



Maps | APIs | Navigation | Tracking | GIS

September 26, 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 Press Release.

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

Dear Madam / Sir,

Please find attached herewith Press Release by C.E. Info Systems Limited (MapmyIndia) pertaining to signing of MoU between Uttar Pradesh Police and MapmyIndia Mappls to give commuters real-time traffic & safety alerts through swadeshi Mappls app

Kindly acknowledge the receipt of the same.

Thanking you.

Yours faithfully,

For C.E. Info Systems Limited



Saurabh Surendra Somani
Company Secretary & Compliance Officer

Encl:

1. Press Release

C.E. INFO SYSTEMS LIMITED

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

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

Uttar Pradesh Police and MapmyIndia Mappls sign MoU to give commuters real-time traffic & safety alerts through swadeshi Mappls app

- Will improve flow of traffic and reduce accidents in Uttar Pradesh by alerting users to current road speed limits, accident prone zones, sharp curves, speed breakers, potholes etc.
- Mappls app users will get better & safer navigation with official, live traffic & safety info, and many more unique and beneficial features not available in other default pre-loaded maps app
- UP Police leveraging tech platform for traffic & safety by MapmyIndia Mappls

September 26th, 2022, Lucknow: Uttar Pradesh Police, Government of Uttar Pradesh, and MapmyIndia, India's leading advanced digital maps and deep-tech company, have entered into an MoU that will ease traffic and improve safety in the state of Uttar Pradesh.

Technology from MapmyIndia Mappls will be integrated with the government systems and processes on one side, and provided to consumers, commuters and citizens for free through the swadeshi Mappls maps & navigation app on the other side. DG Police, Uttar Pradesh, Shri Devendra Singh Chauhan, graced the occasion and spoke on the vision and direction by Honourable Chief Minister Shri Yogi Adityanathi Ji to improve the state of traffic in UP state by leveraging technology, which led to this MoU. Senior UP Police officials and MapmyIndia leadership team were witness to the signing of this important and far-reaching document of cooperation by Shri Subhash Dubey, DIG, Uttar Pradesh Police and Rohan Verma, CEO & Executive Director, MapmyIndia.

ADG Police, Traffic & Road Safety, Shrimati Anupam Kulshreshtha, said "This is a historical partnership for better traffic delivery for citizens of Uttar Pradesh and we are proud to be perhaps the first state in the country to do this MoU with MapmyIndia. We have a lot of hard work to do now to take this initiative forward jointly. This will make traffic flow more smooth, regulated and flowing. Road safety too will be addressed."

MapmyIndia's Mappls app, a free 100% swadeshi app, that comes integrated with highly detailed and accurate digital maps and real-time navigation information, as well as now official planned road closures, advisories & real-time alerts from UP Traffic Police. Commuters can also give feedback and real-time alerts which the UP Police and MapmyIndia Mappls will validate and publish, so that there is additional consumer crowd-sourcing of information, which is professional moderated, so that there is even more collaboration for better traffic management, road safety and emergency services delivery. Mappls App by MapmyIndia provides many more unique and beneficial features in comparison to the default pre-loaded foreign maps app does not, and hence citizens are advised to download and use the Mappls app from the Google Play Store and Apple App Store.

Rohan Verma, CEO & Executive Director, MapmyIndia said, "I thank the senior leadership of UP Police for this wonderful initiative to benefit the 23+ crore population of Uttar Pradesh, and reposing their confidence in MapmyIndia. Mappls is a fully indigenous platform and app, which focuses on delivering the unique and critical needs of all Indians with advanced maps

and deep-tech. We are happy to be able to help commuters in UP travel hassle-free and safely, by giving them real-time traffic and safety alerts, in conjunction with UP Police. Ensuring better traffic and road safety is a collective responsibility of the government, industry and citizens. We hope all commuters will use the Mappls app, and benefit from its features which enable better and safer navigation. Additionally, the Mappls app allows users to post feedback and alerts traffic, safety and other community issues on the map, to help other users and also inform the government of hyper-local issues, so that those issues at those locations can be validated, communicated to relevant stakeholders, and be resolved. We hope citizens use the app, so that collectively the state of Uttar Pradesh, and our wonderful country India, continuously becomes better”

The Mappls App by MapmyIndia will be available free to the citizens. The app will assimilate all traffic advisories, notifications, safety alerts for public use, enable public to share/provide feedback on any traffic/safety related issues, facilitate seamless and smooth operability to designated officers of UP Police, who will closely update these notifications on the Mappls app on a day-to-day and continuous basis, so that commuters benefit.

Some of the benefits of the MoU and of using the Mappls App:

- Integration of daily traffic advisories such as procession, protest, rallies, VIP Movement, road closures, diversions with Mappls App
- Integration of road safety information such as blackspots, dangerous turns, updated speed limit, accident prone zones etc.
- Posting of these events through traffic event management platform of MapmyIndia Mappls
- Display nearby locations of the facilities of government services on the map
- Generate route options with estimated time of arrival and distance between two selected locations
- POI navigation for helping users to reach desired location
- Report traffic related issues such as speed, parking zones, water logging, road conditions & hazards, grid locks, traffic light failure, accident etc. through Mappls App
- Real-time congestion information to traffic police in the form of alerts
- Dynamic information on events such as accidents, vehicle breakdown, riots
- Incident location tracking and fastest route option to reach the point of incidence/destination to all emergency services
- Dashboard for visualization of the traffic conditions across Uttar Pradesh
- Provide applicable speed limits on the roads as and when changes are made
- Share designated parking areas for various cities of Uttar Pradesh
- Coordinate with Ambulance operators in the state for sharing the information of current Ambulance positions with Mappls App

Additional information about Mappls App:

- The free indigenous maps & navigation Mappls app by MapmyIndia can be experienced at <https://www.mappls.com> and downloaded from <https://www.mappls.com/getApp>.

- Reduces travel time, costs, hassle, and road accidents, critical in the Indian context, making it the best maps and navigation app for all Indians.
- Mappls app is free, fully indigenous and is far better than those foreign maps that come pre-loaded with most phones and search engines, which incorrectly depict India's international boundaries, give inaccurate routes and search results, show junk places at incorrect locations on their maps, and prey on users' private and personal data to target them with ads. Mappls app on the other hand shows India's borders correctly, is highly accurate, and has a clean business model that respects users' privacy – the only thing users need to do is one-time download the Mappls app from the app store, and they can experience a better alternative.
- Mappls helps in road safety and in reducing accidents, critical in the Indian context, by showing the route summary and giving real-time alerts to drivers about upcoming speed limits, speed cameras, speed breakers, sharp curves, accident-prone zones, traffic signals & photo-realistic 3D views of junctions. Mappls is uniquely integrated with MoRTH (Ministry of Road Transport & Highways) collected road accident prone zone data and traffic and road closure advisories from traffic authorities, and uniquely integrated with ISRO (Indian Space Research Organisation) satellite imagery and earth observation data about weather, snow cover and more.
- Mappls offers more detailed and comprehensive coverage of buildings and house addresses, allowing drivers to search exact addresses and reach the doorstep of their destination, without having to call, ask or look around.
- Mappls offers a simple and smart solution to the problem of long, complex addresses and place information sharing for Indians. Mappls Pin is a simple 6-character digital code for (for e.g. [mmi000](#)) containing the exact location, complete address and all other relevant, shareable information such as which floor a flat is own and if it is a public place, then its phone number or website etc, enabling hassle-free and literally last-metre navigation and delivery, and a whole host of other enterprise and governance use cases.
- Mappls correctly differentiates routes basis vehicle type (4-wheeler, 2-wheeler, truck etc.), avoiding small lanes for 4-wheelers and trucks for example, and accurate, live traffic congestion info, ensuring drivers arrive on time, without getting lost.
- Mappls give detailed total trip cost estimates including toll gate-wise fees, as well as fuel/battery costs, allowing drivers to plan better & find potentially cheaper routes.
- Along the route, users can search for all relevant facilities such as rest stops, restaurants, ATMs, garages, hotels, ambulances, blood banks and more to ensure the travel is comfortable and hassle-free in case of breakdown or emergency.
- Further, Mappls offers immersive 3D Metaverse and 360-degree RealView maps in hundreds of cities and across lakhs of kilometres across India, allowing drivers to be sure of exactly how a place and route looks in real life.

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 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).

For further information, please contact:

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