



June 23, 2024

<b>BSE Limited</b> Corporate Relationship Department P.J. Towers, Dalal Street, Fort, Mumbai - 400 001	<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Bandra-Kurla Complex, Bandra (East) Mumbai - 400 051
<b>Scrip Code: 506109</b>	<b>Symbol: GENESYS</b>

Dear Sirs,

**Sub: Press Release**

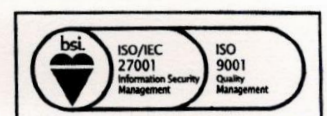
Please find attached a copy of the press release titled “Genesys Launches India's First AI Navigation Map for Auto and Mobility Industries.”

You are requested to take the information on record and oblige.

Thanking you,

For **Genesys International Corporation Limited**

**Vineet Chopra**  
**Vice President- Legal & Company Secretary**  
Encl: As above





## Genesys Launches India's First AI Navigation Map for Auto and Mobility Industries

**Mumbai, June 23, 2024:** Genesys International, an advanced mapping company has announced the launch of India's first AI-powered navigation map specifically designed for the automotive and mobility markets. This innovative solution represents a significant milestone in the evolution of the Indian automobile industry, marking a new era of personalization and location intelligence in driving experiences.

The newly launched map by Genesys features the largest navigable road network in India, covering 8.3 million kilometers and encompassing more than 30 million points of interest (POIs). This extensive coverage ensures that drivers have access to precise and reliable navigation, enhancing their overall driving experience.

Genesys has announced the launch of five innovative products designed to enhance the automotive and mobility industries. These products include Navigation with Augmented Reality (AR), Navigation with GPT AI Solution, Advanced Driver Assistance Systems (ADAS) with Intelligent Speed Assistance (ISA), an Online Marketplace, and Usage-Based Insurance (UBI). Each product leverages cutting-edge technology to provide a superior driving experience and open new revenue streams for both Genesys and its partners. The Navigation with AR offers augmented reality overlays for enhanced navigation, integrating real-time data from the vehicle's dashcam and cameras to guide drivers intuitively. The Navigation with GPT AI Solution provides AI-powered route planning and real-time adjustments, along with voice-activated assistance for seamless interaction. ADAS with ISA ensures compliance with Euro NCAP standards and incorporates advanced features like Lane Departure Warning and Traffic Sign Recognition to enhance driving safety and comfort. Additionally, Genesys has introduced an Online Marketplace integrated into the car's connected companion app, allowing car owners to purchase a variety of products and services directly from their vehicle. This marketplace not only adds convenience but also generates new revenue streams.

Lastly, the Usage-Based Insurance (UBI) model within the technology tracks driving behaviors to offer lower premiums for safer driving, benefiting both drivers and insurance providers. These innovations underscore Genesys' commitment to advancing automotive technology and improving the overall driving experience.



**Commenting on this development, Mr. Sajid Malik, the CMD of Genesys International remarked** “With the launch of India’s first AI-powered navigation map by Genesys, we are set to completely revamp the way the Indian geospatial sector operates. With features like Intelligent Speed Assistance (ISA) and Advanced Driver Assistance Systems (ADAS), we are setting new benchmarks for safety and convenience on Indian roads. These technologies will alert drivers to speed limits, recognize traffic signs, assist with lane-keeping, and offer adaptive cruise control. Coupled with this AI-powered map, our 3D Digital Twin shall allow us to produce HD maps that detail every aspect of the road environment, from elevation and road curvatures to lane markings and road signs. This level of detail is crucial for the safe operation of autonomous vehicles, addressing challenges such as poor visibility, urban canyons, and GPS-deprived zones. Looking ahead, we see a future where our maps will play a critical role in the transition to autonomous and electric vehicles.”

With its AI-powered navigation map, Genesys International has underscored its commitment to safety and innovation in the automotive industry. Their Intelligent Speed Assistance (ISA) feature not only alerts drivers to speed limit breaches but also enhances compliance with road safety standards, making roads safer for everyone.

### **About Genesys International Corporation Limited**

Genesys International Corporation Ltd, established in 1995, is recognized as a pioneer in advanced mapping, survey, and geospatial services. With a team of over 2000 professionals and a wealth of experience, they are renowned for delivering expert services in the Geographical Information System (GIS) and Geospatial Engineering domain. Genesys International has a unique combination of expertise, encompassing an understanding of emerging consumer applications related to mapping technology, along with the capability to provide cutting-edge solutions on the enterprise side. Also In India, the Genesys Constellation of sensors stands as the most extensive capability for high-precision mapping.