

November 06, 2023

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

**Sub:** Intimation pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015 regarding New Product Launch

Dear Sir / Madam

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, (the Regulations), please find enclosed herewith details of launch of new Maps:

**1.**

Name of Product	Scintillating Sachin – Art on Canvas – World Map of Centuries
Date of Launch	November 06, 2023
Category of Product	Maps
Weather cater to domestic/ international markets	Both Domestic & International
Name of Country in which the product is launched	India

**2.**

Name of Product	World Map – Art on Canvas – Classic, Modern and Aqua
Date of Launch	November 06, 2023
Category of Product	Maps
Weather cater to domestic/ international markets	Both Domestic & International
Name of Country in which the product is launched	India

3.

Name of Product	Blissful Braj Vrindavan – Art on Canvas
Date of Launch	November 06, 2023
Category of Product	Maps
Weather cater to domestic/ international markets	Both Domestic & International
Name of Country in which the product is launched	India

4.

Name of Product	Footprints of Krishna – Art on Canvas
Date of Launch	November 06, 2023
Category of Product	Maps
Weather cater to domestic/ international markets	Both Domestic & International
Name of Country in which the product is launched	India

You are requested to take the same on your records.

Thanking You

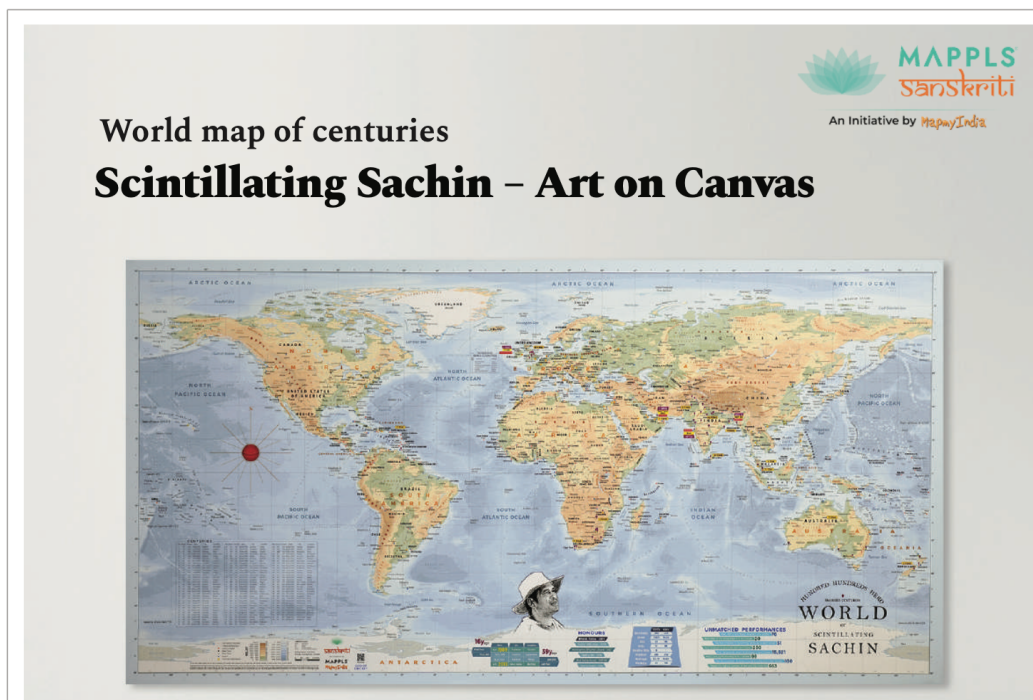
Yours faithfully,  
**For C.E. Info Systems Limited**

**Saurabh Surendra Somani**  
**Company Secretary & Compliance Officer**

**Encl:**  
**Product Details**

## MapmyIndia releases unique celebration of cricket married with maps: A 'Scintillating Sachin Art on Canvas - World Map of Centuries' overlaying the God of Cricket's cricketing journey on a beautiful World Map on Canvas

**November 6, 2023, New Delhi:** Mappls Sanskriti, a cultural initiative of MapmyIndia (C.E. Info Systems Ltd.) (NSE: MAPMYINDIA, BSE: 543425), India's pioneering and leading deep-tech digital mapping, geospatial software & IoT company, today announced the release of various beautiful, physical Cultural Map-based Art on Canvas products, aimed at helping Indians celebrate and connect with their cultural roots. MapmyIndia CMD and co-founder, Mr Rakesh Verma said, "The Scintillating Sachin Map is our homage to India's cultural icon, Shri Sachin Ramesh Tendulkar. This is the perfect gift for all Indians and cricket lovers to frame and hang on walls of public spaces and homes, inspiring current & future generations of Indians and cricketers". Also released now are various thematic World Maps on Canvas – Classic representing physical features, Modern showcasing travel and national borders, and Aqua highlighting ocean blue & terrain. The final to be released for this festive season, the new Blissful Braj Vrindavan Art on Canvas artistically traces Shri Krishna's childhood on an Antique India Map. The newly released maps extend the earlier released series of Ramayan a Journey and Footprints of Krishna Art on Canvas. These series of physical Map Art on Canvas are available to buy now from <https://sanskriti.mappls.com>.



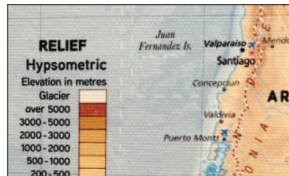
### Scintillating Sachin – Art on Canvas – World Map of Centuries (<http://sanskriti.mappls.com/sachin/>):

Shows all the great cricketing achievements of Sachin Ramesh Tendulkar. A unique collection for any Sachin and Cricket Fan. Exhibiting a Special Dynamic Map underlining the Geographical Dimensions of Sachin Tendulkar's monumental achievements. It is time to

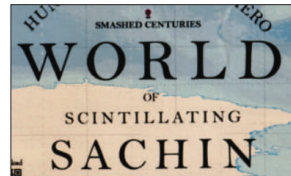
honour this unique cricketer, an exceptional artist with the bat and a great human being with something unique, something the world has never seen. A grateful nation honoured this most extraordinary of men with the biggest honour the country could bestow: A Bharat Ratna. Mappls Sanskriti pays its humble tribute to the legend the only way it can: by celebrating his achievements with a grand visual depiction of his achievements on a unique World Map. Cricket aficionados cannot miss out on this collector's item. The Scintillating Sachin Map-Art is available in three sizes – Regular (3' x 2'), Large (4.5' x 3'), Wide (5' x 2.5') available for sale with special offers starting Rs 1990 up to Rs 3990.



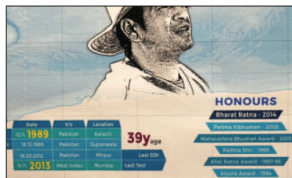
Showcasing the Cricket Journey of Sachin Tendulkar on a Map, something which has not been seen before



Printed and Designed on a beautiful backdrop canvas with nice textured feel and modern cartography



Highlighting the Key Events of Sachin Tendulkar's Cricket



Achievements and Awards received by Sachin Tendulkar



Find QR code to know more about Sachin Tendulka's achievements

[sanskriti.mappls.com/sachin/](http://sanskriti.mappls.com/sachin/)

## World Map – Art on Canvas – Classic, Modern and Aqua

[\(https://sanskriti.mappls.com/world-map/\)](https://sanskriti.mappls.com/world-map/)

The World Map – Art on Canvas showcases all the countries of the world in a beautifully designed, textured Map on Canvas. The World Map Art on Canvas in 3 themes – *Classic* representing physical features, *Modern* showcasing travel and national borders, and *Aqua* highlighting ocean blue & terrain - not only fits seamlessly into any decor but also elevates the surroundings to the next level. Another important aspect – India's border is accurately depicted in this world map, unlike many world maps out there which show India's border incorrectly. The texture of the canvas, the beautiful vibrant colours and most important of all, the immense attention to detail and the clarity of printing, all dovetail seamlessly to make it a real piece of art. The World Map Art on Canvas in multiple sizes – Regular (3' x 2'), Large (4.5' x 3'), Wide (5' x 2.5') and Super Large (6' 8" x 3' 4") is available for sale with special offers starting Rs 1990 up to Rs 4990.

# World Map - Art on Canvas Aqua



Showing all the countries of the world



Printed and Designed on a Beautiful backdrop Canvas with a nice textured feel and modern cartography.

INDEX					
No.	Country	Grid	No.	Country	Grid
1	Afghanistan	RA	42	Costa Rica	MS
2	Albania	OK	43	Cuba	NS
3	Algeria	MA	44	Cyprus	PS
4	Andorra	MA	45	Czech Republic	NS
5	Angola	CP	46	Denmark	NS
6	Antigua & Barbuda	CP	47	Dominica	PS
7	Argentina	CP	48	Dominican Rep.	PS
8	Armenia	PE	49	Dominican Rep.	PS
9	Australia	VE	50	Dominican Rep.	PS
10	Austria	NS	51	Dominican Rep.	PS
11	Azerbaijan	CP	52	Dominican Rep.	PS
12	Bahrain	NS	53	Dominican Rep.	PS
13	Bangladesh	CP	54	Dominican Rep.	PS
14	Barbados	CP	55	Dominican Rep.	PS

Highlighting all the relevant information about the world



High-definition printing so that the letters are clearly visible

ABBREVIATIONS		MATHMETIC	
.....	International Boundary	0	0
.....	Sea Level Boundary	1000	1000
.....	Country Capital	2000	2000
.....	Major Town	3000	3000
.....	Other Town	4000	4000
.....	Other Town	5000	5000
.....	Other Town	6000	6000
.....	Other Town	7000	7000
.....	Other Town	8000	8000
.....	Other Town	9000	9000
.....	Other Town	10000	10000

Highlighting all the relevant information about the world

[sanskriti.mappls.com/world-map/](http://sanskriti.mappls.com/world-map/)



World Map: Modern



World Map: Classic

## Blissful Braj Vrindavan – Art on Canvas

(<https://sanskriti.mappls.com/braj/>) – Size 3' x 2', Special Sale offer of Rs 1990

The beautiful, aesthetically pleasing Blissful Braj Vrindavan - Art on Canvas, illustrates on an Antique India Map, an integral part of Lord Krishna's life, from his birth to his childhood, and can almost transport you to magical places in minutes. Experience the sheer joy and ecstasy of Krishna's childhood through our vibrant Cultural Art & Map of blissful moments.



Sense his presence with every breath

## Blissful Braj Vrindavan – Art on Canvas



Experience the sheer joy and ecstasy of Krishna's childhood the map of blissful moments.



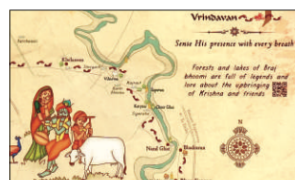
Shows the sacred 84 Kos Parikrama.



Featuring the holy cities that hold great importance in the 84 Kos Parikrama.



Shows the sacred sites, forests and lakes of Braj Bhoomi associated with Krishna's life.



QR Codes linked to our cultural app Sanskriti App, associated with places to help you navigate the popular pilgrimage called the Braj Circuit.



Created using advanced geospatial technology to show scaled map in both Kos and Kilometres.

## Footprints of Krishna – Art on Canvas

(<https://sanskriti.mappls.com/krishna>) – Size 3' x 2', Special Sale offer of Rs 1990

Shri Krishna lived an extraordinary life from his remarkable birth in Mathura to eventually becoming a mistaken victim of an ordinary hunter in Bhalka. Lore and legend have added so many dimensions to Krishna's persona. For every place with a genuine claim to association with Krishna, there are perhaps ten others keen to bask in the reflected glory of an undoubtedly extraordinary life. Sifting through all such claims is a very tedious task and after due diligence, we at Mappls Sanskriti have identified 16 places with indisputable association with Shri Krishna. These places have been mapped out in our classic 'Footprints of Krishna' Art on Canvas. It is sure to broaden your understanding of Krishna.

Mesmerizing Mankind for Millennia  
**Footprints of Krishna – Art on Canvas**





An Initiative by MapmyIndia



A Map depicting the Lord Krishna's journey through out his life.



Unveiling the Divine Path: Embark on Krishna's Sacred Journey.



Shows India's Map from Dwapur Yug.



High-quality print on a beautiful canvas with antique calligraphy.



QR Codes linked to our cultural app Sanskriti App, associated with places to help you navigate the popular pilgrimage.

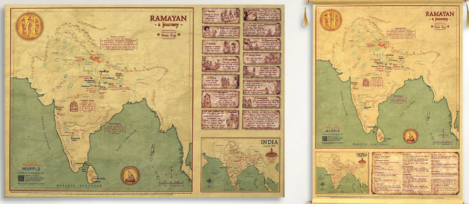
sanskriti.mappls.com/krishna/


## Ramayan A Journey – Art on Canvas

(<https://sanskriti.mappls.com/ramayan>) – Size 3' x 2', Special Sale offer of Rs 1990

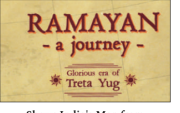
This printed map art work on canvas is meant to evoke emotion and understanding of holiest of the Hindu epics, the Ramayan, by that tracing and showcasing the journey of the Maryada Purshottama Shri Ram - right from his birth to the establishment of the Ram Rajya – on a rarely seen map of India from Treta Yug.

An Antique Art Collective  
**Ramayan Art –A Journey on Canvas**







An Initiative by MapmyIndia




Shows India's Map from Ramayan era



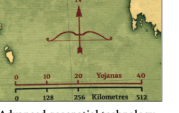
Present-day India map plotted with Ramayan-relevant locations




Printed & designed on a beautiful canvas with textured feel and antique cartography



Shows erstwhile entities in their original names and their current name



Advanced geospatial technology scales map in both Kilometres & Yojanas



Quick refresher about Ramayan story with location & descriptions for key events

sanskriti.mappls.com/ramayan/

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

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

C.E. Info Systems Ltd (NSE: MAPMYINDIA; BSE: 543425) is India's leading advanced digital maps and deep-tech company, popularly known in India as MapmyIndia and globally as Mappls. The company offers proprietary digital maps as a service ("MaaS"), software as a service ("SaaS") and platform as a service ("PaaS"), including its advanced digital map data, software products, platforms, application programming interfaces ("APIs"), IoT and solutions to new-age tech companies, large businesses, automotive OEMs, government organisations, developers and consumers. The company has served more than 2000 enterprise customers since its 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. The company also built India's very first internet mapping platform and portal, MapmyIndia.com (now called Mappls.com) in 2004. The company's free Mappls app for consumers provides the best and fully indigenous maps, navigation, safety, hyper-local and IoT gadget-enabled experience for Indian users. 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 (geo-tagged 360-degree panoramas, videos and photos 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 an 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).

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### **For further information, please contact:**

C.E. Info Systems Ltd (MapmyIndia & Mappls) PR

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