

April 24, 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 Investor Presentation for Q4 & FY23 Results.

**Ref.:** Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Madam / Sir,

Please find attached herewith Investor Presentation for Q4 & FY23 Results.

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. Investor Presentation**



# MapmyIndia C.E. Info Systems Ltd

Investor Presentation  
Q4 & FY2023

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APR 2023



# Q4 & FY23 Performance

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## Management Commentary



*“MapmyIndia continues its stellar performance year after year, and for FY2023, recorded a revenue from operations of Rs 282 Cr (up 41%), a PAT of Rs 108 Cr (up 24%), and an EBITDA margin of 41.9%. MapmyIndia has maintained a healthy EBITDA margin in its Map-led business of 52.6%, while investing in the IoT-led business, which is already demonstrating good results.*

*Revenue from the IoT led business grew 140% YoY, with the EBITDA margins growing from 1% in the 9 months of the financial year, to ~4% in Q4 FY23, as SaaS income increased...”*

*“...The exciting aspect of the IoT-led business is that while we sold ~1.9 lakh IoT devices in FY23, more than 3x that in FY22, there is a potential addressable market of 20 crore vehicles that can be tapped in future, showing the large headroom there is for MapmyIndia's IoT-led hardware and SaaS business.*

*We declared a dividend once again this year, to demonstrate our gratitude & commitment to shareholders for continuing on a long-term journey with MapmyIndia”*

**- Rakesh Verma, CMD**

## Management Commentary



*“Our overall revenue growth of 41% to Rs 282 Cr during FY2023 was broad-based with Consumer Tech & Enterprise Digital Transformation revenue up 48% YoY to Rs 130 Cr, and Automotive & Mobility Tech revenue up 34% to Rs 152 Cr on the markets side. On the products side, Our Map & Data revenue grew 34% to Rs 112 Cr and Platform & IoT revenue grew 45% to Rs 170 Cr.*

*1.9+ million new vehicles (4-wheelers, 2-wheelers and CVs, across ICE and EV segments), went built-in with MapmyIndia Mappls, up from 1.3 million during FY22, showing faster than industry growth uptake of our Auto N-CASE suite of map and technology solutions amongst automotive OEMs, including new-age EV companies.*

*We acquired 250+ new B2B and B2B2C customers – including many businesses and enterprises across industry verticals, new-age consumer-tech companies and key government organizations - raising our base to 850+ customers for our MaaS, SaaS and PaaS offerings, giving us a great platform to up-sell and cross-sell our wide variety of offerings and use-cases to existing and new customers. ...”*

*“...Last, but not the least, our Open Order Book grew 31% to Rs 918 Cr by the end of FY23 from Rs 699 Cr at the beginning of the year, based on Annual New Order Bookings of Rs 512 Cr, which bodes well for the future of MapmyIndia's B2B and B2B2C business.*

*Looking into the upcoming year, we intend to incubate potentially large, yet unlocked, opportunities for our company, including in the consumer app and gadgets space, based on the rave reviews our consumer facing Mappls App and Mappls Gadgets are receiving, and in the fast-growing drone space, where we have been preparing strong full-stack drone capabilities, through organic and inorganic means, to address the fast-growing market for drone solutions.*

*We of course continue to relentlessly innovate, and will continue to invest in enhancing our existing products and offerings, and also in expanding the visibility and reach of the Mappls MapmyIndia brand & offerings.”*

**- Rohan Verma, CEO & ED**

## Consolidated Financial Highlights (Q4 & FY23)

**Strong Growth in FY23: Revenue up 41% YoY, EBITDA up 37%, PAT up 24%**

**Strong Margins: EBITDA margin at 41.9%, PAT margin at 34.1%**

<i>INR Crores, unless otherwise mentioned</i>	<b>FY23</b>	<b>FY22</b>	<b>YoY Growth</b>	<b>Q4 FY23</b>	<b>Q4 FY22</b>	<b>Q4 YoY Growth</b>
<b>Total Income</b>	<b>315.8</b>	<b>242.0</b>	<b>30.5%</b>	<b>82.9</b>	<b>68.7</b>	<b>20.7%</b>
<b>Revenue from Operations</b>	<b>281.5</b>	<b>200.0</b>	<b>40.7%</b>	<b>72.5</b>	<b>57.0</b>	<b>27.1%</b>
<b>EBITDA</b>	<b>117.9</b>	<b>86.0</b>	<b>37.1%</b>	<b>29.0</b>	<b>23.0</b>	<b>26.1%</b>
<b>EBITDA Margin (%)<sup>1</sup></b>	<b>41.9%</b>	<b>43.0%</b>	<b>(110) bps</b>	<b>40.0%</b>	<b>41.0%</b>	<b>(100) bps</b>
<b>PBT</b>	<b>139.5</b>	<b>117.0</b>	<b>19.3%</b>	<b>34.3</b>	<b>33.5</b>	<b>2.5%</b>
<b>PBT Margin (%)</b>	<b>44.2%</b>	<b>48.0%</b>	<b>(380) bps</b>	<b>41.4%</b>	<b>48.8%</b>	<b>(740) bps</b>
<b>Effective tax rate</b>	<b>22.9%</b>	<b>25.8%</b>		<b>17.6%</b>	<b>32.6%</b>	
<b>PAT</b>	<b>107.5</b>	<b>87.1</b>	<b>23.6%</b>	<b>28.3</b>	<b>22.6</b>	<b>25.3%</b>
<b>PAT Margin (%)<sup>2</sup></b>	<b>34.1%</b>	<b>36.0%</b>	<b>(190) bps</b>	<b>34.1%</b>	<b>32.9%</b>	<b>120 bps</b>
<b>RoCE ex-cash</b>	<b>122%</b>	<b>96%</b>				
<b>Cash &amp; cash equivalents (including financial instruments)</b>	<b>484.7</b>	<b>381.8</b>				

- Strong Revenue, EBITDA and PAT Growth during the year on the back of strong open order book and in-year execution
- EBITDA margin was lower for the year due to increased hardware cost of material of the iot led business. PBT margin for the year decreased due to lower other income.
- Q4 FY23 Effective Tax Rate was lower than 25% due to
  - Nil tax on unrealized gain of Rs. 3.23 crores towards re-valuation of investments, carried at fair market value, under the head of other income
  - Lesser rate of tax applicable on Capital Gains than on business income

Note – 1) EBITDA Margin = EBITDA / Revenue from Operations; 2) PAT Margin = PAT / Total Income

## Consolidated Business Highlights: Map-led and IoT-led

<i>INR Crores, unless otherwise mentioned</i>	<b>FY23 Total</b>	<b>FY23 Map-led</b>	<b>FY23 IoT-led</b>	<b>Q4 FY22 IoT-led</b>
<b>Revenue from Operations</b>	<b>281.5</b>	<b>222.4</b>	<b>59.1</b>	<b>15.0</b>
Sale of Hardware	42.2	0	42.2	10.4
Sale of Map data & services*	239.2	222.4	16.8	4.4
<b>EBITDA</b>	117.9	116.9	1.0	0.6
<b>EBITDA Margin (%)</b>	<b>41.9%</b>	<b>52.6%</b>	<b>1.7%</b>	<b>4.0%</b>

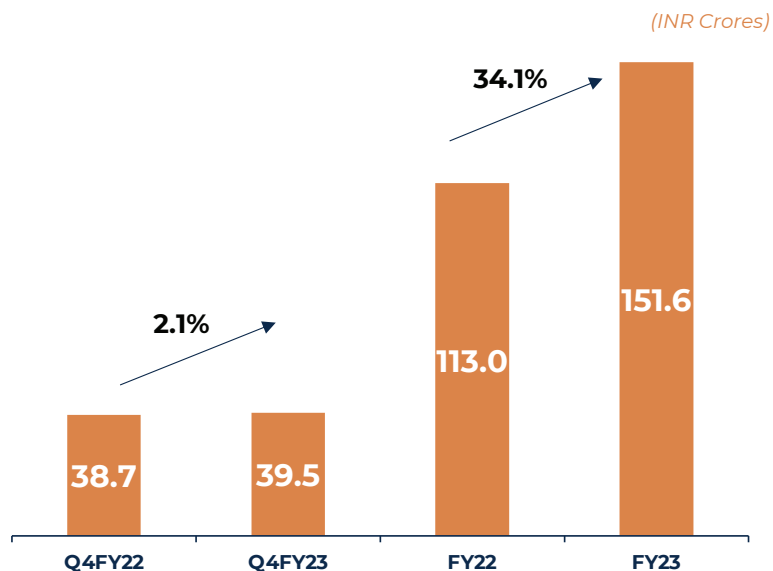
<i>INR Crores, unless otherwise mentioned</i>	<b>FY23 IoT-led</b>	<b>FY22 IoT-led</b>	<b>YoY Growth</b>
<b>IoT-led business Revenue</b>	<b>59.1</b>	<b>24.6</b>	<b>140%</b>
Sale of Hardware	42.2	16.5	156%
Sale of Map data & services*	16.8	8.1	107%
<b>No. of IoT Devices Sold &amp; Rented (in Lakhs)</b>	<b>1.9+</b>	<b>0.6+</b>	<b>~220%</b>

Note – \*includes royalty, annuity, subscription, software and products called MaaS, PaaS, SaaS

- Maintained a healthy EBITDA margin in its Map-led business of 52.6% while Map-led open order book of ~700 Crs will continue to aid growth in the coming years.
- Revenue of IoT-led business grew 140% YoY in FY23
- EBITDA margins grew from 1% in the first 9 months of FY23, to 4% in Q4 FY23, due to increase in higher margin SaaS income.
- The IoT-led business is exciting because, while we sold 1.9+ lakh IoT devices in FY23, 3x over FY22, the potentially addressable market is of 20+ crore vehicles, showing the large headroom for MapmyIndia's IoT-led hardware and SaaS business.
- IoT-led business contributes to both A&M and C&E (Consumer Tech & Enterprise Digital Transformation) markets.

## Market-wise Revenue – A&M

### MARKET SEGMENT – A&M<sup>1</sup>



### BUSINESS UPDATE

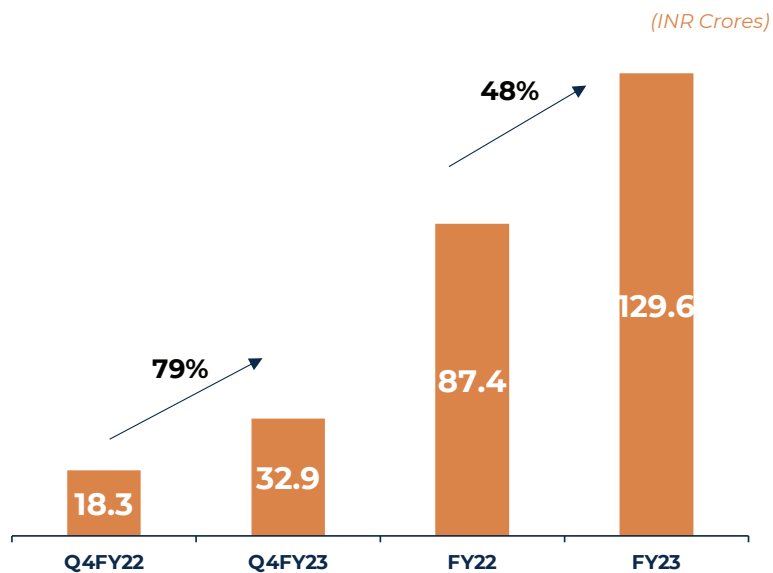
- Automotive & Mobility Tech revenue grew a healthy 34.1% YoY in FY23. Q4 YoY comparison not appropriate as Q3 FY22 semi-conductor shortage led to uncharacteristically higher Q4 FY22 (comparative quarter).
- 1.9+ million new vehicles (4-wheelers, 2-wheelers and CVs, across ICE and EV segments), went built-in with MapmyIndia Mappls in FY23, up 46% from 1.3 million during FY22**
- Faster than industry growth uptake of our Auto N-CASE suite of map and technology solutions amongst automotive OEMs, including new-age EV companies.
- Large majority of A&M revenue comes from Automotive OEMs embedding MapmyIndia Mappls with new vehicles.
- Multiple Key Automotive wins including very large 4-wheelers & 2-wheeler players, spanning ICE and EV, and acquired many customers across people/goods mobility including large EV taxi fleets and logistics fleets
- Multiple Go-lives in this year including the new MG Hector, Mahindra Scorpio-N & XUV400 Electric, Hero MotoCorp's OneApp, Tork Motors, Ola Electric and more...

Notes – 1) A&M : Automotive and mobility tech



## Market-wise Revenue – C&E

### MARKET SEGMENT – C&E<sup>1</sup>



### BUSINESS UPDATE

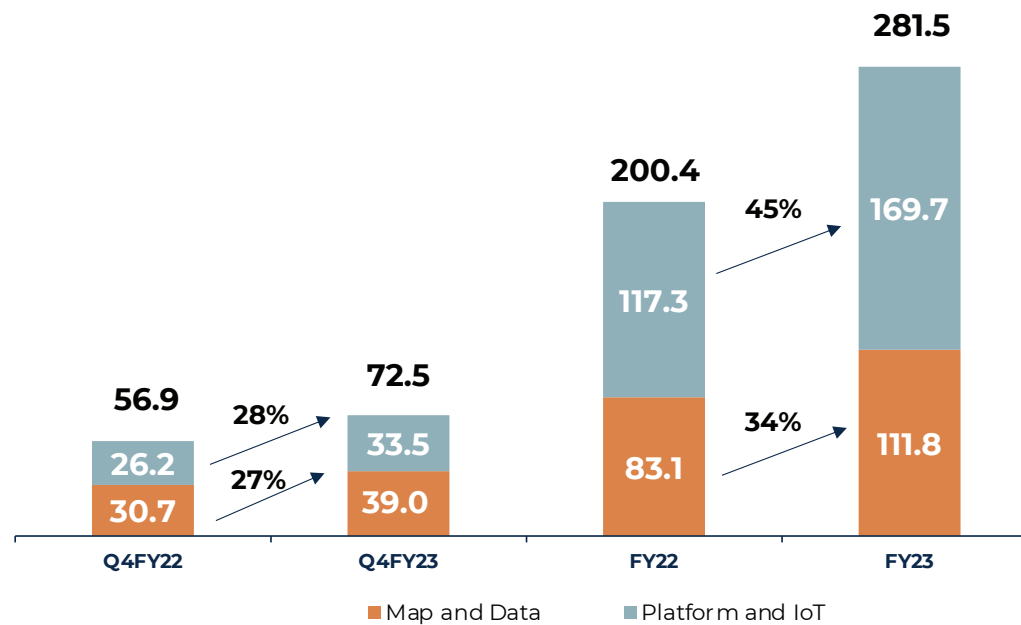
- C&E revenue for the year and for the quarter on the back of healthy order book, and continued expansion of business from existing customers and addition of newer customers.
- Strong penetration into BFSI / NBFC / Fin-tech space with offerings – multiple wins with large players for various use cases:
  - Map- and Location-enable customer's web & mobile apps for end consumers, for merchants, for sales team etc.
  - Enable address and location-based analytics, as well as customer intelligence to help identify and filter customers / applicants during verification process who fall in delinquent areas
- Onboarded many corporate customers - traditional & new-age over course of year, including very large social commerce app and multiple D2C brands in just Q4
- Key strategic government organisation wins across Police, State Remote Sensing Application Centres, Tax Departments, Transport Departments, Road Infrastructure and more

Notes – 1) C&E : Consumer tech and enterprise digital transformation

## Product-Wise Revenue – Map & Data and Platform & IoT

### PRODUCT SEGMENT

(INR Crores)

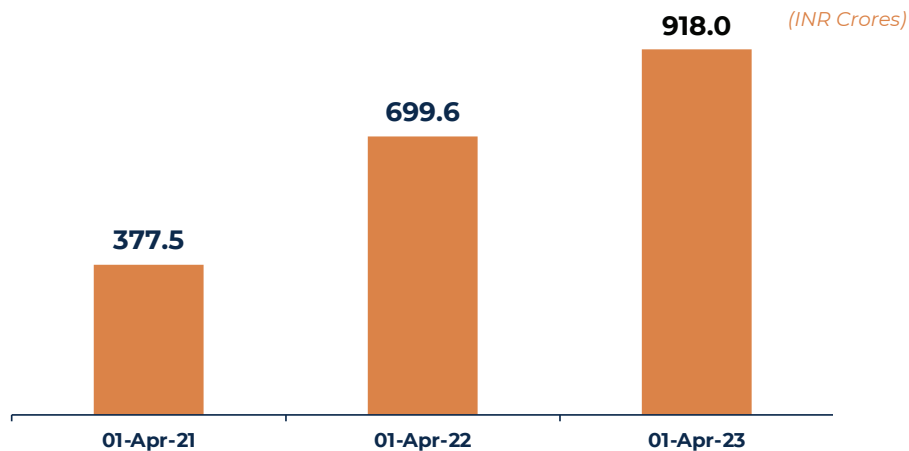


- Healthy growth across both Map and Data, and Platform and IoT, segments of products. Consumption driven by both A&M and C&E customers.

Notes – Platform & IoT Revenue represents our SaaS (Software as a Service) and PaaS (Platform as a Service) which leverage and add value on top of our MaaS (Map as a Service).

# Order Book

## OPEN ORDER BOOK

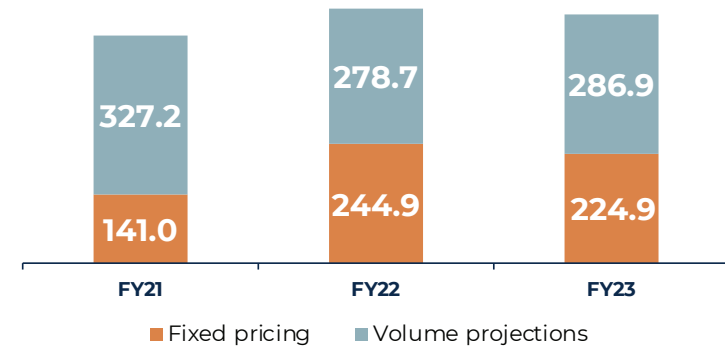


	FY22	FY23
Open Order (Current year)	377.5	699.6
New Orders	523.6	511.8
Revenue	(200.4)	(281.5)
Open Order (Next year)	699.6	918.0

## PERFORMANCE UPDATE

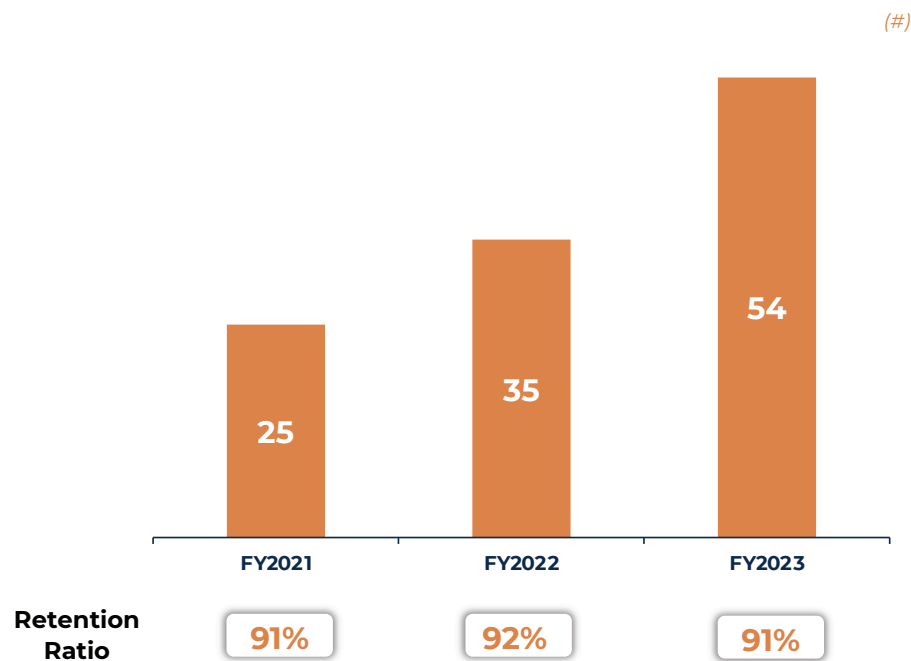
- Open Order Book has grown 31% to Rs 918 Cr based on Rs 512 Cr of Annual New Order Bookings in FY23, with momentum across both A&M and C&E market segments, due to continued adoption & expansion of use cases, as well as up-selling and cross-selling to new and existing customers.
- 250+ new customers added, expanding base from 600+ to 850+.
- Historically the Open Order Book to Revenue conversion ratio has been 3-5 years.

## ANNUAL NEW ORDERS - BREAKUP



# Customers

## CUSTOMERS CONTRIBUTING 80% OF REVENUE



## CUSTOMERS SERVICED

# 2250+

B2B & B2B2C customers since inception, including marquee names across nearly every vertical – new-age tech companies, businesses across industry verticals, automotive OEMs & government organisations

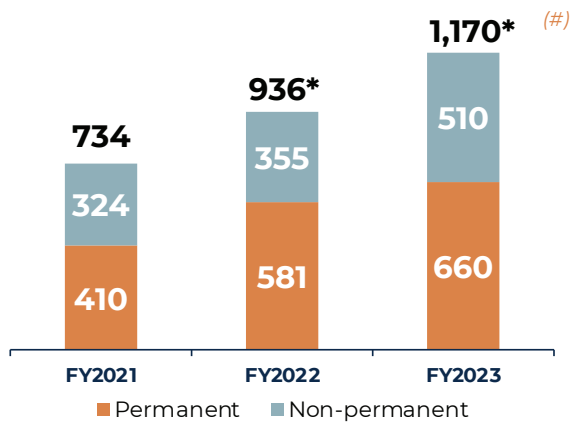
# 850+

**Customers** on MaaS, SaaS & PaaS platform in FY23, growing by more than 250, from 600+ in FY22.

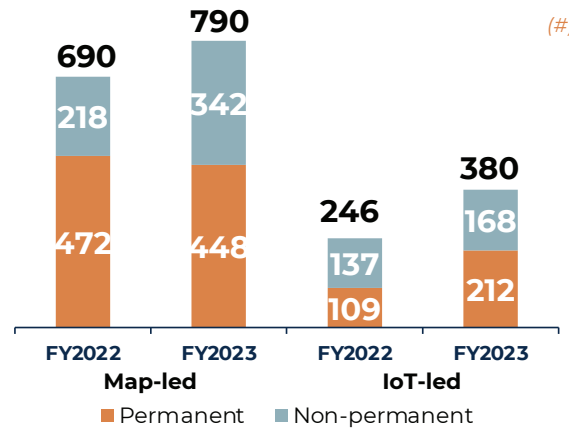
- Customer growth, diversification and de-concentration, as well as retention, continues to trend healthily

# Employees

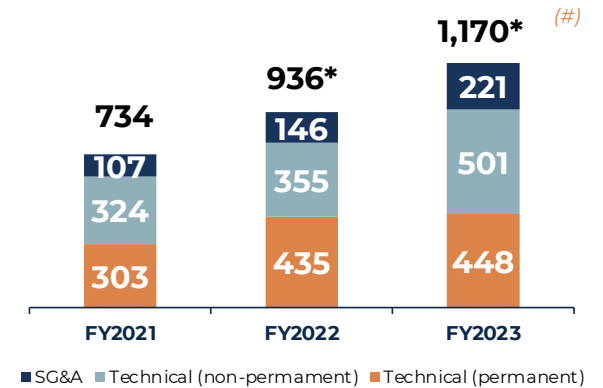
PERMANENT VS TEMPORARY



MAP-LED VS IOT-LED

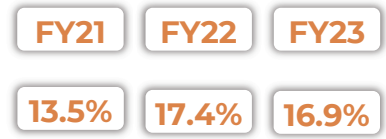


BREAKUP BY FUNCTION



- \*Including employees of Gtropy subsidiary
- We continue to up-skill our existing employees, and also bring in higher skilled technical permanent employees, to evolve with needs of our business.

Attrition rate



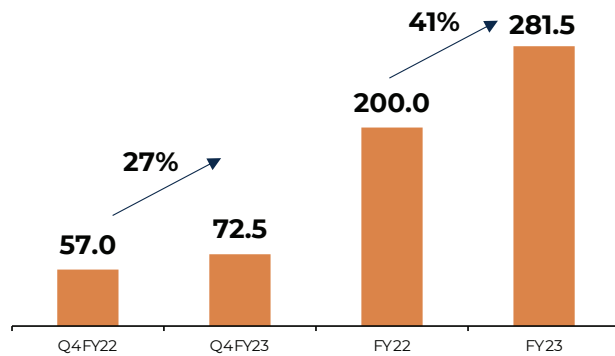
## Key Investments in FY23

Date	Name	Overview	Rationale	Consideration
February	Indrones Solutions Private Limited	Company is engaged in the business of manufacturing of the drones, data analytics using high resolution data and developing end to end solution leveraged by drones, IoT and other sensors which helps digitize various sectors including but not limited to agriculture, mining, energy, telecom, infrastructure, construction, disaster management and among others.	<p>To broaden and deepen our addressable market, enabling us to offer comprehensive and differentiated end-to-end offerings to users across a large variety of industry verticals by combining MapmyIndia's suite of digital maps, geospatial software and location-based IoT tech, coupled with Indrones' suite of drones and drone-based solutions and services.</p> <p>The investment will also strengthen our ability to leverage cutting-edge drone technologies.</p>	Acquired 20% stake on fully diluted basis for ~Rs. 7 Crore
September	Kogo Tech Labs Private Limited	A cutting-edge start-up aiming to build the world's largest travel & hyper-local discovery, recommendations, commerce, social and gamified platform	To build a travel & hyper-local discovery, commerce, social, gamified platform integrated with maps and navigation.	Acquired 26.37% stake on fully diluted basis for Rs. 10 Crore
August	Nawgati Tech Private Limited	Company has a video analytics SaaS product focused on the oil and gas sector which monitors the congestion or wait time or traffic at the fuel station.	Exploring synergies in oil and gas segment where applications of their technology can be leveraged by us and help increase the portfolio of offerings to our customers	Acquired 3% stake for Rs. 1 Crore

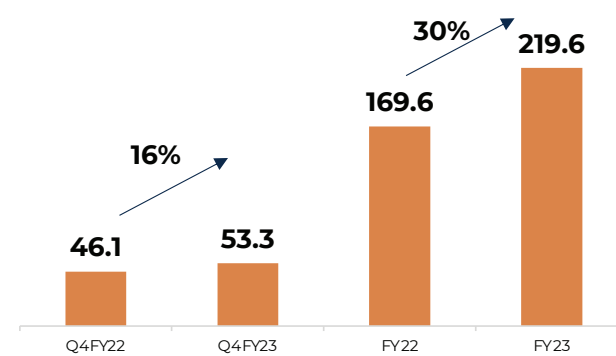
# Consolidated P&L Highlights for Q4 & FY23

**All Financial Metrics Grew Strongly YoY in Q4 and FY23:  
Revenue, Contribution Profit, EBITDA & PAT**

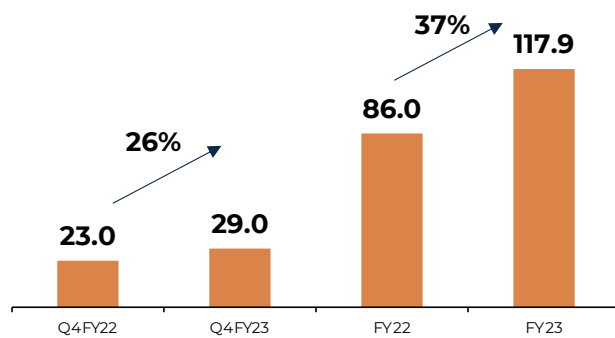
Revenue from Operations



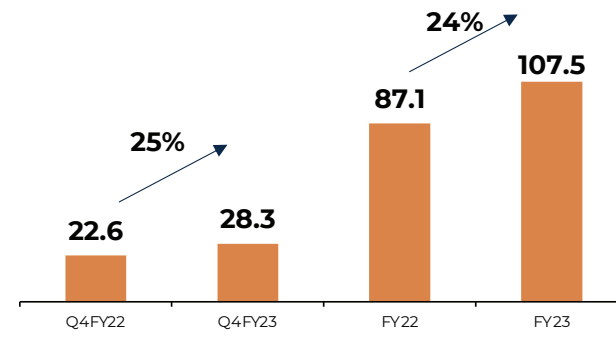
Contribution Profit (All figures in INR Crores)



EBITDA



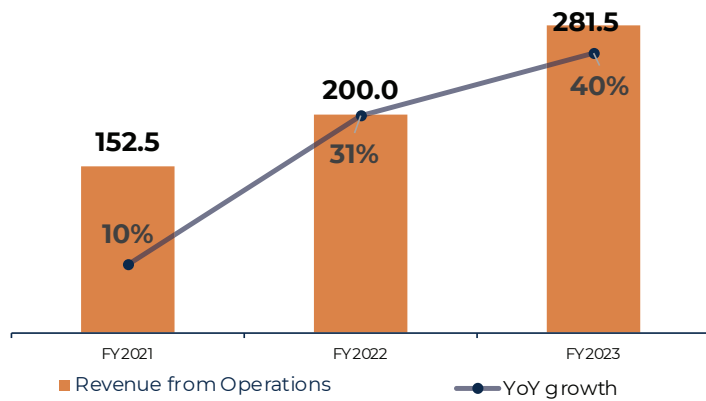
Profit After Tax



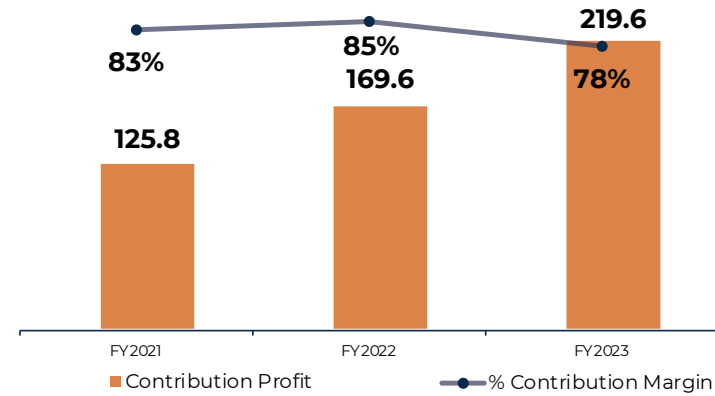
# Consolidated Annual P&L Highlights for Last 3 Years

(All figures in INR Crores)

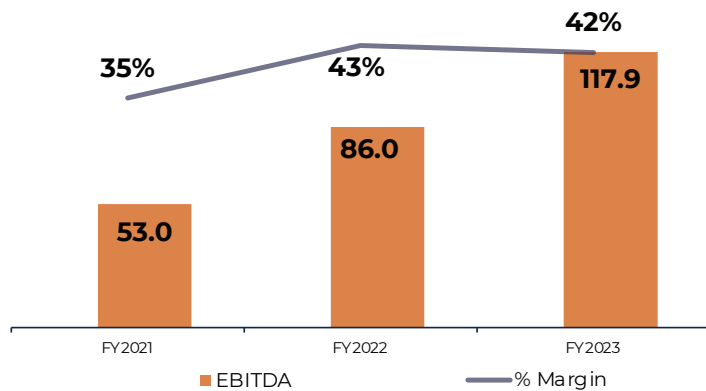
Revenue from Operations



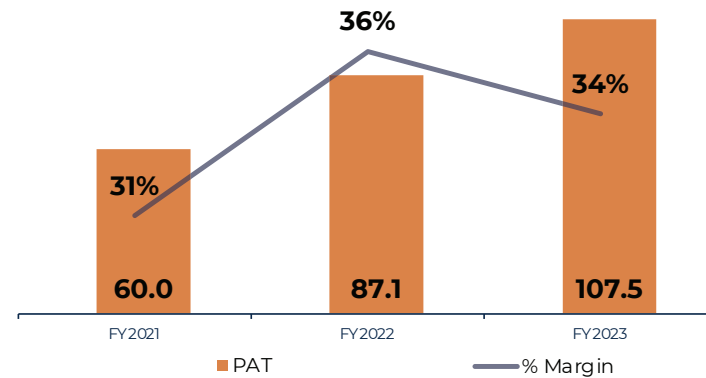
Contribution Profit & Margin



EBITDA & Margin



Profit After Tax & Margin





## Consolidated Balance Sheet & Cash Flow Statement (Extract)

	(INR Crores)	
Consolidated	FY2022	FY2023
Property, plant & equipment	6.80	11.96
Investments	173.80	134.57
<b>Total non-current assets</b>	<b>247.80</b>	<b>229.12</b>
Investments	122.60	227.87
Trade receivables	43.50	58.27
Cash & cash equivalents	40.60	76.09
<b>Total current assets</b>	<b>268.70</b>	<b>441.40</b>
<b>Total assets</b>	<b>516.50</b>	<b>670.52</b>
Equity	445.80	542.28
Lease liabilities	11.90	7.35
Total non-current liabilities	17.30	14.89
Lease liabilities	4.00	4.57
Trade payables	6.10	13.09
Total current liabilities	53.40	113.35
<b>Total equity and liabilities</b>	<b>516.50</b>	<b>670.52</b>

	(INR Crores)	
Consolidated	FY2022	FY2023
Profit before tax	117.30	139.54
Adjustment for non-cash items and others	-25.46	-18.48
Changes in working capital	-27.41	11.00
Cash flow generated from operating activities (CFO)	64.43	132.06
Income tax paid	-35.70	-42.19
<b>Net Cash flow generated from Operating activities (A)</b>	<b>28.73</b>	<b>89.86</b>
<u>Cash flows from investing activities</u>		
Investment in unlisted entities (i.e. startups)	-14.00	-14.41
Purchase of investments	-20.40	-51.56
Fixed Deposits with Banks	14.04	-8.16
Interest received on bank deposits and bonds	12.89	20.32
Dividend received	0.16	0.23
Payment for property, plant and equipment and intangible assets (including capital advances)	-3.99	-15.36
Payment for Intangible Assets under Development		-7.18
Sale of Property, plant and equipment	0.09	
Gain on sale of investments		7.31
(Fair Value gain in investments) / Provision for diminution in value of investments		5.54
<b>Net Cash flow used in Investing activities (B)</b>	<b>-11.21</b>	<b>-63.27</b>
Receipt on issue of shares	0.80	0.51
Proceeds from borrowings, net of repayment	2.56	14.32
Dividends paid	-10.65	-
Payment of lease liabilities including interest	-3.65	-5.57
Corporate Dividend tax	-	
Interest paid	-	-0.94
<b>Net Cash flow used in Financing activities (C)</b>	<b>-10.94</b>	<b>8.32</b>
<b>Net increase/ (decrease) in cash and cash equivalents (A+B+C)</b>	<b>6.58</b>	<b>34.91</b>
<b>Effect of exchange rate changes on cash &amp; cash equivalent</b>	<b>0.34</b>	<b>0.61</b>
<b>Net increase/ (decrease) in cash and cash equivalents</b>	<b>6.92</b>	<b>35.52</b>
<b>Cash &amp; cash equivalents (opening balance)</b>	<b>33.65</b>	<b>40.57</b>
<b>Net increase/decrease (A + B + C), after effect of exchange rate changes</b>	<b>6.92</b>	<b>35.52</b>
<b>Cash &amp; cash equivalents (closing balance)</b>	<b>40.57</b>	<b>76.09</b>

MapmyIndia  
MAPPLS

# About MapmyIndia

Company Overview

Our Strengths

Future Strategy

Shareholding Pattern



C.E. INFO SYSTEMS LIMITED

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

## Company Overview

- We are India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving **B2B and B2B2C enterprise customers**.
- As a data and technology products and platforms company, we offer proprietary digital **maps as a service ("MaaS")**, **software as a service ("SaaS")** and **platform as a service ("PaaS")**.
- Our Product segments – **Maps and Data** includes MaaS offerings; while **Platform & IoT** include SaaS & PaaS offerings
- Having pioneered digital mapping in India in 1995, we have earned our 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.

### OUR MARKET SEGMENTS

Serving two distinct market segments



Automotive and Mobility Tech  
(A&M)



Consumer Tech and Enterprise  
Digital Transformation (C&E)

... for the India market,  
under our brand,  
MapmyIndia

MapmyIndia

... and for the world  
market,  
under our brand, Mappls

MAPPLS

## Company Profile

### About MapmyIndia & Mappls (C.E. Info Systems Ltd) ([www.mapmyindia.com](http://www.mapmyindia.com) & [www.mappls.com](http://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 offering 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 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](http://Mappls.com)) in 2004. The company's free Mappls app (accessible on the web and downloadable from <https://www.mappls.com>) 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 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).

# Our Journey So Far

1995-00



Company was founded



Built India's digital maps

2001-10



Launched India's internet mapping portal, mapping technologies



Launched pan-India GPS navigation system

2011-16



Launched IoT (GPS-based telematics) platform



Launched map and location API Platform for developers



Transportation tech, logistics optimisation & workforce automation in 2016

2017-19



Started Building AI-powered 4D, HD, Digital Map Twin of the Real World in 2017



Launched nation-wide unique digital address and location identity system - "eLoc" (now called Mappls Pin)



Launched geospatial analytics and GIS platform; and N-CASE mobility suite for Digital Vehicle Transformation

2020



Launched real-time maps of Covid vaccine centres on Co-WIN



Entered MoU<sup>1</sup> with ISRO<sup>2</sup>



Gov announces geospatial guidelines

2021-22



Entered MoU<sup>1</sup> with Ministry of Electronics & IT & Ministry of Road Transport & Highways



Company goes public in Dec 2021



Mappls global platform released with integrated maps of 200+ countries

Note: 1) MOU - Memorandum of understanding; 2) ISRO - Indian Space Research Organization

# Our Strengths



01

B2B and B2B2C market leader for maps and geospatial products in India with a comprehensive suite of offerings



02

Ever expanding use cases; innovating to address technology paradigm shifts



03

Large addressable market in India with industry tailwinds driving growth outlook



04

Government Initiatives: Macro-Economic Enablers for digital maps and location intelligence



05

Independent, global geospatial products and platforms company



06

Proprietary technology and network effect -> Strong entry barriers



07

Marquee customers across sectors with capability to up-sell and cross-sell



08

Increasing new orders; profitable and cash generating business model with consistent financial track record



09

Becoming a key B2C player with differentiated maps, GPS-enabled IoT gadgets and a gamified application



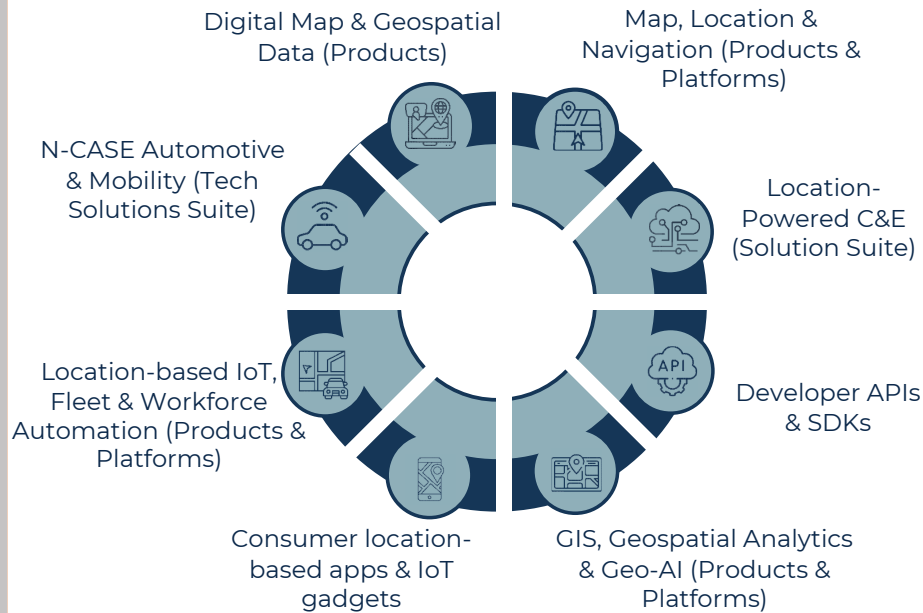
10

Founding team supported by an experienced professional management team

## B2B and B2B2C market leader

for maps and geospatial products in India with a comprehensive suite of offerings

### OUR COMPREHENSIVE SUIT OF OFFERINGS



### PIONEERING DIGITAL MAPPING IN INDIA SINCE 1995

#### MAPPED

**6.3**

Mn kms of roads<sup>3</sup>

**98.5%**

of India's road network<sup>2,3</sup>

**7.9K+**

towns<sup>3</sup>

**637K+**

villages<sup>3</sup>

**17.8**

Mn places of interest<sup>3,4</sup>

**14.5**

Mn house or building addresses<sup>3</sup>

**400**

Mn+ geo referenced photos, videos & 360° panoramas

Source: 1) F&S Report commissioned and paid for by the company; 2) Total Road network was 6.39 mn kms as per the Annual Report of the Ministry of Road Transport & Highways. 2021-22  
 Note: 3) as of date of DRHP ,4) Places of interest - Across many categories such as restaurants, retail shops, malls, ATMs, hotels, police stations, petrol pumps, electric vehicle charging stations etc.

# Ever expanding use cases;

## Innovating to address technology paradigm shifts



### AUTOMOTIVE

- In-built Navigation devices
- Connected Vehicles
- Shared & EV Mobility



### ECOMMERCE

- Long haul first mile
- Last mile delivery tracking



### FOOD DELIVERY

- Address intelligence
- Last mile delivery tracking



### TRANSPORTATION & LOGISTICS

- Fleet and asset tracking
- Transportation data
- Truck routing solutions



### BFSI

- Geo-verification and on-boarding
- Usage-based auto insurance
- Geo-CRM for sales



### RETAIL & QSR

- Location enabled online e-commerce
- Location-based digital advertising



### TELECOM & UTILITIES

- Field force monitoring
- Optical fiber mapping and distribution analytics



### HEALTHCARE & PHARMA

- Distribution and logistics of medical goods
- Mapping of plants



### GOVERNMENT

- Geo-tagging of public assets for repair and overhaul



### RAILWAYS & WATERWAYS

- Network and route mapping
- Tracking of fleet



# Independent, Global

## Geospatial products and platform company

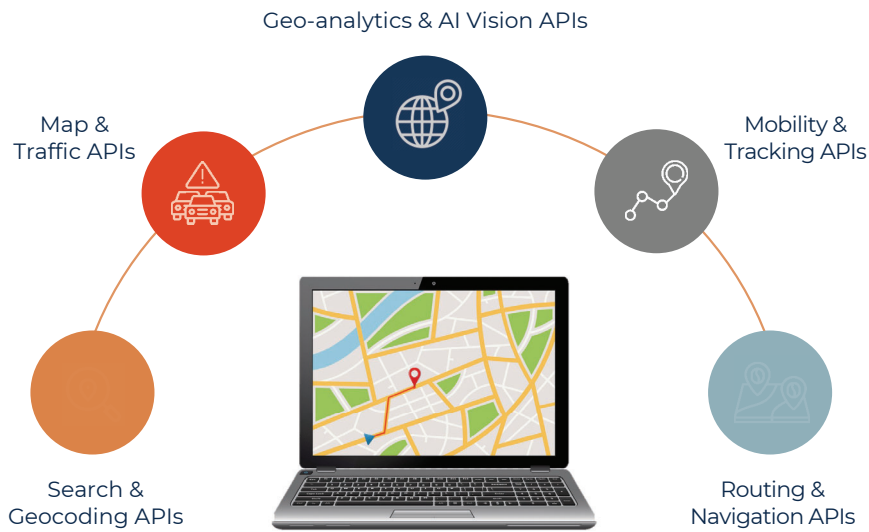
About MapmyIndia

Integrated maps of 200+ countries

# MAPPLS

Target international markets and intend to follow MNCs customers with..

### LARGE CATALOGUE OF DEVELOPER APIS AND SDKS



### FEATURES



#### Response Time

Faster response times than ever



#### Versioning & Docs

Standardized versioning with backward compatibility



#### Scalable

Auto-scalable architecture to support many request



#### Versatile

Highly configurable to suit use cases



#### Security & Monitoring

Oauth 2.0 based / VA / PT certified



#### Accurate

Location Bias most relevant than ever



#### Natural Language

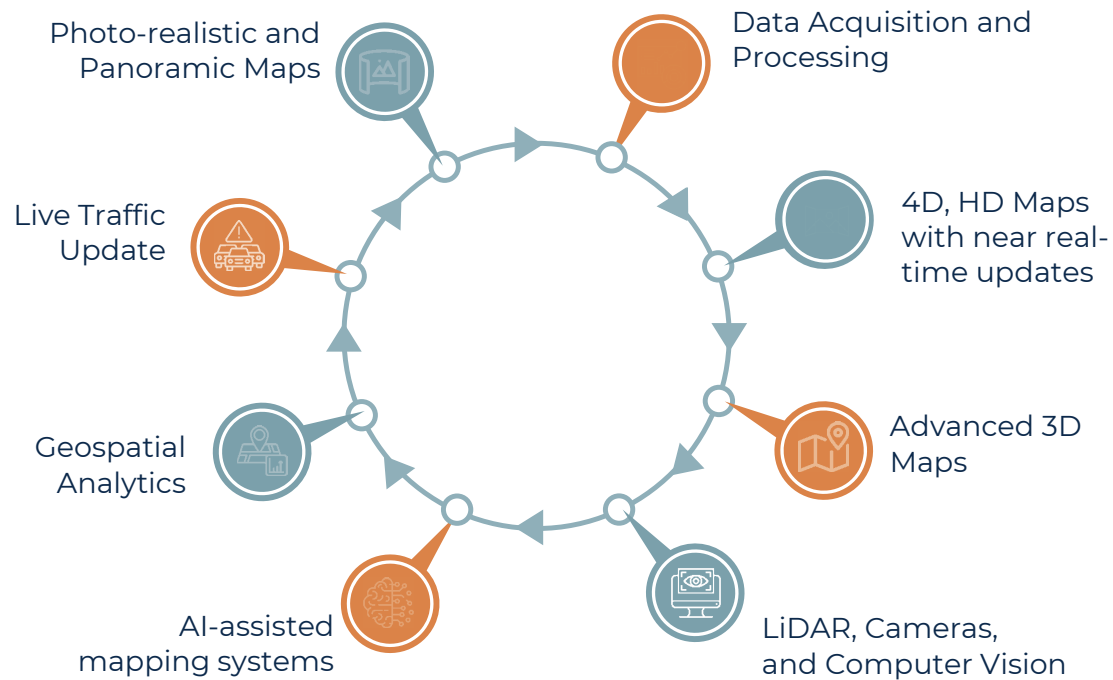
Searches for what the user is trying to say



#### Developer Friendly

Easy integration and standard response code

# Proprietary technology..



✓ HD maps providing photo-realistic Virtual Reality and Augmented Reality

✓ Interactive 2D, 3D, outdoor and indoor map rendering

✓ Enabled tech platform to automatically recognize and extract insights from images

# ..and Network effect create Strong entry barriers

## About MapmyIndia

✓ Proprietary end-to-end technology-driven and AI-assisted mapping systems

✓ Comprehensive digital map database created for India through professional field surveys, collection and compilation of geographical data

✓ Highly differentiated, unique digital asset (maps) that is difficult to replicate



✓ Integration of our digital maps with our internet-connected platforms

✓ Increasing usage of products by customers, creates a network (flywheel) effect

✓ Continuously increasing the value proposition of our offerings and help grow our business

# Marquee customers

across sectors with capability to up-sell and cross-sell

## ABOUT OUR CUSTOMERS



Target **B2B** and **B2B2C** enterprise customers



Serviced **2,000+** enterprise customers since inception<sup>2</sup>



**Customized** solutions

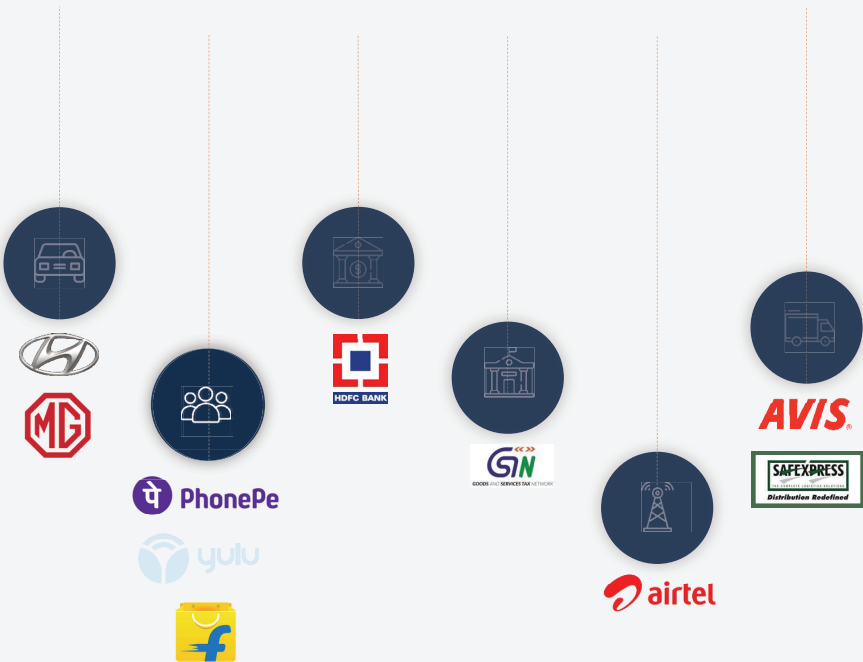


**600+** customers on SaaS, PaaS and MaaS platforms<sup>1</sup>



**Long-term mutually renewable contracts** of 3 to 5 years, providing continued synergy and revenue predictability

## LEADING ENTERPRISES ARE POWERED BY MAPMYINDIA TECHNOLOGIES



Note: 1) In FY 2022; 2) As on date

# Becoming a key B2C player with differentiated maps, GPS-enabled IoT gadgets and a gamified application

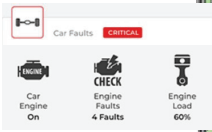


## MAPPLS APP

Built a Super App for Maps, Navigation, Safety and more

### Junction View

Helps you navigate safely while approaching flyovers, complex intersections



### Vehicle Diagnostics

Enables insights into vehicle health and fault diagnostics



### Road Safety Features

See reported hyperlocal issues like traffic, road blocks, potholes, unsafe zones

### Doorstep Navigation

Simplified location code for complex addresses providing doorstep navigation

### Mappls IoT Gadgets

Enables you to track your vehicle and loved ones' in real-time, ensuring their safety



#### Deep installed

With safety features like Panic button and driving behaviour analysis



#### Bike Tracker

Enables live location, speed alerts, geo fencing

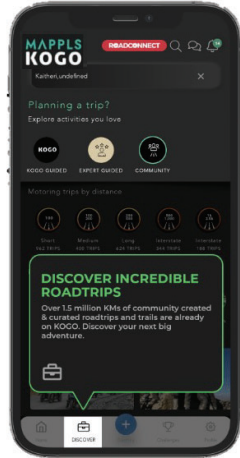
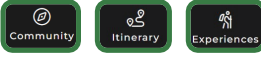


## KOGO APP

A Gamified Social Travel App for users and creators

### Plan, Discover & Share Experiences

Users can plan, discover and share travel itineraries and content and earn KOGOCOIN



### Spend KOGOCOIN

Spend KOGOCOIN on hotels, experiences, and travel accessories



Mappls App and IoT gadgets combined with KOGO App will allow MapmyIndia to offer integrated apps/solutions to consumers, the travel eco-system, businesses & government – opening up travel commerce market opportunity for the company.

Notes – To know more, follow these links – [Mappls App](#) | [Mappls IoT Gadgets](#) | [KOGO](#)

## Founding team

supported by an experienced professional management team

### 01 LEADERSHIP TEAM



**Rakesh Verma**  
CO-FOUNDER, CMD

**47+ years of experience**

BE (Hons.), Mechanical Engineering, BITS, Pilani; MBA, Eastern Washington University, USA



**Rashmi Verma**  
CO-FOUNDER, CTO

**40+ years of experience**

BTech, Chemical Engineering, IIT Roorkee; MSc, Eastern Washington University, USA



**Rohan Verma**  
WHOLE-TIME DIRECTOR, CEO

**17+ years of experience**

BTech, Electrical Engineering Stanford University, USA; MBA, London Business School

## Founding team

supported by an experienced professional management team

### 02 MANAGEMENT TEAM



**Sapna Ahuja**  
CHIEF OPERATING OFFICER

**17+ years with MapmyIndia**  
BSc, Computer Science (DU); MSc, Applied Operations Research (DU)



**Anuj Jain**  
CHIEF FINANCIAL OFFICER

**10+ years with MapmyIndia**  
BCom, University of Rajasthan; Chartered Accountant (CA); Company Secretary (CS); Cost and Management Accountant (CMA)



**Ankeet Bhat**  
CHIEF STRATEGY OFFICER

**11+ years with MapmyIndia**  
BTech, Electronics and instrumentation (Hons), BITS Pilani



**Nikhil Kumar**  
PRESIDENT, GEOSPATIAL

**24+ years of experience**  
MSc (Electronics), Kurukshetra University; Ex-Here Technologies, Trimble, ESRI



**Harman Singh Arora**  
CEO, GTROPY (IoT BUSINESS)

**16+ years of experience**  
B.E, Electronics & Comm, Manipal Institute of Technology; MBA, IIM Lucknow

# Future Strategy



## Augment products, platforms and technology lead

- Invest to further develop innovation and technological capabilities
- Build a deeper and broader stack of software products



## Scale and expand our customer reach

- Expansion of relationships with existing active customers
- Leverage first-mover advantage with the GoI's increasing traction



## Drive expansion in International markets and Geospatial sector

- Target international markets with 'Mappls'
- Use integrated maps of 200+ countries



## Explore M&A opportunities to grow business

- Intend to continue pursuing selective strategic acquisitions to enter into new business segments and geographies



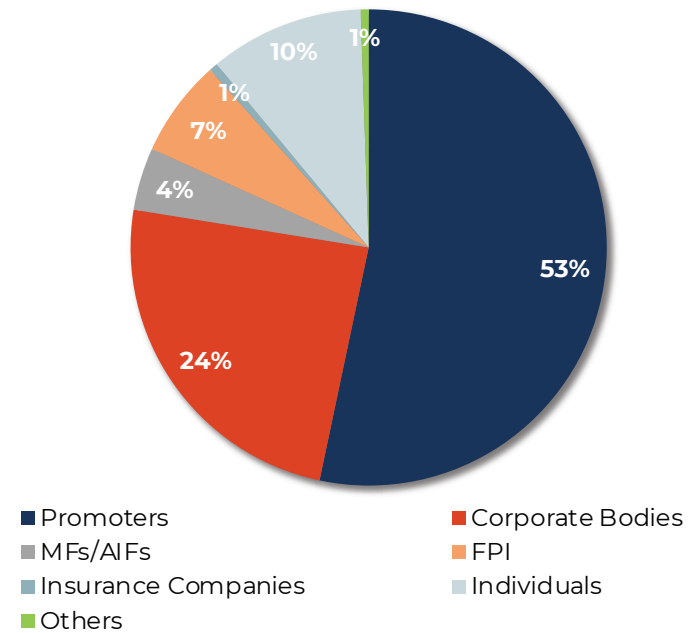
## Attract, develop and retain skilled employees

- Expand R&D efforts by recruiting more technical employees
- Formulated ESOP scheme for employees



# Shareholding Pattern

Top Non-Promoter Shareholders	% Holding
Phonepe Private Limited	19.0%
Zenrin Co. Ltd	4.7%
Fidelity Investment Trust - Fidelity Series Emerging Markets Opportunities Fund	1.4%
Sundaram Mutual Fund	1.0%
Kuwait Investment Authority Fund F239	0.8%
Mobius Investment Trust Plc	0.7%
Aberdeen Standard Asia Focus Plc	0.6%



Note: As on March 31, 2023

# Industry Overview

Potentially Addressable Market

Government Initiatives

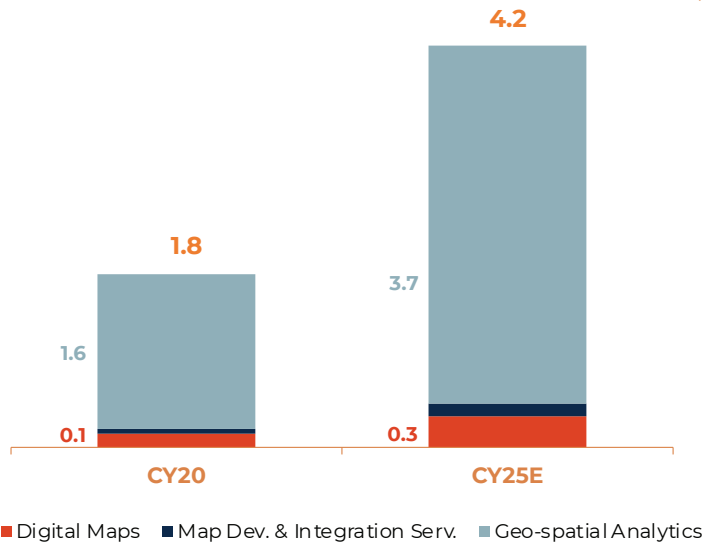
MapmyIndia  
MAPPLS

C.E. INFO SYSTEMS LIMITED

# Large potentially addressable market..

## INDIAN DIGITAL MAP SERVICES MARKET<sup>1</sup>

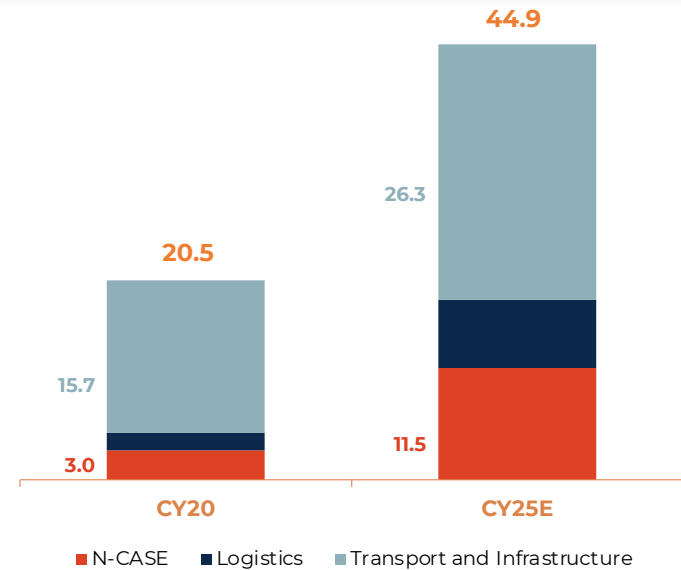
(USD bn)



CAGR 18.3% 21.1% 18.0%

## INDIAN MOBILITY NAVIGATIONS SOLUTIONS AND TELEMATICS MARKET<sup>1</sup>

(USD bn)



CAGR 30.8% 31.2% 10.9%

Source: 1) F&S Report commissioned and paid for by the company

..With growth prospects

aided by industry tailwinds and growth drivers across market segments

INDIAN AUTOMOTIVE MARKET<sup>1</sup>

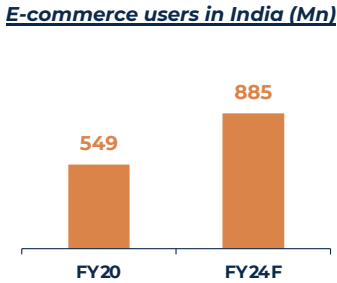
**USD 300 bn** (INR 22.2 tn)  
Indian automotive sector by 2026



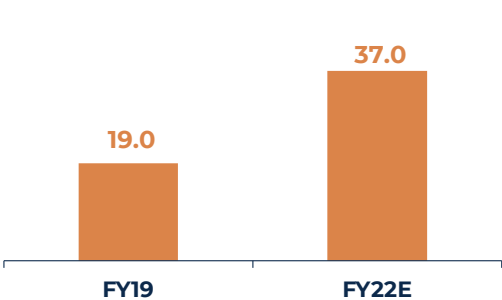
E-COMMERCE<sup>1</sup>

**2nd** largest by 2034  
E-commerce market in the world

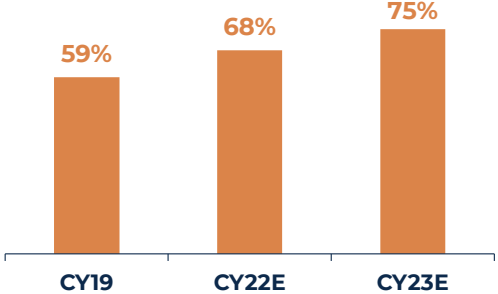
B2C e-commerce in 2025  
**USD 127 bn**  
**27%**



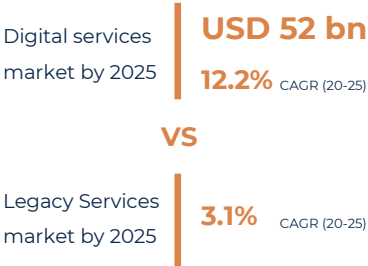
App Downloads in India<sup>1,2</sup>



Smartphone User Penetration<sup>1,3</sup>



Digital services market in India<sup>1</sup>



Source: 1) F&S Report commissioned and paid for by the company; Note: 2) IBEF, App Annie; 3) Datareportal

## Government Initiatives:

Macro-Economic Enablers for digital maps and location intelligence



Liberalization of Geospatial Sector



GPS-based toll collection method



Automotive Industry Standard 140 ("AIS 140")<sup>2</sup>



Digital India Land Records Modernization Programme<sup>3</sup>



Plans to make ADAS compulsory in all cars by 2022



Geotagging of Companies<sup>4</sup>



Telematics in Insurance<sup>5</sup>



Drone Rules, 2021 - Liberalized and simplified drone regulations<sup>6</sup>



Allowed "Beyond Visual Line of Sight" flight testing of drones<sup>7</sup>



Digital India Initiatives

# Annexures

[Glossary](#)

[Disclaimer](#)

## Glossary

### Expansion of acronyms used

**A&M** | Automotive and Mobility Tech

**BVLOS** | Beyond Visual Line of Sight

**C&E** | Consumer Tech and Enterprise Digital Transformation

**ESRI** | Environmental Systems Research Institute

**FAME** | Faster Adoption and Manufacturing of Hybrid and Electric Vehicles in India

**FICCI** | Federation of Indian Chambers of Commerce and Industry

**GIS** | Geographic Information System

**GPS** | Global Positioning System

**MaaS/SaaS** | Maps/Software as a service

**SDK** | Software Development Kit

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# Thank You

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