

MapmyIndia Navigator 2.0 now offers new street-level maps for 174 cities

The award-winning GPS navigation device now has detailed maps for 174 Indian cities, up from existing 18 cities; Consumers living and traveling beyond metros can now enjoy benefits of safe and comfortable travel; Existing customers can upgrade to version 2.0 for free

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MapmyIndia today announced a massive addition of detailed maps to its award-winning GPS navigation device, MapmyIndia Navigator. With this release, MapmyIndia Navigator 2.0 now offers an unprecedented and unparalleled coverage of street-level maps for 174 cities, extending its dominance as India's premium GPS navigation product. In comparison, others are offering navigation on phones and devices with limited and basic maps ranging from 6 to 30 cities. This release throws open an entirely new market of Indian consumers living and traveling beyond the metros, who can benefit from the convenience and comforts of full-featured GPS navigation. Existing MapmyIndia Navigator owners can upgrade to version 2.0 for free.

Travel made easy in tier 2 and 3 cities as well

In a country where road signs are often non-existent, traveling and driving can become a frustrating experience. With the MapmyIndia Navigator containing street level maps for 174 cities (*refer to box*), travelers are effortlessly guided to their destination without needing to stop and ask strangers. With over 4,50,000 points of interest available, such as ATMs, restaurants, hotels etc., people can search for nearby places conveniently and get information about that place as well. The sleek satellite-connected device shows you in real-time where you are and in which direction you are headed, besides giving you accurate and detailed turn-by-turn voice and map instructions to your destination. The innovative features and comprehensive map coverage of the MapmyIndia Navigator recently won it the Geospatial Product of the Year 2008.

'With detailed maps of 174 cities now available on MapmyIndia Navigator 2.0, we are reaching out to the large Indian consumer market that lives beyond the major metros. This is a new step not only for MapmyIndia, but also for the GPS navigation industry as a whole, as we introduce more Indian consumers to the concept of safe and comfortable traveling. We remain committed to making available the best maps and navigation products to Indian consumers, today and in the future', says Rakesh Verma, MD, MapmyIndia.

MapmyIndia Navigator 2.0 - Unparalleled Map Coverage

- Navigate in 174 cities with complete details of streets, localities, sub-localities and points of interest
- Travel seamlessly to 1,30,000 towns and villages connected by national and state highways
- Find any place with 4,50,000 points of interest across 52 categories such as restaurants, ATMs, hotels etc.
- Reach 6,40,000 unique destinations across India

Explore your city like never before

- **North:** Delhi NCR (6 cities: New Delhi, Gurgaon, Noida, Greater Noida, Faridabad, Ghaziabad), Punjab (31 cities: Amritsar, Jalandhar, Ludhiana etc.), Chandigarh Metro (3 cities: Chandigarh, Panchkula, Mohali), Haryana (2 cities: Ambala, Rohtak), Rajasthan (10 cities: Jaipur, Jodhpur, Jaisalmer, Mount Abu etc.), Uttar Pradesh (3 cities: Agra, Kanpur, Lucknow), Uttaranchal

(18 cities: Dehradun, Mussoorie, Nainital etc.)

• **West:** Maharashtra (29 cities: Mumbai, Navi Mumbai, Thane, Pune, Nagpur etc.), Gujarat (16 cities: Ahmadabad, Surat, Vadodara etc.), Goa (10 cities: Panaji, Vasco Da Gama, Calangute etc.), Madhya Pradesh (2 cities: Bhopal, Indore)

• **South:** Karnataka (3 cities: Bangalore, Mangalore, Mysore), Tamil Nadu (5 cities: Chennai, Coimbatore, Pondicherry etc.), Andhra Pradesh (3 cities: Hyderabad, Secunderabad, Vishakapatnam etc.), Kerala (26 cities: Kochi, Thiruvananthapuram, Kozhikode etc.)

• **East:** West Bengal (3 cities: Kolkata, Bidhan Nagar, Haora), Bihar (1 city: Patna), Jharkhand (2 cities: Jamshedpur, Ranchi), Orissa (1 city: Bhubhaneshwar)

• Visit www.mapmyindia.com/navigator for full list

Availability and Price

MapmyIndia Navigator is available in over 500 outlets across India, including General Motors car dealerships, car accessory outlets, and consumer electronics retail chains and outlets. It can also be purchased from MapmyIndia directly, either online (www.mapmyindia.com/navigator) or by calling MapmyIndia Customer Care (011-4600 9999, +91 9999 333 223/4). Two hardware models of MapmyIndia Navigator are available: AMAX 06GP5A for Rs 17,990 and Delphi NAV 200 for Rs 20,990. These prices are all inclusive and are a one-time cost only, with no recurring charges to use the product. Entertainment features such as ability to play movies, music and photos are also built-in to the MapmyIndia Navigator, making it the ideal navigation and entertainment companion for everyday and holiday travel.

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About CE Info Systems and MapmyIndia

CE Info Systems (P) Ltd., a New Delhi-based ISO 9001-2000 Company founded in 1992, is India's leader in premium quality digital map data and consumer navigation services. Since 1994, through continuous field surveys and state-of-the-art mapping technology, the company has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust and reliable navigable map dataset for all India. MapmyIndia is driving the Indian navigation industry by providing internet, mobile and in-car navigation products to end consumers directly as well as in partnership with leading international and national players. The company has been providing GIS based enterprise solutions to over 500 leading corporate and government organizations in every vertical. In 2004, MapmyIndia was short listed by NASSCOM as a showcase company for IT innovation in India. Most recently, MapmyIndia's Managing Director was elected by GPS Business News as the "World's GPS Businessman for the year 2007" for driving the navigation industry in India.

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You can also visit www.mapmyindia.com for more information.