



Maps | APIs | Navigation | Tracking | GIS

October 27, 2022

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 Q2&H1 FY2023.

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

Dear Madam / Sir,

Please find attached herewith Investor Presentation for Q2&H1 FY2023 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

C.E. INFO SYSTEMS LIMITED

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

237, Okhla Industrial Estate, Phase - III, New Delhi 110020, Digital Address: eloc.me/mmi000, Email: contact@mapmyindia.com,
Website: www.mapmyindia.com, Phone: +91-11-4600 9900, CIN : L74899DL1995PLC065551, A CMMI & ISO 9001:2008 Certified Company

MapmyIndia

C.E. Info Systems Ltd

Investor Presentation
Q2 & H1 FY2023

Q2 & H1 FY23

Performance

Management Commentary

Consolidated Financial Highlights

Consolidated Financials with and without Gtropy

Consolidated Revenue by Markets and Product Line

Business Updates for Q2 FY23

Investments in Q2 FY23, including Kogo

Consolidated P&L Highlights

Consolidated Financial Statements (extract)

Management Commentary



“In Q2 FY23, MapmyIndia delivered another strong performance, with quarterly revenue up 35% year-on-year to an all-time high of Rs 76 Cr. H1 FY23 revenue was up 41% to Rs 141 Cr, EBITDA up 32% YoY to Rs 61 Cr, EBITDA margin at 43%, PAT up 8% YoY to 50 Cr with PAT margin at 32%.

We commenced 3 sets of organic investments in Q2 FY23 that will help accelerate the company’s growth in revenues and earnings in the future.

We make these investments responsibly, with an eye towards the future, balancing both short- and long-term goals for growth and earnings, with the ultimate objective of further accelerating the company’s future growth in revenues and earnings.

(contd.)”

“... First, in growing the scale of our recently acquired IoT-led business, Gtropy, which is focused on a very large multi-billion-dollar addressable market of 20+ crore existing vehicles on-road in India, which can benefit from Gtropy and MapmyIndia’s combined IoT-led goods logistics & people mobility SaaS.

Second, in marketing activities to build awareness of the MapmyIndia and Mappls brands and product portfolio, which will reap rewards in terms of new customer acquisition and new use case adoption.

And **third, in cutting-edge product and platform development** which will further expand use cases, addressable markets, growth engines and moats for MapmyIndia Mappls.

Finally, we’re excited about our inorganic, strategic investment into Kogo, a gamified social travel commerce platform, which opens a new market and use-case for us.”

- Rakesh Verma, CMD

Management Commentary



“Q2 FY23 was an exciting quarter for us, with lots of action on all fronts and we’ve ended H1 FY23 on a strong note. **Revenue growth for H1 FY23 vs H1 FY22 continues to be broad-based with A&M (Automotive & Mobility Tech) up 55% and C&E (Consumer Tech & Enterprise Digital Transformation) up 29% on the market side. On the products side, Map & Data was up 32% and Platform & IoT was up 49%.**

Our newly acquired Gtropy business grew fast in Q2 FY23, doubling revenue vs Q1 FY23. As scale and subsequent-year high margin SaaS income of Gtropy and our IoT-led business kicks in, Gtropy will enhance its contribution to consolidated profitability of the group.

We’ve calibrated marketing expenses to increase awareness of the MapmyIndia and Mappls brand and range of MaaS, PaaS, SaaS, Drone and IoT solutions to drive further adoption by more customers, across more verticals, and for more use cases.

(contd.)”

“**...Our swadeshi Mappls app and platform is making further in-roads, with strong government partnerships,** during an interesting inflection point in India’s Aatmanirbhar journey.

We continue to invest in building out our recently released RealView 360-degree and Metaverse 3D maps products, as well as our range of developer APIs, N-CASE suite, Digital Transformation Platform, and our consumer-facing Mappls app.

Integrating Kogo’s gamified social travel commerce platform with our maps and navigation, gives a unique edge and advantage to our N-CASE suite offerings for Automotive OEMs, and allows us to reach out to consumers, businesses, government, and developers with altogether new and enhanced offerings.

We are optimistic and excited about the future for our company.”

- Rohan Verma, CEO & ED

Consolidated Financial Highlights (Q2 & H1 FY23)

Q2 YoY Revenue up 35% to Rs 76 Cr, EBITDA up 17% to Rs 31 Cr, EBITDA Margin at 40%, PAT at Rs 25 Cr and PAT Margin at 30%

H1 YoY Revenue up 41% to Rs 141 Cr, EBITDA up 32% to Rs 61 Cr, EBITDA Margin at 43%, PAT at Rs 50 Cr and PAT Margin at 32%

(INR Crores, unless otherwise mentioned)

	Q2FY23	H1 FY23	H1 FY22	H1 YoY % Growth
Total Income	83.7	155.1	122.5	26.6%
Revenue from Operations	76.3	141.3	100.0	41.3%
EBITDA	30.6	60.5	46.0	31.5%
EBITDA Margin (%) ¹	40.1%	42.8%	46.0%	
PBT	35.5	69.2	62.0	11.6%
PBT Margin (%)	42.4%	44.6%	50.8%	
Effective tax rate	28.5%	28.3%	25.8%	
PAT	25.4	49.6	46.0	7.8%
PAT Margin (%) ²	30.3%	32.0%	37.6%	
Cash & cash equivalents including financial instruments	430.6	430.6	378.8	13.6%

- Focus of management in Q2 has been on accelerating growth in current revenue and future earnings, while balancing short- and long-term goals for growth & earnings, by
 - Investing in scaling the IoT business through Gtropy
 - Calibrating expenditure on marketing to increase awareness of brands & products
 - Increasing investment in new product development
- Objective is to increase customer awareness & acquisition, adoption of existing products and use cases, and to build out newer use cases and addressable markets, which ultimately will accelerate future growth in top & bottom line.
- As a result, revenues have grown strongly while EBITDA margins have compressed. Absolute EBITDA has grown.
- Lower other income and higher effective tax rate, resulted in lesser PAT margins & PAT growth YoY

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

Consolidated Financials with and without Gtropy

Consolidated Business, which now includes recently acquired IoT business, Gtropy, focused on balancing short- and long-term goals for growth in revenue and earnings

	Consolidated Business (with Gtropy)	Consolidated Business (without Gtropy)	Consolidated Business (without Gtropy)	H1 YoY Growth % in Consolidated Business (without Gtropy)
	H1FY23	H1FY23	H1FY22	
Total Income	155.1	137.3	122.5	12.1%
Revenue from Operations	141.3	124.1	100	24.1%
EBITDA	60.5	61.8	46.0	34.3%
EBITDA Margin (%)	42.8%	49.9%	46.0%	
PAT	49.6	51.1	46.0	11.1%
PAT Margin (%)	32.0%	37.2%	37.6%	

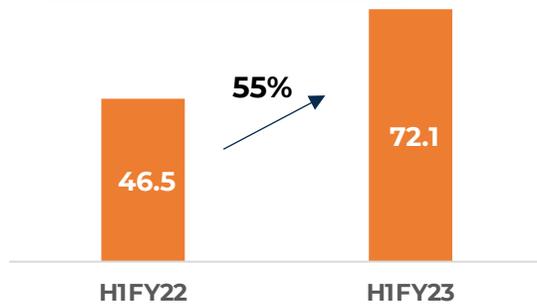
- EBITDA Margins for the core, existing business i.e. Consolidated Business (without Gtropy), grew from 46% to 50% in H1 FY23
- Newly acquired IoT business, Gtropy, is in fast growth phase - H1 FY23 revenue for Gtropy was ~Rs 24 Cr (~8 Cr of which was attributed to MapmyIndia standalone generated IoT business)
- IoT/Gtropy has different business profile – initial revenue is IoT device-led, with low margin in first year, followed by high SaaS subscription margin in subsequent years
- High growth in IoT business (Gtropy Q2 FY23 revenue was double of Q1 FY23) compresses margins initially, as device has lower margins, but leads to higher revenue and new customer acquisitions, leading to additional up-selling/cross-selling opportunities, and also will generate future high margin SaaS revenues
- Gtropy's large addressable market, makes investing in scale-up attractive & will positively impact EBITDA and PAT in absolute terms in future years

Consolidated Revenue by Markets and Product Line

**Broad-based revenue growth across all markets:
1) Automotive & Mobility Tech, and 2) Consumer Tech & Enterprise Digital Transformation,
and across all product lines: 1) Map & Data, and 2) Platform & IoT**

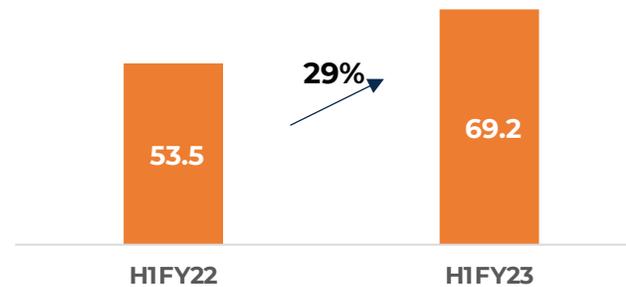
All figures in INR Crores, unless otherwise mentioned

MARKET - A & M¹



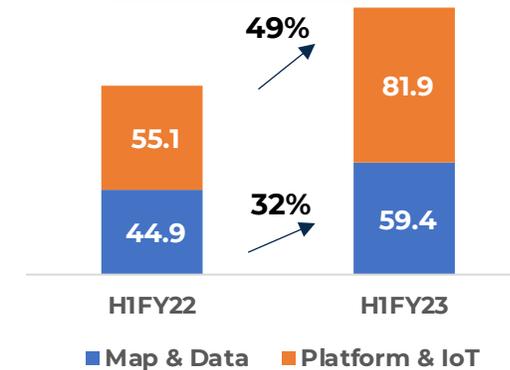
- Auto OEM sales, on the back of strong open order book, grew well in H1 (Q2 YoY not comparable as Q2 FY22 had spill-over effect from lockdown during Q1 FY22)
- IoT sales to vehicle and fleet owners and operators increased on the back of expanded distribution, enterprise sales outreach & focus

MARKET - C & E²



- Growth in sales to consumer tech companies and enterprises across private & public sector, including government, grew on the back of strong open order book and also new sales
- More consumption of Map & Data, APIs & Digital Transformation Platform & IoT solutions, across more verticals, for more use cases

PRODUCT LINE



- Map & Data revenue grew steadily by 32%, driven by customer usage from across Automotive, Corporate & Government customers
- Platform & IoT grew faster at 49% based on increasing sales of N-CASE suite, Digital Transformation Platform, APIs & IoT to all segments of customers

Business Updates Q2 FY23

CUSTOMER WINS ACROSS ACROSS A&M AND C&E MARKETS

- Auto OEMs (4W, 2W, EV) continue to increasingly adopt and go live with our NCASE suite for embedding into their vehicles, companion apps and clouds
 - New large 4-wheeler EV OEM signed up
 - Market-leading vehicles from leading brands continue to go live embedded with our solutions
- Traditional Businesses & New-Age Tech Companies across segments signing up for our Digital Transformation Suite, APIs and IoT
 - Multiple large cement and dairy companies signed up for using IoT & Logistics SaaS solutions
 - Multiple BFSI/fin-tech companies for Workforce management & automation
 - E-commerce, FMCG and fin-tech companies for Geospatial Analytics
 - Health-tech, fin-tech, retail/FMCG & voice-assistant app developers for APIs
- Geospatial & Digital transformation driven Government business continues to pick up momentum
 - IoT-based tracking of Road Construction Equipment for State Roads Department, and of State Civil Supplies Distribution
 - Map & Location-based GIS Platform and Portal for State Tourism Department, and for Safe City
- Energy company awarded drone survey, topographical mapping and land records integration project

Business Updates Q2 FY23

PARTNERSHIPS WITH GOVERNMENT

- MapmyIndia Mappls app, Metaverse maps, Logistics tech & APIs integrated with Government of India's ULIP (Unified Logistics Interface Platform) unveiled & showcased to Honourable PM Shri Narendra Modi Ji during the GoI National Logistics Policy launch
- MoU with Uttar Pradesh Police to give commuters real-time traffic & safety alerts through swadeshi Mappls app
- MapmyIndia Mappls APIs integrated with Government of India's Har Ghar Tiranga Campaign.
- MoU with Delhi Government to use MapmyIndia Mappls mGIS decision-making tool for EV charging station site analytics & selection.



Today India became home to Cheetahs, an animal synonymous with speed. The National Logistics Policy launched today will give speed to India's development journey.

A sound policy with top level performance will enhance India's progress.



8:21 PM · Sep 17, 2022 · Twitter Web App



UP POLICE @Uppolice · 23 Sep

Technology For Traffic Regulation-As per the directions of Hon'ble CM UP to improve traffic management, #UPPolice signed an MOU with @MapmyIndia at the Police Hqs. today. The @MapplsApp will facilitate smooth #traffic for citizens & generate advisories & #roadsafety information.



CM Office, GoUP and 8 others

Investments in Q2 FY23

Date	Name	Overview	Rationale	Consideration
September	Kogo Tech Labs Private Limited	A cutting-edge start-up aiming to become a significant travel & hyper-local discovery, recommendations, commerce, social and gamified platform	To build travel & hyper-local discovery, commerce, social, gamified platform integrated with maps and navigation, to strengthen offerings for Automotive OEMs, consumers, developers and enterprises.	Acquired 26.37% stake on fully diluted basis for Rs. 10 Crore, with option to raise stake to 50% within the next 2 years.
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

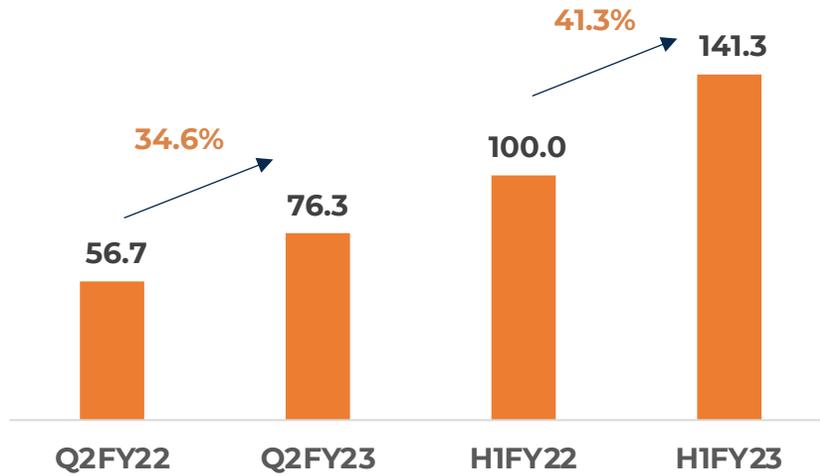
Strategic Investment in Kogo Tech Labs Private Limited

STRENGTHENS AUTO OEM OFFERING & OPENS TRAVEL COMMERCE MARKET

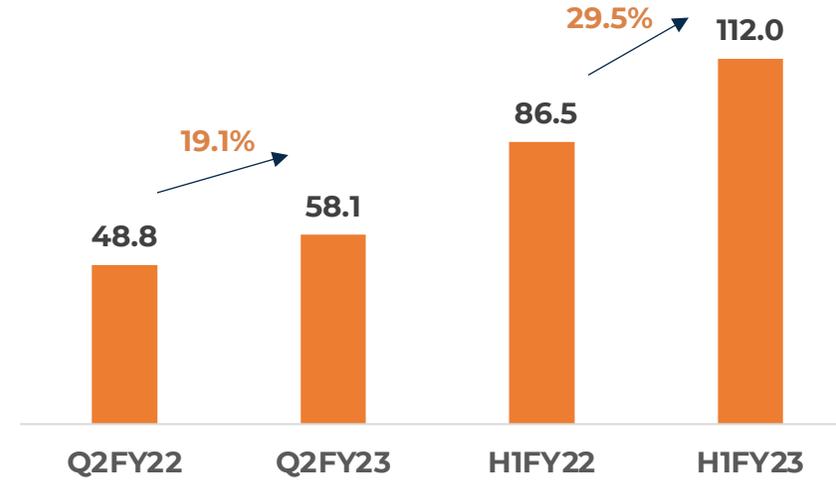
- MapmyIndia Mappls offers global solutions including hyper-local maps and rich & real-time places data, automotive N-CASE technologies (Navigation-enabled Connected Vehicle, Autonomous Safety & ADAS & Autonomous Safety, Shared and Electric Mobility platforms), consumer-facing apps and more. Millions of 4-wheelers, 2-wheelers and new-age Electric Vehicles and their companion apps, are built-in with MapmyIndia Mappls N-CASE maps & technology solutions.
- KOGO (www.kogotrips.com) is a gamified social travel commerce platform where users and creators can plan, discover and share travel itineraries and content, earn KOGOCOIN as they step out and travel, and spend these on Hotels, Experiences, Services, Accessories and stores on KOGO's Marketplace. KOGO's marketplace has over 8,00,000+ Hotels, Experiences, Stores and service providers across the world and continues to expand its network to maximize spend & burn opportunities for its users. KOGO subscribers earn & burn 3x more on their trips, experiences and adventures through KOGO's network of in-app & in-platform bookings, services and marketplace.
- KOGO has received significant interest from Automotive OEMs, who can use KOGO to drive post sales engagement & build communities and engagement around their brands. MapmyIndia Mappls N-CASE suite, integrated with KOGO's gamified travel, outdoors and hyper-local content, community & commerce platform, will enable Automotive OEMs in India and globally to increase consumer engagement, brand loyalty and in-vehicle commerce monetisation opportunities for Automotive OEMs.
- Beyond Auto OEMs, MapmyIndia Mappls with KOGO will offer integrated apps/solutions to consumers, the travel eco-system, businesses & government – opening up travel commerce market opportunity for the company

Consolidated P&L Highlights (Q2 & H1 FY23)

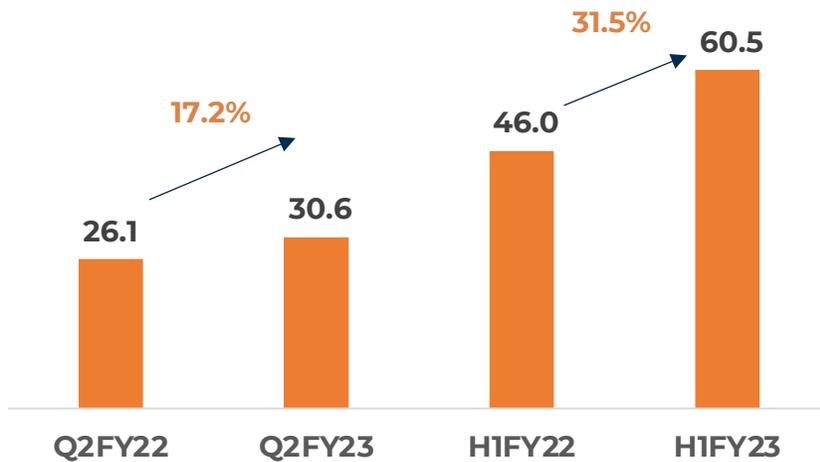
Revenue from operations



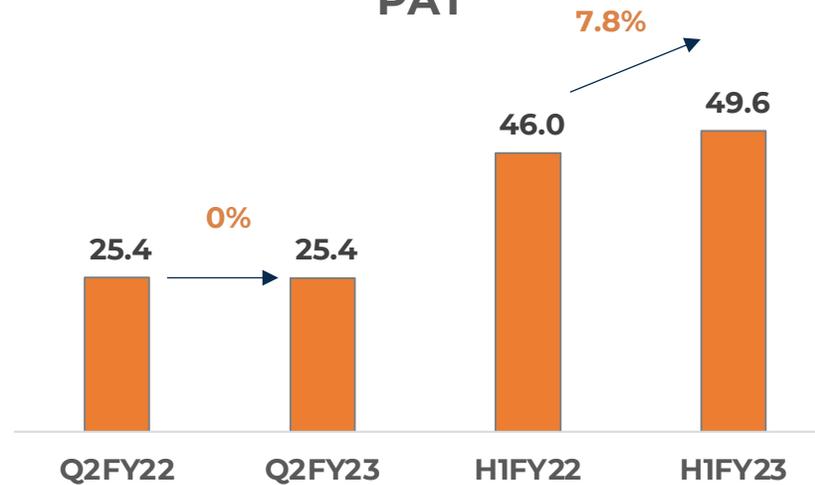
Contribution Profit



EBITDA



PAT



All figures in INR Crores, unless otherwise mentioned

Consolidated Balance Sheet (Extract)

	(INR Crores)	
	As at 30.09.2022	As at 31.03.2022
I. ASSETS		
(1) Non-current assets		
(a) Property, plant and equipment		
(i) Property, plant and equipment (other than IoT devices on Rent)	5	4
(ii) IoT devices on Rent	4	3
(b) Investment properties	8	8
(c) Right of use assets	11	12
(d) Goodwill	4	4
(e) Other intangible assets	12	12
(d) Intangible Assets under Development	4	-
(g) Financial assets		
(i) Investments	132	174
(ii) Loans (Security deposit given for right of use assets)	1	1
(iii) Others	11	15
(h) Tax asset	11	10
(i) Deferred tax assets (net)	4	5
(2) Current assets		
(a) Inventories	8	8
(b) Financial Assets		
(i) Investments	207	123
(ii) Trade receivables	42	44
(iii) Cash and cash equivalents	40	41
(iv) Other bank balances	27	20
(v) Others	38	28
(d) Other current assets	12	6
TOTAL ASSETS	583	517

	(INR Crores)	
	As at 30.09.2022	As at 31.03.2022
II. EQUITY		
(a) Equity share capital	11	11
(b) Other equity	488	435
Equity attributable to shareholders of the Company	498	446
Non-controlling interests	-0	-0
Total Equity	498	446
III. LIABILITIES		
(1) Non current liabilities		
(a) Financial liabilities		
(i) Lease liabilities	9	12
(ii) Long term borrowings	3	1
(b) Provisions	5	4
(c) Deferred tax liabilities		
(2) Current liabilities		
(a) Financial liabilities		
(i) Trade payables		
1. Dues of micro enterprises and small enterprises	3	2
2. Dues of creditors other than micro enterprises and small enterprises	5	4
(ii) Lease liabilities	5	4
(iii) Short term borrowings	9	2
(iv) Others	17	10
(b) Other current liabilities	29	31
(c) Provisions	1	0
TOTAL EQUITY AND LIABILITIES	583	517

Consolidated Profit & Loss Statement (Extract)

(INR Crores)

	Quarter ended			Half year ended		Year ended
	30.09.2022	30.06.2022	30.09.2021	30.09.2022	30.09.2021	31.03.2022
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
I Revenue						
Revenue from operations	76	65	57	141	100	200
Other income	8	6	13	14	22	42
Total income	84	71	70	155	123	242
II Expenses						
Cost of materials consumed	5	6	5	11	7	17
Purchase of stock in trade	4	5	0	10	1	2
Change in inventory	3	(4)	0	(0)	0	(1)
Employee benefits expense	17	16	18	33	33	58
Finance cost	1	1	1	1	1	2
Depreciation and amortisation expense	2	2	2	4	4	8
Other expenses	-	-	-	-	-	-
(i) Marketing & business promotion expenses	4	2	1	5	2	7
(ii) Communication including cloud hosting expenses	3	2	2	5	3	7
(iii) Project & field survey expenses	2	1	0	3	1	2
(iv) Other remaining expenses	7	7	5	14	9	21
Total expenses	48	38	33	86	60	125
III Profit before share of loss of associates and tax	36	34	37	69	62	117
IV Share of loss of an associate	(0)	-	-	(0)	-	-
V Profit before tax (PBT)	35	34	37	69	62	117
IV Tax expense:						
Total tax expenses	10	10	12	20	16	30
V Profit for the period (PAT)	25	24	25	50	46	87

Consolidated Cash Flow Statement (Extract)

(INR Crores)

	Half Year Ended 30.09.2022 (Unaudited)	Half Year Ended 30.09.2021 (Unaudited)	Year Ended 31.03.2022 (Audited)
A. Cash flows from operating activities			
Profit before tax	69	62	117
Adjustments for:			
Depreciation and amortisation	4	4	8
Employee stock option expense	1	1	3
Provision for doubtful receivables and advances	0	(0)	1
Provision for inventory obsolescence	1	-	-
Gain on sale of investments	(3)	(13)	(31)
Dividend income from investments	(0)	(0)	(0)
Interest income on fixed deposits	(2)	(1)	(3)
Interest income on bonds	(8)	(5)	(14)
Interest expense	1	1	2
Liabilities written back	(0)	(0)	(0)
(Fair Value gain in investments)	2	(2)	8
Gain on de-recognition of Right-of-Use Assets			
Loss of associate company	(0)	-	-
Income from Investment property	(0)	(0)	-
	65	46	92
Adjustments for working capital changes			
(Increase) / decrease in inventories	(1)	0	(5)
(Increase) / decrease in trade receivables	1	3	(16)
(Increase) / decrease in other financial assets and other assets	(10)	(13)	(8)
Increase / (Decrease) in trade payables	1	(1)	2
Increase/ (Decrease) in other financial liabilities, provisions and other liabilities	6	(5)	1
Cash flows generated from operations	62	31	64
Less: Income tax paid	(20)	(12)	(36)
Net cash flows generated from operating activities	43	19	29

(INR Crores)

	Half Year Ended 30.09.2022 (Unaudited)	Half Year Ended 30.09.2021 (Unaudited)	Year Ended 31.03.2022 (Audited)
B. Cash flows from investing activities			
(i) Cash flow from Strategic Investments			
Payment towards acquisition of subsidiary company (76.98% stake in Gtropy Systems Pvt Ltd.)	-	-	(14)
Payment for investment in Associated company (26.37% stake in Kogo Tech Labs Pvt Ltd.)	(10)	-	-
(ii) Cash flow from Investments in Start-ups			
Payment for investment in Nawgati Tech Pvt Ltd for 3.19% stake	(1)	-	-
Payment for investment in PupilMesh Pvt Ltd for 9.99% stake	-	-	(1)
(iii) Cash flows from other investing activities			
Investment in MFs, Bonds & other financial Instruments (net)	(31)	(12)	(20)
Fixed Deposits with Banks (due to mature within 12 months of the reporting date included under 'Other bank balances')	(8)	19	14
Interest received on bank deposits and bonds	7	4	13
Purchase of Property, plant and equipment (including IoT devices for Renting)	(4)	(1)	(4)
Payment for Intangible Assets under Development	(4)	-	-
Sale of Property, plant and equipment	-	-	0
Rental income from investment property	0	0	-
Net cash flows used in investing activities (i) + (ii) + (iii)	(50)	9	(11)
C. Cash flows from financing activities			
Receipt on issue of share	1	1	1
Borrowings during the period	9	-	3
Dividend paid	-	-	(11)
Payment of lease liabilities including interest	(3)	(2)	(4)
Interest paid	(0)	(0)	-
Net cash flows used in financing activities	6	(1)	(11)
Net increase/ (decrease) in cash and cash equivalents (A+B+C)	(1)	28	7
Effect of exchange rate changes on cash & cash equivalent	1	0	0
	(0)	28	7

Note: Figures in brackets indicate cash outflow.

About

MapmyIndia

Company Overview

Our Strengths

Future Strategy

Shareholding Pattern



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 & 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) 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 MoU¹ with ISRO²



Govt announces geospatial guidelines

2021-22



Entered MoU¹ 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



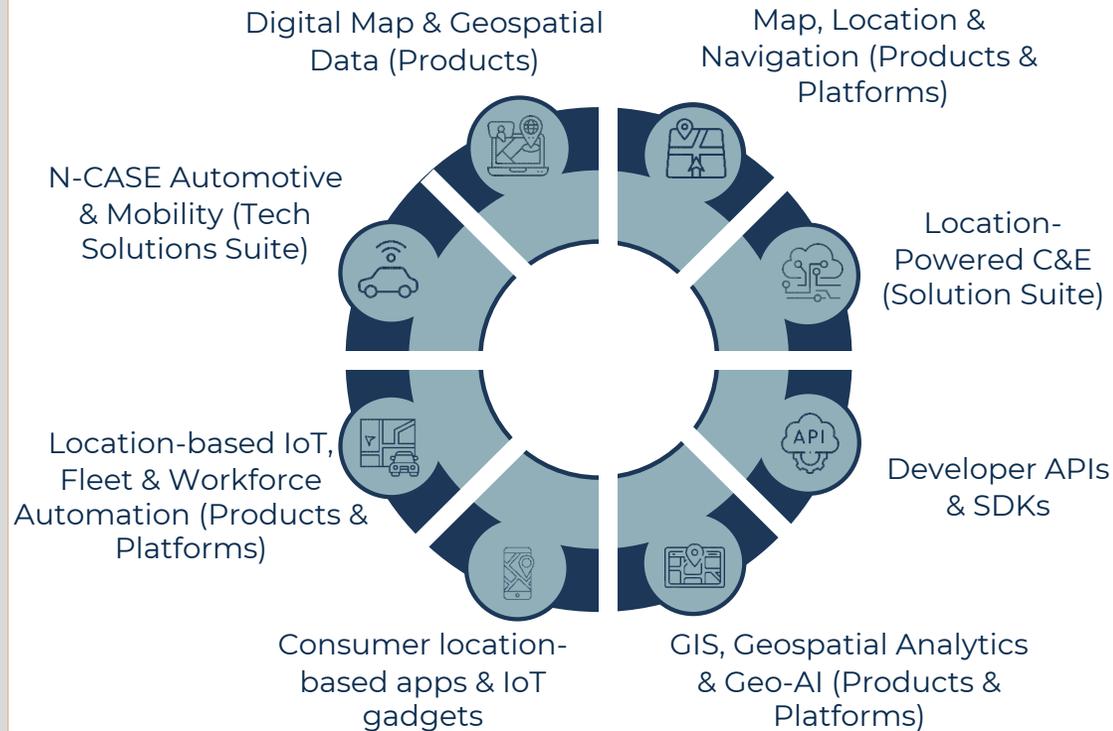
09

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 roads³

98.5%

of India's road network^{2,3}

7.9k+

towns³

637k+

villages³

17.8

Mn places of interest^{3,4}

14.5

Mn house or building addresses³

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

Integrated maps of 200+ countries



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

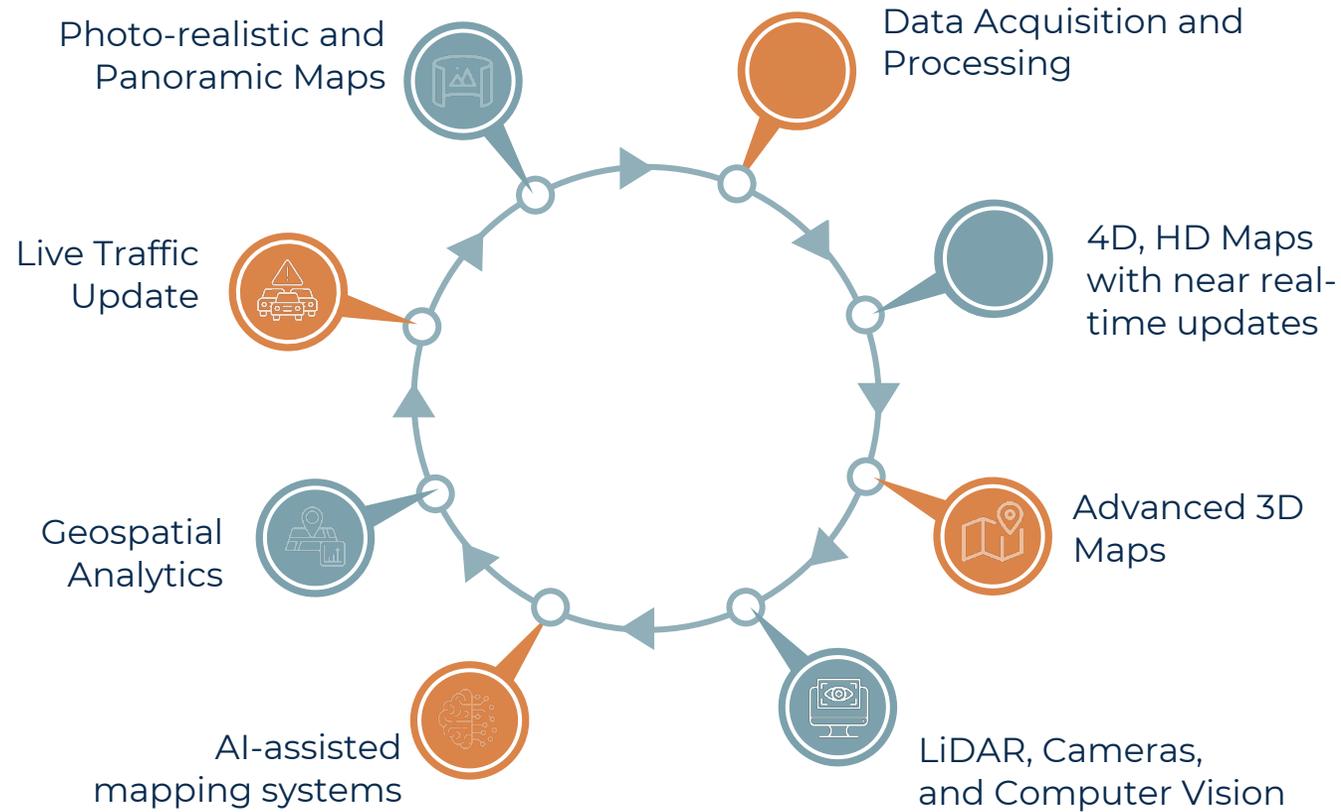
LARGE CATALOGUE OF DEVELOPER APIS AND SDKS



FEATURES

- ✓ **Response Time**
Faster response times than ever
- ✓ **Scalable**
Auto-scalable architecture to support many request
- ✓ **Security & Monitoring**
Oauth 2.0 based / VA / PT certified
- ✓ **Natural Language**
Searches for what the user is trying to say
- ✓ **Versioning & Docs**
Standardized versioning with backward compatibility
- ✓ **Versatile**
Highly configurable to suit use cases
- ✓ **Accurate**
Location Bias most relevant than ever
- ✓ **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

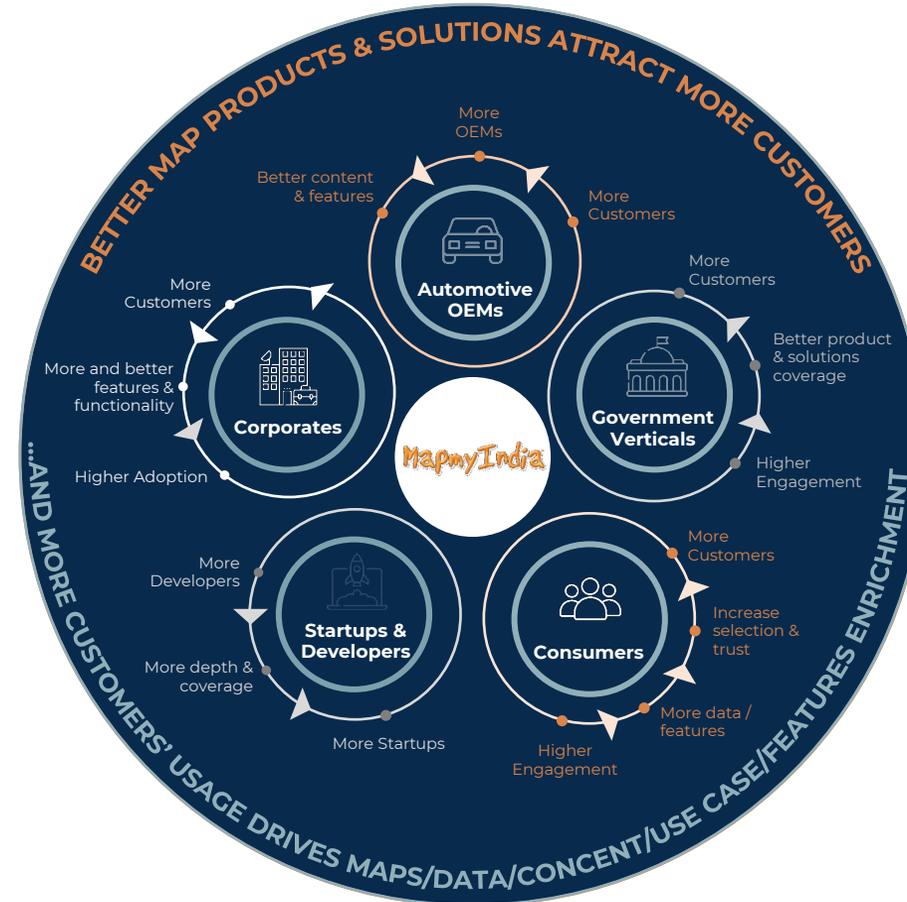
✓ Enabled tech platform to automatically recognize and extract insights from images

..and Network effect create Strong entry barriers

✓ 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 inception²



Customized solutions



600+ customers on SaaS, PaaS and MaaS platforms¹



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

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, IoT BUSINESS (Gtropy)

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 Gol'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

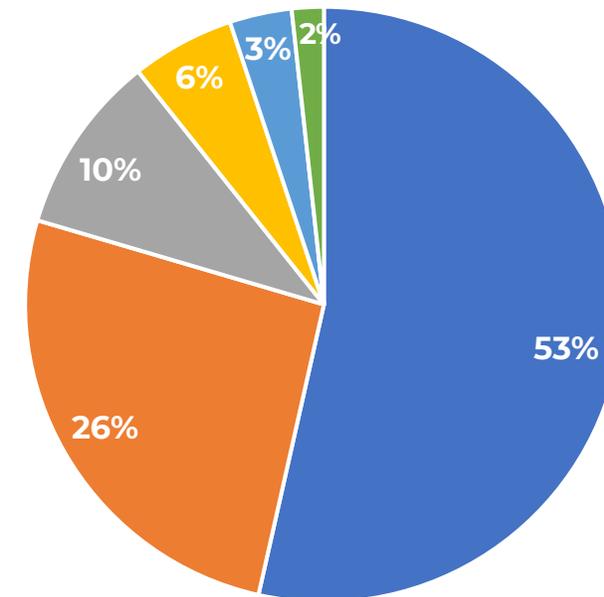


Attract, develop and retain skilled employees

- 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	6.2%
Fidelity Investment Trust - Fidelity Series Emerging Markets Opportunities Fund	1.5%
Kuwait Investment Authority Fund F239	0.8%
Aberdeen Standard Asia Focus Plc	0.6%
Tata AIA Life Insurance Co Ltd - Whole Life Mid Cap Equity Fund	0.5%



■ Promoter Group
 ■ Corporate bodies
 ■ Individuals
■ FPI
 ■ MFs/AIFs
 ■ Insurance Companies

MapmyIndia

MAPPLS

Industry Overview

Potentially Addressable Market

Government Initiatives

Large potentially addressable market..

INDIAN DIGITAL MAP SERVICES MARKET¹

(USD bn)

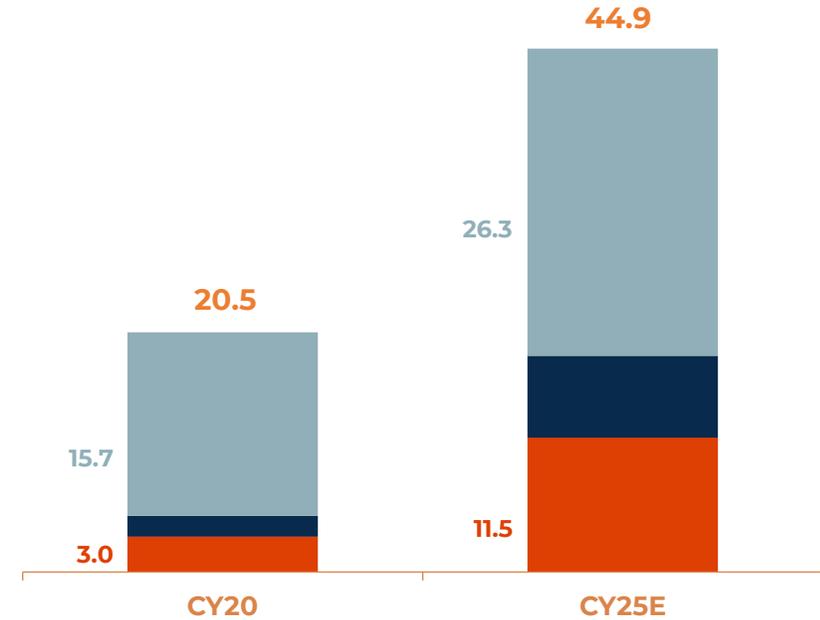


■ Digital Maps ■ Map Dev. & Integration Serv. ■ Geo-spatial Analytics

CAGR 18.3% 21.1% 18.0%

INDIAN MOBILITY NAVIGATIONS SOLUTIONS AND TELEMATICS MARKET¹

(USD bn)



■ N-CASE ■ Logistics ■ Transport and Infrastructure

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 MARKET¹

USD 300 bn (INR 22.2 tn)

Indian automotive sector by 2026



E-COMMERCE¹

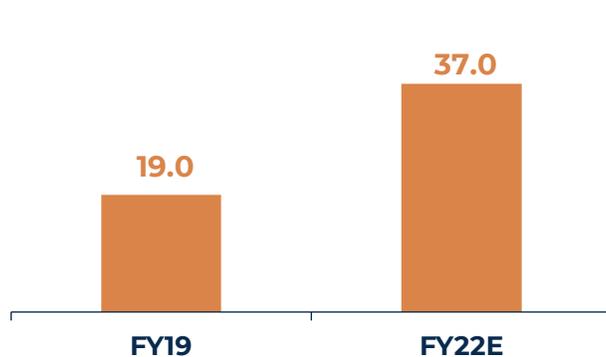
2nd largest by 2034
E-commerce market in the world

B2C e-commerce in 2025
USD 127 bn
27%

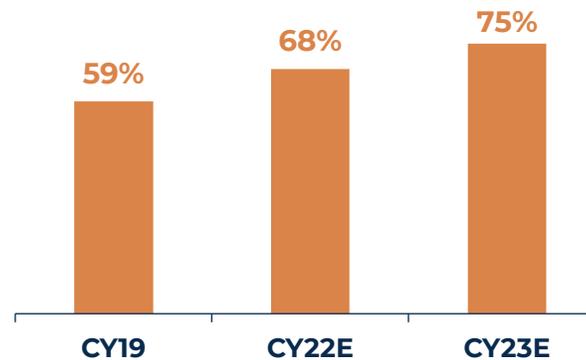
E-commerce users in India (Mn)



App Downloads in India^{1,2}



Smartphone User Penetration^{1,3}



Digital services market in India¹

Digital services market by 2025
USD 52 bn
12.2% CAGR (20-25)

VS

Legacy Services market by 2025
3.1% CAGR (20-25)

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")²



Digital India Land Records Modernization Programme³



Plans to make ADAS compulsory in all cars by 2022



Geotagging of Companies⁴



Telematics in Insurance⁵



Drone Rules, 2021 - Liberalized and simplified drone regulations⁶



Allowed "Beyond Visual Line of Sight" flight testing of drones⁷



Digital India Initiatives

Annual Highlights

Order Book

Customers

Employees

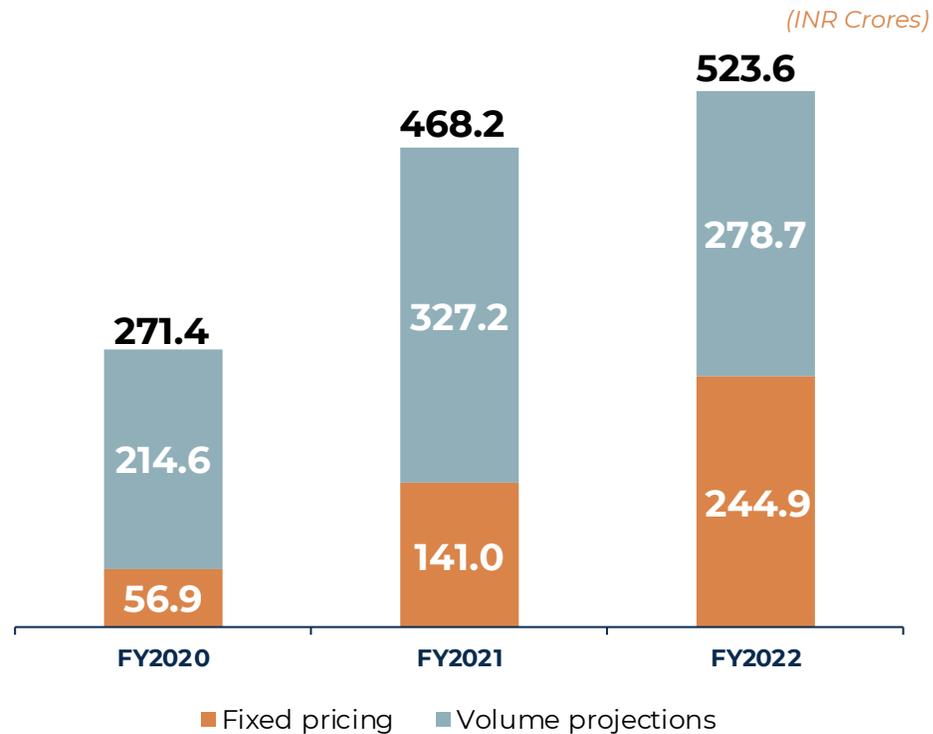
Inorganic Growth

P&L Highlights

Balance Sheet & Cash Flow Statement (Extract)

Order Book

ANNUAL NEW ORDERS - BREAKUP

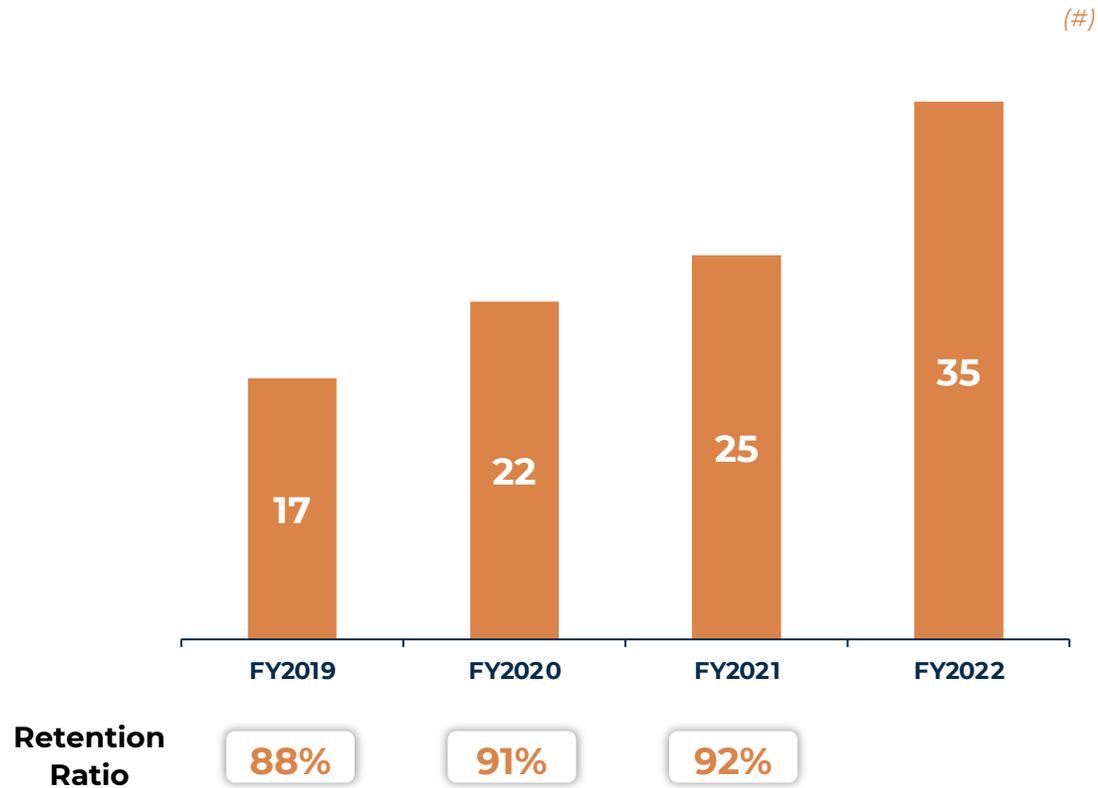


PERFORMANCE UPDATE

- Annual New Order Bookings continued to gain momentum with growth in orders 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.
- **Open Order Book as of April 01, 2022, stood at Rs. 699.6 Crores vs Rs 377.5 as of April 01, 2021**
- Historically the Open Order Book to Revenue conversion ratio has been 3-5 years.

Customers

CUSTOMERS CONTRIBUTING 80% OF REVENUE



CUSTOMERS SERVICED

2000+

Enterprise customers since inception, including marquee names across nearly every vertical

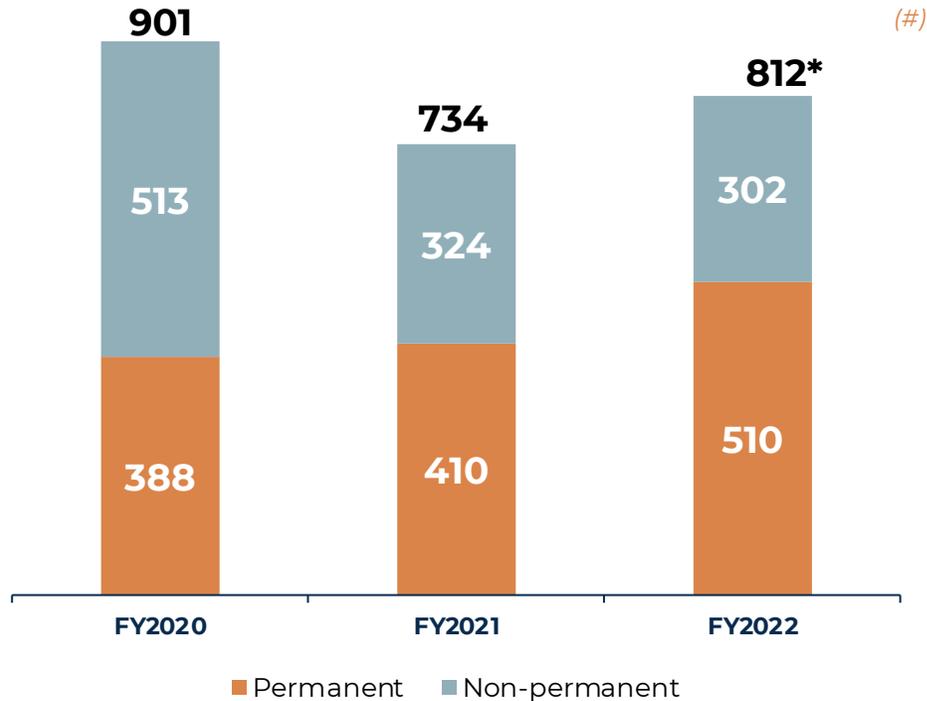
600+

Customers on MaaS, SaaS & PaaS platform in FY22, growing by more than 100, from 500+ in FY21.

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

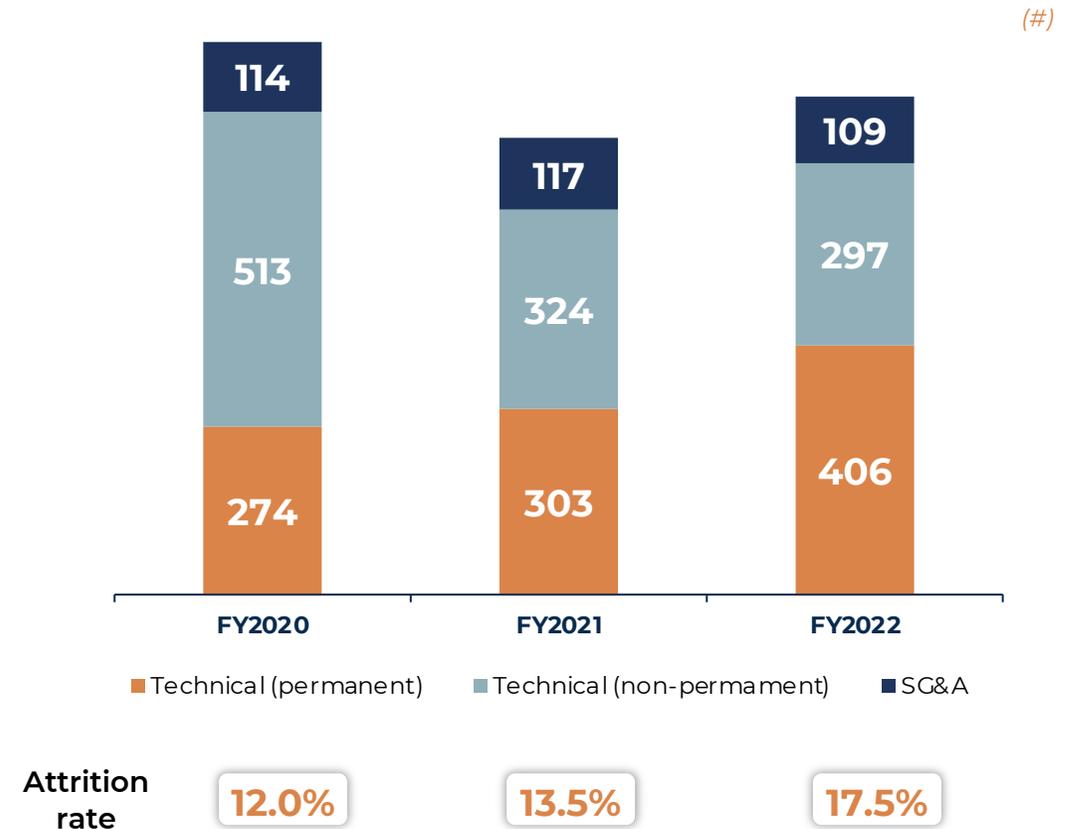
Employees

PERMANENT VS TEMPORARY



- * In addition to the 812 employees, 124 more employees of our newly acquired Gtropy subsidiary have increased our total employee base to 936.
- We continue to up-skill our existing employees, and also bring in higher skilled technical permanent employees, to evolve with needs of our business.

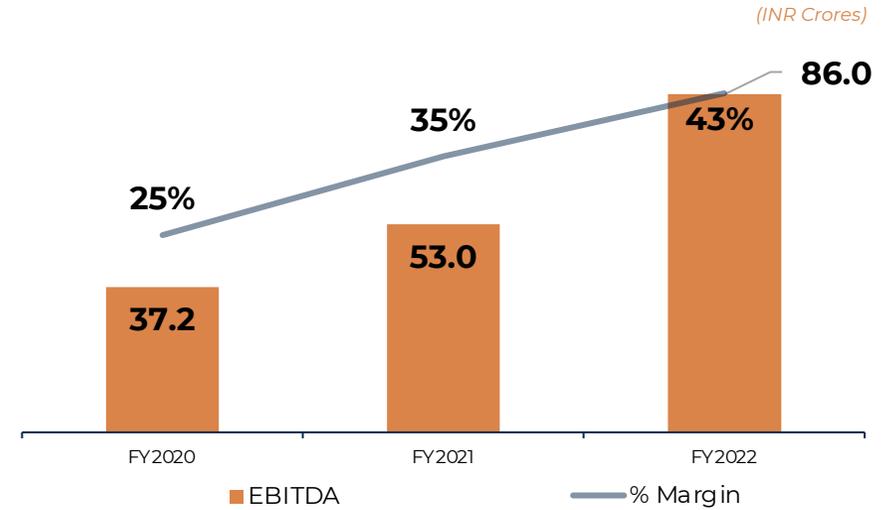
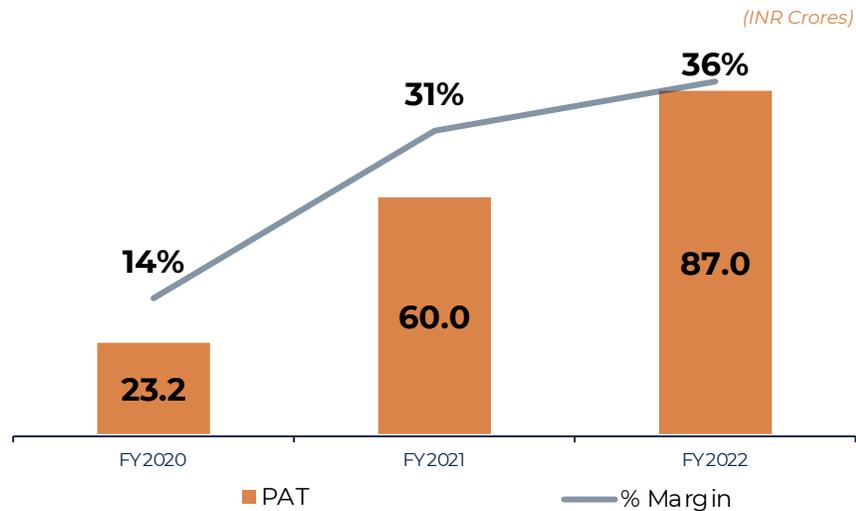
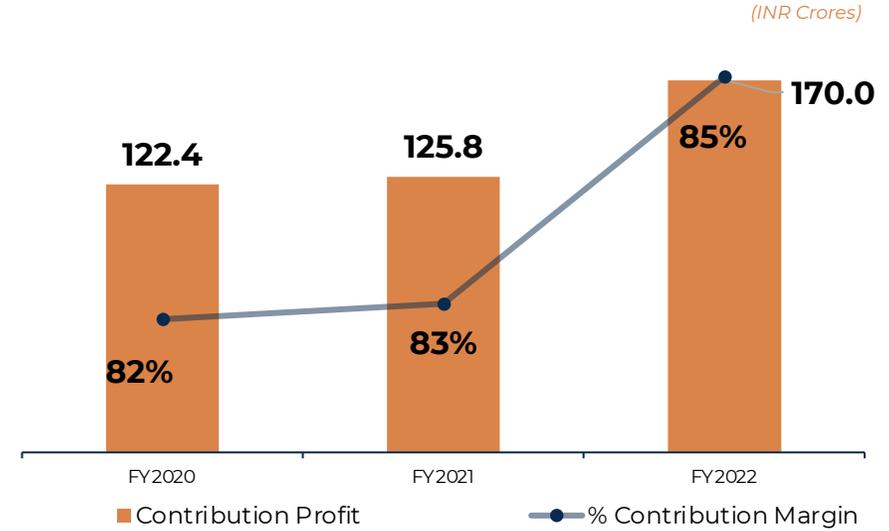
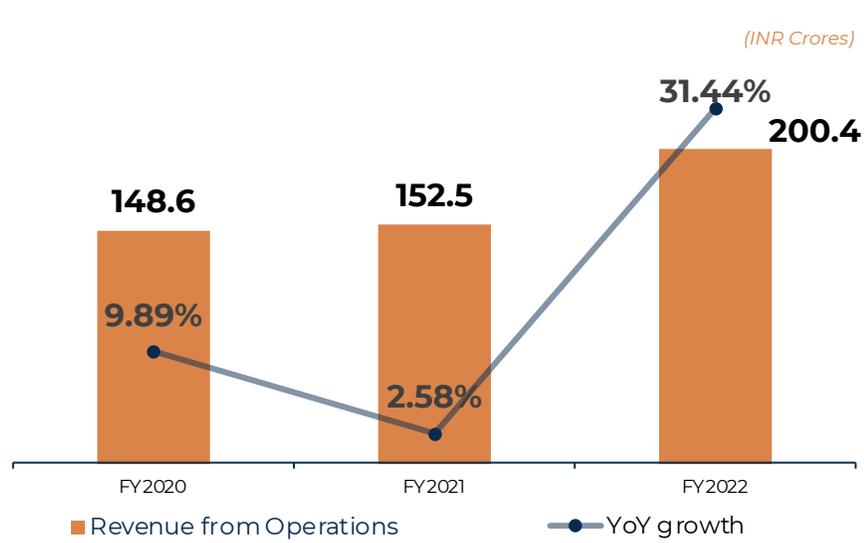
BREAKUP BY FUNCTION



Inorganic Acquisitions in FY22

Date	Name	Overview	Rationale	Consideration
March	 Gtropy Systems Private Limited	A Company dedicated to the field of GPS based vehicle tracking solutions and its exhaustive data analytics. It serves varied industries like transportation, schools, rental car services, food & beverage services, telecom, heavy equipment, among others.	This will allow us to augment our GPS tracking capabilities in vehicles.	Acquired 75.98% stake for a consideration of Rs. 13.5 Crores
December	Pupilmesh Private Limited	A young, exciting automotive tech and augmented reality metaverse tech company.	This will allow us to bring to market cutting-edge augmented reality based helmets and heads-up-displays for 2- and 4-wheelers and glasses for professionals, powered by MapmyIndia's maps and technologies	Acquired 9.99% stake for a consideration of Rs. 49.95 lacs.

P&L Highlights



Balance Sheet & Cash Flow Statement (Extract)

Consolidated	(INR Crores)			
	FY2019	FY2020	FY2021	FY2022
Property, plant & equipment	5.8	8.2	6.4	6.8
Investments	102.5	110.2	114.8	173.8
Total non-current assets	181.6	186.6	158.2	247.8
Investments	98.2	88.5	154.2	122.6
Trade receivables	23.9	31.1	28.3	43.5
Cash & cash equivalents	8.2	15.1	33.6	40.6
Total current assets	157.6	171.2	269.2	268.7
Total assets	339.3	357.8	427.4	516.5
Equity	285.2	297.7	357.7	445.8
Lease liabilities	22.5	18.7	15.9	11.9
Total non-current liabilities	24.2	21.8	18.7	17.3
Lease liabilities	2.6	2.8	3.7	4.0
Trade payables	4.5	6.1	4.5	6.1
Total current liabilities	29.9	38.3	51.0	53.4
Total equity and liabilities	339.3	357.8	427.4	516.5

Consolidated	(INR Crores)			
	FY2019	FY2020	FY2021	FY2022
Profit before tax	41.8	31.6	78.9	117.3
Adjustment for non-cash items and others	1.6	8.4	(22.6)	(4.4)
Changes in working capital	(0.4)	(1.0)	40.8	(48.5)
Cash flow generated from operating activities (CFO)	43.0	39.0	97.0	64.5
Income tax paid	(16.2)	(12.3)	(15.2)	(35.7)
Net Cash flow generated from Operating activities (A)	26.8	26.7	81.8	28.8
Securities Premium received	-	-	-	7.8
Proceeds from sale of investments, net of purchase	(11.1)	(1.9)	(43.8)	(28.7)
Payment towards acquisition of business	-	-	-	(3.0)
Interest received on bank deposits	0.4	7.8	4.7	12.9
Dividend received	2.6	0.6	0.1	0.2
Proceeds from sale of PP&E, net of purchase	(3.3)	(5.4)	(2.2)	(3.9)
Investments in intangible assets of subsidiary company	-	-	-	(10.5)
Income from investment property	0.6	1.3	-	-
Deposit due to mature within 12 months of the reporting date included	(8.4)	(4.0)	(16.4)	14.0
Net Cash flow used in Investing activities (B)	(19.1)	(1.6)	(57.6)	(11.2)
Receipt on issue of shares	-	-	-	0.8
Proceeds from borrowings, net of repayment	-	0.9	(0.3)	2.5
Dividends paid	-	(11.0)	-	(10.7)
Payment of lease liabilities including interest	(4.0)	(6.3)	(5.3)	(3.7)
Corporate Dividend tax	-	(2.3)	-	-
Interest paid	(0.2)	(0.1)	(0.1)	-
Net Cash flow used in Financing activities (C)	(4.2)	(18.8)	(5.7)	(10.9)
Cash & cash equivalents (opening balance)	4.8	8.2	15.1	33.6
Net increase/decrease (A + B + C), after effect of exchange rate changes	3.4	6.8	18.6	6.9
Cash & cash equivalents (closing balance)	8.2	15.1	33.6	40.6

Annexures

Glossary

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Disclaimer

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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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