



Maps | APIs | Navigation | Tracking | GIS

February 23, 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

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 unveiling Mappls Gadgets for cars and two-wheelers including GPS Trackers, Dash Cameras, In-dash Navitainment Systems and Smart Helmet Kits

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:
1. Press Release

C.E. INFO SYSTEMS LIMITED
(Previously Known as C.E. Info Systems Pvt Ltd)

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Website: www.mapmyindia.com, Phone: +91-11-4600 9900, CIN : L74899DL1995PLC065551, A CMMI & ISO 9001:2008 Certified Company

MapmyIndia unveils Mappls Gadgets for cars and two-wheelers including GPS Trackers, Dash Cameras, In-dash Navitainment Systems and Smart Helmet Kits

- *Launches the most technologically advanced line of cutting-edge Vehicle Trackers and In-dash Infotainment Systems for the safest and most convenient driving experience*
- *Introduces the revolutionary, first-of-its-kind Navisor for 2-wheelers, providing navigation cues on the rider's helmet in their peripheral vision*
- *Offers 4G-connectivity-enabled Dash Cameras (CarEye) for real-time video monitoring and live tracking of your car and loved ones directly through the Mappls App*

February 23, 2023, New Delhi: 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 launch of its new line of Mappls Gadgets for cars and two-wheelers – including advanced Vehicle GPS trackers, Dash Cameras, In-Dash Navitainment Systems & Smart Helmet Kits. Mappls Gadgets are available direct from the company at www.mapplsgadgets.com, as well as offline through approved genuine accessory showrooms of various OEMs, and can be shipped and installed pan India, with prices ranging from INR 4,990 to INR 38,990. Users of Mappls Gadgets can access the various features and benefits through the Mappls App, which can be downloaded free from www.mappls.com/getApp, and works on Android, iOS, Android Auto and Carplay, and can also be accessed for free on the web from www.mappls.com



MAPPLS

Mappls Gadgets

Great for Safety, Connectivity, Convenience & Entertainment

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QR Code

Smart Helmet Kits

Navitainment

Dashcams

GPS Trackers

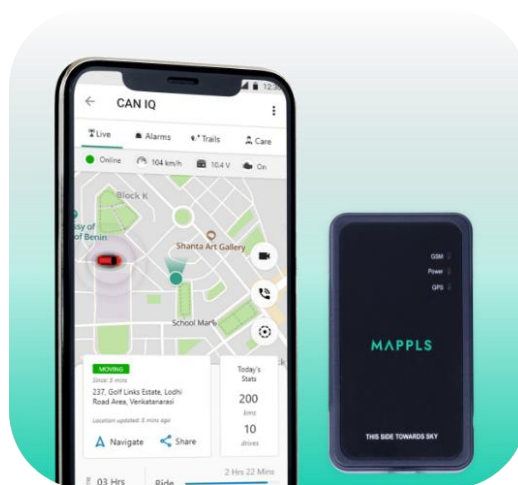
“MapmyIndia has been at the forefront of digitally and geospatially transforming India and enhancing people's lives since 1995 and continues to provide state-of-the-art, best-in-class and first-in-class products & technologies which deliver innumerable benefits to users and customers. Our newly launched, comprehensive product suite of Mappls Gadgets, paired with our free Mappls App, help users get peace-of-mind with relation to the safety of their loved ones and their vehicles, wherever they may be, through live and historical monitoring of the GPS location, movement and video of the vehicle. Thus, Mappls

Gadgets can also help prevent the theft of vehicles, help in the recovery of stolen vehicles or reconstruct why an accident or incident happened and whose fault it really was. Mappls Gadgets, especially the revolutionary Smart Helmet Kits, also provide hands-free, distraction-free and accurate navigation to the exact doorstep of the user's destination, ensuring their drive or ride is hassle-free and safe. Finally, with built-in features for infotainment and communication, the Mappls Gadgets ensure users stay connected and entertained while on the go. Through Mappls Gadgets, we at MapmyIndia are excited to directly deliver the most advanced automotive technologies to vehicle owners, drivers, passengers and riders and empower them with better connectivity, safety and convenience while on the go" said Rohan Verma, CEO & Executive Director, MapmyIndia.

More About Mappls Gadgets (www.mapplsgadgets.com)

Mappls Advanced GPS Vehicle Trackers

Mappls' range of Vehicle Tracking Systems comes in four variants and allows consumers to seamlessly track their vehicles, assets, and loved ones at all times, allowing them utmost peace of mind knowing that they will remain safe on the road. Paired with the free Mappls Super App, the trackers offer users the real-time location of assets or vehicles, geofencing alerts, overspeeding and undue stoppage alarms, daily distance travelled and trip replay, ignition on/off alerts, and driving behaviour, among many other features. Mappls' Gadgets Vehicle Trackers could be deep-installed (fixed into one vehicle), or plug-and-play (portable and hence, easily shareable across multiple vehicles), as per user requirements. The product line is priced between INR 4,490 to INR 12,990, as per product features, subscription models and warranty.



Mappls Dash Cameras

Mappls CarEye is a dash camera that is a comprehensive and personalized safety, tracking, telematics and surveillance system that provides real-time video visibility and insight into vehicle performance and challenging road situations. The product gives the user the opportunity to watch live video-streaming of both the front view and cabin view of their car anytime and from anywhere in the world, through the Mappls Super App. A single unit with a dual camera, CarEye analyses driver behaviour and can detect harsh acceleration, braking, cornering, and overspeeding. CarEye can also monitor the real-time location of your car through live vehicle tracking and trip replay details on the Mappls App. Other features CarEye include geofencing, ignition detection, and immobilization, among many others. Mappls CarEye is priced at INR 23,990.



Mappls In-Dash Navitainment Systems

In addition to safety, keeping travellers engaged and focused is also imperative. Huge traffic snarls or long driving hours tend to make mobility distracting and wasteful, which in turn can have drastic implications due to the lack of concentration on the road. To address the situation, MapmyIndia Mappls has developed the best-in-class **Integrated and Connected Entertainment & Navigation Systems** (ICENAV Systems) with two variants - ICENAV 7464 and ICENAV 7216. Mappls Navitainment Systems are integrated into the dashboard and offer features such as steering wheel control, video output capability to replicate head unit media stream on rear seat monitors, and Rear View AHD Camera support for a seamless driving experience. The products also come



equipped with Android-based OS and compatibility with both CarPlay and Android Auto, allowing the driver to stay connected while on the go. Users also experience uninterrupted **entertainment** with Full HD 1080p Media Playback support, 9" or 10" IPS Crystal Clear Display, High-Quality Audio Output, and Smartphone Mirror Link connectivity. Finally, ICENAV offers an unparalleled **navigation** experience to consumers through NaviMaps - offline navigation with live traffic updates, and Mappls App; which offers house-level maps, 3D and RealView mapping, Junction View, speed camera and traffic alerts, speed breaker and pothole alerts, and more.

ICENAV 7464 comes in two size variants: 9 inches and 10 inches, priced at INR 37,990 and INR 38,990, respectively. This elite Android-based audio, video, offline, and online navigation system has 64 GB of internal memory, compatibility with CarPlay and Android Auto, a built-in Play Store, WiFi Hotspot, and more. The Navitainment product line also includes ICENAV 7216, a premium Android-based audio, video, offline, and online navigation system integrated with the Mappls app and with a built-in Play Store, WiFi Hotspot, and more. This also has two size variants of 9 and 10 inches, has 16 GB internal memory, and is priced at INR 23,990 and INR 24,990, respectively. Mappls ICENAV Navitainment Systems thus serve as the perfect companion to your car to make it the best, most optimal version of itself.

Mappls Smart Helmet Kits (Navisor & Navaudio)

A significant percentage of India's population relies on two-wheelers for intracity and intercity commutes, for personal or professional use. Riders of these two-wheelers, the motorcyclists and bikers, often use phone mounts on their bikes for navigating – causing them to take their eyes off the road. As this can be extremely dangerous for riders, Mappls developed the revolutionary, first-of-its-kind and only such product in the Indian market, Smart Helmet Kits – Navisor and Navaudio. When combined with the Mappls Super App, Navisor and Navaudio, help users transform their existing helmet into a smart one through hands-free visual LED cues and audio navigation which help the rider keep their eyes on the road and make their rides safe and hassle-free. Navisor is a helmet mount



that utilizes Augmented Reality technology to provide visual navigation cues (based on Mappls App directions) to 2-wheeler riders. Developed as an alternative to distractive phone mounts, Navisor includes other features for a safer and smoother ride such as Crash Detection and SOS sensor, auto-brightness and all-weather visibility, Bluetooth 5.0 technology, a battery life of up to 12 hours, and more. Early Bird Pricing for Navisor and Navaudio is INR 2,990 (~50% off MRP); the combo of the two products is priced at INR 5,490 (down from INR 9,990).

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

www.mapmyindia.com & www.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).

For further information, please contact:

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