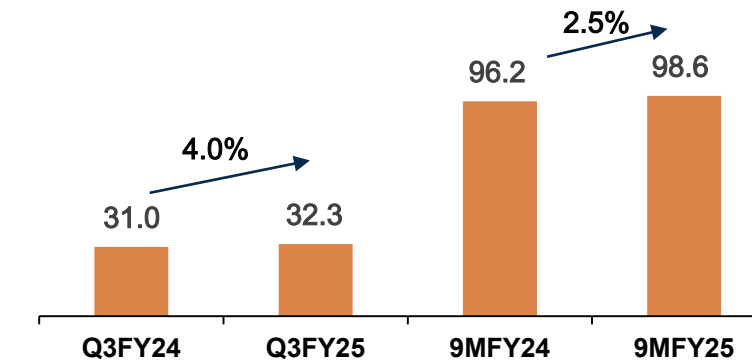
Contribution Profit



EBITDA



Profit After Tax



Product wise Highlights: Map -led and IoT -led

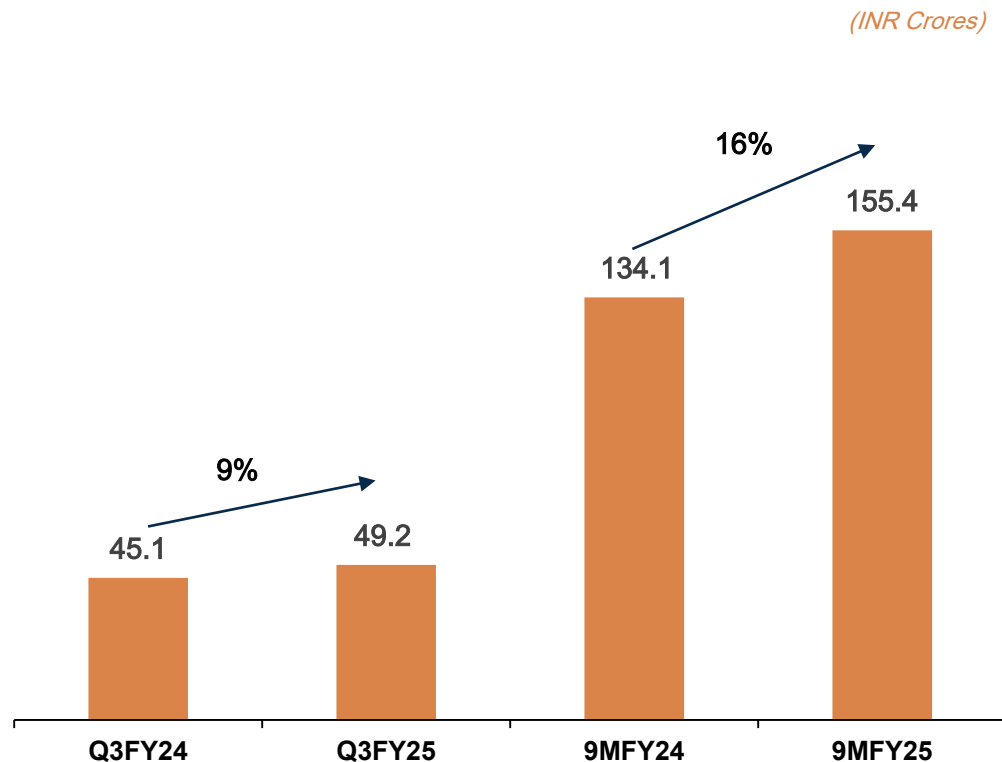
<i>INR Crores, unless otherwise mentioned</i>	Map -led 9MFY25	Map -led 9MFY24	IoT-led 9MFY25	IoT-led 9MFY24	Map -led Q3FY25	Map -led Q3FY24	IoT-led Q3FY25	IoT-led Q3FY24
Revenue from Operations	238.4	201.0	81.3	71.6	87.2	65.8	27.3	26.3
Sale of Hardware	-	-	38.2	44.7	-	-	12.1	14.7
Sale of Map data & services*	238.4	201.0	43.2	26.9	87.2	65.8	15.2	11.6
EBITDA	112.1	108.5	10.0	5.9	39.4	33.4	2.4	2.6
EBITDA Margin (%)	47.0%	54.0%	12.2%	8.2%	45.2%	50.7%	8.8 %	10.0 %

- Map -led business recorded strong growth of 19% YTD YoY (9M FY25 vs 9M FY24) to ₹ 238 Cr vs ₹ 201 Cr while our IoT-led business grew 14% during 9M FY25 to ₹ 81 Cr from ₹ 72 Cr in 9M FY24.
- We saw a very strong pickup in Map -led business during the quarter growing by 33% to ₹ 87.2 Cr from ₹ 65.8 Cr. Map -led margins for the quarter were impacted largely due to increased technical outsourcing costs. B2C-related expenses were approximately ₹ 5 Cr in Q3 FY25 impacting the map -led margins by an additional 6%. Adjusting for the B2C expenses Map -led EBITDA margin would have been at a healthy 51%.
- IoT-led quarterly EBITDA margin reduced to 9% this quarter from 10% in Q3 FY24, primarily due to increase in fixed costs in anticipation of large projects. However subscription services grew 31% year on year, resulting in share of software sales increasing to 56% this quarter. This continued focus to build IoT business with higher margin subscription revenue has resulted in the IoT-led EBITDA margin to grow from 8% in 9M FY24 to 12% in 9M FY25.

Note – *includes royalty, annuity, subscription, software and products called MaaS, PaaS, SaaS

Market -wise Revenue – A&M

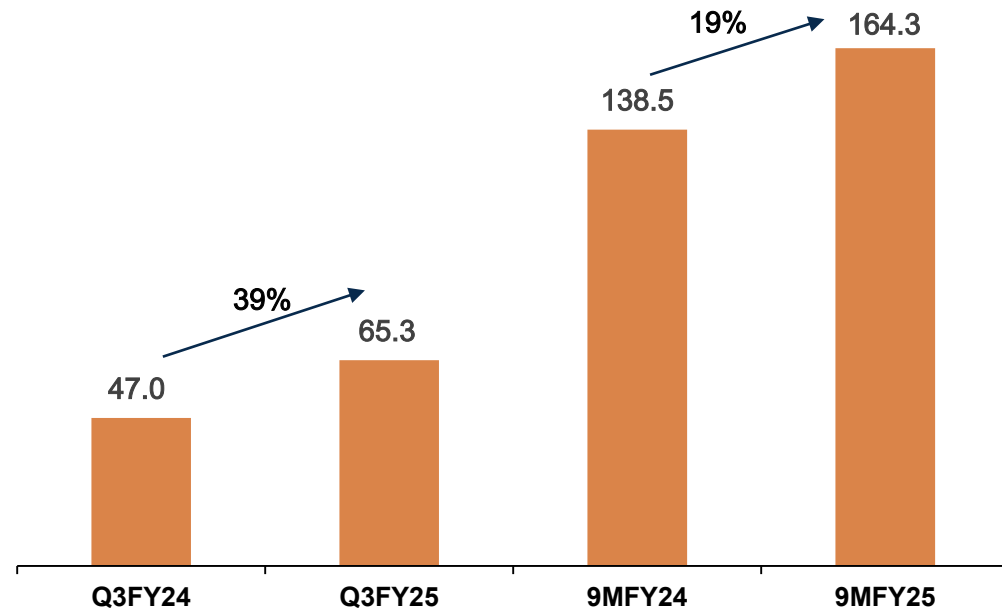
MARKET SEGMENT – A&M ¹



- A&M (Automotive & Mobility Tech) business continues to grow steadily at 16% in first 3 quarters of FY25 on a YoY basis. Auto OEM business continues to grow ahead of the industry with more adoption of our solutions and go lives.
- We won a leading OEM deal in the defence vehicles space for our maps and IoT products ; New wins in this quarter also include new -age EV players .
- Major Go-lives include Hyundai and Kia vehicles, Simple Energy, Ampere Greaves and Matter Motor Works .
- Major IOT led product win include Driver monitoring and ADAS systems for Automotive OEM's logistics division and Video telematics solution for Auto companies .

Market -wise Revenue – C&E

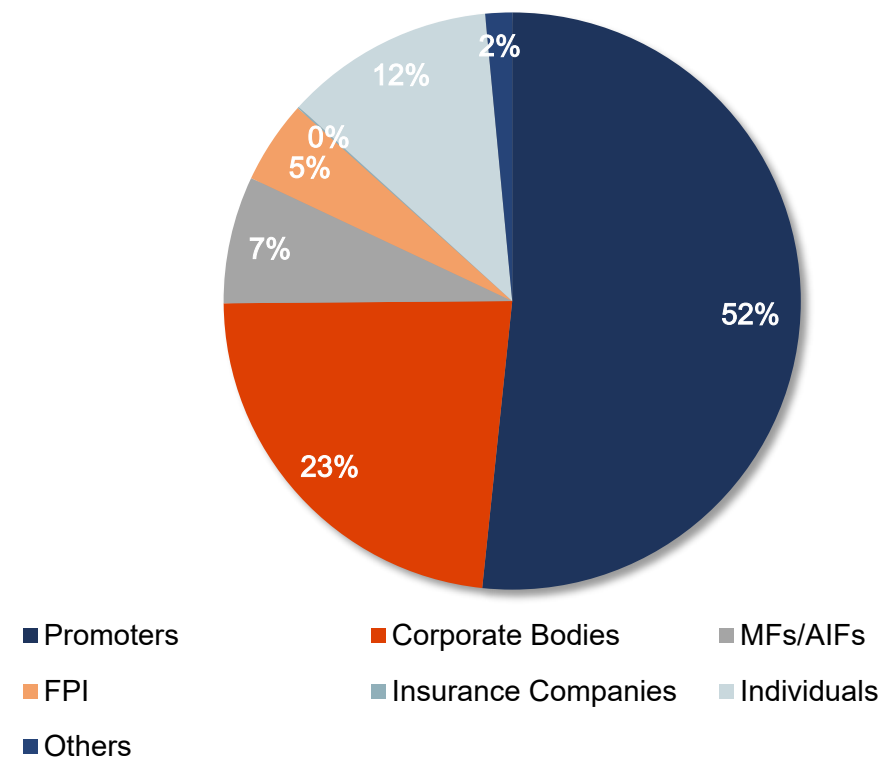
MARKET SEGMENT – C&E¹



- C&E (Consumer Tech & Enterprise Digital Transformation) business continues to grow steadily at 39% during Q3 FY25 on a YoY based on developing and growing customer relationships .
- Multiple go lives across industries including quick commerce companies for live order tracking and for address capture inside the shopping app, data solutions for largest social media networks globally, emergency SOS feature for live location tracking on women watches launched by new age watch brand and digital KYC apis for credit card applications of a large credit card company .
- Our wins also include leading bank for property assessment use case, cement company for logistics cost optimization, fintech company, food retail, and FMCG companies for business expansion and optimization use cases
- Key government wins include two state tourism departments, Railways, strengthening incident management system for a national public health organisation, and tracking of rake movement for public sector unit . Key go-lives include property taxations systems for multiple cities/urban local bodies, and 3D mapping for flood management in Patna
- Major Fleet wins for our fleet management solutions, rake tracking for a cement company, Video telematics solution for Auto carriers, transportation of heavy equipment and continuous expansion of School bus system deployments across many leading schools .

Shareholding Pattern – Dec 2024

Top Non -Promoter Shareholders	% Holding
PhonePe Private Limited	18.8%
Zenrin Co. Ltd	3.7%
Tata Mutual Fund – Tata Small Cap Fund	2.1%



Note: As on December 31, 2024

MapmyIndia

MAPPLS

About MapmyIndia



Company Overview

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

-based IoT

- **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

80 %

Volume market share in Automotive OEMs with connected solutions ¹

880+

Customers on SaaS, PaaS and MaaS platforms (FY23)

40%

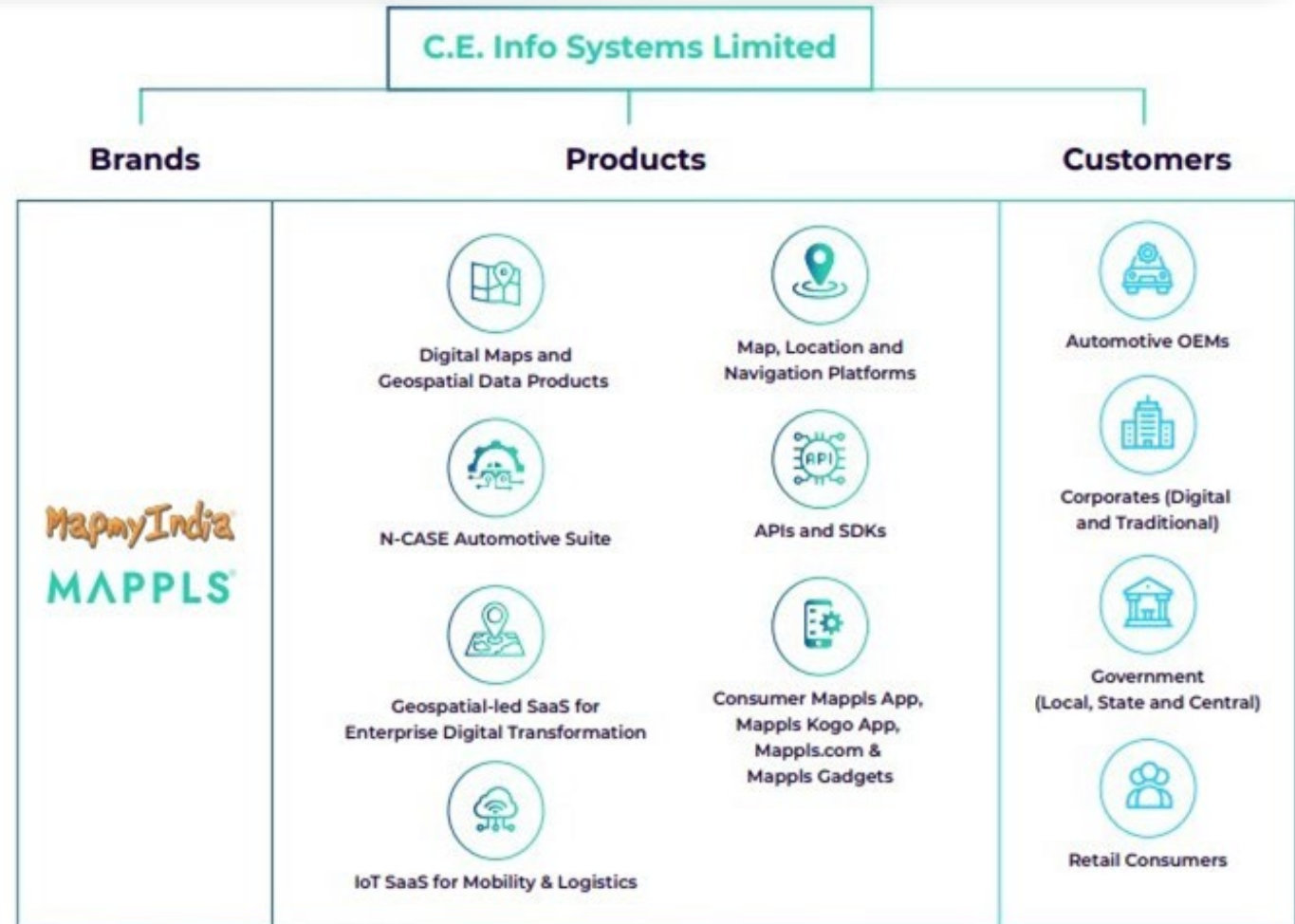
Order Book CAGR over last 3 years

35%



















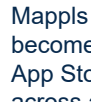
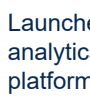
EBITDA CAGR over last 3 years

38%

Revenue CAGR over last 3 years

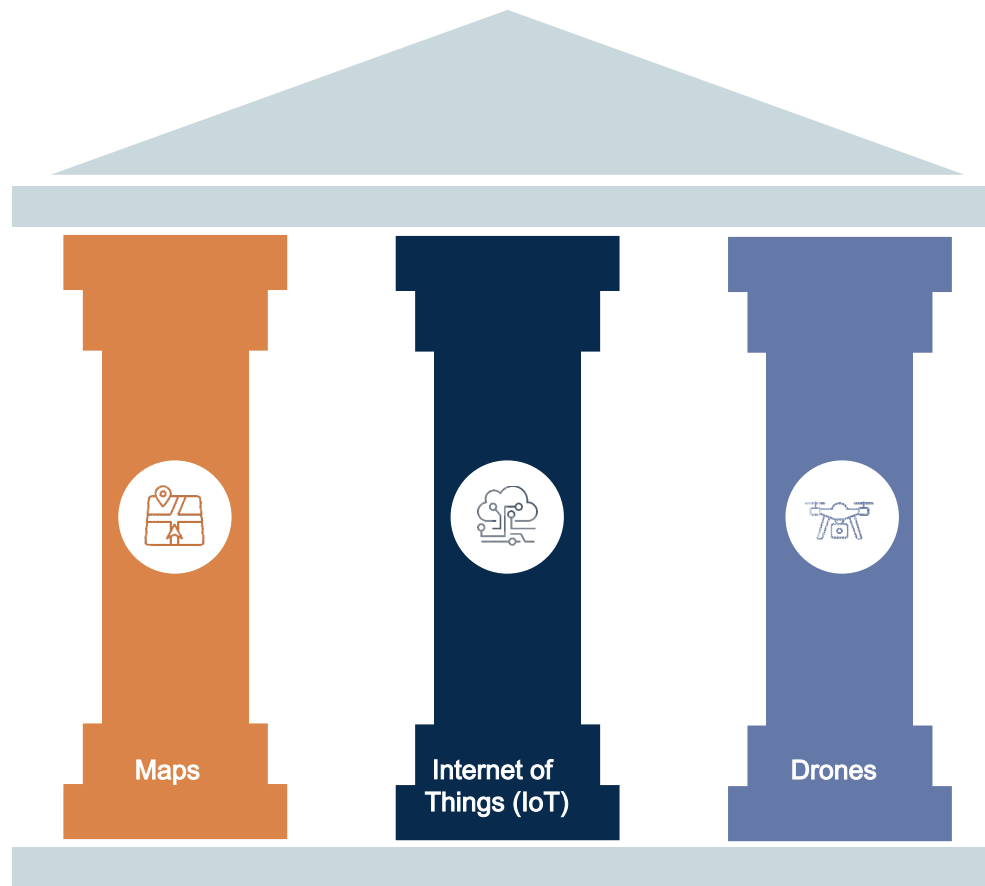


Our Journey So Far

1995-00	2001-10	2011-16	2017-19	2020 -21	2022	2023 -24
 <p>Company was founded</p>	 <p>Launched India's first internet mapping platform and portal, MapmyIndia.com (now called Mappls.com)</p>	 <p>Launched IoT (GPS-based telematics) platform</p>	 <p>Built AI -powered 4D HD Digital Map Twin of the Real World</p>	 <p>Launched real - time maps of Covid vaccine centres on Co-WIN</p>	 <p>Company goes public</p>	 <p>Launched Mappls Realview and Metaverse maps</p>
 <p>Built India's digital maps</p>	 <p>Launched pan -India GPS navigation system</p>	 <p>Launched map and location API Platform</p>	 <p>Launched nation - wide unique digital address and location identity system - "eLoc" (now called Mappls Pin)</p>	 <p>Entered MoU ¹ with ISRO²</p>	 <p>Mappls global platform released with integrated maps of 200+ countries</p>	 <p>Relaunch of Mappls IoT gadgets</p>
	 <p>Built transportation, logistics optimisation & workforce automation platforms</p>	 <p>Built N -CASE mobility suite for Digital Vehicle Transformation</p>	 <p>Gol announces geospatial guidelines</p>	 <p>Acquired and integrated Gtropy Systems Pvt. Ltd. to expand IoT business</p>		 <p>Mappls MapmyIndia, becomes No. 1 on App Store in India across all categories</p>
			 <p>Launched geospatial analytics and GIS platform;</p>			

Note: 1) MOU - Memorandum of understanding; 2) ISRO - Indian Space Research Organization

Built on Three Pillars of Technology



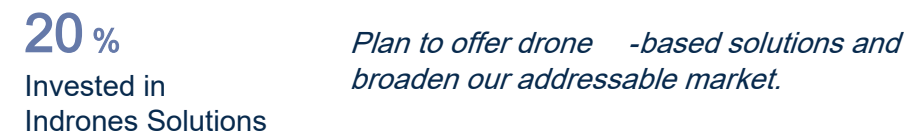
Pioneers in digital mapping and have covered...



Leveraging IoT through the acquisition of Gtropy



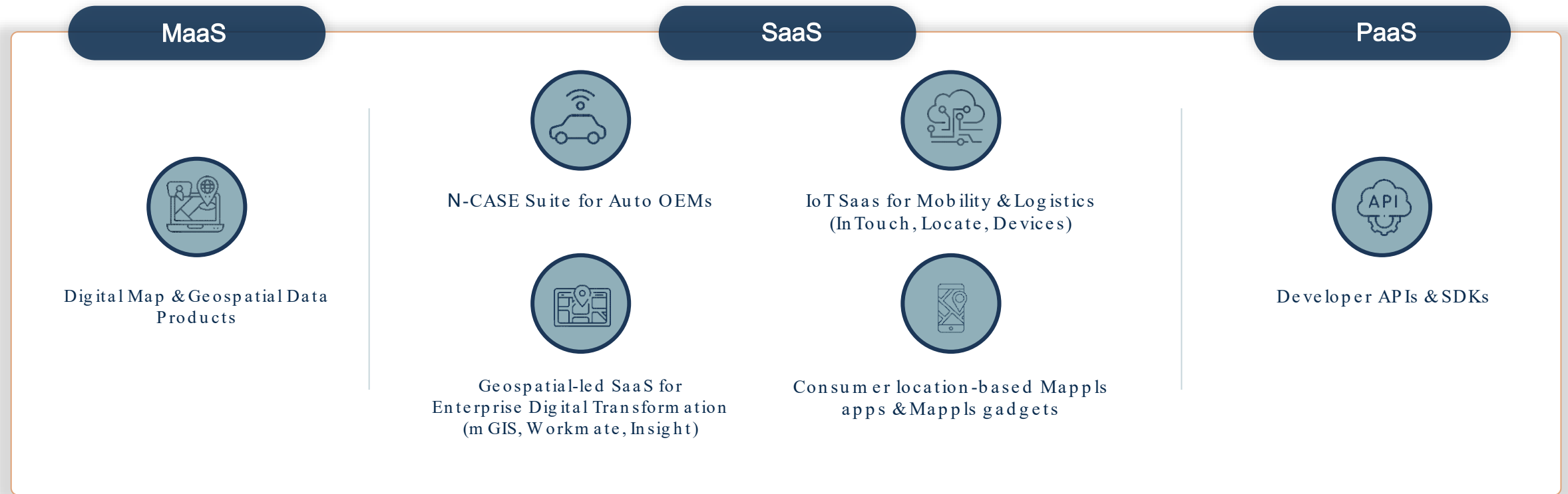
Drones: Currently at a nascent stage



Note: 1) As of March 31, 2023; 2) Places of interest - Across many categories such as restaurants, retail shops, malls, ATMs, hotels, police stations, petrol pumps, electric vehicle charging stations etc.

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”)**.



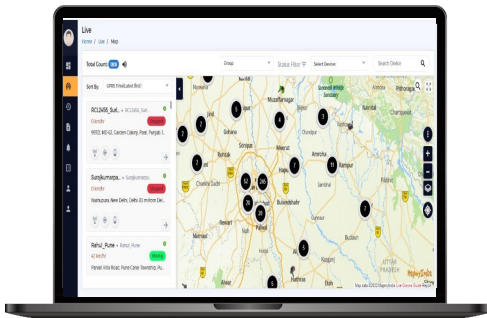
Offering **customized solutions** through our brand, Mappls (earlier called MapmyIndia)

MAPPLS

Deep Tech Offerings

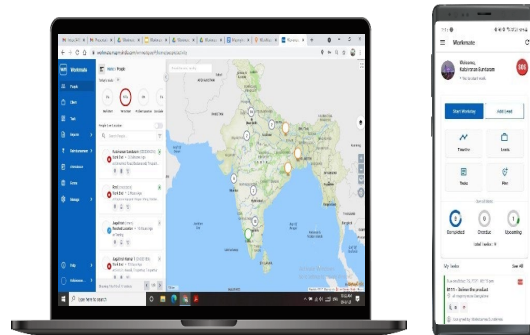
InTouch

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



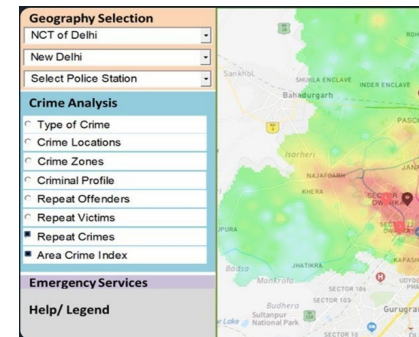
Workmate

Enables workforce and **workflow management**, monitoring, and automation capabilities



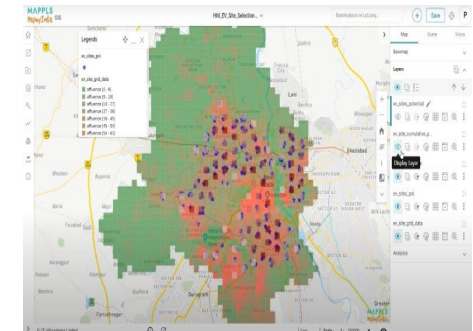
Insight & mGIS

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



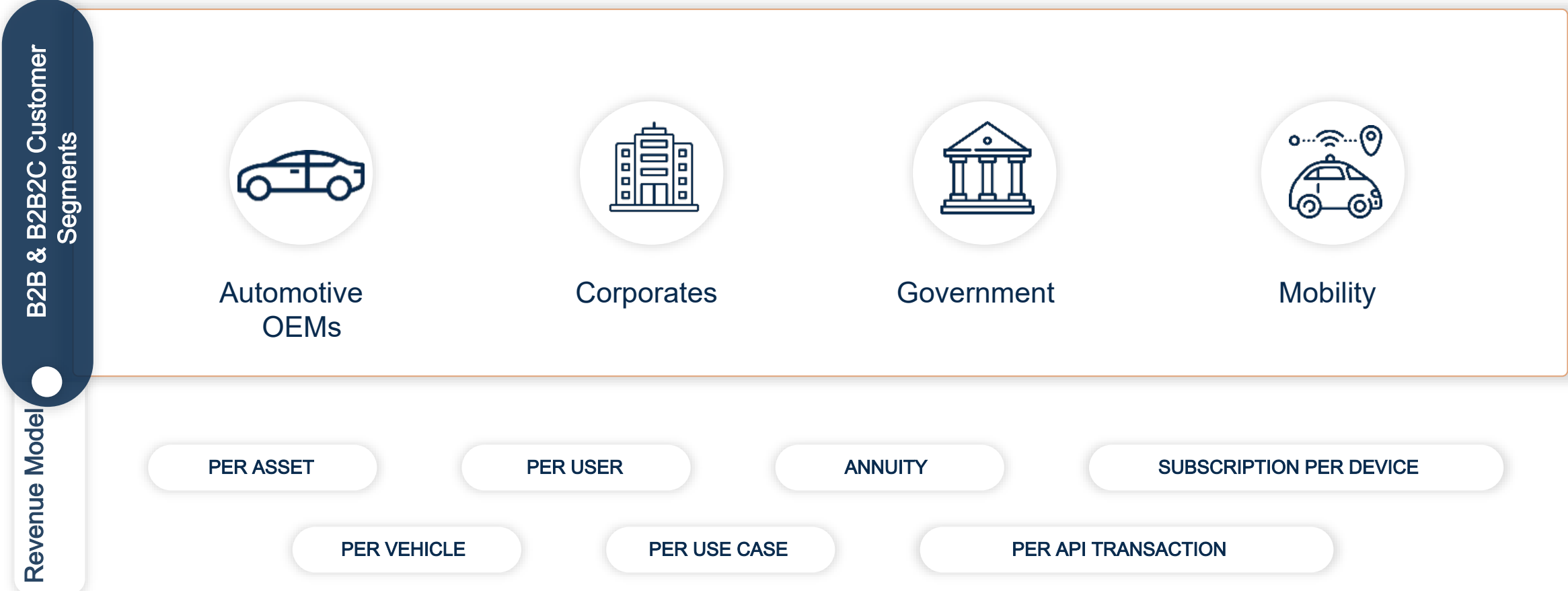
Locate

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



TRANSPORTATION & 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

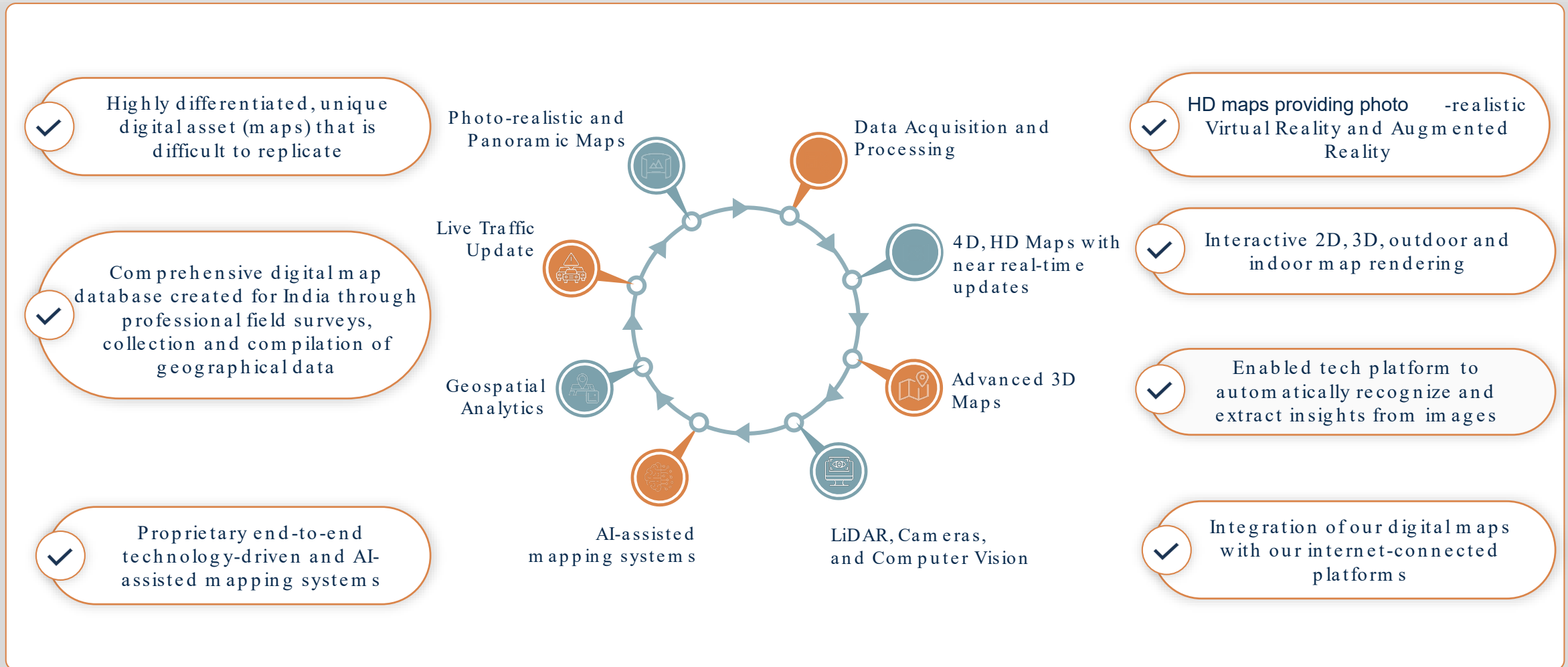
MapmyIndia

MAPPLS

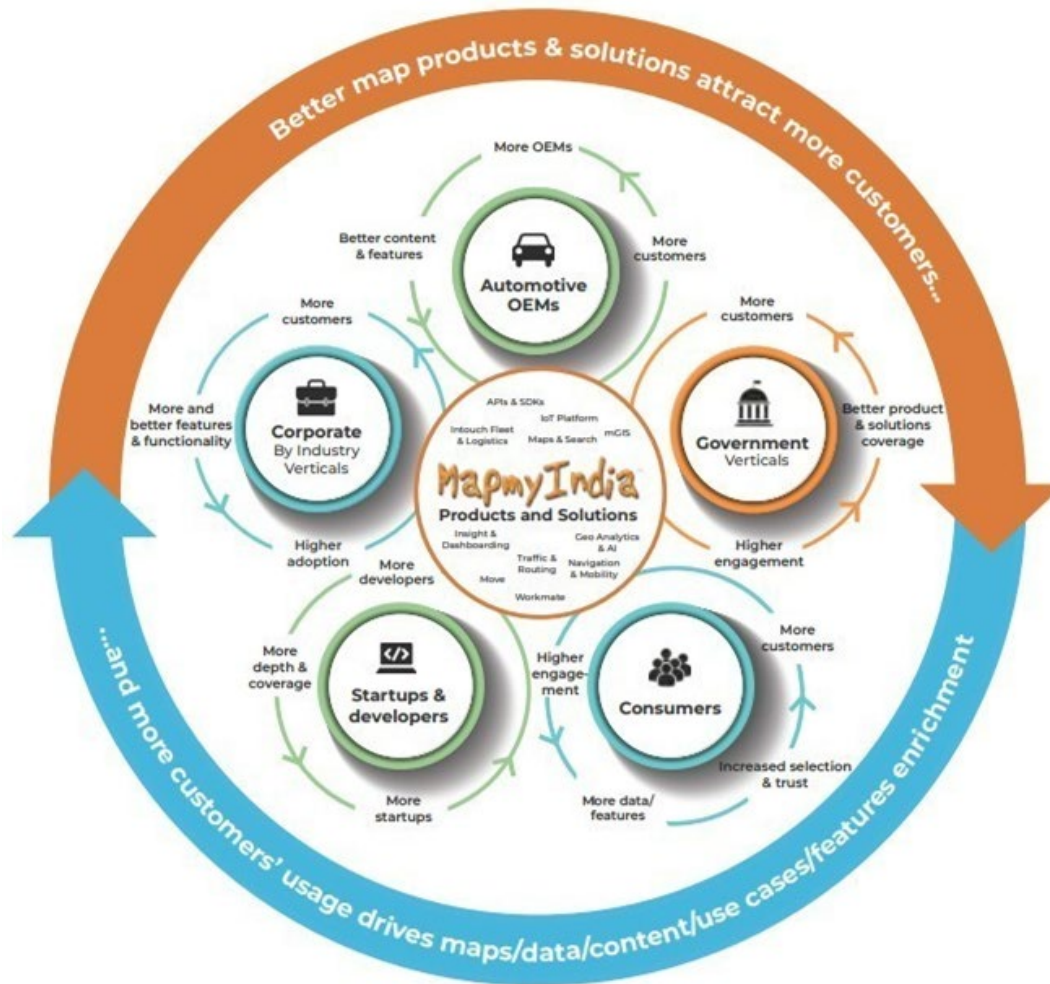
Our Right to Win



Developed High Quality Maps through Proprietary Technology



Network Effect creates Strong Entry Barriers



✓ Increasing usage of products by customers, creates a network (flywheel) effect

✓ Continuously increasing the value proposition of our offerings and help grow our business

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

01 LEADERSHIP 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 Verma
WHOLE -TIME DIRECTOR, CEO

20+ years of experience

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

Experienced Professional Management Team

02 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)



Anuj Jain
CHIEF FINANCIAL OFFICER

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



Nikhil Kumar
PRESIDENT, GEOSPATIAL
BUSINESS

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



Ankeet Bhat
CHIEF BUSINESS OFFICER,
ENTERPRISE BUSINESS

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



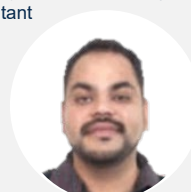
Shishir Verma
CHIEF HR & CORPORATE
AFFAIRS OFFICER

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



Gino Kim
PRESIDENT, APAC BUSINESS, C.E.
INFO SYSTEMS INTERNATIONAL INC

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



Rishin Kalra
CHIEF PRODUCT OFFICER –
AUTO TECH

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



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



Abhit Kalsotra
CTO, GTROPY (IoT BUSINESS)

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



Saurabh Somani
COMPANY 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.

MapmyIndia

MAPPLS

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	0.8	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

*As per Frost & Sullivan Industry Report

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 .

Total Addressable Market

GOVERNMENT

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

Rationale

- New Geospatial Guidelines envisage the Indian geospatial market to reach **Rs 1Lac 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

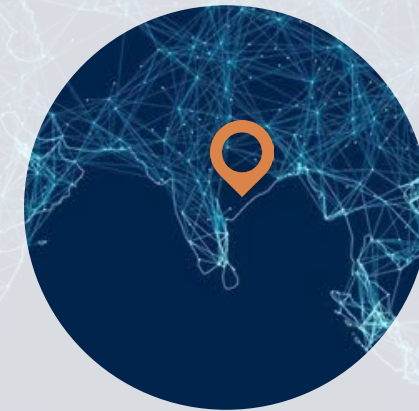
Rationale

- **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 .

MapmyIndia

MAPPLS

Strategic Outlook



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 first - mover 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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