C.E. INFO SYSTEMS LIMITED

India's Leading Advanced Digital Maps, Geospatial software and Location-based IoT Company

Analyst & Investor Day 2023

8th June 2023

Agenda

Founders' Perspective

Mapping our Five-Year Strategy

Navigating the Future of Auto

Transforming Corporates

Building Geospatial Business

Capturing the IOT Opportunity

Walk through Tech Experience Center

MAPPLS
MapmyIndia

Founders' Perspective

Rakesh Verma, Co-founder, Chairman & Managing Director

Our Mission & Vision

👁 28 years ago …

…we envisioned that some day **a significant percentage of all data would have a location dimension to it**, and that such data would be critical in solving myriad problems faced by businesses, government and consumers

We **make in India, for India, and for the world**

Building **high precision 4D digital map twin of the real world** that digitally & geospatially represents **the real world in near real-time…**

through our proprietary, digital map data acquisition, processing, productization and dissemination platforms and technologies

…and providing **geospatial software & IoT technology platforms, products and solutions**, for emerging platforms and market opportunities

Our **mission** is to bring the infinite benefits and use cases of digital maps and location technologies to everyone

Rakesh Verma
Co-founder and CMD
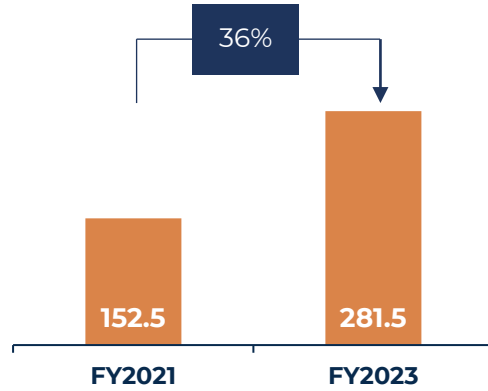
Rashmi Verma
Co-founder and CTO

Mapping our Five Year Strategy
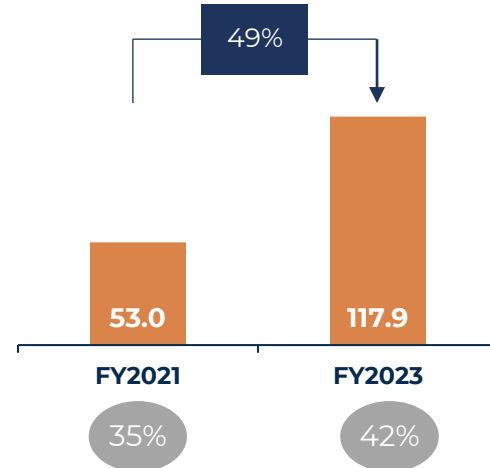
Rohan Verma, Chief Executive Officer & Executive Director

Where do we stand today?
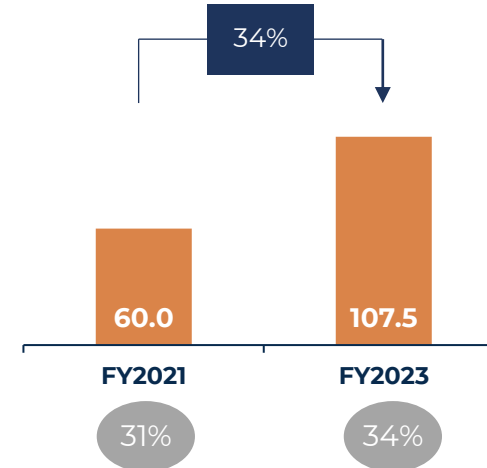
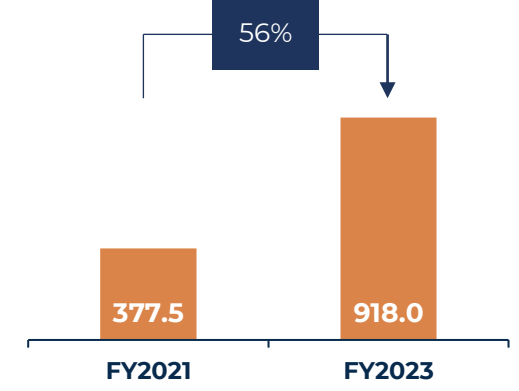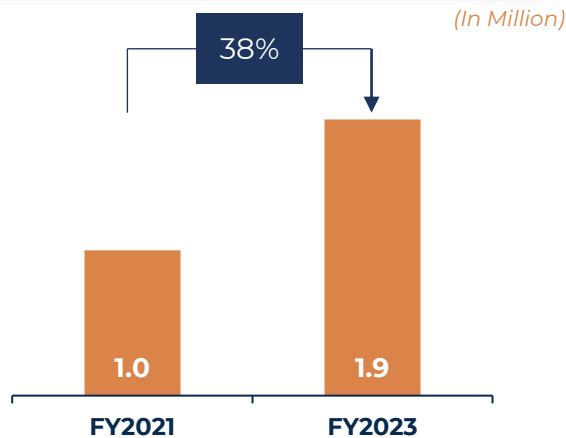*(Figures in the top panel are in Rs. Crores)*

REVENUE FROM OPERATIONS

36%

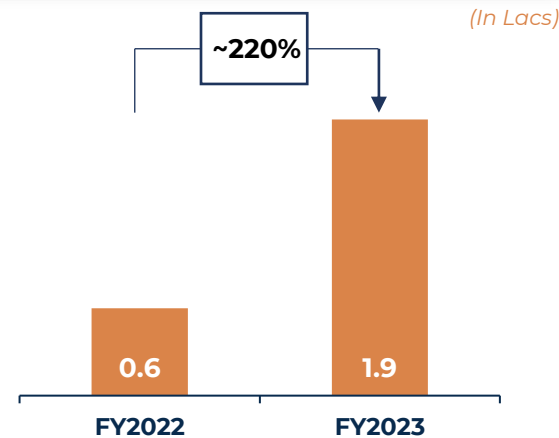| FY2021	FY2023
152.5	281.5

EBITDA

49%

FY2021	FY2023
53.0	117.9
35%	42%

PAT

34%

FY2021	FY2023
60.0	107.5
31%	34%

OPEN ORDER BOOK

56%

FY2021	FY2023
377.5	918.0

NEW VEHICLES ATTACHED WITH OUR TECH

(In Million)

38%

FY2021	FY2023
1.0	1.9

IoT DEVICES SOLD & RENTED

(In Lacs)

~220%

FY2022	FY2023
0.6	1.9

CUSTOMER BASE

(In #)

30%

FY2021	FY2023
500+	850+

Legend:
- 2-year CAGR
- Margin (%)

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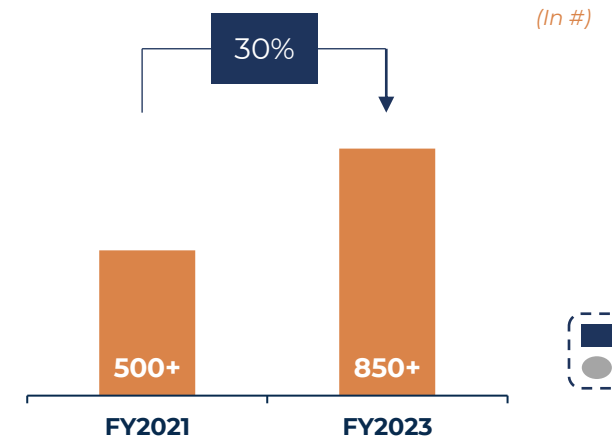
Digital Maps & Technology Products & Platforms Company

MaaS

Digital Map & Geospatial Data Products

SaaS

N-CASE Suite for Auto OEMs

Geospatial-led SaaS for Enterprise Digital Transformation (mGIS, Workmate, Insight)

IoT Saas for Mobility & Logistics (InTouch, Locate, Devices)

Consumer location-based Mappls apps & Mappls gadgets

PaaS

Developer APIs & SDKs

B2B & B2B2C Customer Segments

Automotive OEMs

Corporates

Government

Mobility

Revenue Model

ANNUITY
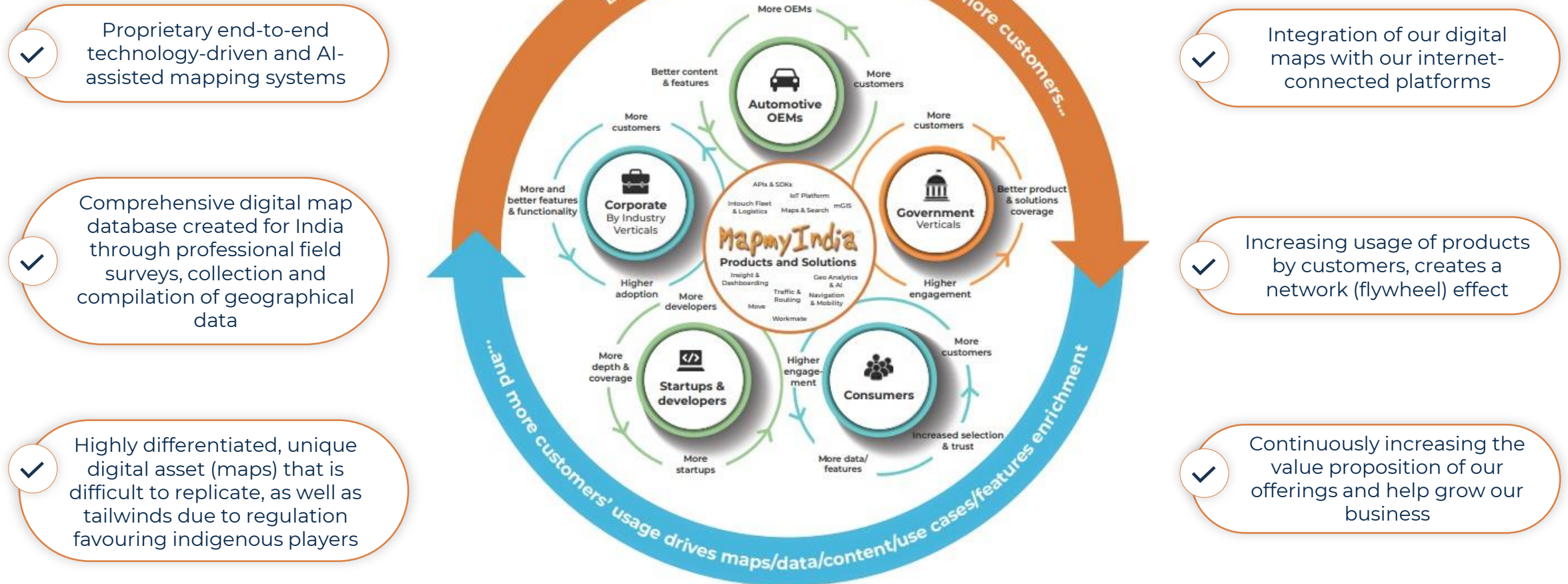
PER VEHICLE

PER USER

SUBSCRIPTION PER DEVICE

PER API TRANSACTION

PER USE CASE

PER ASSET

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Our Right to Win

Network Effects

Better map products & solutions attract more customers...

...and more customers' usage drives maps/data/content/use cases/features enrichment

MapmyIndia
Products and Solutions

Automotive OEMs

Government Verticals

Corporate By Industry Verticals

Startups & developers

Consumers

APIs & SDKs
IoT Platform
Intouch Fleet & Logistics
Maps & Search
mGIS
Insight & Dashboarding
Geo Analytics & AI
Traffic & Routing
Navigation & Mobility
Move
Workmate

- ✓ 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, as well as tailwinds due to regulation favouring indigenous players

- ✓ 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

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Our 5-Year Plan

Plan to cross Revenue Milestone of Rs 1000+ Cr by FY27/FY28, a CAGR of 35-40%

FY27/FY28 Market Segments	Potential Addressable Market	Expected Industry Adoption	Weighted Average Ticket Size*	Industry Revenue Potential (Rs Cr)
Auto OEM	25 Mn Vehicles	6 Mn Vehicles	Rs 800	500
Corporate	5000 Customers	1000 Customers	Rs 1 Cr	1000
Government	5000 Customers	1000 Customers	Rs 1.2 Cr	1200
Mobility	340 Mn Devices	30 Mn Devices	Rs 2000	6000
			Total	8700

*Industry estimates as per Company; Weighted average based on category of customers and products. Actual ticket size will vary

MapmyIndia	FY23 Existing Volume	Volume Growth Plan FY27/28 vs FY23
Auto OEM	1.9 Mn Vehicles	3x
Corporate	100+ Customers	5x
Government	30+ Customers	6x
Mobility	0.25 Mn Devices	10x

Market Segment A&M constitutes Auto OEM plus some parts of Mobility and C&E constitutes Corporate, Government and balance parts of Mobility

Navigating the Future of Auto

Sapna Ahuja, Chief Operating Officer

Our Universe

Transitioned from Navigation to Navigation-led Auto-tech that the industry needs..

Electrification

Connectivity

Navigation

Autonomous Driving
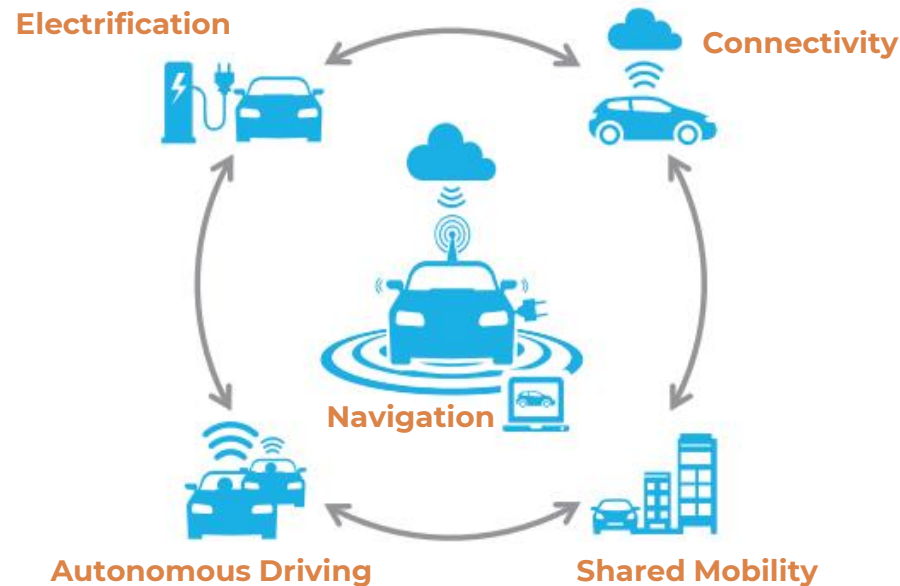
Shared Mobility

NCASE - Navigation-led Connected, Autonomous, Shared, Electric Mobility Platform and Solutions

- **Market**: Automotive OEMs
  - Segments: Passenger Cars, 2-wheeler, Commercial Vehicles across Electric and ICE Vehicle OEMs

- **Products**: NCASE Platform
  - Embedded Connected **N**avigation
  - **C**onnected Mobility Platform and solutions including H/w, S/w Platform, Applications
  - Maps as Sensor for **A**DAS and Autonomy, making vehicles Safe
  - **S**hared Mobility Platform for 'Mobility-as-a-Service'
  - **E**lectric Mobility platform solving range anxiety and charge anxiety challenges with accurate range calculation; battery efficient navigation; battery analytics, and driver coaching solutions

- **Revenue Model**:
  - Per vehicle per year per *module

Key Use Cases (1/3)

Embedded Connected Navigation

- Need for turn-by-turn directions with minimal driver distraction, no dependency on mobile phone, enabling discovery, travel and convenience for seamless in-car bookings and payments

- **Product:** Mappls Auto and Mappls Kogo
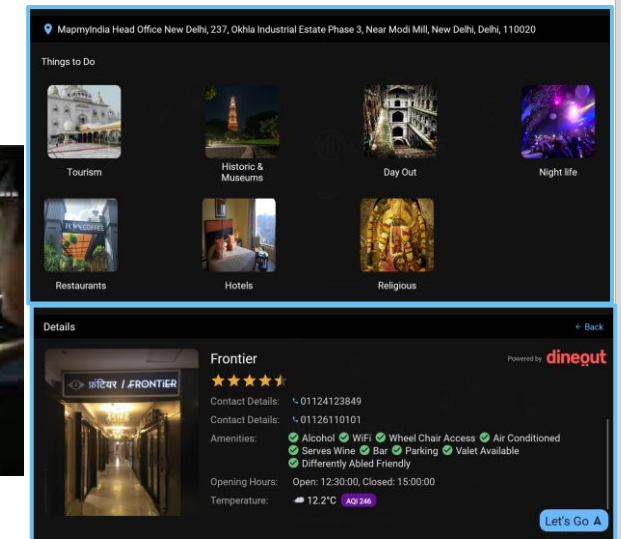
- **Revenue Model:** Per vehicle per year

2W: Ola Electric

4W: Mahindra XUV 700

4W: MG Hector

Key Use Cases (2/3)

Electric Vehicle Range Calculation

- Concerns over EV battery not having sufficient charge to reach destination (Range anxiety) and lack of charging infrastructure (Charge anxiety) are common challenges impacting EV adoption

- **Product:** Mappls AI Battery Consumption Model for accurate EV Range Calculation, Battery Efficient Navigation and Nearby EV Charge Stations APIs

- **Revenue Model:** Per vehicle per year
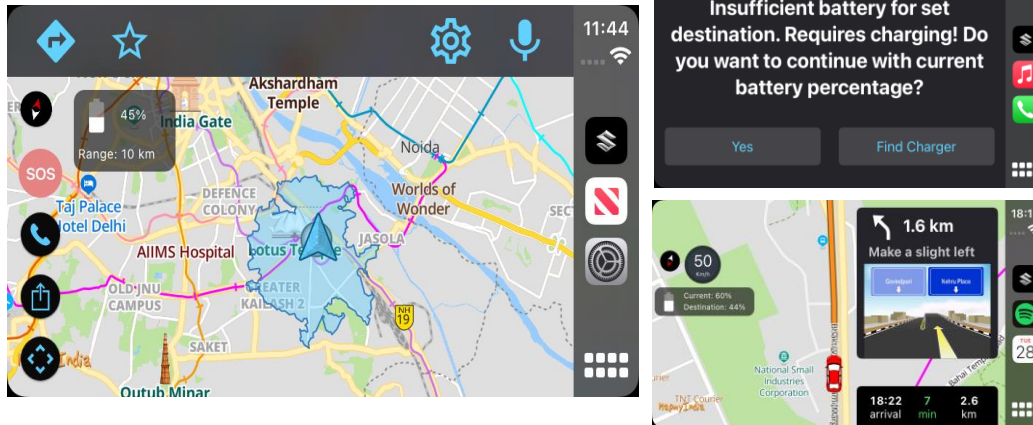
Intelligent Speed Assistance

- Safety has been a critical problem statement with increased number of accidents each year; MMI feeds in information related to speed limits, sharp curves, potholes, road conditions to both the driver and vehicle. System can then actively prevent drivers from exceeding the speed using map-based speed limit database.

- **Product:** Mappls eHorizon solution with ADAS Maps

- **Revenue Model:** Per vehicle per year
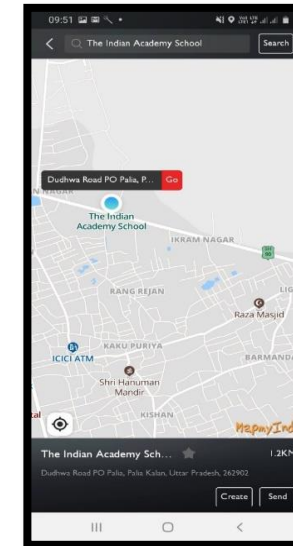
Key Use Cases (3/3)

Connected Vehicle

- Need for vehicles to be connected for enabling use cases for both customers (Tracking, Trip planning and sharing, Alerts, Remote controls the vehicle, health diagnostics, driver scoring etc.)

- **Product:** Mappls Maps Cloud, Mappls IoT (Telematics Control Unit); Mappls Connected Vehicle Cloud Platform
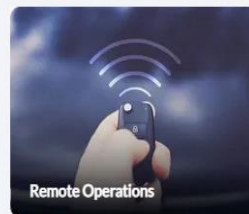
- **Revenue Model:** Per vehicle per year for MaaS
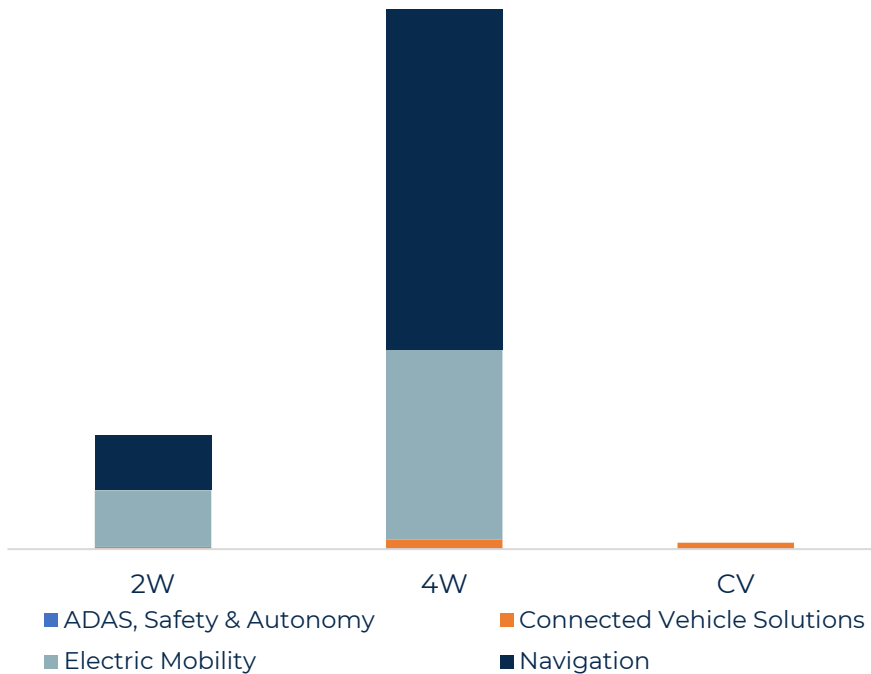
Maruti Suzuki: Connect App
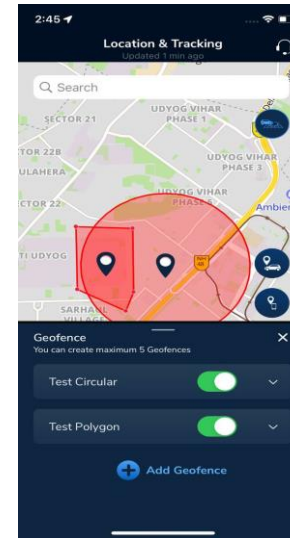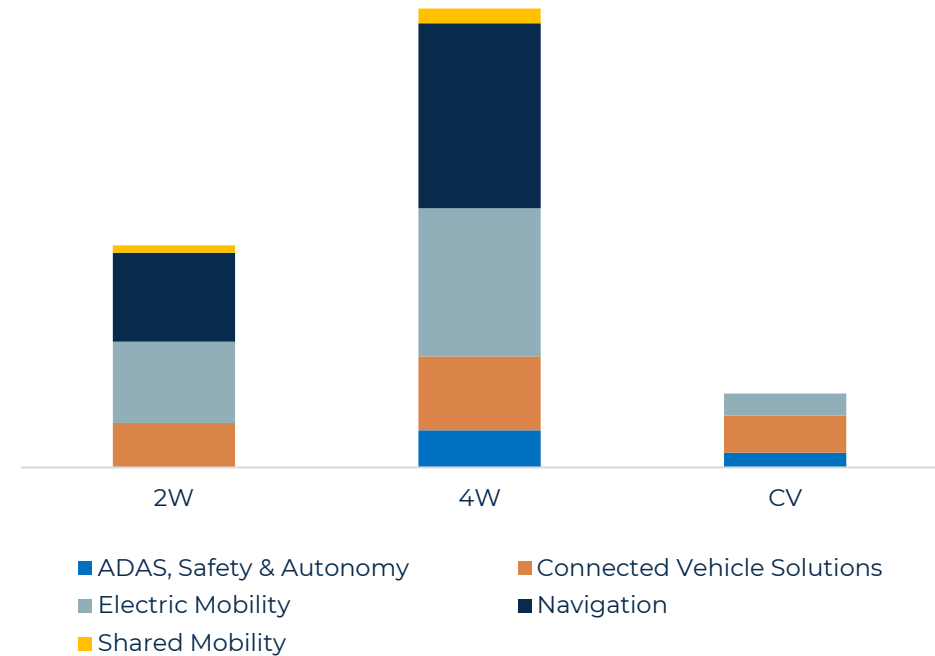
MG: iSmart App

Mahindra: Adrenox & Blusense

Smartwatch Connectivity | Remote Operations | Alexa Remote Capability | Vehicle Tracking | Safety & Security Alerts | Vehicle Status & Alerts | Trips & Driving Behaviour

Order Book Mix

Changes in order mix across market segments and product categories

FY23

2W   4W   CV

■ ADAS, Safety & Autonomy   ■ Connected Vehicle Solutions
■ Electric Mobility   ■ Navigation

FY28E

2W   4W   CV

■ ADAS, Safety & Autonomy   ■ Connected Vehicle Solutions
■ Electric Mobility   ■ Navigation
■ Shared Mobility

This is to give a sense of the qualitative color of the Order Book. Numbers are not to scale.

Addressable Market

Number of vehicles manufactured during the year	FY23	FY28E	FY23-28 CAGR
Auto OEM			
Industry Number of vehicles (Mn)	**21**	**25**	**4%**
- 2W	16	19	3%
- EV	0.8	2.8	27%
- 4W	4	6	7%
- EV	0.05	0.4	57%
- CV	1	1	5%
Number of vehicles (Mn)	**2**	**6**	**3x**
Industry Map & Tech Attach Rate	**11%**	**25%**	

Source: SIAM, Vahan, Company estimates

(In Mn)
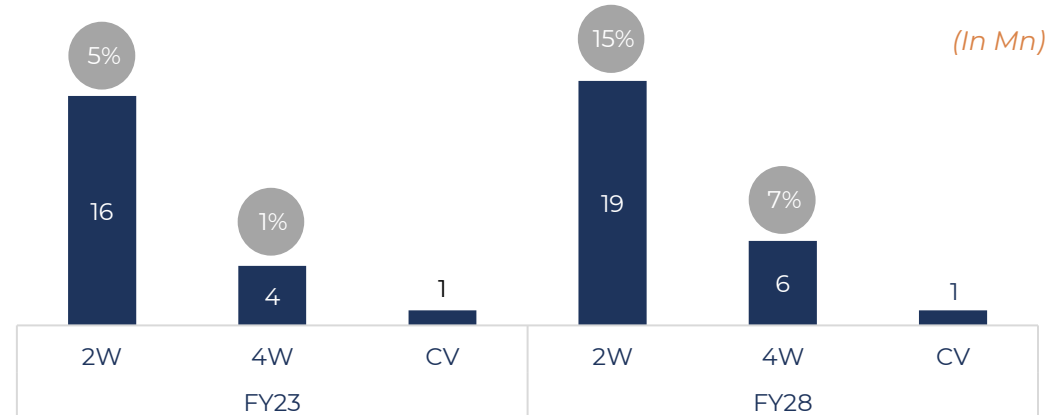
- Total number of vehicles
- % EV to Total Vehicles

- Industry attach rate currently in India is 11% vs global attach rate of 50-60%
- EV is expected to play a big role in increase in the overall attach rate
- In FY '23, MapmyIndia's attach rate was 1.9 Mn around 80% market share*. We expect to grow 3x in volume; and with higher adoption of newer NCASE use cases, we expect to grow the business by 4x

Right to Win

- Trusted Auto OEM partner for over 15 years
- 100% IP and full control over all critical components of our solutions
- Localization of components to support 'Make in India' product need of the OEM customers
- With recent regulation, we have a clear edge over competition to create and maintain High-Definition Maps for ADAS and Autonomy solutions
- Strong focus on road safety (need of the industry) across all our products

Most importantly, state-of-the-art technology and future-ready with MMI NCASE platforms

*As per Frost & Sullivan Industry Report

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Future of Mobility

- By 2030, **95%** of the vehicles sold across the world will be connected cars, up from 50% today

- Connected Mobility could expand revenue pools for Auto OEMs by about **30%** in addition to traditional car sales

- **Increasing adoption** of globally accepted safety ratings, leading to innovations in soft ADAS & innovative road safety solutions

- Offering a seamless user experience with customizable infotainment & personalized assistance

- Reducing cognitive load by providing flexibility & a modular interface concept

- Multi-screen implementations to address needs of both drivers and co-passengers

Self-aware vehicle with ADAS, ISA, HD Maps & E-Horizon

In-Car Commerce, Car-as-a-wallet, E-Concierge

Personalization & Seamless Connectivity

ICE & EV Efficient & Comfortable Driving

A Glimpse of some of our Products

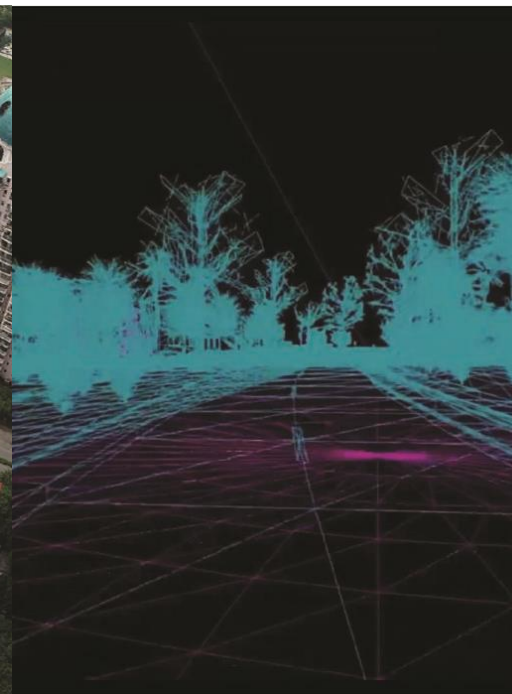## India's best & most advanced digital maps built for precision using cutting-edge technologies
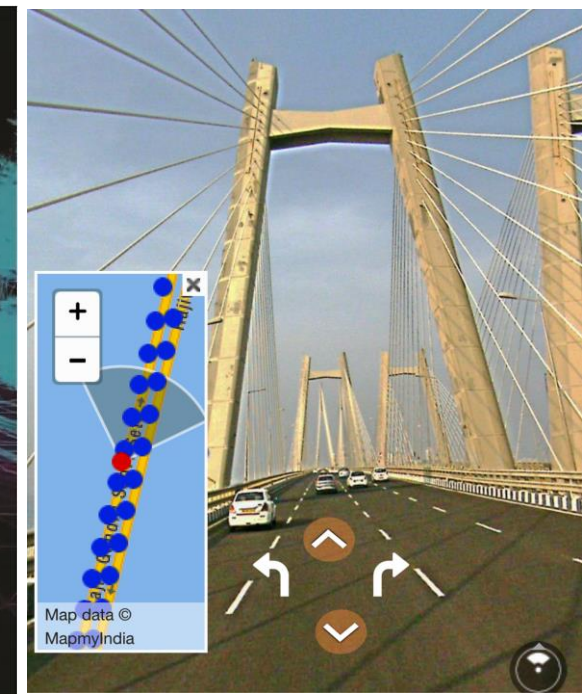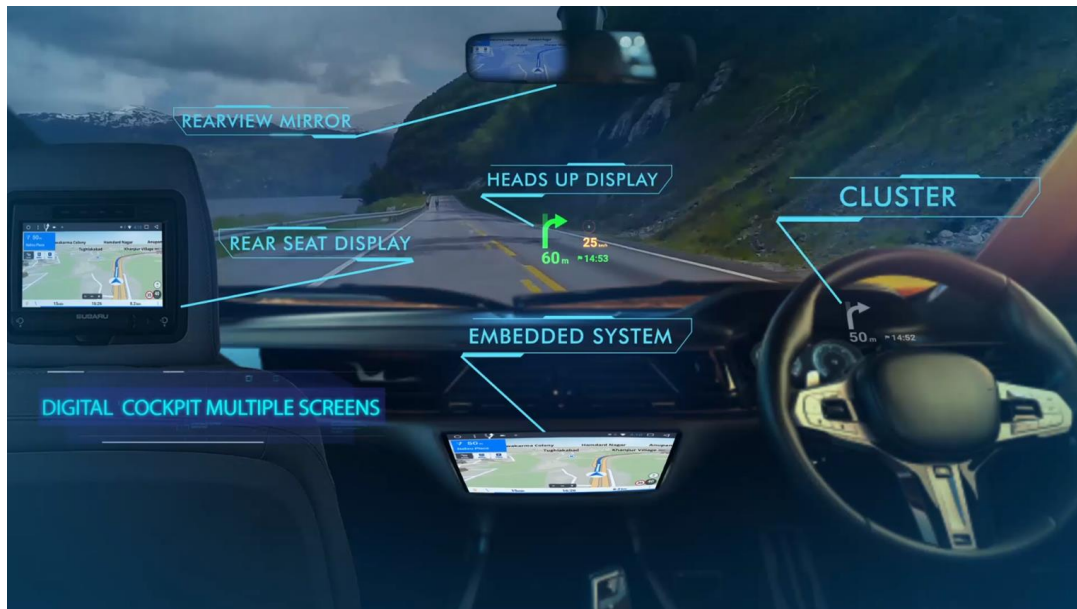
Live Maps
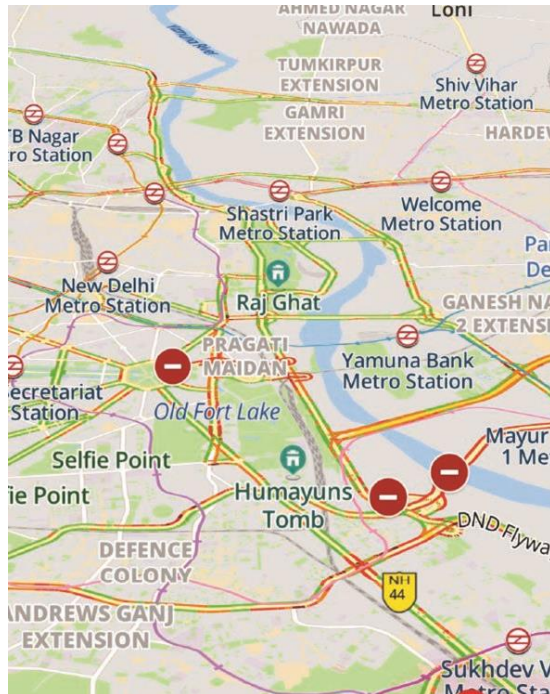
3D Metaverse

HD Maps

RealView

Unparalleled coverage, accuracy, detail, features & freshness for India

A Glimpse of some of our Products

Multiscreen Digital Cockpit
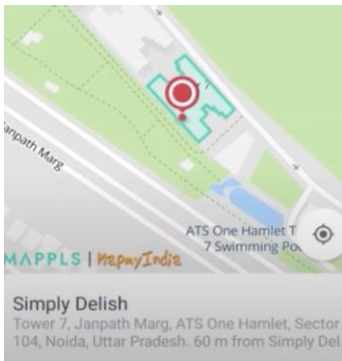
Intouch for Connected Vehicle Platform

A next-gen talking cockpit experience for intelligent, proactive, personalised, entertaining interactions

Transforming Corporates

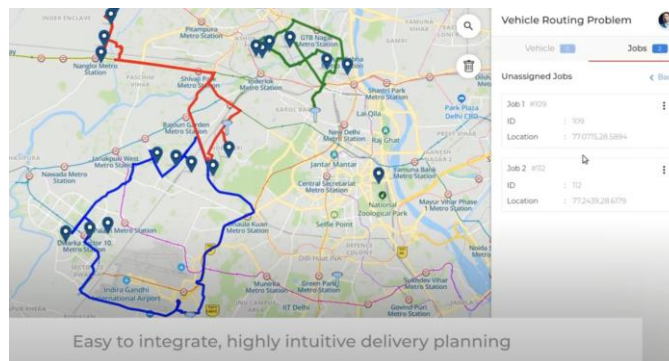Ankeet Bhat, Chief Business Officer, Enterprise Business

Our Universe
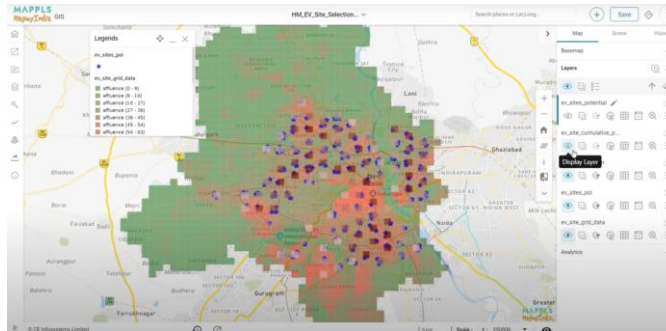
Few illustrative images of our products in action..

Address capture SDKs

Delivery planning

Live tracking of delivery

Customer spread analytics

- **Market:** B2B -> Corporate
- **Verticals:**
  - Digitally Native
  - Conventional

- **Offering:**
  - **MaaS:** Map & location data
  - **PaaS:** APIs & SDKs
  - **SaaS:** Software products (mGIS, WorkMate, Intouch)

MapmyIndia's Digitally Native & Conventional Verticals (1/2)

Digital Customers

- Our Digital customers are helping **organize** the unorganized economy e.g. market places, easy financing, online gaming etc. & creating **new experiences** like UPI, door step delivery, ride hailing, connected devices etc.

  - Location intelligence is an indispensable element in each of their technologies to know the physical world better, whether for hyperlocal discovery, consumer intelligence, store-to-door experiences, etc. Location creates the best bridge between the **physical and the digital**.

Big Tech

E-commerce

Last mile delivery

Payments & Fin-Tech

IoT (Internet of Things) & Wearables

Mobility

Social Media

Travel Tech

Enterprise Tech

Online Gaming

D2C Brands

Health Tech

EdTech

Agri Tech

MapmyIndia's Digitally Native & Conventional Verticals (2/2)

Conventional Customers

- Our Conventional customers are using more location technology in their systems & processes to become faster & smarter, & are also showing maps & using location technologies in their customer facing apps whether mobile or web.

- In general, for better **field operations**, more accurate **site selection & consumer understanding**, efficient **delivery & logistics** – location technology is critical

Banking & NBFCs
Quick Service Restaurant
FMCG
Advertising
Micro-Finance
Energy
Insurance
Retail
Consumer Durables
Healthcare & Pharma
Manufacturing
Logistics & Transportation
Telecom
Real Estate
Cement & Construction
News & Media
Utilities
Agriculture

Key Use Cases (1/2)

A Global Big Tech Company

- For their **maps product in India** powered by MapmyIndia's map data
- **Product:** Digital map data in the customer's format or APIs customised to their use case
- **Revenue Model:** Annuity for 5 years

A Global Ecommerce company

- For **ecommerce and logistics operations** using Map Data for route optimisation, delivery planning, delivery analytics etc.
- As well as for their consumer facing voice service, using our APIs
- **Product:** Map Data and/or APIs
- **Revenue Model:** Annuity for 5 years & per API transaction

A large NBFC

- Use cases are **credit assessment, field force automation, verification, hyperlocal discovery**, etc.
- **Product:** APIs & SDKs, mGIS
- **Revenue Model:** Per API & SaaS usage transactions with a minimum guarantee for 5 years, & per user per year

A large Indian FMCG Company

- **Field force automation** to automate field operations such as reimbursement, customer visits/tasks, attendance etc.
- **Product:** Workmate suite of applications
- **Revenue Model:** Per field user per year

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Key Use Cases (2/2)

A Last mile Delivery company

- Tech to enable **Last mile delivery of goods**. involving rider tracking, rider analytics, rider pay outs basis distance travelled, fleet management of multiple riders, live tracking of rider for consumer, etc.
- **Product:** APIs
- **Revenue Model:** Per transaction or per delivery order

A Consumer FinTech & Hyperlocal Commerce company

- **Hyperlocal discovery**: discover stores or the offline network of the brand or company through search or proximity on a map. This use case is something every brand that has a direct customer reach needs to implement, for better discovery of their stores from consumers either looking for their goods or services in industries like retail, finance, payments, insurance, healthcare, consumer appliances, apparel, etc.
- **Product:** APIs
- **Revenue Model:** Per transaction

A QSR company

- Software to help **better site selection of stores** and assist their site research.
- **Product:** mGIS
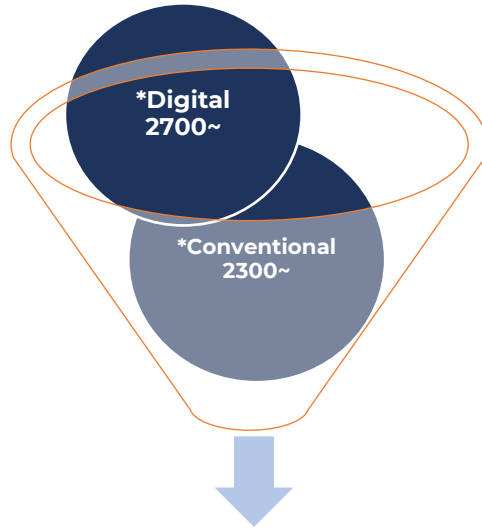- **Revenue Model:** Per user per year

An Advertising & Marketing agency

- Map Data (granular demographics and place intelligence) to help **better ad-targeting of consumers** and help them sell more ad-products to their clients
- **Product:** Digital map data
- **Revenue Model:** Annuity for 5 years

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Addressable Market

*Digital
2700~

*Conventional
2300~

Total ~**5000** companies in the potential market across both verticals

- The Digital market consisting of **2700** customer is across the verticals of Big Tech, Ecommerce, Last mile delivery, FinTech, Payments, Mobility, D2C, Gaming, EdTech, etc.

- The Conventional consisting of **2300** customers is of a minimum revenue size of Rs. 1000 Crores across sectors.

- Thus, a total market potential of *__5000 customers__ with an average revenue of Rs. 1 Crore per customer.

500

100

Current   2027

■ Number of customers
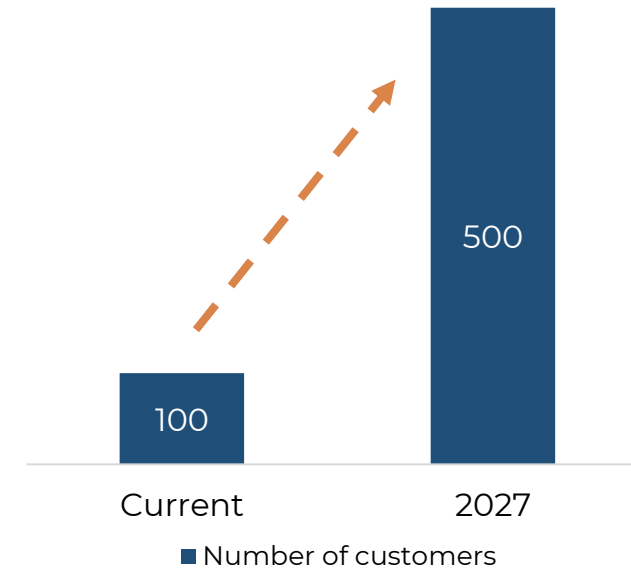
- Current portfolio has **100 customers**

- Our plan is to grow the customer base **by 5x to 500 customers** in 4-5 years with a target funnel of 1000 customers

Source: Inc42

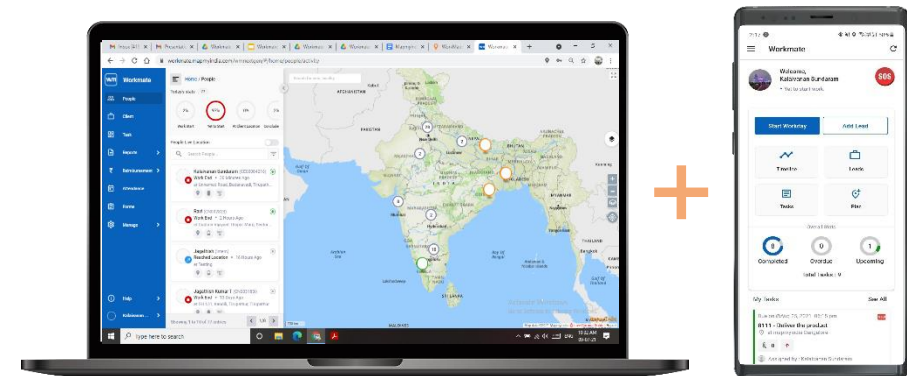# A Glimpse of some of our Products

APIs/SDKs

Software used by **software developers and IT/tech teams** in organisations. Below are a few examples:

1. the APIs have been integrated for address capture

2. for hyperlocal discovery of stores

3. to see a street images at a point on a map etc.
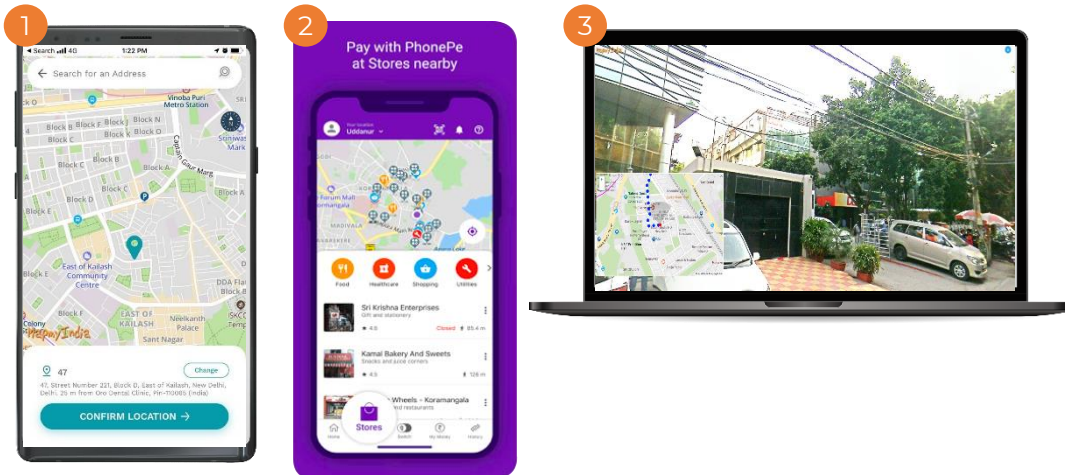
WorkMate

Software has two components: a **Field user app** on the mobile that is used by the field employee for field tasks + a **manager dashboard** on the web used by the manager to monitoring activity across a set of field users/employees.
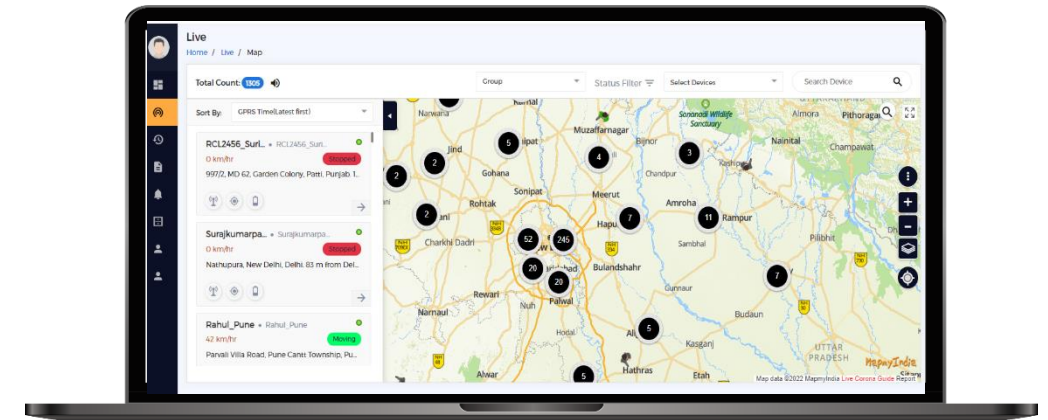
A Glimpse of some of our Products

mGIS

Software used by **research, analytics teams or senior management to drive important decisions** like where to open new stores/network, where to acquire new customers, where to reduce risk/exposure etc. Used by customers have large analytical practices or Business Intelligence teams like multi-national companies, banks, insurers, etc. Few examples below:

1. Insurance risk profiling for an insurer to measure exposure basis flood, seismic, etc patterns

2. Retail store catchment analysis of 8 min drive time from the store

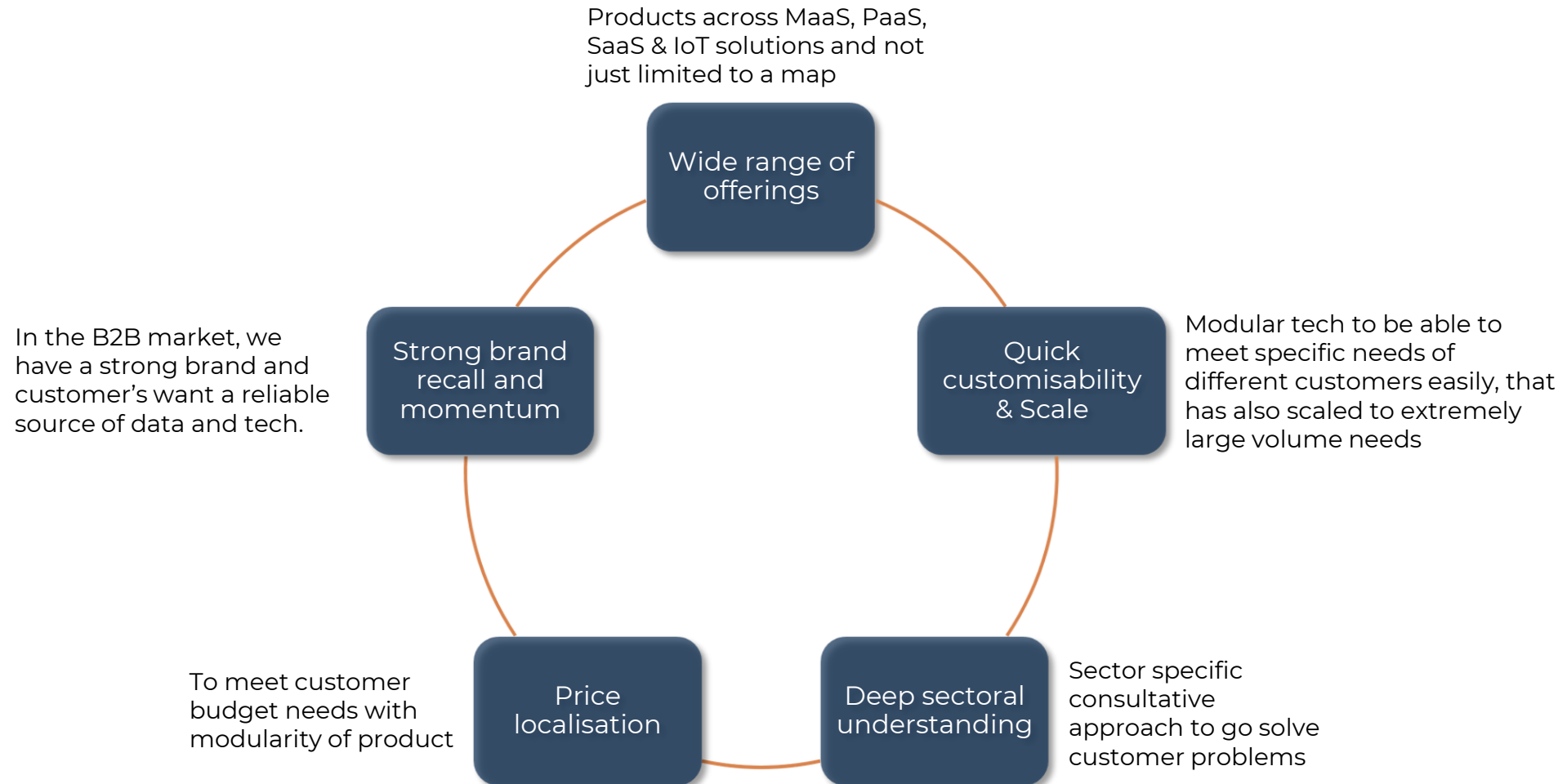3. FMCG distribution coverage analysis of stockists to identify gaps
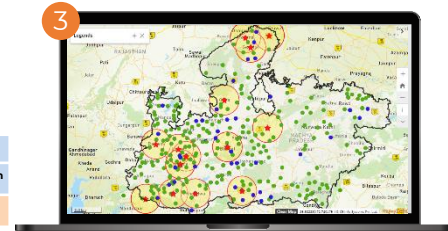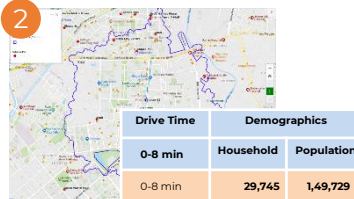
InTouch

Software used by **logistics managers/dept** in a company to monitor movement of goods and vehicles within the company or externally, to customers. Used in industries like logistics, manufacturing, steel, consumer goods, etc

Right to Win

Products across MaaS, PaaS, SaaS & IoT solutions and not just limited to a map

Wide range of offerings

In the B2B market, we have a strong brand and customer's want a reliable source of data and tech.

Strong brand recall and momentum

Quick customisability & Scale

Modular tech to be able to meet specific needs of different customers easily, that has also scaled to extremely large volume needs

To meet customer budget needs with modularity of product

Price localisation

Deep sectoral understanding

Sector specific consultative approach to go solve customer problems

Building Geospatial Business

Nikhil Kumar, President – Geospatial Business

Our Universe - Addressable Govt. Market

Customer Universe

Local Government (Urban Local Bodies)

Smart City, Property Tax, Traffic & Transport, Solid Waste, Water & Wastewater, City Gas Urban Road and Pavement

State Government (Departments)

Land Records, Police & Security, Disaster Management, Transportation, Food & Civil Supplies, eGov & IT, Tourism, Roads & Bridges

Central Government (Departments, PSUs, National Schemes)

Taxation, Health & Family Welfare, Oil & Gas, Water Resources, Road Transport & Highways, Railways, National Disaster Management Authority, Rural Development, Defence & Intelligence, Internal & Border Security

Customer Requirements

Digital Twin, Property Tax Assessment and Demand generation, Traffic & Transit Management, Solid Waste Management, Network Planning, Operations & Maintenance

Land Resource Information Management, Crime Analytics, Early Warning System and Risk Reduction Emergency Response, Fleet Management, Digital Transformation

Tax Analytics, Health Infrastructure Planning, Market Expansion Strategy, Journey Risk Management, Watershed Management, Toll Management, Road Accident Analytics, Risk Mitigation and Alert, Convoy Management, Situational Awareness

As majority of these activities are consumed in public welfare initiatives - Govt. becomes core of Geospatial Business

Our Portfolio - End to End Geospatial Data & Platform

Activities in Geospatial Domain

Through Mappls Platform & Products

Acquire & Process

Capture Real world and Create GIS ready content

⬇

Model, Visualise & Analyse

Organise Data to drive insights

⬇

Disseminate

Integrate, Collaborate & Share

Maas: **Digital Maps & Twins through our Content** (3D City, Information rich Maps) and **Process** (DraaS) capabilities

SaaS through our Software Products - **mGIS, Insight, InTouch, Workmate, PTMS** (Property Tax Management Software)

PaaS through **Map Engine using Location** APIs, SDKs

Revenue Models: Annuity, Per API Transactions, Per user, Per vehicle per month

Key Use Cases

A Smart City in North-East India

- Use case-Property Tax Assessment & Demand Notice Generation, Digital Twin
- **Product & Platform:** mGIS, PTMS, MapEngine, DraaS
- **Revenue Model:** 1. Per Asset, 2. Annuity for 5 years

A State Police Department in South India

- Crime Analytics & Beat Planning, Patrol monitoring
- **Product & Platform:** mGIS, MapEngine, Workmate, Insight
- **Revenue Model:** Annuity per use case for 3 years

Central govt- Health Ministry of India

- Critical Health Infrastructure Management, Resource planning & Monitoring
- **Product & Platform:** MapEngine
- **Revenue Model:** Per API transaction with Minimum Guarantee for 3 years

A State Transport Department in South India

- Automatic Vehicle Management & Passenger Safety Information system
- **Product & Platform:** Intouch, Workmate, Locate
- **Revenue Model:** Per vehicle per month for 3 years

Addressable Market

Customer Type	Number of Customers /Prospects	Average Ticket Size in Rs Cr	Total Market Potential in 4- 5 Years in Rs Cr
Local Govt. (Urban Local Bodies)	4500		
State Govt (Departments)	350	1.20	6000
Central Government (Departments, PSUs, National Schemes)	150		
Target Customer Funnel	1000		
Current customer base of 30		To Grow by 6x	

Source: Company estimates

RATIONALE

- Geo Adoption in Non-Traditional Sector

- New Geospatial Policy is enhancing contribution value of Geospatial Solutions

- Authorities are showing interest in Digital Twin (3D & Metaverse)

- DraaS Is gaining momentum across sectors

- New Geospatial Guideline envisages the Indian geospatial market to reach Rs 1 Lac Crore by 2030

Favourable Factors & Broad Strategy

- Leverage Atmanirbhar Bharat - Make in India, IDDM (Indigenously Designed, Developed and Manufactured) preference in Public Procurement

- High Resolution Geospatial data capture, processing, storage and distribution strictly for Indian entities like us which opening up a great opportunity in 3D,4D, HD, Metaverse market

- Extend such new gen product and solution in commercial geospatial market (beyond govt.)

- Leverage our unique position as one stop shop for full Geospatial solutions

- Grow existing Partner & Alliances Ecosystem (VAR, GSI, Tech-OEM)

- Expand and Leverage MoUs with Central and State Governments/PSUs/Universities/NGOs

- Thought Leadership in Industry Associations

- Enhance Reach: Multiple geographies and segments

- Leverage Core competencies around existing solutions & services; build new offerings around Digital Transformation and Drone Tech Digital Imaging (DraaS, LIDAR, 3D/4D data Model etc.)
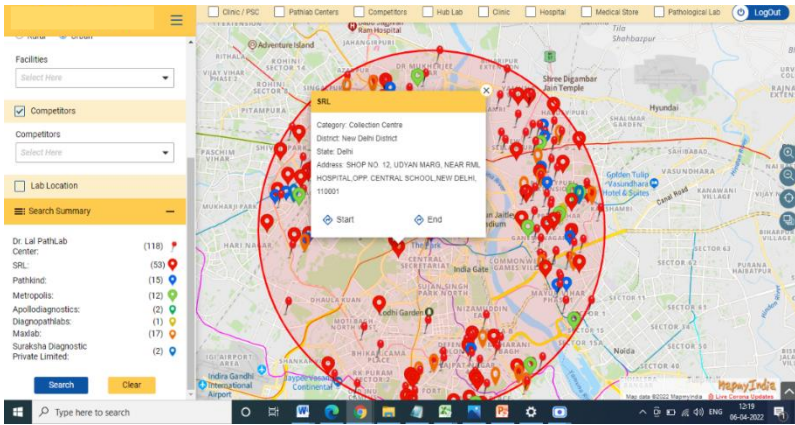
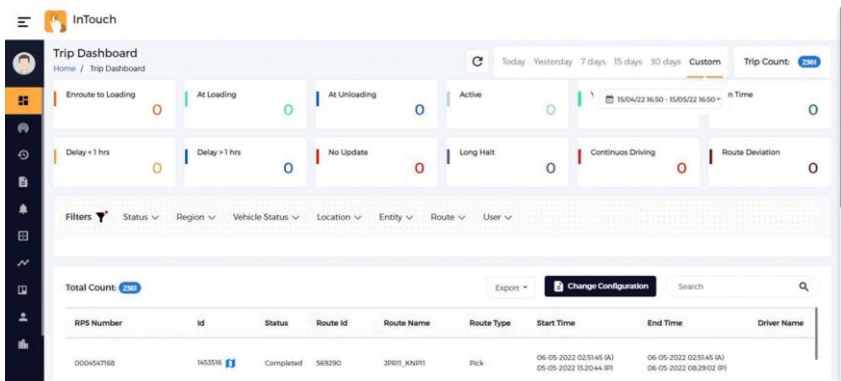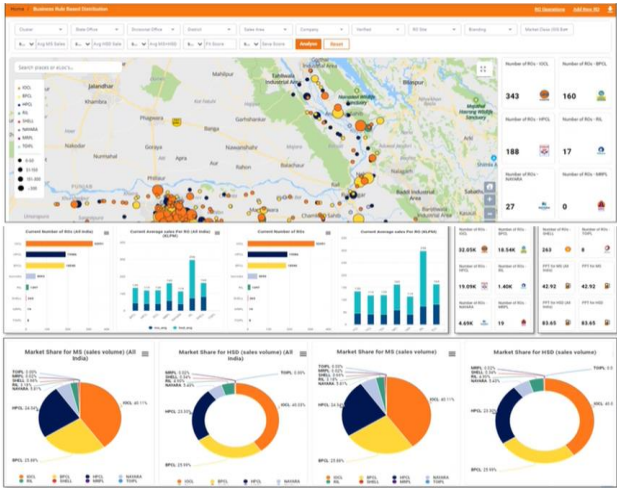# A Glimpse of some of our Products

mGIS
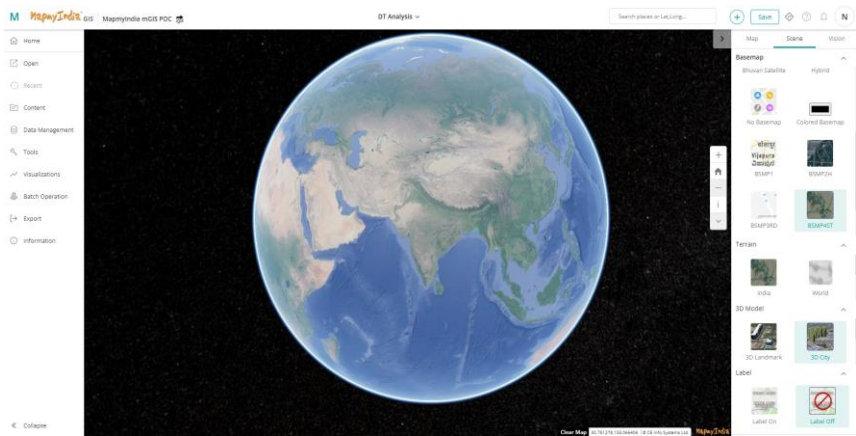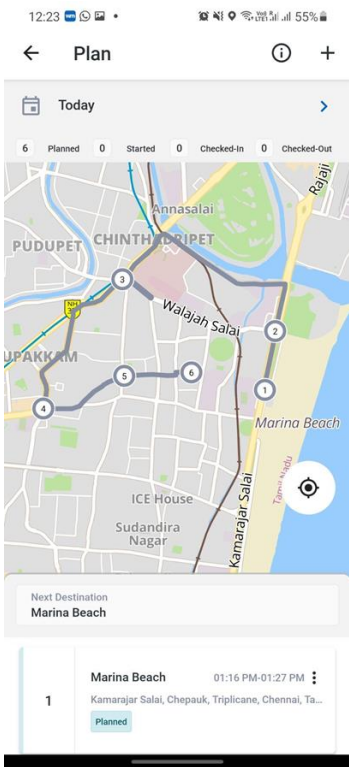
Map Engine

WorkMate

InTouch

Insight

A Glimpse of some of our Geospatial Outputs
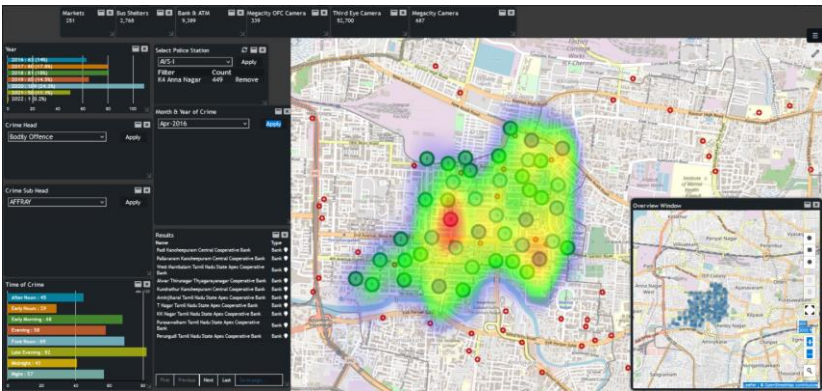
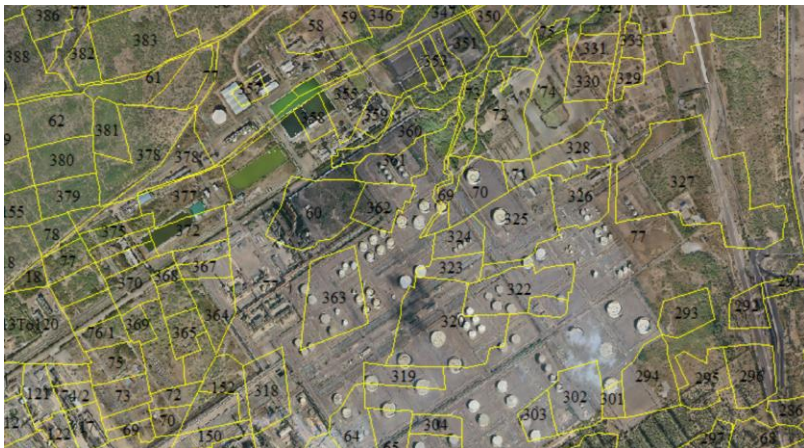### 3D Model of Gurugram

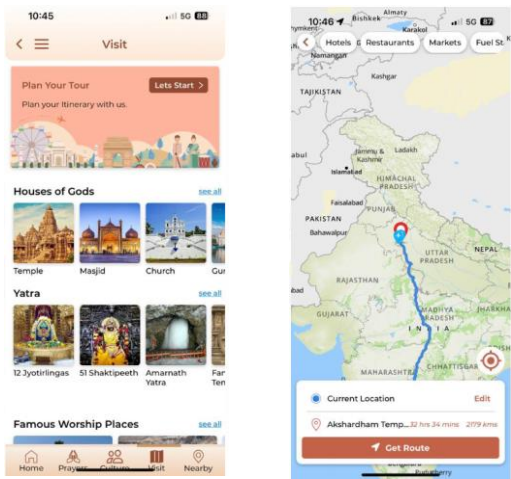### Abadi Land Ownership

City Crime Analytics

Coverage Map of a Petroleum Energy Plant

User Friendly Tourism App

37
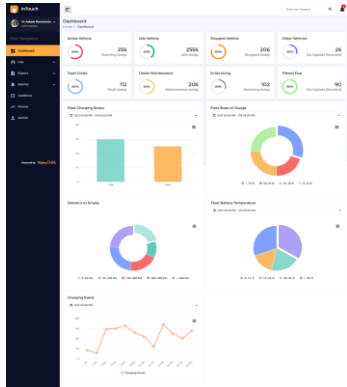
Capturing the IOT Opportunity

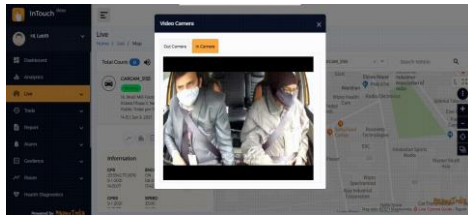Abhit Kalsotra, Chief Technology Officer, Gtropy (IOT Business)

Our Universe

IOT Platform

InTouch

Locate

Video Telematics

VAS

- **Market:** Segments
 - **B2B/Enterprise**
    - Goods Mobility
      - Fleet and Logistics
    - People Mobility
      - School Bus
      - Taxi and Bus Fleet
  - **B2C/Retail**
    - Genuine Accessories market
    - Aftermarket
- **Products:**
  - Location based analytics platform
  - Value added Services for Transporters
  - Vehicle Telematics
  - Video Telematics
  - Infotainment and connected Car Solutions

Key Use Cases - Supply chain Solutions for Enterprises

Leading Cement Manufacturer

- Use of Analytics and algorithms to optimise the cost and increase asset utilisation like identifying bottle necks, Load Planning, delivery locations and accurate detention tracking.

- KPI benchmarking to ensure quick Turnaround time and remove bottlenecks

- **Product:** Locate platform including Hardware

- **Revenue Model:** SaaS - Per Trip or Per vehicle / Month for 3 years
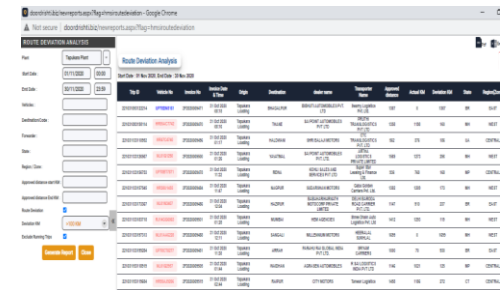
Detailed in-depth Report
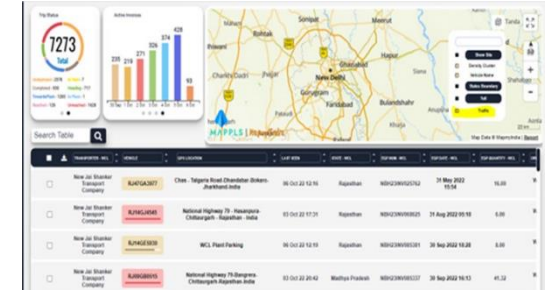
Locate Analytics Dashboard
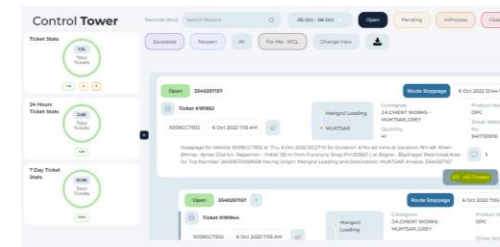
Control Tower Ticketing
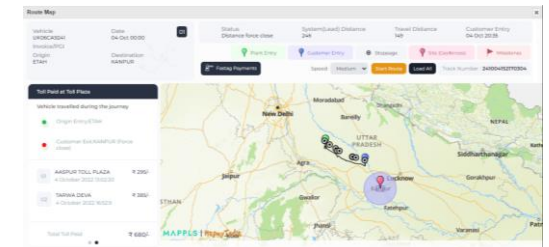
Trip Detailed Analysis

Key Use Cases - VAS For Logistics

A Transporter with 50+ Vehicles

- Toll and Fuel management for fleet operations
  - Wallet based model which frees up working capital per vehicle.
  - Visibility of toll expense on the GPS route for default check
  - AI based reporting of wrongful deductions and auto escalation of the same to the relevant authorities for refund processing
  - Trip based FASTag expenditure calculations to calculate trip profitability
- **Product:** FASTag & Locate platform
- **Revenue Model:** Revenue share per Transaction commission
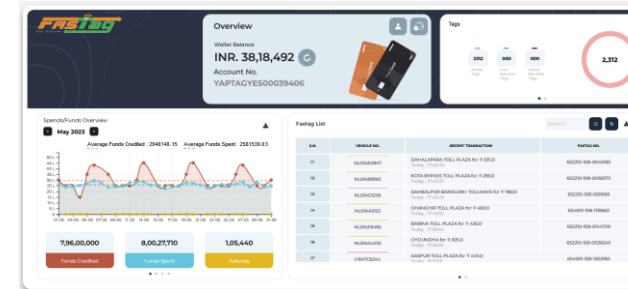
Toll Management Analytics Dashboard

Toll Track Transaction Summary on Mappls

List of Tolls on the Route

Key Use Cases - EV Fleet Management

A Ride Hailing EV Company

- Vehicle & battery health, Visibility and Demand-supply match
- **Product:** Intouch Platform with Hardware
- **Revenue Model:** Per vehicle/month
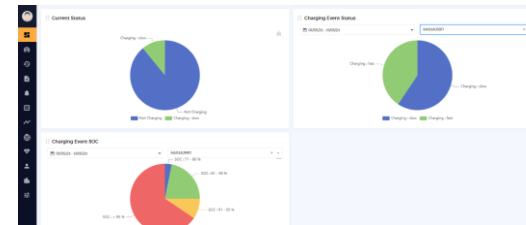
EV Fleet Summary Dashboard

Fleet wise distance Graph

Environment Saving Dashboard

Vehicle Level Details

Key Use Cases - B2B/Enterprise

Video Telematics

- A Cash Management & Movement company

- People mobility and high value goods mobility for safety and security solution

- **Product:** Intouch Including Hardware

- **Revenue Model:** Per vehicle per month subscription
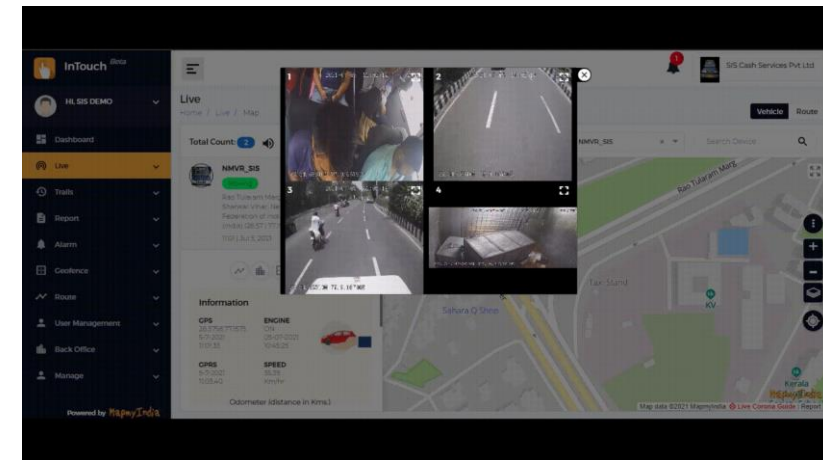
Live View for Video Analytics

Hardware

Key Use Cases - B2C/Retail

Automotive Genuine Accessories and Aftermarket

- Auto OE Approved Genuine accessories for Showrooms and Dealers in major car Accessories markets across India

- **Products:** Vehicle Telematics, Dashcams & Navigation Systems

- **Revenue:** Per vehicle with 1-3 years subscription

Mappls Gadgets

44

Addressable Market

Category	No of vehicles (Mn)	Potential (No. of Vehicles in Mn) in 2027
Personal (2W & 4W)	300	8
Goods Mobility	28	12
People Mobility	12	10

Source: Vahan, Company estimates

MapmyIndia has shipped 0.25 Million IoT devices out of total 4 Million estimated market currently

We plan to grow volumes by 10x and business by 12x in 4-5 years

- Increase in data and connectivity helps in increasing penetration of high-end devices and also more analytics

- Regulatory push: increase in regulations and compliance like Mandatory AIS 140, Toll deductions via GPS, video telematics for passenger vehicles etc.

- Increase in data generation on vehicles especially with Evs. The share of electric vehicles in total vehicle sales in India is currently around 5% for 2W and less than 1% for 4W and CV. The government target for EV sales by 2030 is 30% of private cars, 70% for commercial vehicles and 80% for two- and three-wheelers.

Concluding Remarks

Rohan Verma, Chief Executive Officer & Executive Director

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

Key Inorganic Investments

Date	Name	Overview	Rationale	Consideration
February 2023	**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.	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. The investment will also strengthen our ability to leverage cutting-edge drone technologies.	Acquired 20% stake on fully diluted basis for ~Rs. 7 Crores
September 2022	**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 2022	**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
March 2022	**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 2021	**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.

A Glimpse of our Consumer Offerings

MAPPLS APP

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

KOGO APP

A Gamified Social Travel App for users and creators

Junction View

Helps you navigate safely while approaching flyovers, complex intersections

Road Safety Features

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

Vehicle Diagnostics

Enables insights into vehicle health and fault diagnostics

Doorstep Navigation

Simplified location code for complex addresses providing doorstep navigation

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 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

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.

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Thank You

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