



May 13, 2024

The Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001  
BSE SCRIP Code: 543425

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza  
Bandra Kurla Complex, Bandra (East)  
Mumbai 400 051  
NSE Symbol: MAPMYINDIA

**Subject:** Submission of Investor Presentation for Q4 FY2024 Results.

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

Dear Sir / Madam,

Please find attached herewith Investor Presentation for Q4 FY2024 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:**  
**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, Mappls Pin: mappls.com/mmi000, e-Mail: contact@mapmyindia.com / contact@mappls.com  
Website: www.mapmyindia.com / www.mappls.com, Phone: +91-011-4600 9900, CIN: L74899DL1995PLC065551, A CMMI-3 & ISO Certified Company



# MapmyIndia C.E. Info Systems Ltd

Investor Presentation  
Q4 & FY2024



May 2024 →

# Q4 & FY2024

# Performance

Management Commentary

Consolidated Financial Highlights (Q4 & FY24)

Consolidated P&L Highlights

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Consolidated Financial Highlights and Extracts

# Management Commentary



*"We are very pleased to share MapmyIndia's continued strong performance year-after-year, recording in FY24 a revenue from operations of Rs 379.4 Cr, up 35% Year-on-Year. We achieved an EBITDA of Rs 156.2 Cr, up 33% Year-on-Year, and an EBITDA margin of 41%. Our PAT grew 25% to Rs 134.4 Cr, with PAT margins at 32%. If you look at our 3-year track record, revenue has grown at a 38% CAGR and EBITDA margins and PAT margins have been consistently above 40% and 30% respectively. Our Order Book achievements give us further confidence that we are on track to our stated milestone of crossing Rs 1000 Cr revenue by FY27/FY28. Our Open Order Book grew 49% to Rs 1,372 Cr at end of FY24, which bodes well for our future revenue. This was based on Annual New Order Bookings in FY24 of Rs 834 Cr, a growth of 63% year-on-year.*

*Our Map-led business EBITDA margins remain healthy at 54%. And our IoT-led business EBITDA margins have expanded from 1.7% in FY23 to 11.6% in FY24, as product mix, scale and SaaS income increased..."*

*"...Revenue from the IoT led business grew 91% YoY to cross an important revenue milestone of Rs 112 Cr, with EBITDA growing 13x from Rs 1 Cr in FY23 to Rs 13 Cr in FY24. The business has now been fully integrated and with growing scale further operational leverage will begin to kick in.*

*The year gone by continued to show growth of our core B2B and B2B2C business across existing market segments of Automotive, Corporate, Government and Mobility. We have been investing in building our capabilities and solutions to expand internationally as well as in the drone segment. It is heartening to see our consumer business take shape with more than 20 Million users having downloaded the Mappls app.*

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

**- Rakesh Verma, CMD**

# Management Commentary



*“Our overall revenue growth of 35% to Rs 379 Cr during FY2024 was broad-based with Consumer Tech & Enterprise Digital Transformation revenue up 49% YoY to Rs 194 Cr, and Automotive & Mobility Tech revenue up 23% to Rs 186 Cr on the markets side. On the products side, Our Map & Data revenue grew 23% to Rs 138 Cr and Platform & IoT revenue grew 42% to Rs 241 Cr.*

*2.5+ million new vehicles (4-wheelers, 2-wheelers and CVs, across ICE and EV segments), went built-in with MapmyIndia Mappls, up from 1.9 million during FY23, showing faster than industry growth uptake of our Auto N-CASE suite of map and technology solutions amongst automotive OEMs, including new-age EV companies. Further, we achieved 52% growth in the number of IoT devices installed during the year to 2.9+ Lakhs, which led to significant growth in our IoT-led business...”*

*“...We continued to acquire new B2B and B2B2C customers – including many businesses and enterprises across industry verticals, new-age consumer-tech companies and key government organizations - raising our base to 880+ customers for our MaaS, SaaS and PaaS offerings, giving us a great platform to up-sell and cross-sell our wide variety of offerings and use-cases to existing and new customers. Customer diversification, de-concentration and retention continued to trend healthily.*

*We were happy with the results of our prudent marketing efforts which led to our crossing the milestone of 20 Million user downloads of the Mappls App, and see this as a foundation to further grow our consumer business in the time to come. We of course continue to relentlessly innovate and invest in enhancing our existing products and offerings, and also in expanding the visibility and reach of the Mappls MapmyIndia brand & offerings.”*

*- Rohan Verma, CEO & ED*

# Consolidated Financial Highlights (Q4FY24)

**FY24 Total Income at Rs 417.6 Cr, Revenue from Operations of Rs 379.4 Cr;**

**FY24 Revenue Growth of 35% & EBITDA margins at 41%;**

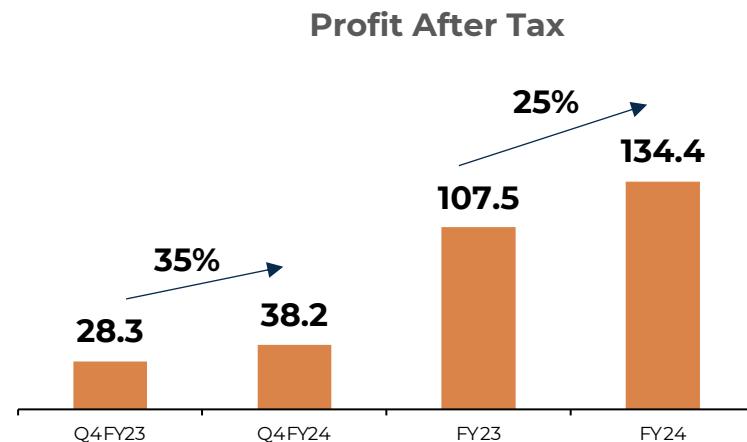
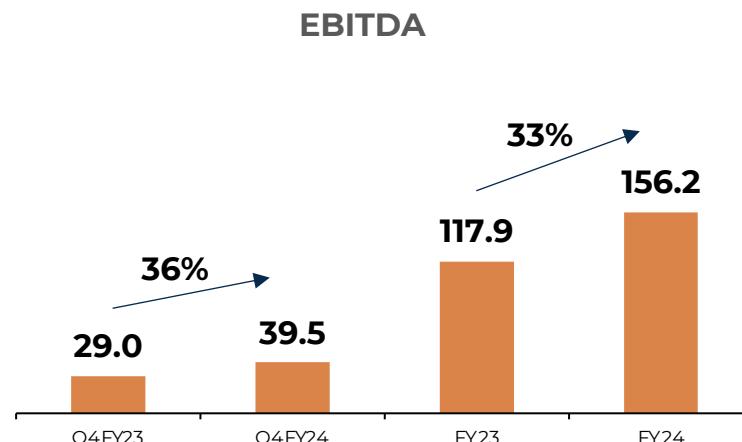
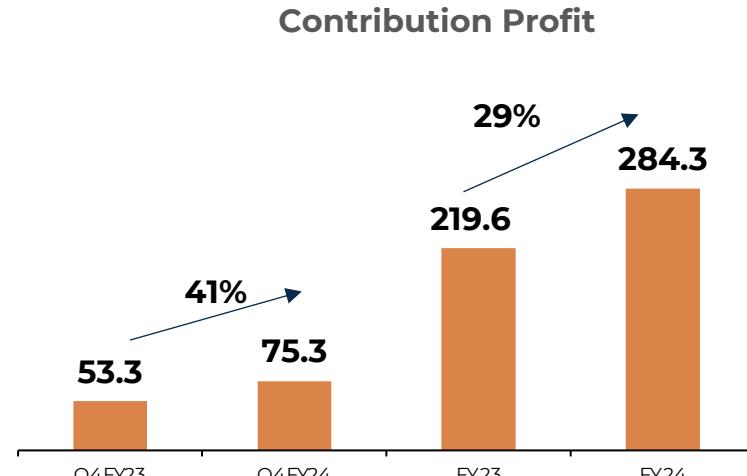
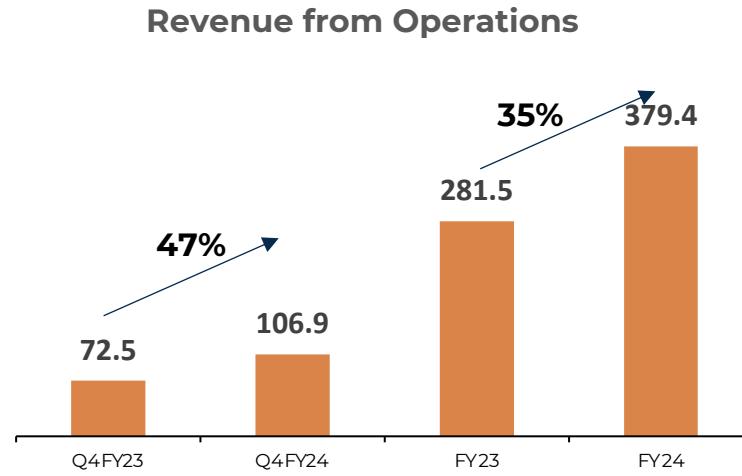
**Q4FY24 YoY Revenue grew 47% YoY, EBITDA grew 36% YoY and PAT grew 35% YoY.**

INR Crores, unless otherwise mentioned	Q4FY24	Q4FY23	YoY Growth	FY24	FY23	YoY Growth
<b>Total Income</b>	<b>119.3</b>	<b>82.9</b>	<b>44%</b>	<b>417.6</b>	<b>315.8</b>	<b>32%</b>
<b>Revenue from Operations</b>	<b>106.9</b>	<b>72.5</b>	<b>47%</b>	<b>379.4</b>	<b>281.5</b>	<b>35%</b>
<b>EBITDA</b>	<b>39.5</b>	<b>29.0</b>	<b>36%</b>	<b>156.2</b>	<b>117.9</b>	<b>33%</b>
<b>EBITDA Margin (%)<sup>1</sup></b>	<b>37%</b>	<b>40%</b>	<b>(300) bps</b>	<b>41%</b>	<b>42%</b>	<b>(130) bps</b>
<b>PAT</b>	<b>38.2</b>	<b>28.3</b>	<b>35%</b>	<b>134.4</b>	<b>107.5</b>	<b>25%</b>
<b>PAT Margin (%)<sup>2</sup></b>	<b>32%</b>	<b>34%</b>	-	<b>32%</b>	<b>34%</b>	-
<b>Cash &amp; cash equivalents (including financial instruments)</b>	<b>557.3</b>		-	<b>557.3</b>	<b>484.7</b>	-
<b>Open Order Book at End of Full Year</b>				<b>1,372</b>	<b>918</b>	<b>49%</b>
<b>Annual New Order Bookings</b>				<b>834</b>	<b>512</b>	<b>63%</b>

- Revenue for FY24 was at Rs 379 Cr with a healthy growth of 35% YoY. Q4FY24 Revenue **crossed the quarterly milestone of Rs 100 Crs** for the first time and is at an all time high of Rs 107 Cr.
- EBITDA Margins for FY24 was 41% remained above 40% for the full year despite the share of IoT led business increasing to 30% of overall revenue.
- EBITDA for FY24 grew YoY by 33% to Rs 156 Cr.
- PAT for FY24 grew 25% YoY to Rs 134 Cr. PAT margin at 32% was lower than FY23 due to increase in amortization.
- Cash & cash equivalents continued to grow year on year to Rs. 557 Cr at the end of FY24.
- Open Order Book and Annual New Order Bookings showed significant growth.

# Consolidated P&L Highlights

**All Financial Metrics Grew Strongly: Revenue, Contribution Profit, EBITDA & PAT**



(All figures in INR Crores)

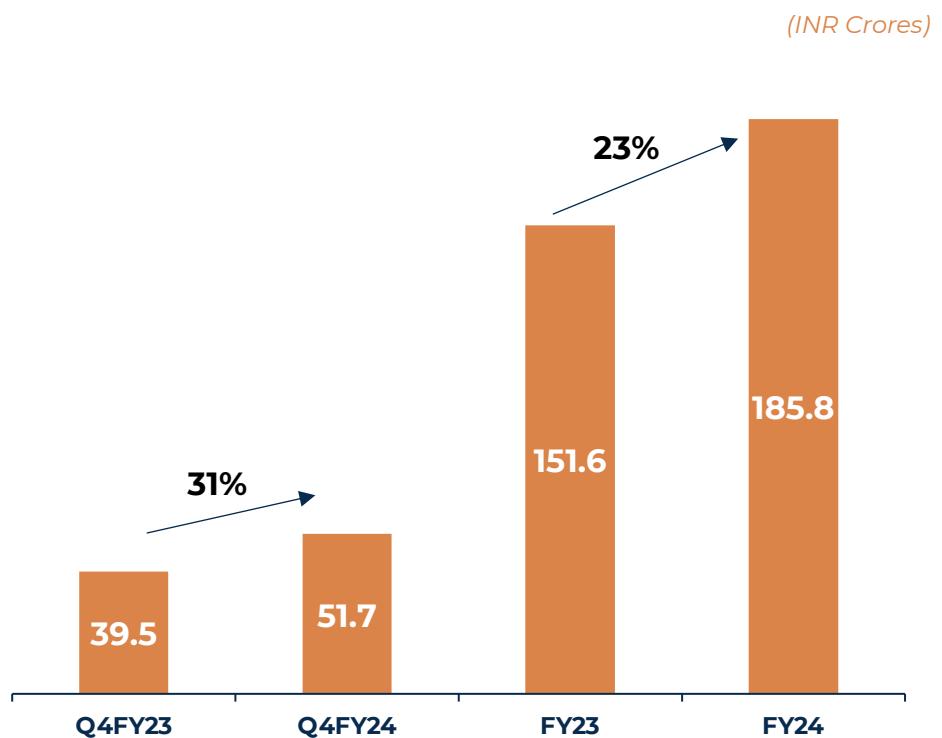
# Consolidated Business Highlights: Map-led and IoT-led

<i>INR Crores, unless otherwise mentioned</i>	Total FY24	Map-led FY24	Map-led FY23	IoT-led FY24	IoT-led FY23	Map-led Q4FY24	Map-led Q4FY23	IoT-led Q4FY24	IoT-led Q4FY23
<b>Revenue from Operations</b>	<b>379.4</b>	<b>267.0</b>	222.4	<b>112.4</b>	59.1	<b>66.1</b>	57.5	<b>40.8</b>	15.0
Sale of Hardware	<b>67.0</b>	-	-	<b>67.0</b>	42.2	-	-	<b>22.3</b>	10.4
Sale of Map data & services*	<b>312.5</b>	<b>267.0</b>	222.4	<b>45.4</b>	16.8	<b>66.1</b>	57.5	<b>18.5</b>	4.4
<b>EBITDA</b>	<b>156.2</b>	<b>143.2</b>	116.9	<b>13.0</b>	1.0	<b>32.5</b>	28.4	<b>7.1</b>	0.6
<b>EBITDA Margin (%)</b>	<b>41.2%</b>	<b>53.6%</b>	52.6%	<b>11.6%</b>	1.7%	<b>49.2%</b>	49.4%	<b>17.4%</b>	4.0%
<b>No. of IOT Devices - Sold &amp; Rented (in Lakhs)</b>				<b>2.9+</b>	1.9+				

- Both Map-led & IoT-led recorded strong growth YoY (FY24 vs FY23) to Rs 267 Cr vs 222 Cr & Rs 112 Cr vs Rs 59 Cr respectively.
- Map-led margins remain strong & expanded 100 bps year on year to 54% in FY24 compared to 53% in FY23. Map-led business margins remained steady for Q4FY24 vs Q4FY23.
- Overall IoT-led revenue has grown 91% YoY, driven by healthy growth in devices as well as better product mix.
- 2.9+ L devices were rented and sold in FY24, a growth of 52% year on year.
- IoT-led quarterly EBITDA margins continue to improve to 17% due to product mix and operational efficiency vs 10% in Q3FY24.
- FY24 EBITDA Margin has grown to 11.6 % from 1.7% in FY23, due to higher gross margin subscription revenue growing 170% YoY. Share of subscription revenue to total revenue increased from 28% in FY23 to 40% in FY24.

# Market-wise Revenue – A&M

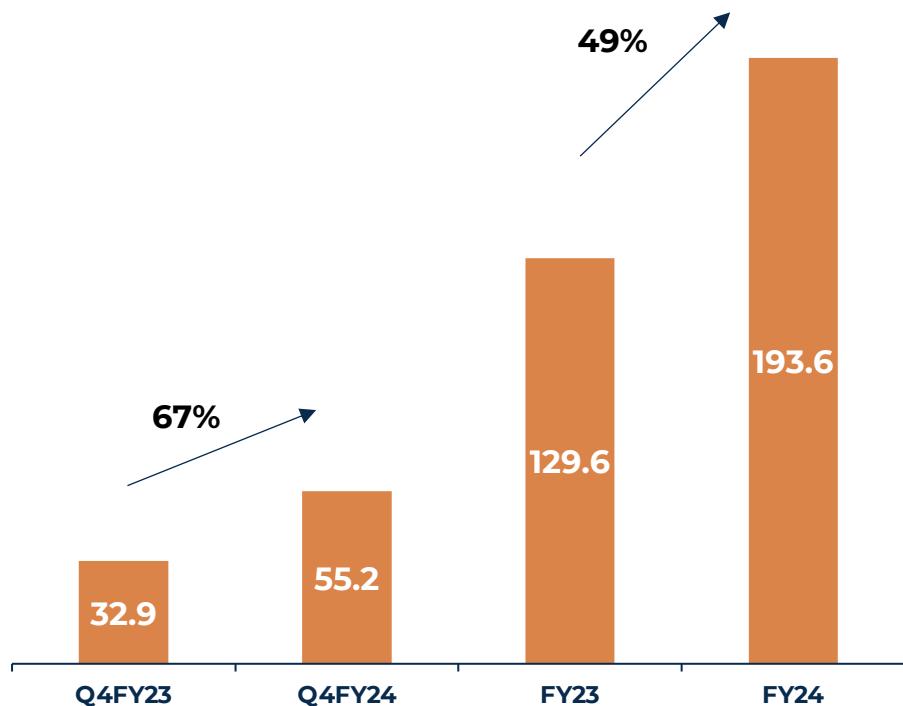
## MARKET SEGMENT – A&M<sup>1</sup>



- A&M (Automotive & Mobility Tech) business continues to grow steadily at 23% during FY24 on a YoY basis and 31% in Q4FY24 vs Q4FY23.
- **2.5+ million new vehicles** (4-wheelers, 2-wheelers and CVs, across ICE and EV segments), went built-in with MapmyIndia Mappls in FY24, **up 32% from 1.9+ million during FY23**. This was significantly higher than the Industry volume of new vehicles growth rate of 12.5% during FY24.
- Some key wins during the quarter:
  - Hyundai Auto OEM – Order value of Rs 400 Crs won to be consumer over 5 years for licensing of Map & Connected Services Contents including Real Time & Predictive Traffic, Mobile SDK, Online Search and Call Centre Maps, for Embedded Connected Navigation & Connected Car Services of Hyundai and Kia Cars OEM Business in India
  - Go-live of EV Bus management solutions for an Indian Bus OEM
  - Major wins include:
    - Large 4 wheeler OEM win for ADAS maps,
    - Large Indian Auto OEM win for navigation across ICE and EV vehicled
  - Major mobility wins include:
    - IoT solution for the fleet of a Large Mining company,
    - Large Metals company for video telematics solution for their fleet
    - Multiple school bus tracking systems across multiple cities

# Market-wise Revenue – C&E

## MARKET SEGMENT – C & E<sup>1</sup>



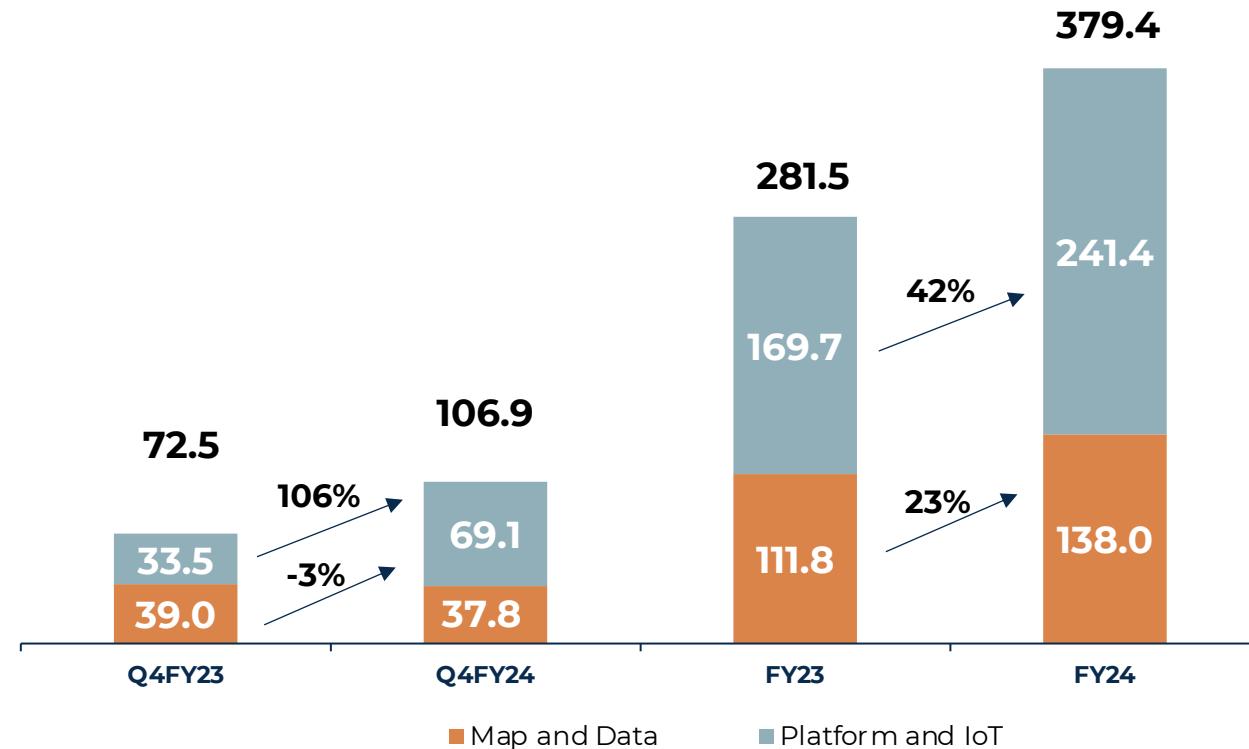
- C&E (Consumer Tech & Enterprise Digital Transformation) business saw an **increase of 67% in Q4FY24 vs Q4FY23**, based on onboarding new customers and upselling to existing customers. Growth remains strong at **49% on YoY basis for FY24** as well.
- Some key wins during the quarter:
  - Large electronics company implemented our workforce automation solutions for their service teams
  - Large D2C wearables company implemented navigation on their watches
  - Large paints manufacturing companies implemented territory planning and sales analytics using our software tools
  - Large QSR company implemented our IoT with temperature monitoring for their food movement from warehouse to stores pan-India
  - FMCG major went live with our field force automation tools for their sales force and analytical tools for sales analytics
  - E-comm major went live on their app with our APIs
  - Multiple fin-tech companies went live with APIs on their website and app
  - Won Municipal corporation in western region – property tax assessment system along with drone-based digital twin mapping
  - Won Large North Indian State Police Emergency Response System business which incorporated maps, navigation, geospatial software, IoT devices and IoT SaaS

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

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

## PRODUCT SEGMENT

(INR Crores)

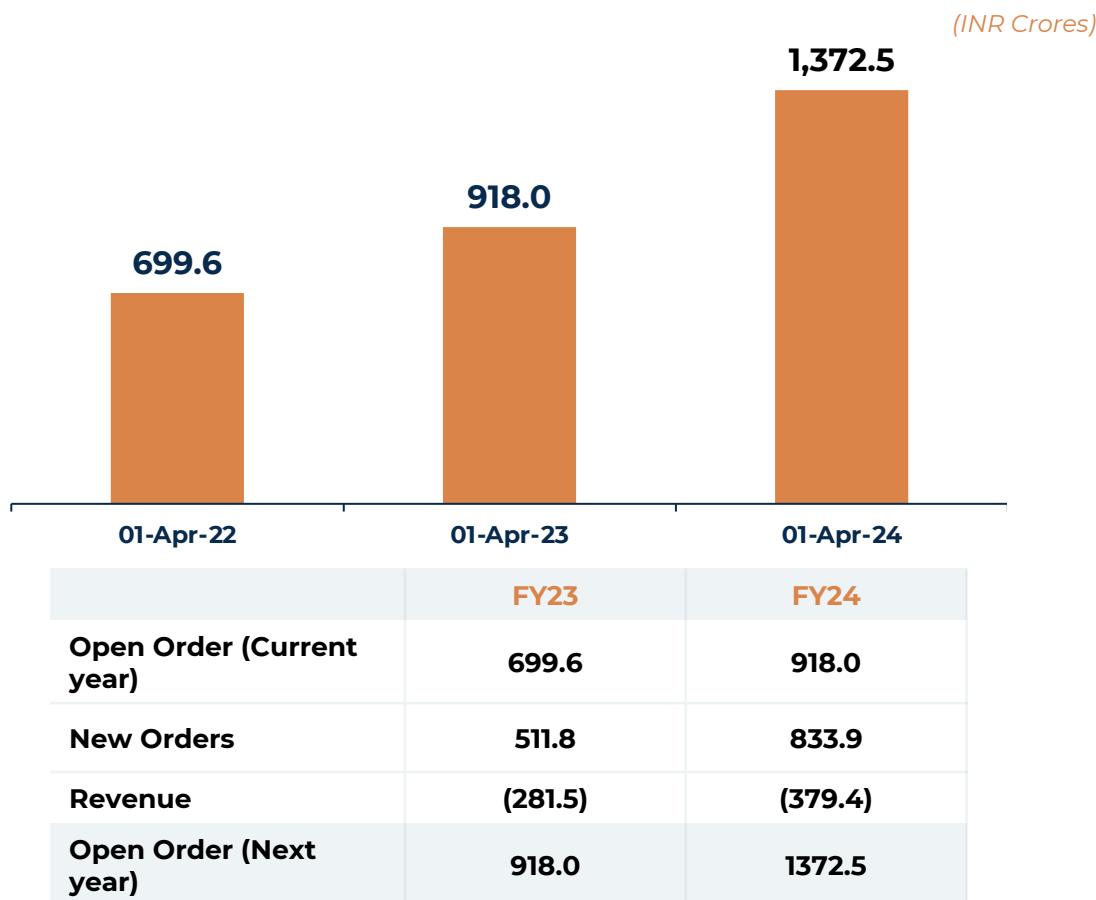


- On YoY basis, Map and Data revenue grew 23% in FY24 and Platform and IoT revenue grew 42% in FY24. Investments & adoption across both product segments continue.

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

# Order Book

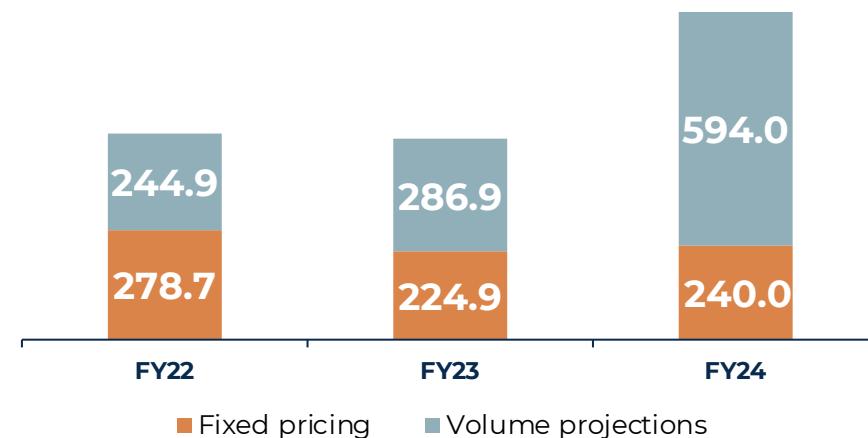
## OPEN ORDER BOOK



## PERFORMANCE UPDATE

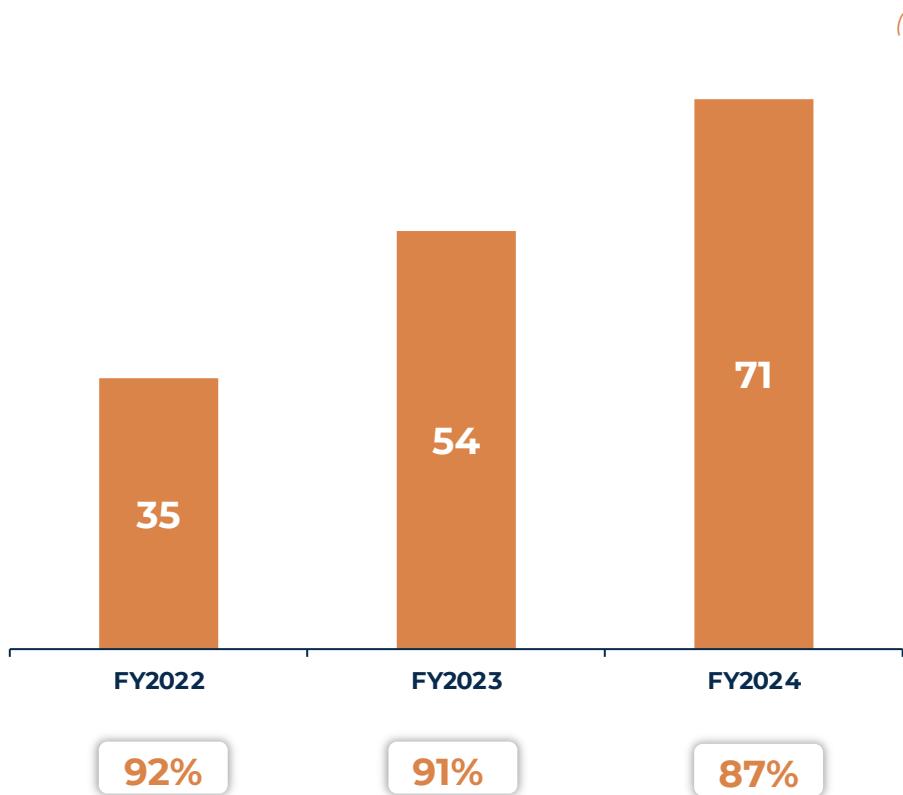
- Open Order Book has grown 49% to Rs 1364 Cr based on Rs 825 Cr of Annual New Order Bookings in FY24, with momentum across both A&M and C&E market segments, due to continued adoption & expansion of use cases, as well as up-selling and cross-selling to new and existing customers.
- More volume based orders were booked during the year driven primarily by Automotive orders.
- Historically the Open Order Book to Revenue conversion ratio has been 3-5 years.

## ANNUAL NEW ORDERS - BREAKUP



# Customers

**CUSTOMERS CONTRIBUTING  
80% OF REVENUE**



**CUSTOMERS SERVICED**

**2300+**

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

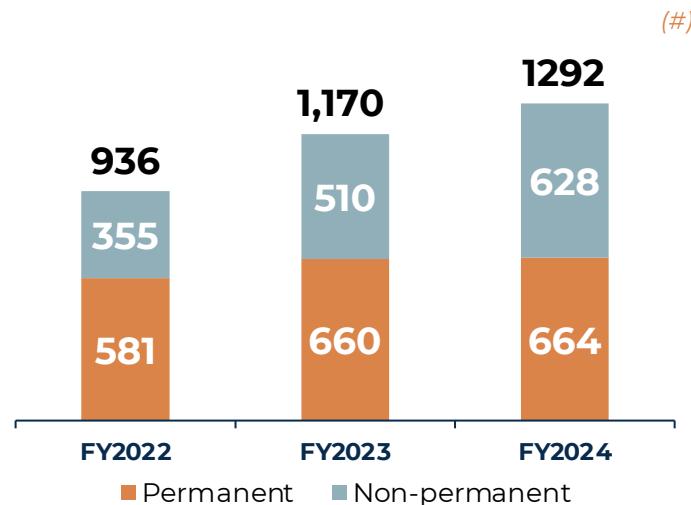
**880+**

**Customers** on MaaS, SaaS & PaaS platform in FY24, **growing** from 850+ in FY23.

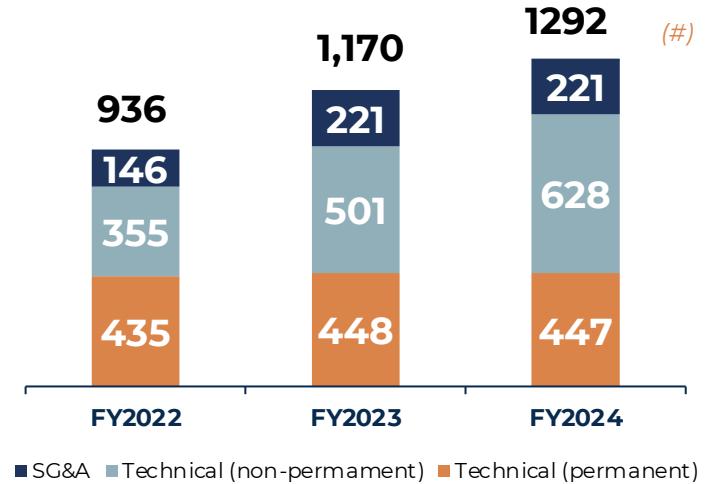
- Customer growth, diversification and de-concentration, as well as retention, continues to trend healthily
- Number of corporate customers contributing meaningfully grew from 100+ to 130+ year on year
- Number of government customers grew from 30 to 50 year on year

# Employees

## PERMANENT VS TEMPORARY



## BREAKUP BY FUNCTION



- Out of 668 permanent employees, **30% are ESOP holders**
- Growth in number of employees was 10% for the year. **Attrition was below 10% for the year.**
- We continue to up-skill our existing employees, and also bring in higher skilled technical permanent employees, to evolve with needs of our business.

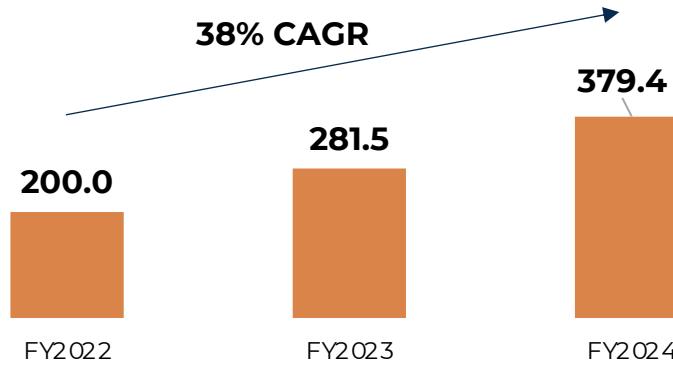
Attrition  
rate

FY22      FY23      FY24  
17.4%    16.9%    9.8%

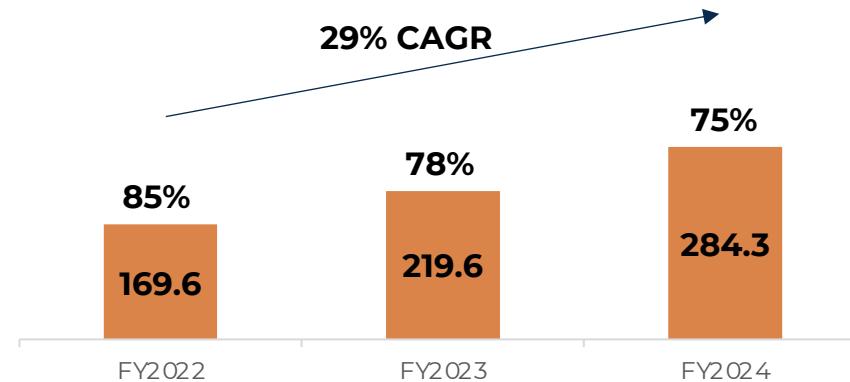
# Consolidated Annual P&L Highlights for Last 3 Years

(All figures in INR Crores)

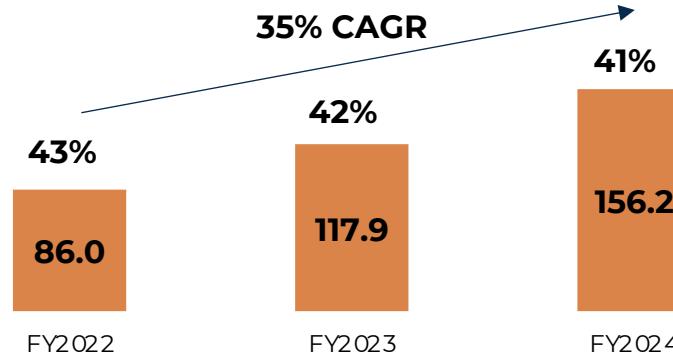
Revenue from Operations



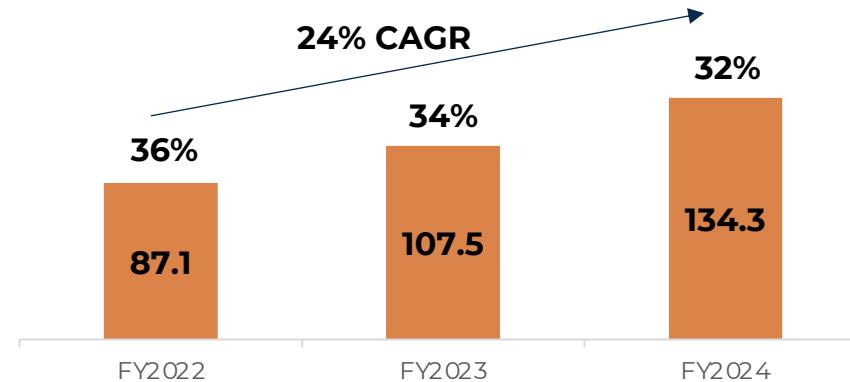
Contribution Profit &amp; Margin



EBITDA &amp; Margin



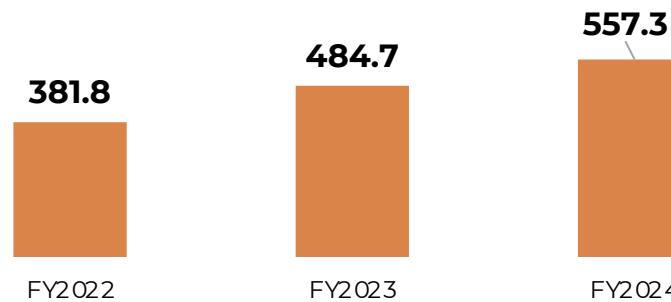
Profit After Tax &amp; Margin



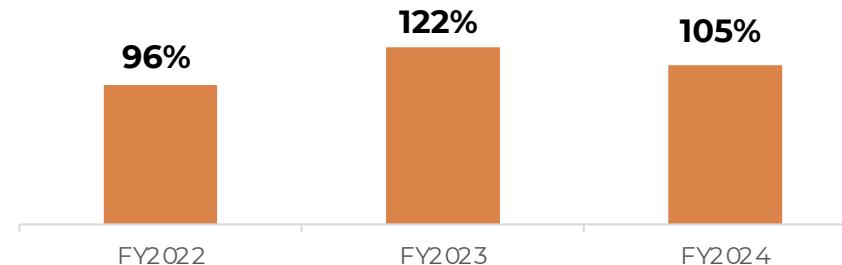
# Consolidated Annual Balance Sheet Highlights for Last 3 Years

(All figures in INR Crores)

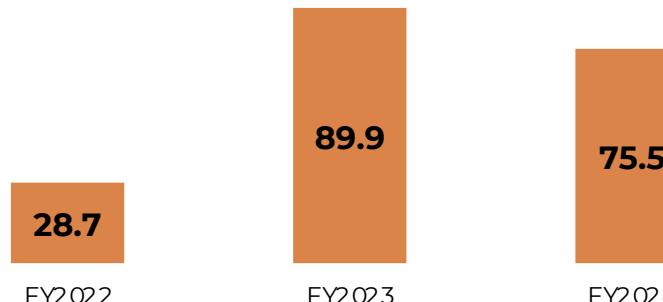
**Cash and Cash Equivalents  
(incl financial instruments)**



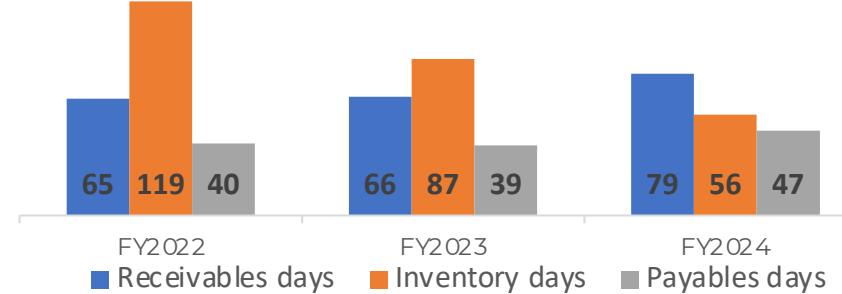
**Return on Capital Employed (ex-cash)**



**Cash from Operating Activities**



**Cash Conversion Cycle**



# Key Investments in FY24

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Date	Name	Overview	Rationale	Consideration
September	Kogo Tech Labs Private Limited	A cutting-edge start-up aiming to build the world's largest travel & hyper-local discovery, recommendations, commerce, social and gamified platform	To build a travel & hyper-local discovery, commerce, social, gamified platform integrated with maps and navigation.	Further acquisition of 18.8% stake on fully diluted basis for Rs. 9 Crore – Had previously taken up a stake of 26.4% for Rs. 10 crore in FY23  Net stake of 40.4%
May	InDrones	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.	Total stake of 20% on fully diluted basis for ~Rs. 7 Crore

# Consolidated Balance Sheet & Cash Flow Statement (Extract)

		(INR Crores)	
Consolidated		FY2023	FY2024
Property, plant & equipment		11.96	19.57
Investments		134.57	238.39
Other non-current assets		82.59	99.69
<b>Total non-current assets</b>		<b>229.12</b>	<b>357.65</b>
Investments		227.87	170.66
Other current assets		213.53	263.63
<b>Total current assets</b>		<b>441.4</b>	<b>434.29</b>
<b>Total assets</b>		<b>670.52</b>	<b>791.94</b>
<b>Equity</b>		<b>542.28</b>	<b>659.71</b>
Lease liabilities		7.35	2.23
Other non-current liabilities		7.54	10.68
<b>Total non-current liabilities</b>		<b>14.89</b>	<b>12.91</b>
Lease liabilities		4.57	5.1
Trade payables		13.09	25.07
<b>Other current liabilities</b>		<b>95.69</b>	<b>89.15</b>
<b>Total current liabilities</b>		<b>113.35</b>	<b>119.32</b>
<b>Total equity and liabilities</b>		<b>670.52</b>	<b>791.94</b>

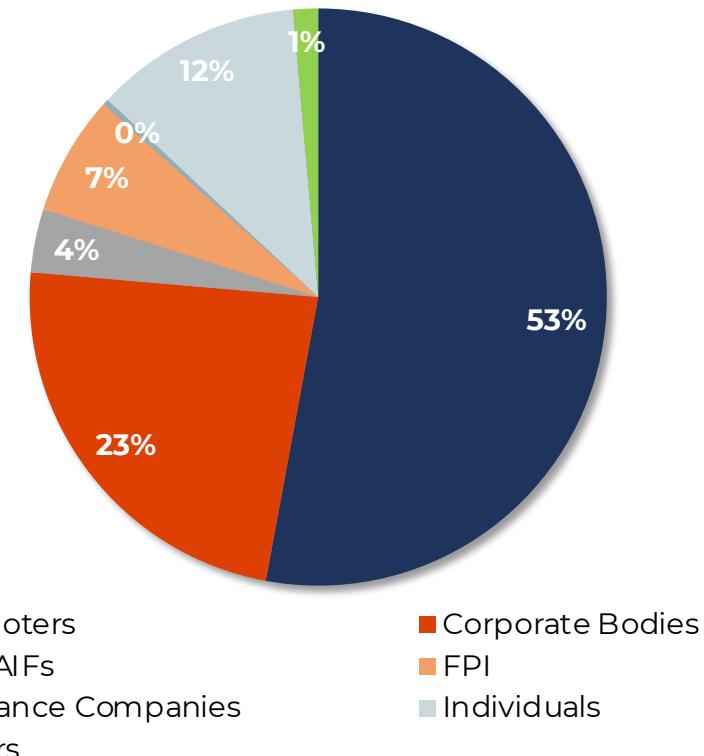
  

		(INR Crores)	
Consolidated		FY2023	FY2024
<b>Cash flow generated from Operating activities</b>			
Profit before tax			<b>139.54</b>
Adjustment for non-cash items and others		-18.48	-14.01
Changes in working capital		11	-50.62
Cash flow generated from operating activities (CFO)		132.07	112.02
Income tax paid		-42.19	-36.5
<b>Net Cash flow generated from Operating activities (A)</b>		<b>89.89</b>	<b>75.52</b>
<b>Cash flows from investing activities</b>			
Investment in financial instruments (net)		-74.15	-58.74
Investment in Fixed Assets		-22.54	-30.41
Gain on investments		33.40	30.41
<b>Net Cash flow used in Investing activities (B)</b>		<b>-63.29</b>	<b>-58.74</b>
<b>Cash flow used in Financing activities</b>			
Loan (ICD) received back		-	2.5
Receipt on issue of shares		0.51	0.5
Proceeds from borrowings, net of repayment		14.32	3.42
Dividends paid (Incl. Corporate Dividend tax)		-	-16.21
Other Cash flow used in Financing activities		-6.51	-9.66
<b>Net Cash flow used in Financing activities (C)</b>		<b>8.32</b>	<b>-19.46</b>
<b>Net increase/ (decrease) in cash and cash equivalents (A+B+C)</b>		<b>34.91</b>	<b>-2.68</b>
<b>Effect of exchange rate changes on cash &amp; cash equivalent</b>		<b>0.61</b>	<b>0.06</b>
<b>Net increase/ (decrease) in cash and cash equivalents</b>		<b>35.52</b>	<b>-2.62</b>
<b>Cash &amp; cash equivalents (opening balance)</b>		<b>40.57</b>	<b>76.09</b>
<b>Net increase/decrease (A + B + C),</b>		<b>35.52</b>	<b>-2.62</b>
<b>Cash &amp; cash equivalents (closing balance)</b>		<b>76.09</b>	<b>73.47</b>

# Shareholding Pattern

## Key Non-Promoter Shareholders

	% Holding
Phonepe Private Limited	18.9%
Zenrin Co. Ltd	3.7%
Tata Mutual Fund – Tata Small Cap Fund	1.5%
Arisaig Asia Fund Limited	0.9%
Aberdeen Standard Asia Focus Plc	0.8%
Kuwait Investment Authority Fund F239	0.7%
Mobius Investment Trust Plc	0.5%





# About MapmyIndia

C.E. INFO SYSTEMS LIMITED

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

# Company Overview

**India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving B2B and B2B2C enterprise customers.**

- **Market leadership** position in navigation and geospatial products and platforms
- **Early mover advantage** in digital mapping
- **Strong IPs** through proprietary and integrated technologies
- **Robust sustainable business model.**

#1

Provider of advanced digital maps and deep-tech in India

**80%**

Volume market share in Automotive OEMs with connected solutions<sup>1</sup>

**40%**

Order Book CAGR over last 3 years

**35%**

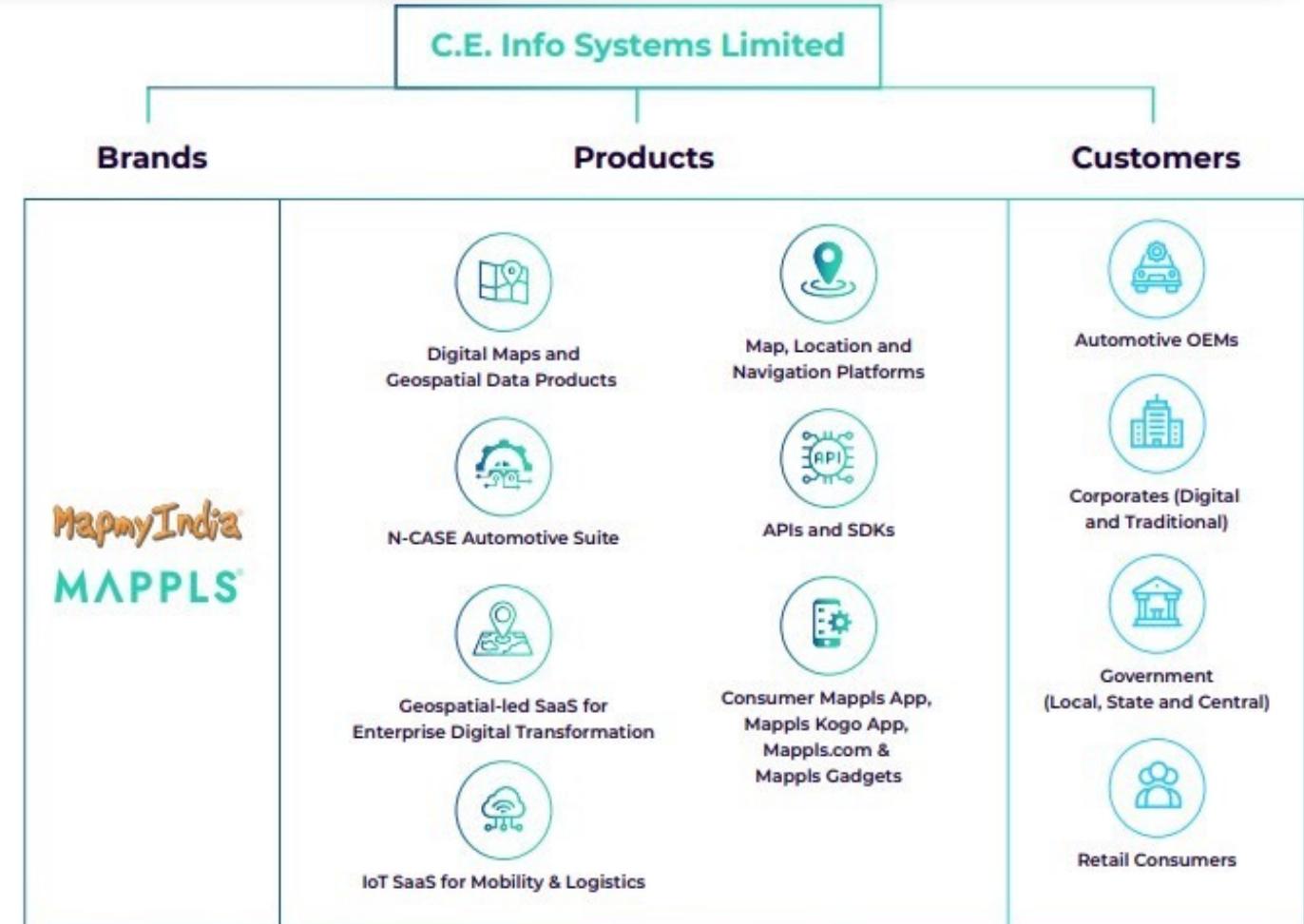
EBITDA CAGR over last 3 years

**880+**

Customers on SaaS, PaaS and Maas platforms (FY23)

**38%**

Revenue CAGR over last 3 years



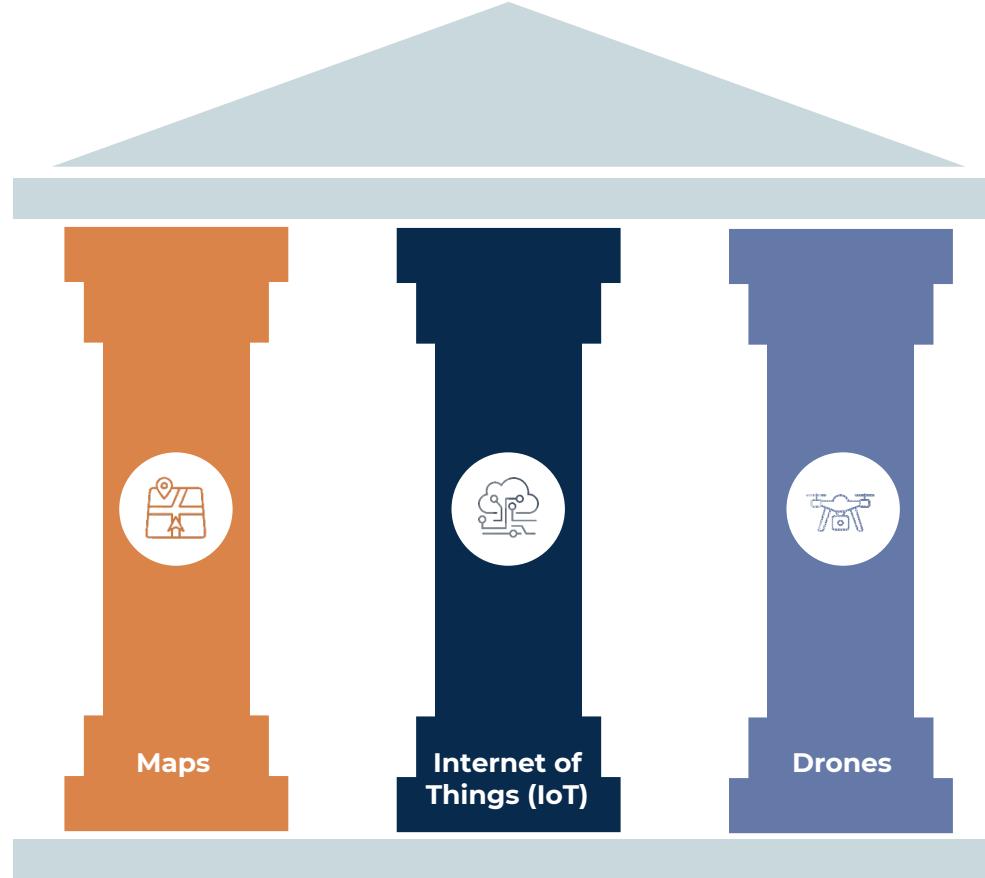
# Our Journey So Far

1995-00	2001-10	2011-16	2017-19	2020-21	2022	2023-24
 Company was founded	 Launched India's first internet mapping platform and portal, MapmyIndia.com (now called Mappls.com)	 Launched IoT (GPS-based telematics) platform	 Built AI-powered 4D HD Digital Map Twin of the Real World	 Launched real-time maps of Covid vaccine centres on Co-WIN	 Company goes public	 Launched Mappls Realview and Metaverse maps
 Built India's digital maps	 Launched pan-India GPS navigation system	 Launched map and location API Platform	 Launched nation-wide unique digital address and location identity system - "eLoc" (now called Mappls Pin)	 Entered MoU <sup>1</sup> with ISRO <sup>2</sup>	 Mappls global platform released with integrated maps of 200+ countries	 Mappls MapmyIndia, becomes No.1 on App Store in India across all categories
 Built transportation, logistics optimisation & workforce automation platforms	 Built N-CASE mobility suite for Digital Vehicle Transformation	 Launched geospatial analytics and GIS platform;	 GoI announces geospatial guidelines	 Acquired and integrated Gtropy Systems Pvt. Ltd. to expand IoT business		

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

# Built on Three Pillars of Technology

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## Pioneers in digital mapping and have covered...

<b>6.6Mn</b> kms of roads <sup>1</sup>	<b>99%+</b> of India's road network <sup>1</sup>	<b>7.9K+</b> Towns <sup>1</sup>	<b>637K+</b> Villages <sup>1</sup>
<b>28Mn</b> places of interest <sup>1,2</sup>	<b>19.75 Mn</b> house or building addresses <sup>1</sup>	<b>550Mn+</b> geo referenced photos, videos & 360° panoramas <sup>1</sup>	

## Leveraging IoT through the acquisition of Gtropy

<b>76%</b> Invested in Gtropy Systems	<i>Offering IoT-based solutions to enterprises &amp; consumers.</i>
<b>0.5Mn</b> IoT devices have been sold/rented <sup>1</sup>	<i>These devices are further enhancing the quality of maps by providing real time traffic updates and other insights..</i>

## Drones: Currently at a nascent stage

<b>20%</b> Invested in Indrones Solutions	<i>Plan to offer drone-based solutions and broaden our addressable market.</i>
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Note: 1) As of March 31, 2023; 2) Places of interest - Across many categories such as restaurants, retail shops, malls, ATMs, hotels, police stations, petrol pumps, electric vehicle charging stations etc.

# Product and Platform Company

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”)**.

## M a a S



Digital Map & Geospatial Data Products

## S a a S



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

## P a a S



Developer APIs & SDKs

Offering **customized solutions** through our brand, Mappls (earlier called MapmyIndia)

**MAPP<sup>L</sup>S**

# Deep Tech Offerings

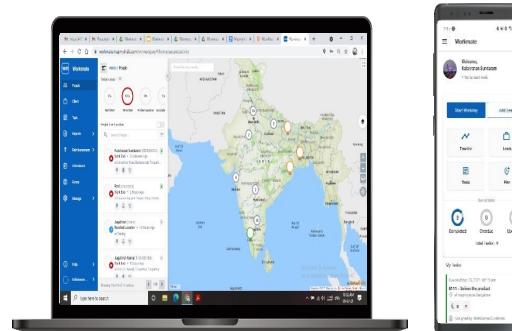
## InTouch

IoT Powered software that allows near real-time vehicle and asset tracking and **fleet, transport, and logistics management**



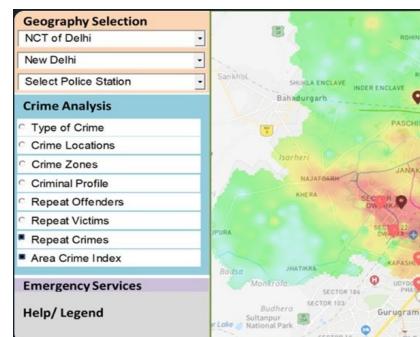
## Workmate

Enables workforce and **workflow management**, monitoring, and automation capabilities



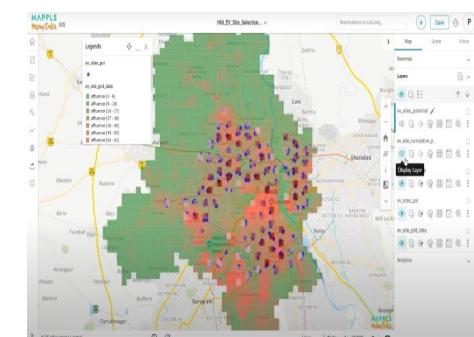
## Insight & mGIS

**Geo-analytics offerings solutions** - Processing geospatial data to help our customers across industries analyse their respective markets and develop predictive real time models



## Locate

**Advanced fleet management solution** designed to enhance fleet's operational efficiency and management - **real-time vehicle monitoring**, historical movement tracking, live map rendering and more



# Our Customers & Revenue Model

We are India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving **B2B and B2B2C enterprise customers**. We categorize them to two market segments - **Automotive & Mobility Tech (A&M)** and **Consumer Tech and Enterprise Digital Transformation (C&E)**.



Market Segment A&M constitutes Auto OEM and some parts of Mobility, while C&E constitutes Corporates, Government and balance parts of Mobility.

# Ever Expanding Use Cases



## AUTOMOTIVE

- Embedded Connection Navigation
- EV Range Calculation
- Intelligent Speed Assistance



## 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
- Credit assessment



## RETAIL & QSR

- Better site selection
- 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

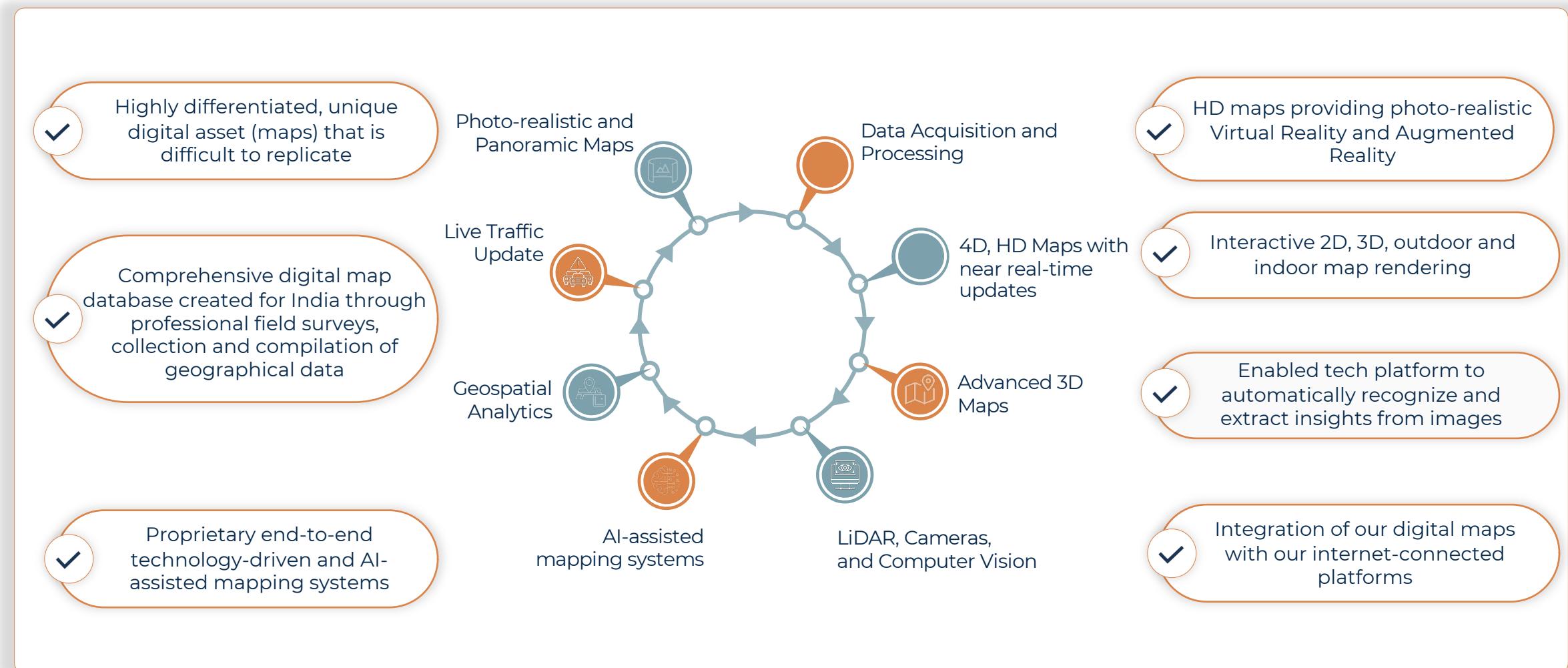
# Our Right to Win

MapmyIndia  
MAPPLS

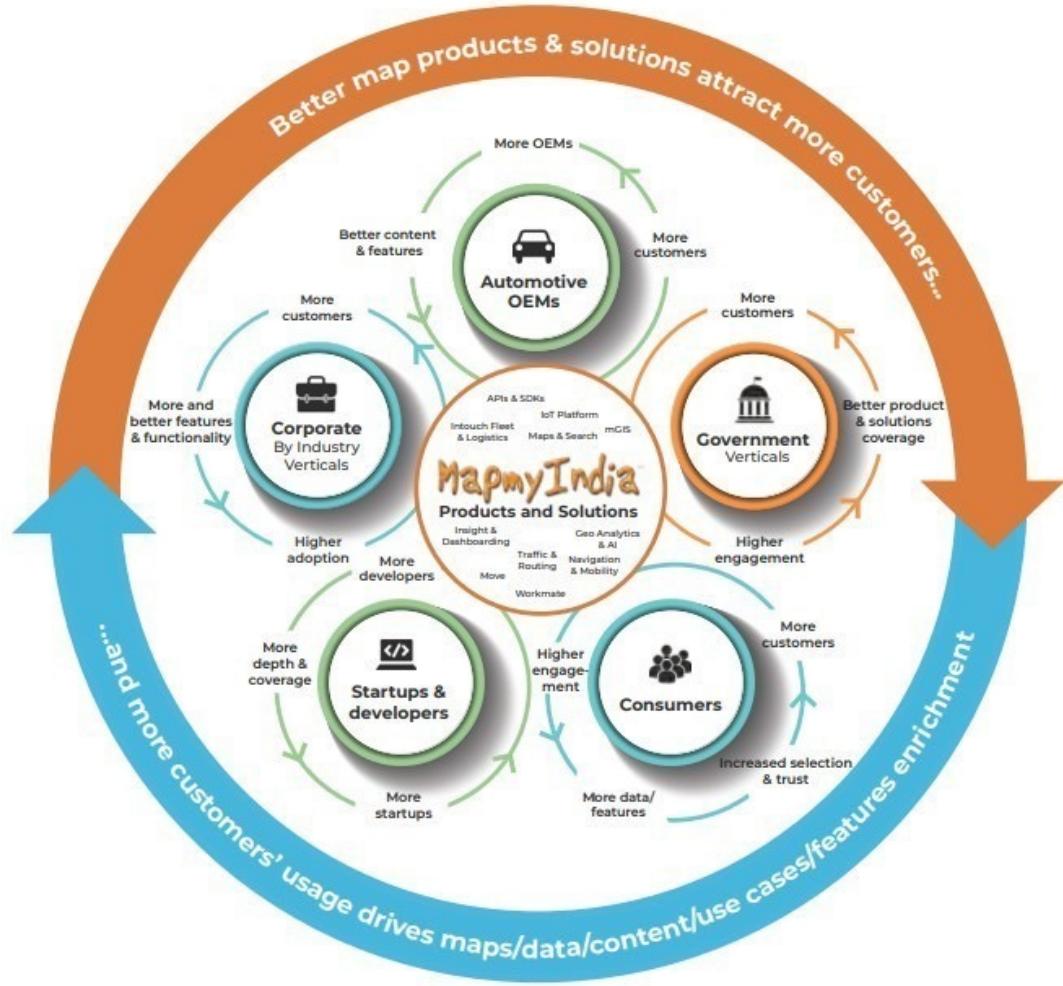
C.E. INFO SYSTEMS LIMITED

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

# Developed High Quality Maps through Proprietary Technology



# Network Effect creates Strong Entry Barriers



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

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

*State-of-the-art products & platforms built on high quality, updated maps (proprietary technology & network effect)*

+

*Offer customized business solutions*

=

***MapmyIndia, a preferred choice for customers***

# Founding Team

## 01 LEADERSHIP TEAM



**Rakesh Verma**  
CO-FOUNDER, CMD

**50+ years of experience**

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



**Rashmi Verma**  
CO-FOUNDER, CTO

**44+ years of experience**

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



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

**20+ years of experience**

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

# Experienced Professional Management Team

## 02 MANAGEMENT TEAM



**Sapna Ahuja**  
CHIEF OPERATING OFFICER,  
AUTOMOTIVE BUSINESS

Total experience 21+ years,  
20+ years with MapmyIndia  
BSc, Computer Science (DU); MSc,  
Applied Operations Research (DU)



**Anuj Jain**  
CHIEF FINANCIAL OFFICER

Total experience 18+ years,  
13+ years with MapmyIndia  
BCom, University of Rajasthan;  
Chartered Accountant; Company  
Secretary; Cost and Management  
Accountant



**Nikhil Kumar**  
PRESIDENT, GEOSPATIAL  
BUSINESS

Total experience 30+ years,  
2+ years with MapmyIndia  
MSc, Electronics (Kurukshetra  
University); Ex-Here Technologies,  
Trimble, ESRI



**Ankeet Bhat**  
CHIEF BUSINESS OFFICER,  
ENTERPRISE BUSINESS

Total experience 13+ years,  
all with MapmyIndia  
BTech, Electronics and  
Instrumentation (Hons), BITS Pilani



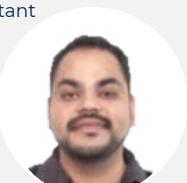
**Shishir Verma**  
CHIEF HR & CORPORATE  
AFFAIRS OFFICER

Total experience 30+ years,  
11+ years with MapmyIndia  
BE from Patna University; Master's  
degree in Systems Development  
from NIIT



**Gino Kim**  
PRESIDENT, APAC BUSINESS, C.E.  
INFO SYSTEMS INTERNATIONAL INC

Total experience 26+ years,  
2+ years with MapmyIndia  
BBA from YONSEI University; Master  
of Policy Studies from KOREA  
University. Ex-Hyundai/Kia



**Rishin Kalra**  
CHIEF PRODUCT OFFICER –  
AUTO TECH

Total experience 18+ years,  
13+ years with MapmyIndia  
BE Computer Science from MDU  
Rohtak



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

Total experience 17+ years,  
2+ years with MapmyIndia  
B.E, Electronics & Comm from MIT,  
Manipal & MBA, IIM Lucknow



**Abhit Kalsotra**  
CTO, GTROPY (IoT BUSINESS)

Total experience 19+ years,  
2+ years with MapmyIndia  
B.E. (Hons) Computer Science (BITS  
Pilani); Ex-Microsoft, Nokia, LG



**Saurabh Somani**  
COMPANY SECRETARY &  
COMPLIANCE OFFICER

Total experience 12+ years,  
3+ years with MapmyIndia  
BCom from Nagpur University; Company  
Secretary and Diploma in Corporate Laws  
from Indian Law School, Pune.

# Market Opportunity



# Total Addressable Market

## AUTOMOTIVE OEMs

Vehicles manufactured during the year (Mn)	FY23	FY28E
<b>Industry Number of vehicles</b>	<b>21</b>	<b>25</b>
- 2W	16	19
- EV	0.8	2.8
- 4W	4	6
- EV	0.05	0.4
- CV	1	1
<b>Industry Map &amp; Tech Attach Rate</b>	<b>11%</b>	<b>25%</b>
<b>Target Market</b>	<b>2</b>	<b>6</b>

Source: SIAM, Vahan, Company estimates

## Rationale

- Currently, industry **attach rate in India is 11%** vs global attach rate of 50-60%
- EV is expected to play a big role in increasing the overall attach rate
- 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

## CORPORATES

Corporates (FY27/28E)	Total Potential Customers	Target Market
<b>Digitally Native</b>	<b>2700</b>	<b>1000</b>
<b>Traditional</b>	<b>2300</b>	

- Digital companies** (like Big tech, Ecommerce, Fintech, Travel tech)
  - Helping **organize** the unorganized economy & creating **new experiences** like UPI, door step delivery, ride hailing, connected devices etc.
  - Location creates the best bridge between the **physical and the digital**.
- Traditional companies** (like Banks, NBFCs, QSR, FMCG)
  - Using location technology in their systems & processes to **become more efficient**
  - Also, using **maps in their customer facing apps** both, mobile and web.

\*As per Frost & Sullivan Industry Report

# Total Addressable Market

## GOVERNMENT

Governments (FY27/28E)	Total Potential Customers	Target Market
Local (Urban Local Bodies)	4500	
State (Departments)	350	
Central (Departments, PSUs, National Schemes)	150	1000

### Rationale

- New Geospatial Guidelines envisage the Indian geospatial market to reach **Rs 1 Lac Crore** by 2030
- New Geospatial Policy is enhancing contribution value of Geospatial Solutions
- Geo adoption in Non-Traditional Sector
- Authorities are showing interest in **Digital Twin (3D & Metaverse)**
- **DraaS (Drones as a Service)** is gaining momentum across sectors

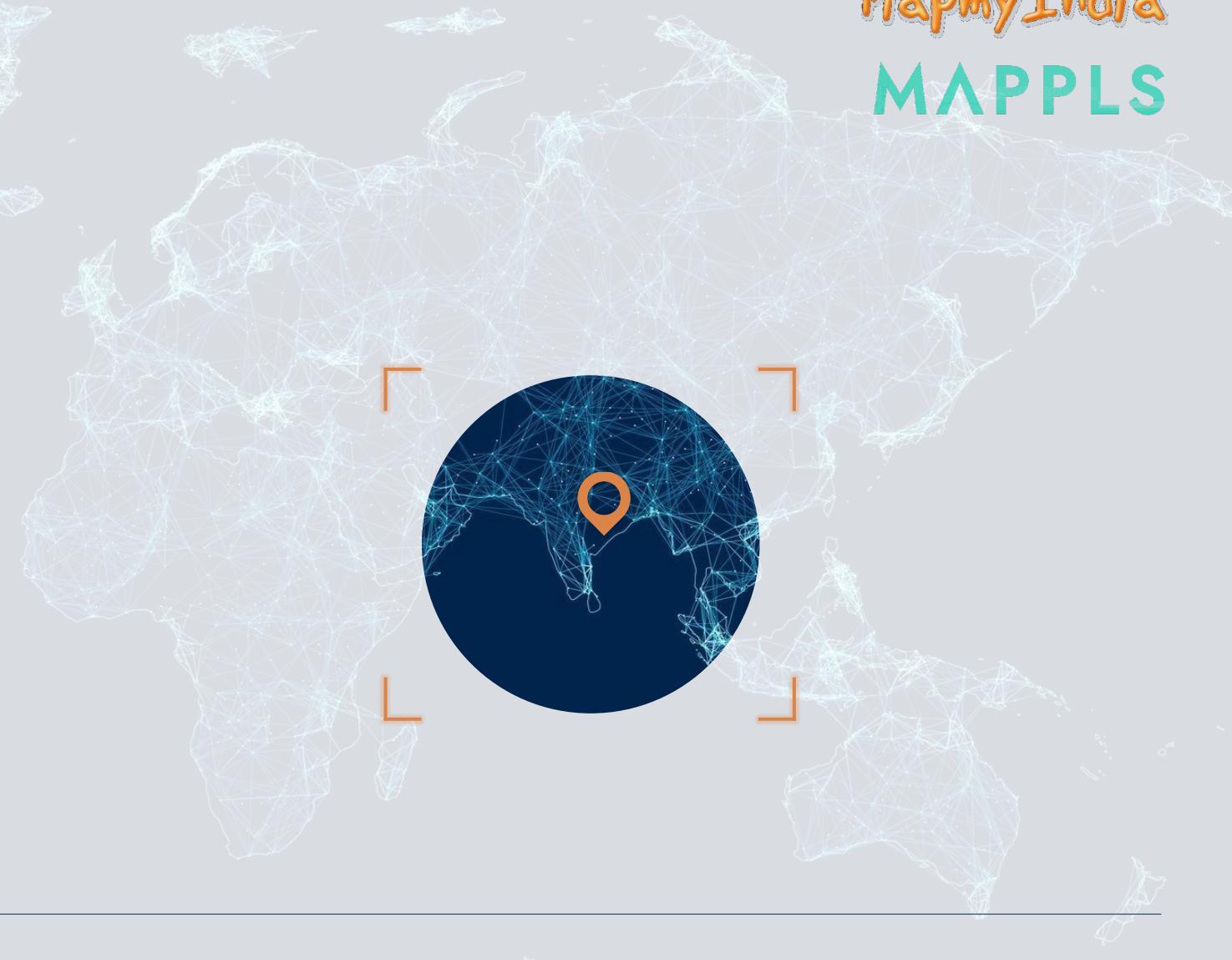
## MOBILITY

Vehicles on Road (FY27/28E)	Total Vehicles (Mn)	Target Market (Mn)
Personal (2W & 4W)	300	8
Goods Mobility	28	12
People Mobility	12	10

### Rationale

- **Increase in data and connectivity** helps in increasing penetration of high-end devices and 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 Electric Vehicles (EVs). Currently, in India, share of EVs in total vehicle sales is around 5% for 2W and <1% for 4W and CV. GoI targets EV sales to be 30% of private cars, 70% for commercial vehicles and 80% for 2W and 3W by 2030.

# Strategic Outlook



# Our Five-Year Plan

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

**Industry Potential in FY27/28**

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
Corporates	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
			<b>Total</b>	<b>8700</b>

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

**MapmyIndia's Targets**

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

# 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 B2C and International markets

- Increase presence in B2C segments through Mappls app and gadgets
- Target international markets using 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

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# Thank You



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