

December 01, 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".

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**

***To pick up 10% stake in a B2C company floated by Rohan Verma, who will continue on the company board as a Non-executive Director w.e.f. April 1, 2025***

**New Delhi, December 1, 2024:** Rohan Verma, CEO and Executive Director, MapmyIndia to float a B2C new venture. As per the regulatory requirements he will relinquish all executive responsibilities in the company and continue to be on the MapmyIndia board as a non-executive Director (w.e.f. April 1, 2025) In sync with the company's strategic initiatives to support and nurture innovative businesses. MapmyIndia will take 10% stake and provide an additional funding of Rs 35 crores via CCD in the new company.

"As the consumer business requires a dedicated focus to build Rohan Verma, CEO and Executive Director of MapmyIndia proposed to the board to fund a new venture outside the company. The proposed consumer business will complement and showcase MapmyIndia's core market strength of B2B and B2B2C, while focusing exclusively on the B2C segment. The MapmyIndia board approved a funding of 35 crores by way of CCD in addition to acquiring 10 percent equity stake in the start-up. Rohan Verma will now be able to fully focus on the consumer business. Rohan continues to stay on the Board of MapmyIndia as a Non-Executive Director. MapmyIndia will continue to focus on its core B2B and B2B2C business, which has a large and growing addressable market, and where MapmyIndia is the market leader with a strong track record of growth and profitability. MapmyIndia leadership continues to be spearheaded by us founders, myself and Rashmi Verma, along with our able and established management team" says Rakesh Verma, Co-founder & CMD, MapmyIndia.

**Brand and Business restructuring** - The new company will be using the MapmyIndia's retail brand Mappls, whereas MapmyIndia which uses the brand for its B2B2C and B2G2C offerings will continue to have access to the same. Mappls Mall and Travel which is in the incubation stage will be transferred to the new company along with Mappls gadgets for consumers marketed through D2C or ecommerce channels. MapmyIndia will have access to anonymized data collected by the Mappls app to improve MapmyIndia's map data. The new company will operate as an independent entity and bear all expenses related to its business be it people cost, marketing cost and cloud cost.

**The ownership structure and funding** – Rohan will hold 90% stake in the new company while the balance 10% will be with MapmyIndia. The company will also be subscribing to Rs. 35 crores worth of CCDs of the new company. The CCD will convert to equity either after 10 years or at a 25 percent discount to any 3rd party valuation of new company whichever is earlier. The terms have been approved by the board. The CCD money will be invested in the new company. The future capital requirement will be taken up by the MapmyIndia board at appropriate time.

**A win-win for both companies** - The RPT (Related Party Transaction) has been considered carefully by the board and it is as per compliance requirement. MapmyIndia founders (Rakesh Verma and Rashmi Verma) will have no part in the new entity. They will be completely focused on building MapmyIndia and have no other interests beyond MapmyIndia and will continue guiding the company towards new growth trajectories without any distractions. While Rohan can concentrate his energies on building the B2C business. The consumer business which is a



cash consuming business will not affect MapmyIndia’s books, since MapmyIndia will be a minority stakeholder in the newly formed, independent entity.

**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.*