PRESS RELEASE

MapmyIndia partners with Tata Motors to offer GPS navigation to Bolt customers

New Delhi, December 15, 2014: MapmyIndia, India's leader in premium quality digital maps, GPS navigation, GPS Tracking Enterprise GIS Solutions and Location Aware web and mobile applications has partnered with Tata Motors to offer GPS navigation in Tata Motors' new car – The Bolt. MapmyIndia navigation has been very innovatively built into these cars. Instead of providing an in-dash embedded navigation suite, the company uses a technology that allows the MapmyIndia navigation application layer in the user's smartphone to sync with the car head unit. Tata Motors' customers will get a MapmyIndia Navigation app that has been specially coded for integration between the phone and in-dash screen. With a customized in-car kit users will now have access to India's best and most comprehensive maps enabling them to search and navigate to millions of points of interest/destinations across India, anytime anywhere.

"It has been our constant endeavor to offer the Indian car owners, the very best of GPS navigation. And in this ongoing journey I am happy that India's largest automotive manufacturer Tata Motors has partnered with us. This would give us access to the large number of Tata car buyers and MapmyIndia's navigation package would certainly add to their (customer) delight. I look forward to a long and mutually fruitful partnership," says Rakesh Verma, Managing Director, MapmyIndia

Tata Bolt customers will now be able to enjoy India's best maps. The latest, MapmyIndia maps offer India's most localized maps with voice guidance. The users get India's most comprehensive, exhaustive, detailed and unmatched coverage with – 10.54 million unique destinations (Points of Interests), expanded coverage of over 2 million kilometers of road network, 7068 cities at street level with house address level data for 80 cities, 600000 villages and 3D & 2D landmarks in 86 cities.

MapmyIndia's maps are being aggressively adopted by Indian consumers, mobile handset manufacturers and car manufacturers. This tie-up with Tata Motors further reaffirms MapmyIndia's leadership position in the country. The company is already powering navigation in most leading car brands present in India like Jaguar and Land Rover, Mahindra, Ford, BMW, Mercedes, Mitsubishi, Hyundai, etc.

About MapmyIndia

MapmyIndia (CE Info Systems (P) Ltd.) is India's leader in premium quality map data, Car GPS Navigation, GPS Vehicle Tracking, GIS Enterprise Solutions and Location Aware Web and Mobile Applications. This year, 2014, MapmyIndia is celebrating 10 glorious years of bringing the benefits of maps and location technology to consumers, businesses and governments in India. A New Delhi-based ISO 9001-2012 company founded in 1992, MapmyIndia pioneered digital mapping in India, and since 1995, through continuous field surveys and state-of-the-art mapping technology, has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust, reliable, full-featured and continuously updated navigable map dataset for all India. MapmyIndia has been at the forefront of leveraging the advent of mobile communications and internet by introducing numerous consumers focused mobile Apps and location based services in the SNT (Social, Navigation, and Tracking) space. Most recently, MapmyIndia has launched NaviMaps – India's most powerful and advanced FEREMIUM, Offline 3-D navigation app with house number data and live traffic information. The app is available for download on both iOS and Android platforms. MapmyIndia is also a leading e-retailer, offering users a range of GPS navigation, tracking and entertainment systems on www.mapmyindia.com/store with Cash on Delivery options. Continuous innovation in product development has led to MapmyIndia receiving many awards and recognition from media and industry, including a recent citation in the Harvard business Review for its customer funded business model. MapmyIndia Maps are approved and cleared by the Government of India, and follow the Government of India's norms and regulations. MapmyIndia is backed by leading high-tech and private equity firms, such as Qualcomm Ventures, Lightbox Ventures, Nexus Venture Partners and Zenrin Co. Ltd.

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