Google Maps Platform

A geospatial guide and checklist for India

Research-based insights and evaluation areas to help businesses get started with geospatial solutions.

CREATED IN PARTNERSHIP WITH

EVALUESERVE

Table of Contents

INTRODUCTION

From enhancing a customer's digital and on-premise experience to route planning and optimization, geospatial data is a rich source of business intelligence.

Across India, organizations are finding that the ability to combine spatial data with business insights is proving invaluable—particularly in competitive industries like retail, transport, and logistics, where there's a growing need to expand beyond Tier 1 cities.

As a result, geospatial solutions have become a strategic priority for Indian businesses. These solutions deliver the accurate, real-time data needed to drive decision-making across key areas of the business—ultimately helping to enhance customer experiences, streamline operations, and gain a competitive edge.

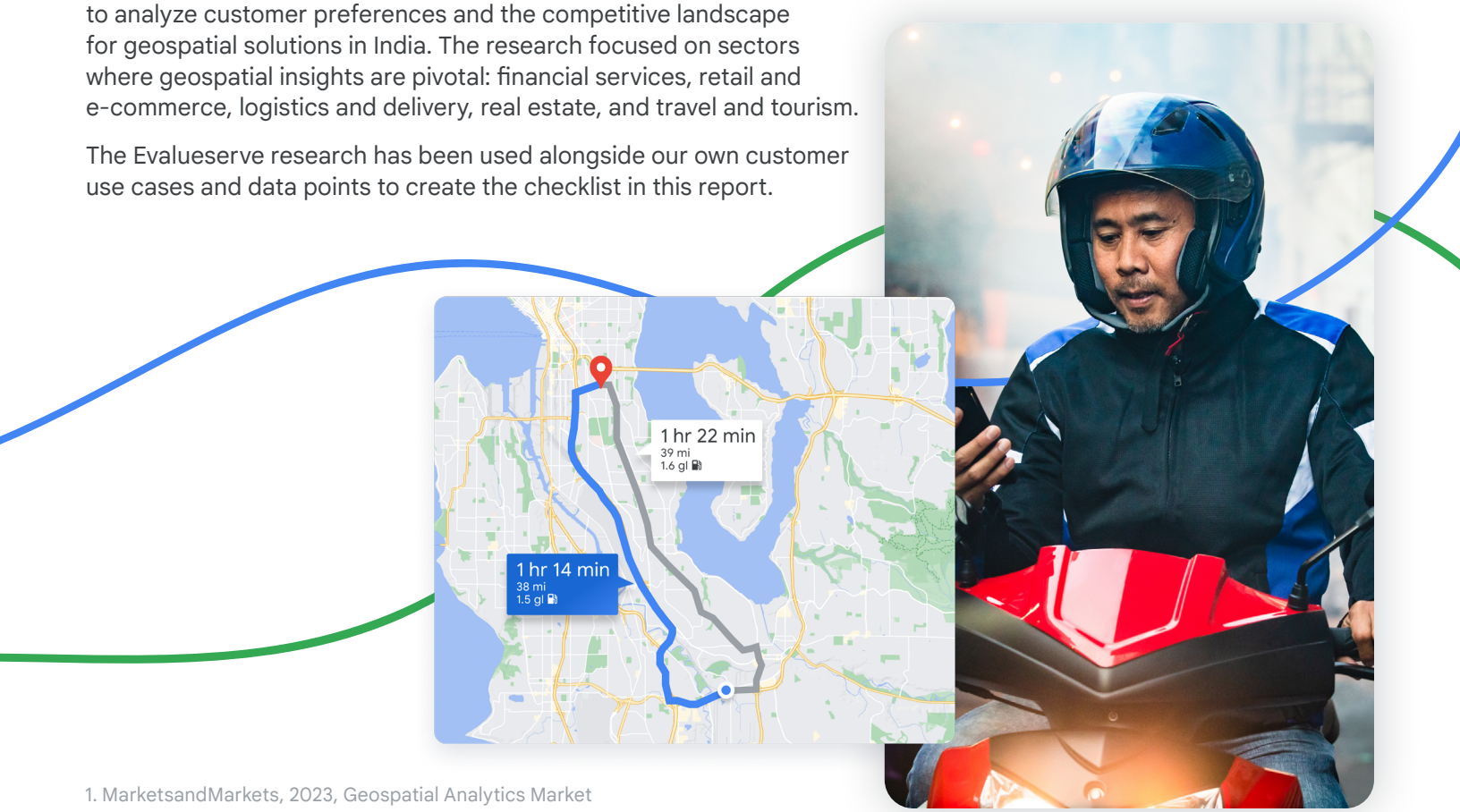
The question is, what should businesses look for when choosing a geospatial solution? To find out, we commissioned Evalueserve to speak to hundreds of Indian organizations about their needs and preferences in the geospatial domain. Here's what we discovered.

The global market for geospatial analytics is projected to grow from US$78.5 billion in 2023 to US$141.9 billion by 2028[1]

ABOUT THE RESEARCH

Google Maps Platform commissioned Evalueserve to analyze the geospatial market in India. Evalueserve independently interviewed decision-makers at 30 enterprises and surveyed 300 organizations to analyze customer preferences and the competitive landscape for geospatial solutions in India. The research focused on sectors where geospatial insights are pivotal: financial services, retail and e-commerce, logistics and delivery, real estate, and travel and tourism.

The Evalueserve research has been used alongside our own customer use cases and data points to create the checklist in this report.



1. MarketsandMarkets, 2023, Geospatial Analytics Market

Demand for geospatial solutions in India is growing

Geospatial solutions deliver a rich array of business insights. These insights are proving to be a pivotal enabler for enterprises and developers across diverse sectors in India, and are helping to drive rapid adoption of geospatial tools and technologies.

At the enterprise level, geospatial analytics deliver the granular insights that help organizations optimize planning, logistics, operations, and risk management. Simultaneously, the democratization of geospatial data and APIs is empowering developers to innovate in navigation, ridesharing, logistics, real estate, and other location-based applications and services.

Ultimately, consumers are reaping the benefits of these advancements through enhanced experiences across food delivery, transportation, social media, fitness, and other daily applications.

84% of Indian organizations that indicated whether geospatial use cases provide financial benefit say they have **become more profitable** since implementing geospatial services[2]

Top 5 geospatial use cases in India[2]

01. Communicating information to increase customer engagement

02. Providing localized information to help users decide where to shop, visit, or live

03. Making middle-mile deliveries

04. Making last-mile deliveries

05. Helping customers recognize and understand their transactions

2. Oxford Economics, 2023, Mapping the Business Value of Geospatial Services

Your checklist for assessing geospatial solutions

Like any new technology, evaluating the merits of different vendor solutions can feel overwhelming. How can you effectively weigh up the pros and cons of different solutions? How can you spot potential problems that could get in the way of success?

To help you find the best geospatial solution for your needs, we've created this checklist. Use it to rate different solutions across five key parameters: customization, brand reputation, data accuracy, ease of implementation and usage, and pricing.

Things to consider during your evaluation:

- ○ Cast a wide net and request demos from both established and emerging vendors.
- ○ Challenge vendors on consistency, coverage, and accuracy of India-specific data.
- ○ Prioritize two or three use cases for proof-of-concept testing with vendors e.g. transport route optimization or site selection for a new store.
- ○ Before you start your search, be clear about what you need from a geospatial solution. Ask:
  - What types of data layers will be needed (e.g. boundaries, demographics, transportation networks, terrain, imagery)?
  - What functionality is necessary (e.g. routing, geocoding, spatial analysis)?
  - Are visual map interfaces and dashboards important?
  - Do you need programmatic access via APIs and SDKs?
  - Is integration with internal systems like your CRM or ERP required, and will third-party proprietary data be ingested?
  - Do data privacy and residency requirements apply?

01. Customization

Every business has unique needs when it comes to geospatial data. It's why customization is one of the key attributes to consider when choosing a solution. That said, pre-packaged, out-of-the-box solutions that are built for specific industries or use cases are invaluable in helping accelerate value and maximize ROI.

According to the research, enterprises prefer industry and use-case specific customization over one-size-fits-all platforms. They also want the flexibility to incorporate or overlay proprietary data layers like retail store locations, inclusion/exclusion zones, and more onto base maps for richer insights and intelligence.

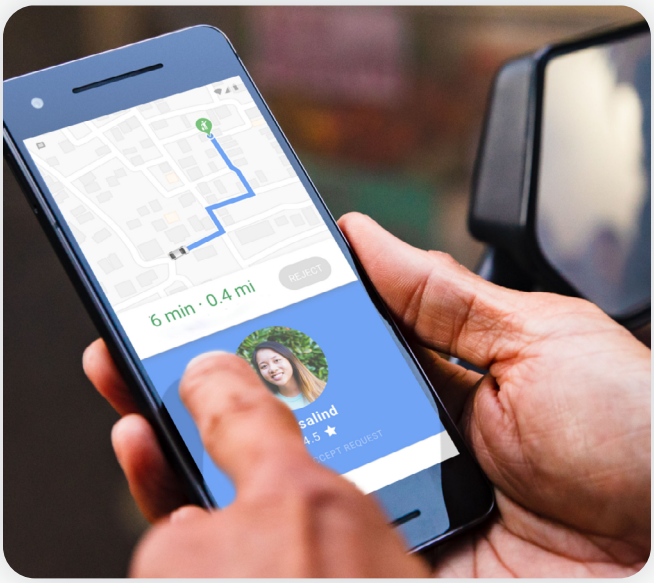
For the developers tasked with customizing the platform, ease of integration with internal systems is key.

Platform considerations:

- ○ Review industry-specific capabilities and pre-packaged solutions
- ○ Examine options for custom builds and professional services
- ○ Assess ease of configuring zones, territories, routes, etc
- ○ Confirm ability to bring your own data
- ○ Ensure alignment with in-house analytics platforms

> "Google has been with us throughout this journey and its team cares about how its platform enables our business. The team's experiences and the lessons we've all learned through this process are being fed back into the platform to further develop its features and services. Overall, the relationship is helping us take this important journey much faster."

SRIVASTA KATTA
Head of Engineering, Rapido



02. Brand reputation

It can take years of reliable service for a brand to earn customers' trust. But once earned, brand recognition can be a powerful indicator of quality.

In India, established geospatial solution providers tend to enjoy higher brand recognition thanks to their global track records for reliability and customer-centricity. That said, agile competitors are catching up through word-of-mouth on social media.

Platform considerations:

- ○ Verify vendor credibility, looking at years of operation, growth, customer base, etc
- ○ Ask for customer references, especially for your use cases
- ○ Validate product reviews and ratings on online forums
- ○ Survey developer ecosystem engagement and support
- ○ Discuss the vendor's vision for the future and plans for adopting new technologies

> "We loved Google Maps Platform as its accuracy and value was proven by consumers using Google Maps for their day-to-day needs."

ASHISH AGARWAL
Director, Technology and eCommerce,
Pizza Hut India Subcontinent

03. Data Accuracy

In the geospatial world, usability depends upon quality. Map users can be very unforgiving—a single wrong turn due to incomplete or inaccurate location data can leave a lasting negative impression.

In fact, the Evalueserve research found that 74% of enterprises experience revenue losses or operational inefficiencies due to inaccurate geospatial data. Developers also report problems, with one in five dealing with end-user complaints about inaccurate navigation, distances, tolls, and more due to flawed data.

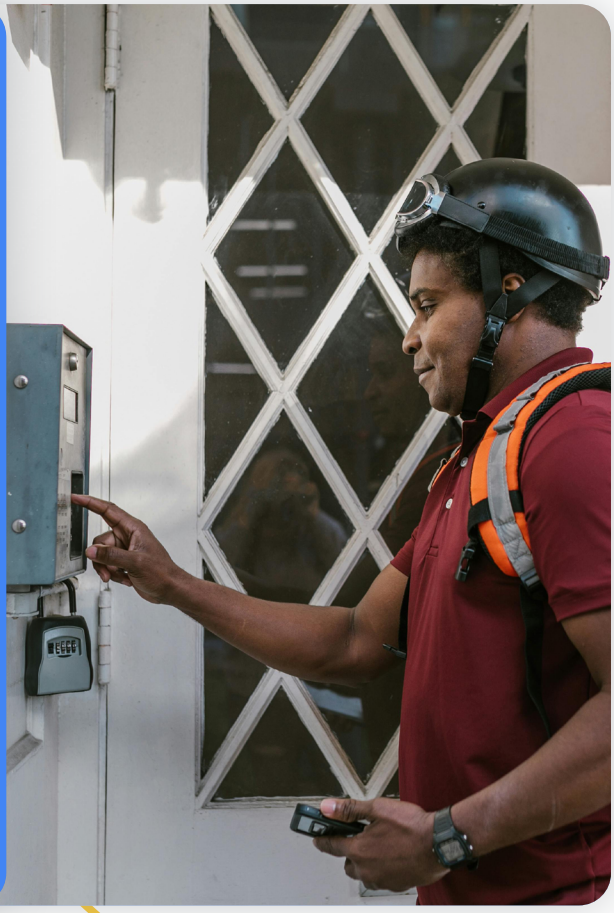
While mapping data across India has improved, granular quality in Tier 2/3 cities remains lacking in some geospatial solutions—which only compounds these inaccuracies. When providers simply repackage global map data without robust India-specific validation, problems abound.

Platform considerations:

- Carefully evaluate the solution's coverage across India, and assess data accuracy in Tier 1/2/3 cities
- Ask how frequently maps are updated
- Probe vendors on data lineage, update cycles, and quality assurance practices
- Test vendors' accuracy by overlaying proprietary data to verify consistency

> "Before, our customer support center used to receive many calls from customers asking where their orders were. Since starting to use Places API, we have reduced our missed deliveries by 30%, and our customer satisfaction has grown by 30%."

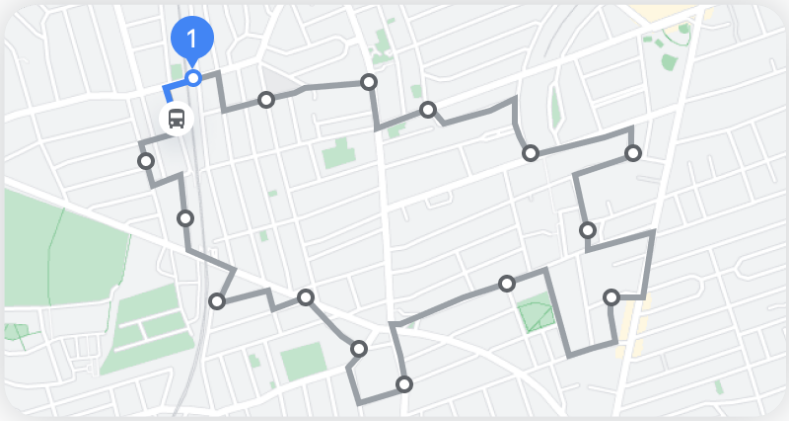
BHASKAR RAJU KONDURU
CTO, Licious



04. Ease of implementation and usage

When it comes to mapping interfaces, user expectations are now sky-high thanks to the global availability of exceptional consumer apps. Advanced tools like augmented reality, 3D visualization, and real-time tracking are now the norm, and enterprise tools need to deliver on these expectations, too.

With this in mind, geospatial solutions should offer an intuitive user experience for easier adoption and minimal training. They should also easily integrate with other platforms.



Platform considerations:

- ○ Look at end-user self-serviceability and ease of onboarding
- ○ Evaluate dashboard interface usability for business users
- ○ Assess developer experience via APIs, SDKs, documentation, etc
- ○ Check availability of sandboxes, demo environments, and pre-built connectors to internal systems
- ○ Examine options to embed geospatial layers in existing apps/portals
- ○ Verify data security, access control, and residency compliance

> “Familiarity and ease of access are very important to us. Google Maps is very present in India and other emerging markets, which inspires trust in our users. From our team’s point of view, Google Maps Platform provides rich, accurate geospatial data, while being simple to implement and work with.”

VINAYAK BHAVNANI
Co-founder and CTO, Chalo

CHALO

05. Pricing

As geospatial adoption accelerates, so too does competition amongst geospatial solution providers—which puts downward pressure on pricing. This is good news for businesses that seek affordable solutions that fall within budget constraints.

That said, solutions should not be selected on price alone. The true cost of poor-quality data multiplies over the years—and small inaccuracies today can snowball into the future. It all adds up, leading to poor decision-making and significant bottom-line losses.

Most businesses recognize this. The research found that more than two-thirds of respondents will pay a modest premium for trusted brands that deliver reliable geospatial insights. With this in mind, it's important to ask vendors to walk you through total cost models, factoring in all variables. Be wary if something seems too affordable—inaccuracies and inflexibility will exact a larger toll over time.

Platform considerations:

- ○ Assess both self-service and enterprise pricing models
- ○ Factor in discounts for multi-year contracts
- ○ Consider the flexibility of user-based, usage-based, and hybrid pricing
- ○ Evaluate free tiers for testing and development
- ○ Estimate the total cost of ownership including training, customization, and maintenance costs

> "Google Maps Platform helped make our ETAs more accurate, reducing delays and boosting business efficiency by increasing our daily rides. This benefits all parties involved, and we look forward to continuing on the road this partnership is taking us."
>
> **RISHABH SOOD**
> CTO, BluSmart
>
> BluSmart

How Google Maps Platforms delivers business value

Geospatial solutions are having a transformative impact on Indian organizations, and Google Maps Platform is built to fuel this innovation. It pairs rich, real-world insights and location experiences with the map users know and love, all backed by infrastructure that scales as you grow.

With Google Maps Platform, organizations and developers can create better experiences and improve operations using detailed geospatial data that covers more than 250 countries and territories.

Our rich mapping products and solutions help everyone build with the familiar Google Maps interface used by more than a billion users every month.

7M+

kilometeres of roads mapped in India

35M+

businesses and places in India

98.5%+

successful result rate of address queries in India

Based on our research with Evalueserve, Google Maps Platform is the most recognized brand in India for mapping and geospatial insights:

56%

of developers prefer Google Maps Platform for its data quality, freshness, and reliability

45%

of enterprises say 'product integration' is a key reason for selecting Google Maps Platform

50%

of enterprises choose Google Maps Platform for its ease of us

> "To provide a great experience, your systems need to be absolutely world-class and when it comes to looking at locations, distances, and more, there is nothing today that beats Google Maps Platform."
>
> **RISHABH SOOD**
> CTO, BluSmart

BluSmart

Next steps

To learn more about how Google Maps Platform can support your businesses checklist, visit mapsplatform.google.com/india

This geospatial guide and checklist (the "Document") is provided for informational purposes only and does not constitute legal advice. The information contained within the Document is derived from a combination of sources, including:

- Third-Party Research: Published studies, reports, and other materials from reputable independent organizations. While these sources are believed to be reliable, the accuracy and completeness of their information cannot be guaranteed.
- Google Maps Platform Criteria: Publicly available information and guidelines established by Google for developers utilizing the Google Maps Platform.
- External Facing Published Case Studies: Publicly available case studies detailing the experiences of businesses leveraging Google Maps Platform functionalities. The Document includes legally approved quotes and figures directly obtained from these businesses with their permission.

YOU ASSUME ALL RISK AND RESPONSIBILITY FOR THE USE OF THE DOCUMENT. Google Pte Ltd (the "Company") makes no representations or warranties, express or implied, as to the accuracy, completeness, or timeliness of the information contained within the Document. The Company shall not be liable for any damages arising from the use or reliance upon the information contained within the Document, including, but not limited to, indirect, incidental, special, consequential, or punitive damages.

Your use of the Document constitutes your agreement to the terms and conditions set forth in this Disclaimer.