

December 09, 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 Press Release.

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

Dear Madam / Sir,

Please find attached herewith Press Release by C.E. Info Systems Limited (MapmyIndia) pertaining to "MapmyIndia to continue focusing on its core B2B and B2B2C businesses and to retain its retail brand, Mappls, and the associated apps".

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:**  
**Press Release**



## **MapmyIndia to continue focusing on its core B2B and B2B2C businesses and to retain its retail brand, Mappls, and the associated apps**

**New Delhi, December 9, 2024:** The Board and Management believe that the focus of the Company should remain on the B2B and B2B2C sectors which constitute over 99% of revenues and continues to represent a significant growth opportunity for the foreseeable future. MapmyIndia is a market leader in these segments with a strong track record of growth and profitability and will continue to invest in these segments for future growth. MapmyIndia's retail brand, Mappls, and the associated apps continues to be held by the Company. MapmyIndia's Board has reversed its decision to make any equity or debt investment in a proposed new company. The Board will continue to explore and evaluate various opportunities in respect to B2C, while re-calibrating its investments in B2C segment.

Rakesh Verma, CMD, MapmyIndia, and Rohan Verma, CEO & Executive Director, MapmyIndia, said "We believe that the decisions taken by the Board on 29<sup>th</sup> November 2024 and today, 9<sup>th</sup> December 2024 both are taken in the best interest of the Company and all its shareholders including minority shareholders. The Company and the Board believes it is important to ensure that the Company goes above and beyond to allay any apprehensions.

MapmyIndia has always been run with the best of intent and Corporate Governance and will always be run like this. We execute well on our goals as can be seen from our track records of growth, profitability, capital allocation and innovation. We keep looking at future optionalities across the spectrum and proposals for value creation with careful consideration of all facts and contexts to arrive at decisions which are in the best long term interest of all shareholders and stakeholders.

We remain on track to achieve our stated goals as articulated in our Investor Day in June, 2023."

### **About MapmyIndia (C.E. Info Systems Ltd) & Mappls**

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

C.E. Info Systems Ltd (NSE: MAPMYINDIA; BSE: 543425) is India's leading deep-tech digital map data, geospatial software and location-based IoT products, platforms, solutions and APIs company, offering proprietary digital maps as a service ("MaaS"), software as a service ("SaaS") and platform as a service ("PaaS"). The company provides its digital maps, software products, platforms, application programming interfaces ("APIs"), IoT and solutions to new-age tech companies, businesses across industry verticals, automotive OEMs, government organisations, developers and consumers, under the Mappls MapmyIndia brand. The company has served more than 2000 B2B and B2B2C customers since inception. The company pioneered digital mapping in India in 1995 and has earned its market leadership position in this industry and built a strong moat by capitalizing on our early mover advantage, developing proprietary and integrated technologies, full stack product offerings, continuous innovation and robust sustainable business model.

MapmyIndia has built India's most comprehensive, accurate, feature-rich and continuously updated digital map data product down to address and urban building level detail pan India, covering all towns, villages, and the entire road network of the country. The company is building not just 2D maps, but also 3D (with landmarks, terrains and city models), 4D (updating in near real-time), HD (high-definition and high-accuracy), RealView (photo-realistic representing actual ground reality), and hyper-local geo-demographics data-rich maps, to continuously evolve its AI-powered Digital Metaverse Twin of the Real World. The company is also building



digital maps for other regions in the world, and has integrated global maps for over 200 countries into its Mappls platform. The company's platform provides extensive and comprehensive functionalities and ever expanding set of use cases, including mapping, location and navigation, geospatial data analytics, GIS (geospatial information systems) and AI, GPS tracking and IoT-based fleet management, logistics optimisation and workforce management, drone-based solutions, developer APIs, N-CASE solution suite (for Navigation, Connected vehicle telematics and services, ADAS safety i.e. advanced driving assistance systems, Shared and Electric) for Automotive & Mobility Tech (A&M), and Consumer tech and Enterprise digital transformation solution suite (C&E). More about the entire range of the company's products and platforms can be learned about from [about.mappls.com](http://about.mappls.com).

The company's consumer facing products include the free Mappls App (accessible on the web at [www.mappls.com](http://www.mappls.com) & downloadable from [mappls.com/getApp](http://mappls.com/getApp)), which provides the best and fully indigenous maps, navigation, safety, hyper local and IoT gadget-enabled app experience for users, and Mappls Gadgets ([www.mapplsgadgets.com](http://www.mapplsgadgets.com)), which provides a range of IoT-enabled gadgets for safety, convenience, entertainment of your vehicles and loved ones such as vehicle trackers, dash cameras, and in-dash and in-helmet navi-tainment systems for cars and 2-wheelers.

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For more information, contact:

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*Note: Except for the historical information and discussion contained herein, statements included in this release may constitute forward looking statements. These statements involve a number of risks and uncertainties that could cause actual results to differ materially from those that be projected by these forward looking statements. These risks and uncertainties include, but not limited to such factors as competition, growth, pricing environment, recruitment and retention, technology, wage inflation, law and regulatory policies etc. C.E. Info Systems Ltd. undertakes no obligation to update forward looking statements to reflect events or circumstances after the date thereof.*