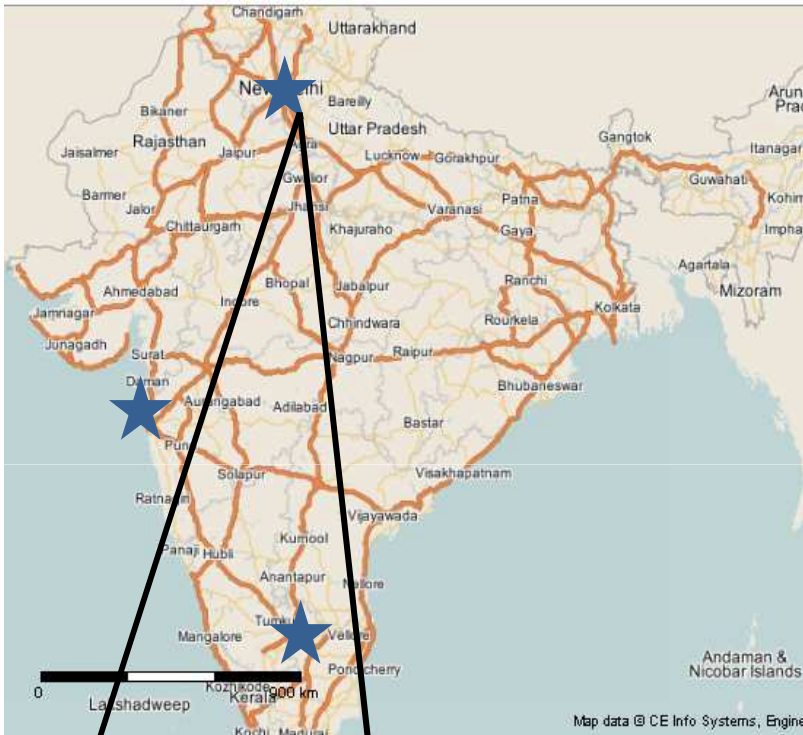


MapmyIndia Maps

Overview for Enterprise Deployment

Date – 23rd January 2013

Brief Overview



- **HQ** - New Delhi
- **Regional HQ** - Mumbai & Bangalore
- Area Sales Offices in 10 cities across India
- **750+** - People strong organization (400 surveyors)
- **IP Ownership** - Largest digital map and data product
- **Awards**



- **Investors**



Japanese Map Data Partners



Inventors of wireless technology

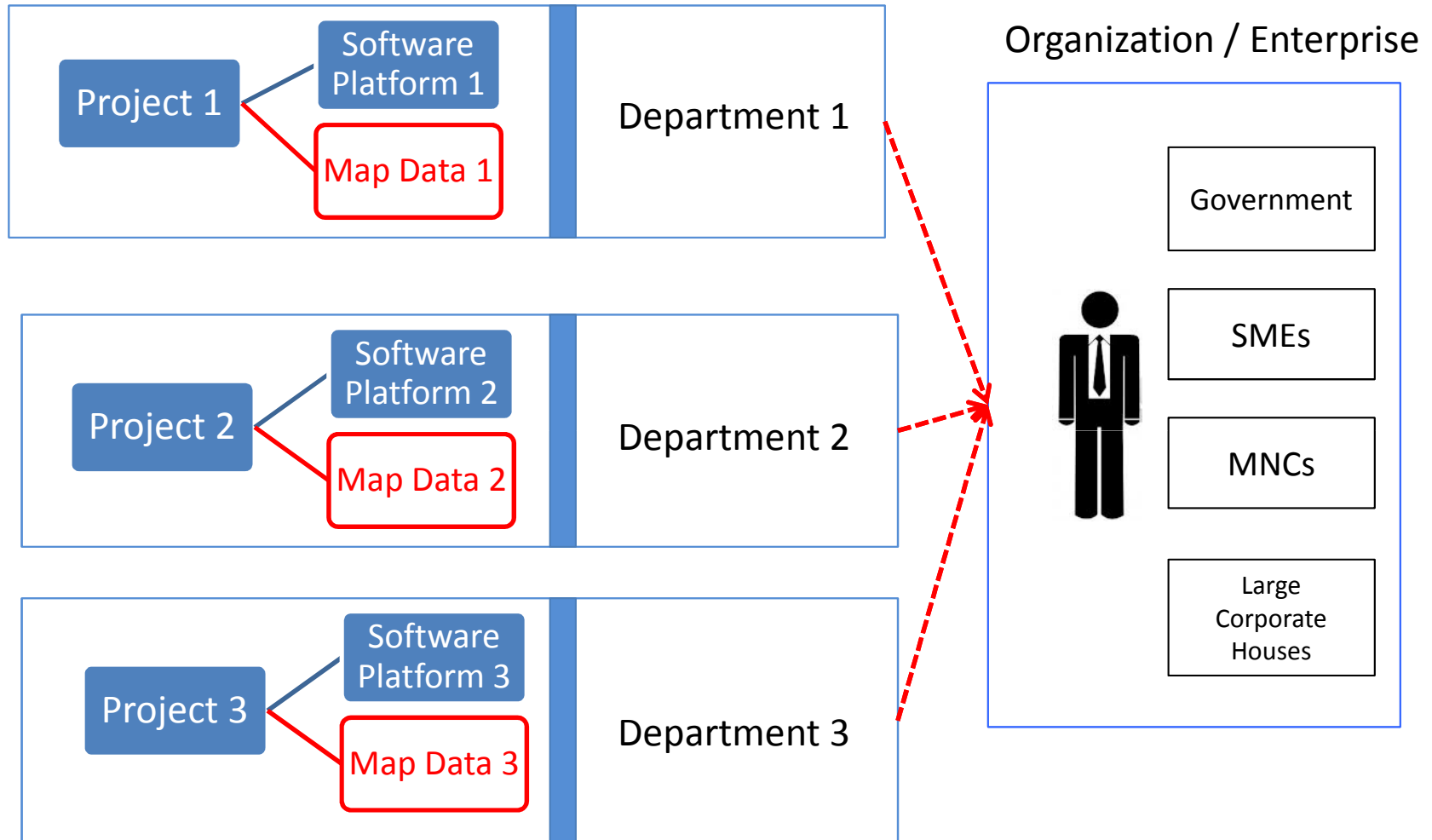


Inventors of Google



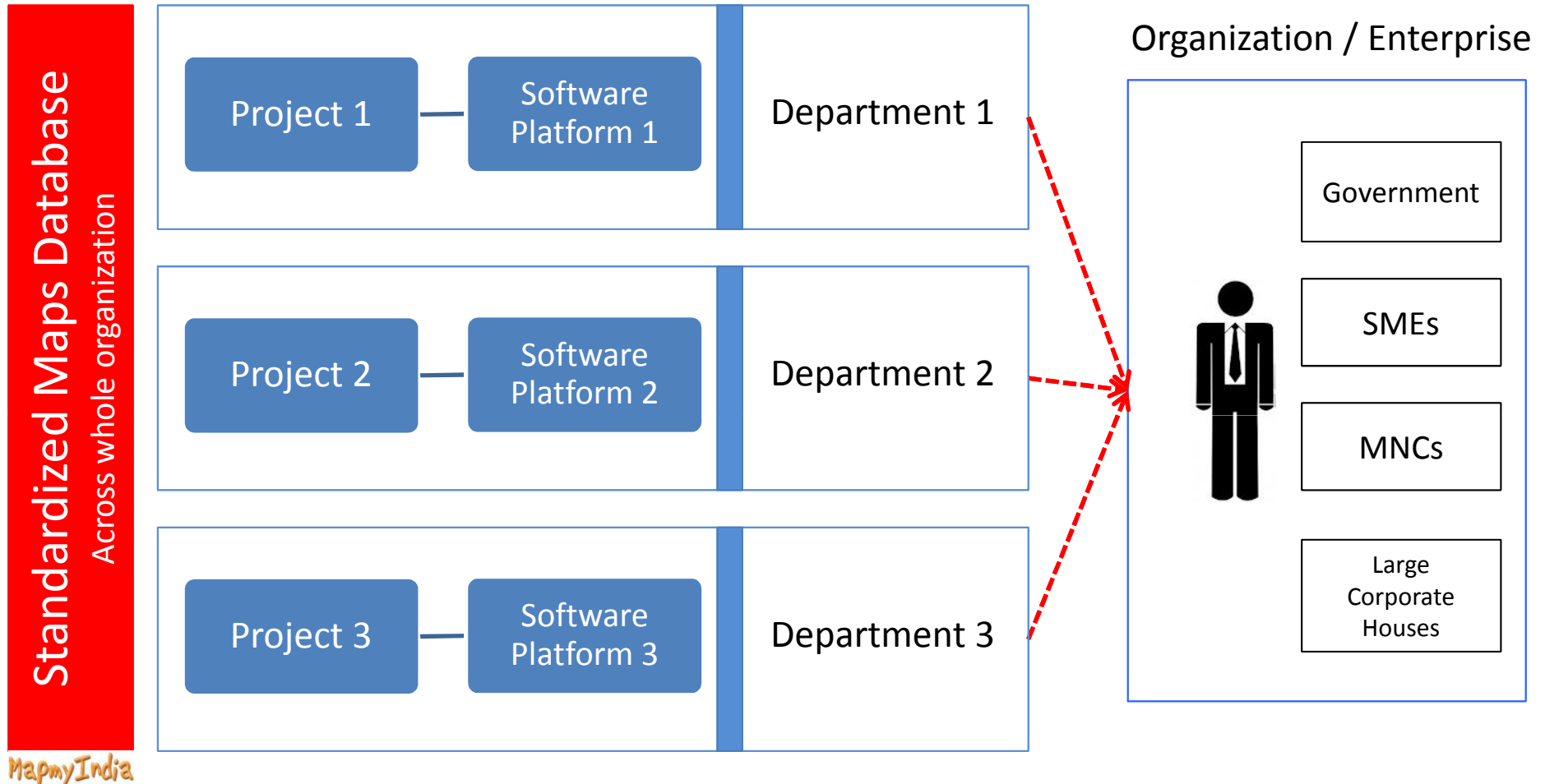
Cleartrip, Baazee, etc.

Traditional / Current Maps Deployment



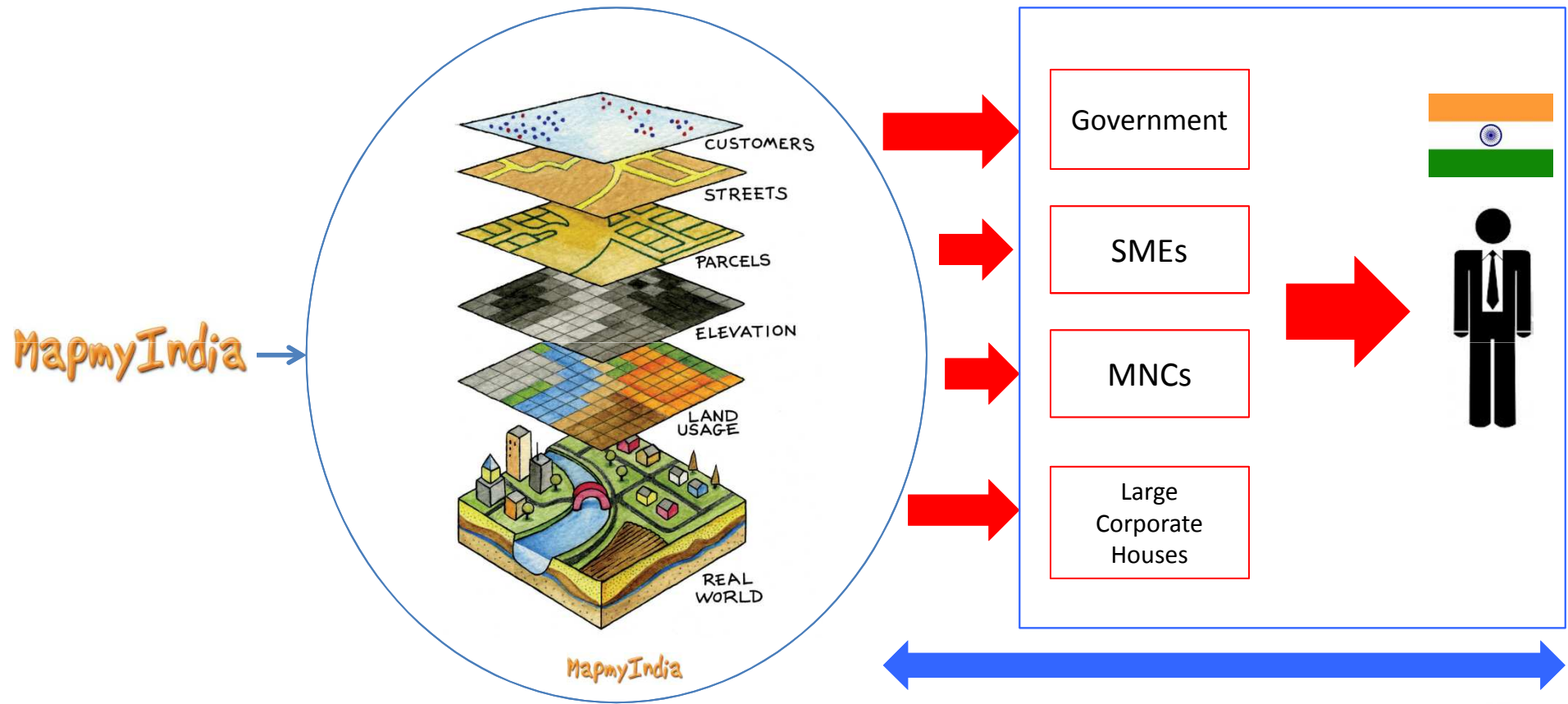
This may be the case in most Enterprises till now, which is a non-standard approach for the organization as a whole

Proposed Maps Deployment



Standardize Maps Across the Enterprise **FOR ALL Internal Departments & Functions**
from Operations to Strategy to Marketing

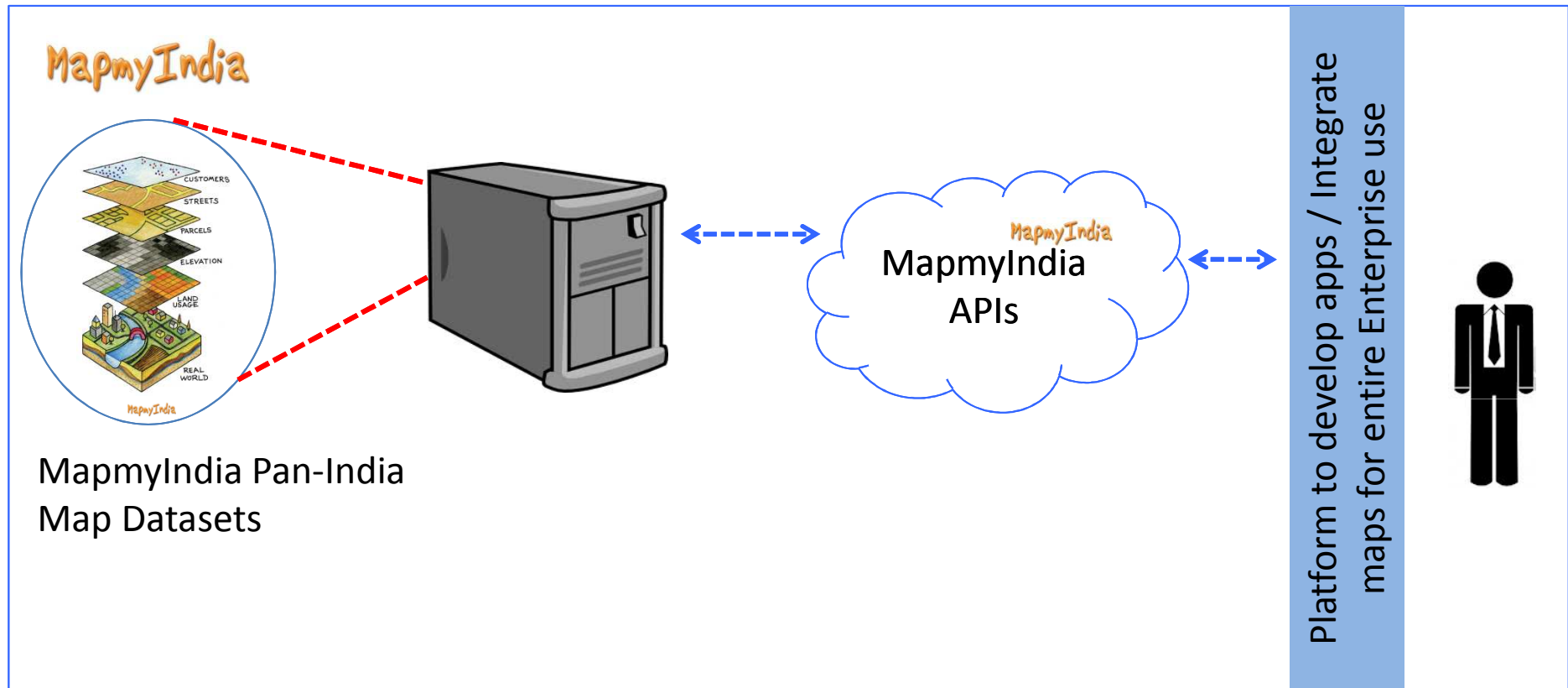
Maps for everyone



How can this be executed

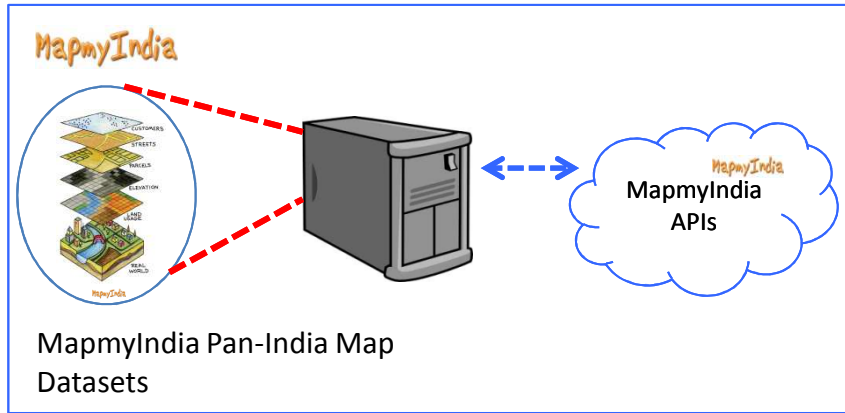


Maps Platform

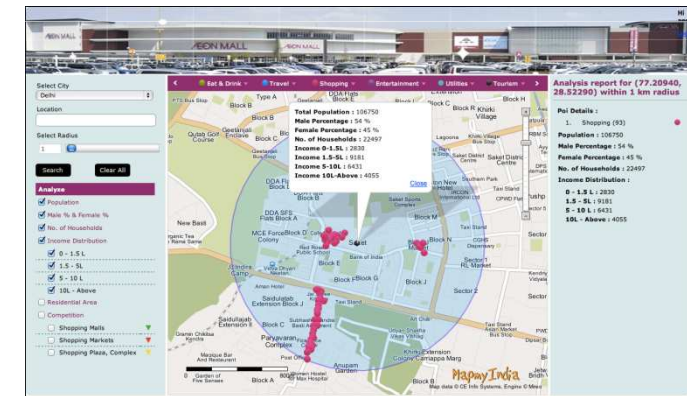
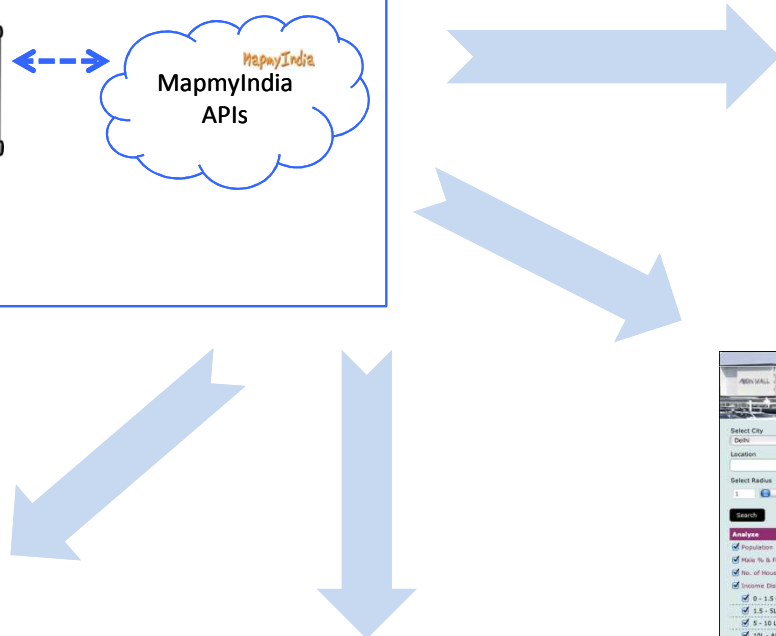


MAPMYINDIA ENTERPRISE MAPS PLATFORM

Maps Deployment



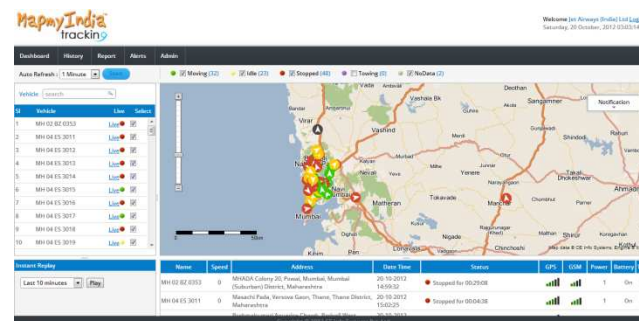
Mobile Apps across all platforms



Web Analytics for Urban & Rural development



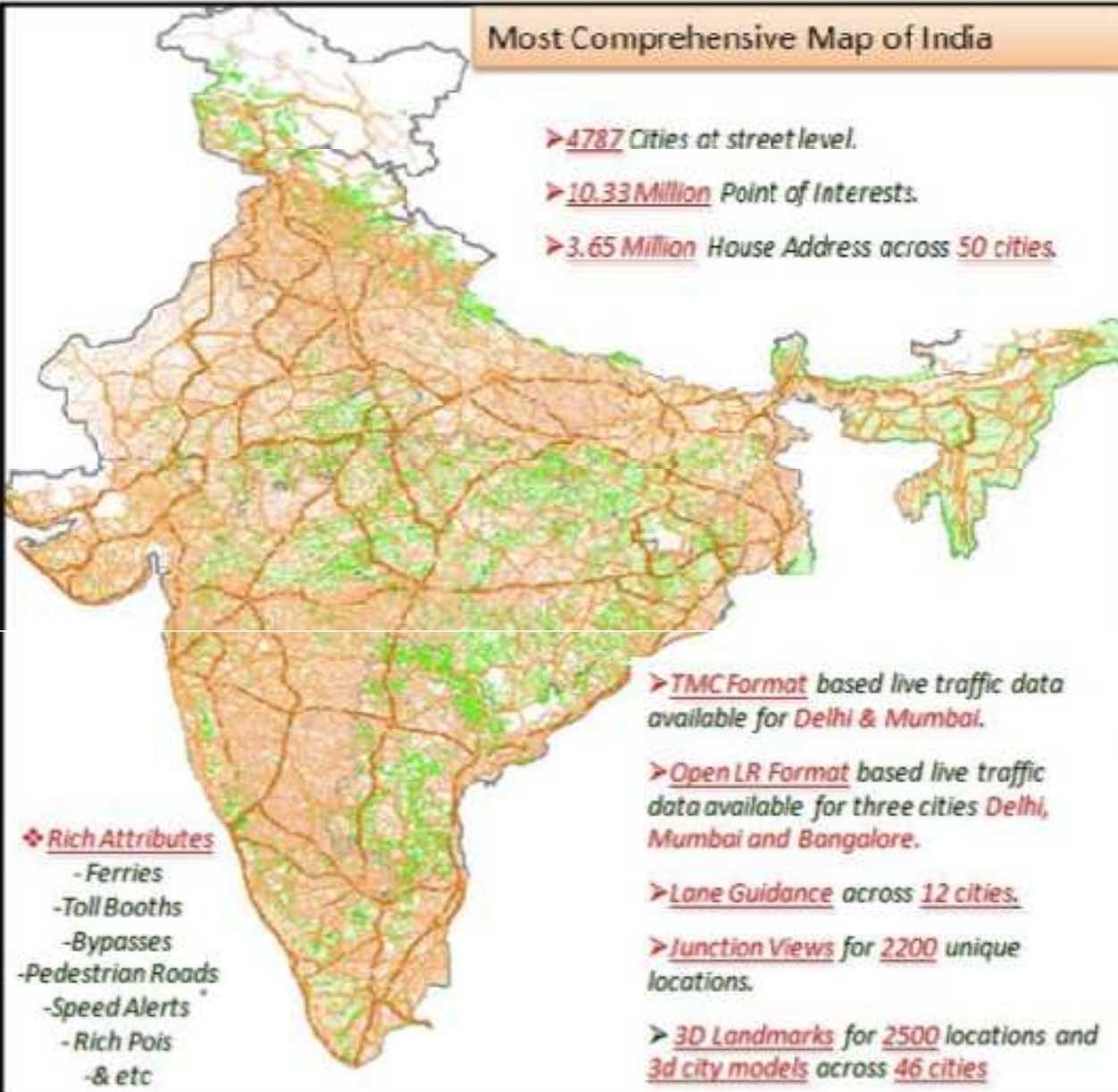
Integrated GPS / GIS



Telematics & Tracking for Fleets / Field personnel

Most Comprehensive Map of India

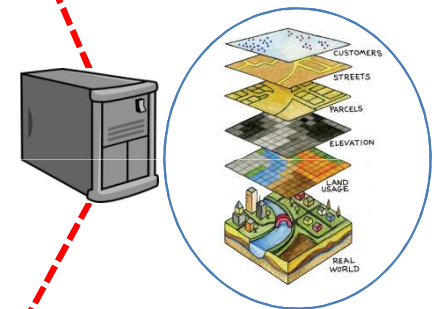
- > 4787 Cities at street level.
- > 10.33 Million Point of Interests.
- > 3.65 Million House Address across 50 cities.



- > TMCFormat based live traffic data available for Delhi & Mumbai.
- > Open LR Format based live traffic data available for three cities Delhi, Mumbai and Bangalore.
- > Lane Guidance across 12 cities.
- > Junction Views for 2200 unique locations.
- > 3D Landmarks for 2500 locations and 3d city models across 46 cities

Rich Attributes

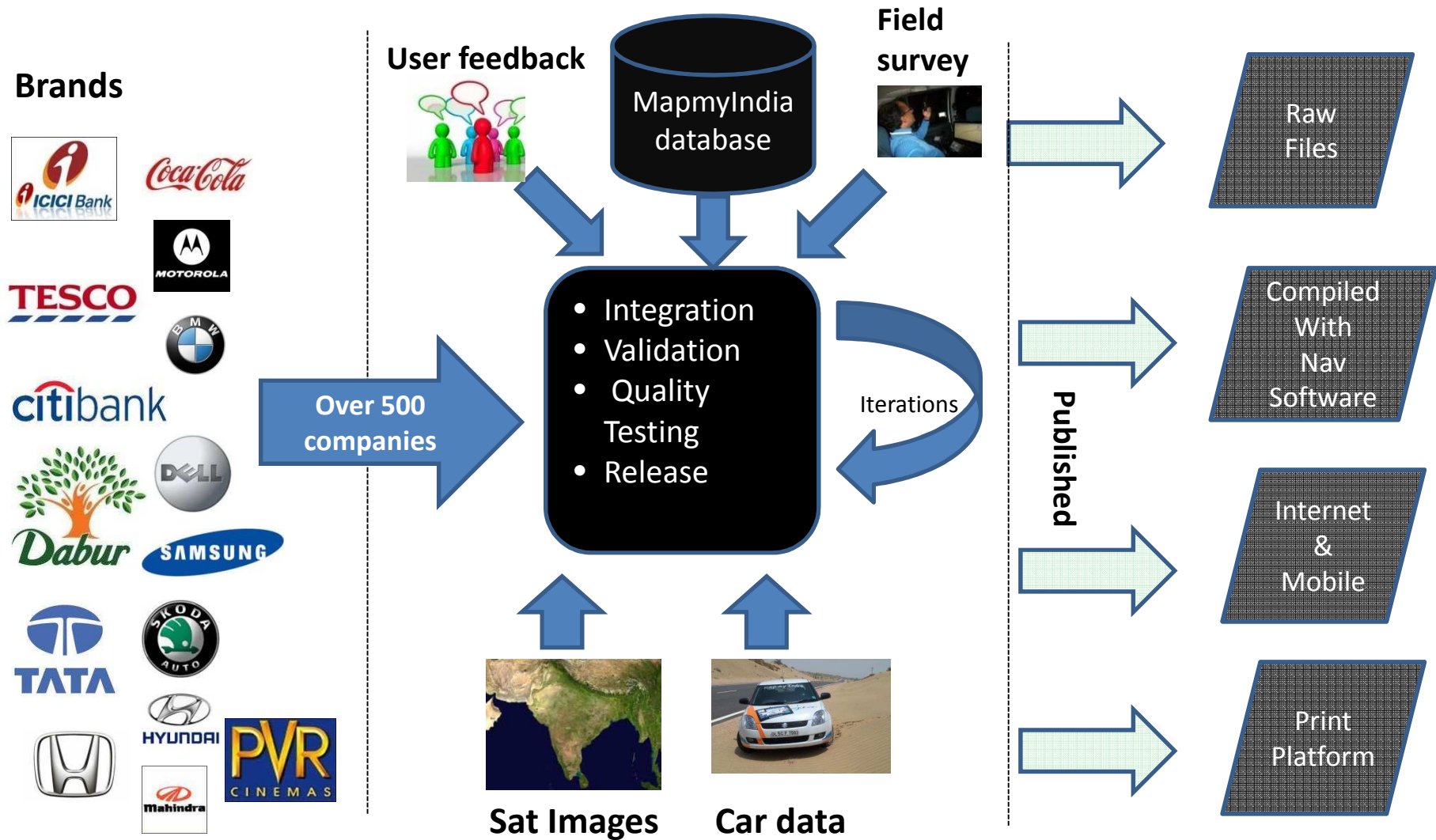
- Ferries
- Toll Booths
- Bypasses
- Pedestrian Roads
- Speed Alerts
- Rich Pois
- & etc



MapmyIndia

All census 2001 & 2011 details mapped
 Income distribution details (area/locality wise) for top 100 cities
 boundaries such as pin-code, locality, sub-locality, ward boundaries

Map making model



Update and release strategy

We commit to two – three updates every year.

Updates

Quarterly updates for top 25 cities

Half yearly updates

- Tier 2 cities (Approx. 100 in number)
- Defined excursions from top 10 major cities
- Major tourist destinations
- Major expressways and highways

Yearly updates for tier 3 cities and remote tourist destinations

Specific updates

- Based on feedbacks and instructions from Map Engineering - maintenance groups (as a result of desk research and feedbacks)
- Updates in focused car markets as per industry and customer feedbacks

Additions

New cities at street level

Points of Interest

Road network at rural & urban level

3D landmarks

What else does our unique DB cover ?

India is different – diversity, growth, address patterns, dialects, culture



Rapid rate of infrastructure development



Unnamed roads



Unstructured address hierarchy



House number nomenclature

Warden Road or
Bulabhai Desai Road?

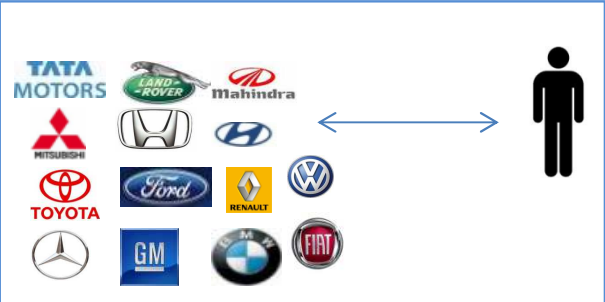
Multiple Names for roads, streets, landmarks,
locality, etc.

Customer Base

Our customers are spread across a spectrum of navigation consumers of aftermarket products, OEM customers, Web & Mobile users, Enterprise customers.



750+ Government & Enterprise Customers across various consumer segments



OEM & OEM Customers



Internet & Mobile Users (>5 million users)



Total MMI Customer Base

Web Apps

Highest deployed maps in the Government & Enterprise world

Vodafone User Interface

Welcome Vodafone User | Logout

Select your State: [Dropdown]
 Select your City: [Dropdown]
 Select your Area: [Dropdown]

OR

Type the name of location, city, circle
 peninsula corporate park, mumb
 Search

Filters:
 Store
 Mini Store
 ADVMS
 3G Coverage
 Excellent
 Very Good
 Good
 Moderate

ICICI Bank Branch Locator

Branch Locator | ATM Locator

Find ICICI Bank Branch

Type the name of the locality / landmark
 Worli, Mumbai, Maharashtra

Show the ICICI Bank branch within
 500 metre radius

Search | Show Advance Search

Places with names similar to the one nearby which you searched for: (Click to select any)

1. Worli To Worli Mumbai, Maharashtra
2. Worli To Worli Mumbai, Maharashtra
3. Worli To Worli Mumbai, Maharashtra
4. Worli Road, Worli, Mumbai, Maharashtra
5. Upper Worli, Mumbai, Maharashtra
6. Worli, Mumbai, Maharashtra
7. Koliwadi, Worli, Mumbai, Maharashtra

Found results for ICICI near Worli, Mumbai, Maharashtra

1. Mumbai - Pochkhhanwala Rd Worli | [Map Location](#)
 Address: ICICI Bank ATM, Sir pochkhanwala Road, Worli | Mumbai/Worli pochkhanwala 400018, Maharashtra
[Get Direction](#)

MapmyIndia MCD Online

powered by MapmyIndia

Search Colony: [Input] SEARCH BAR

View Colony List

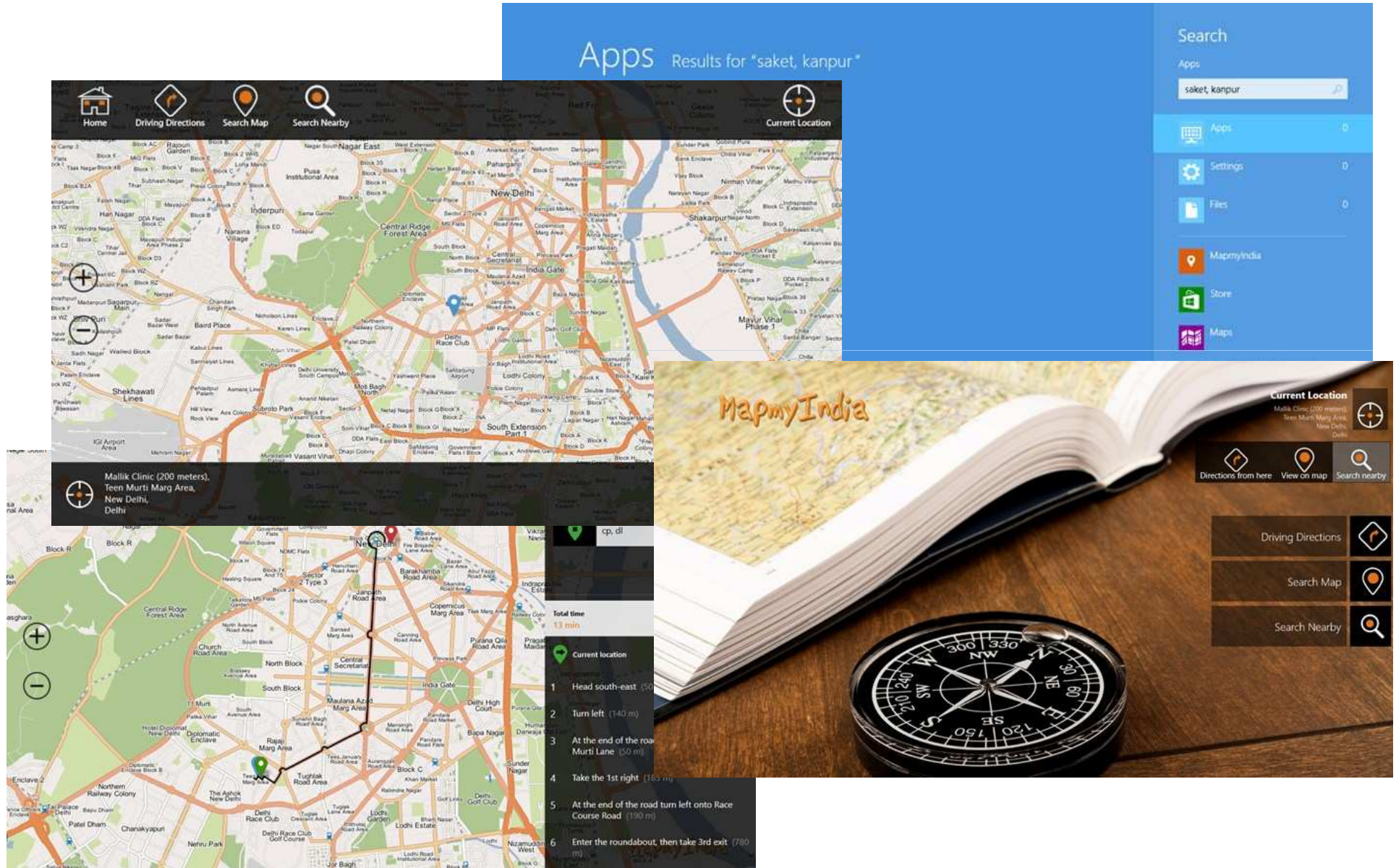
Select search type: Colony [Dropdown]

Ward: Madanpur Khadar
 Colony: Madanpur Khadar Extn (J3 Colony)
 Colony Category: G
 Sub-Colony: Pocket C

No.	Plot Number	Plot Name	Location
1	1232	Unknown	View on Map
2	1351	Unknown	View on Map
3	1132	Unknown	View on Map
4	1233	Unknown	View on Map
5	1114	Unknown	View on Map
6	1109	Unknown	View on Map
7	1128	Unknown	View on Map
8	1189	Unknown	View on Map
9	1154	Unknown	View on Map
10	1115	Unknown	View on Map

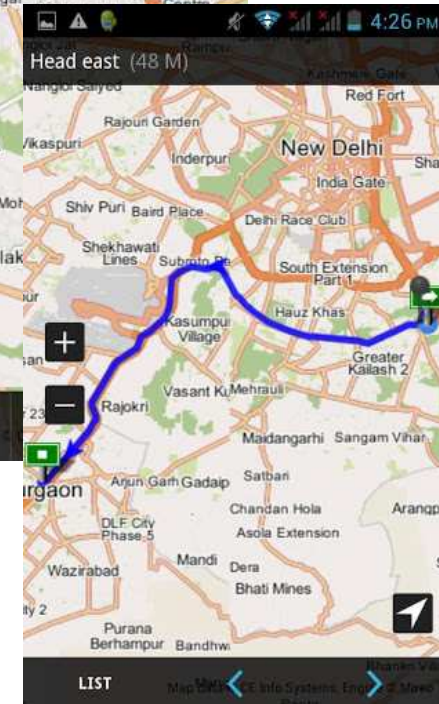
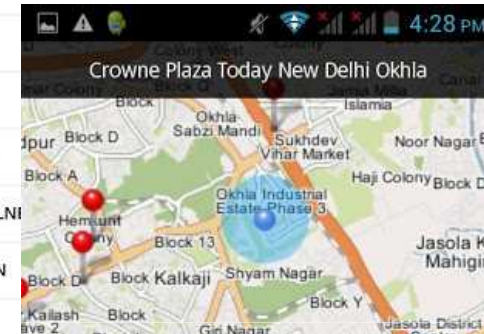
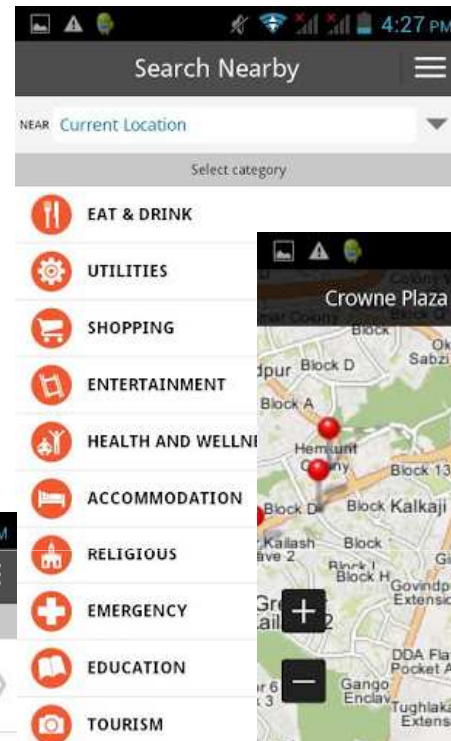
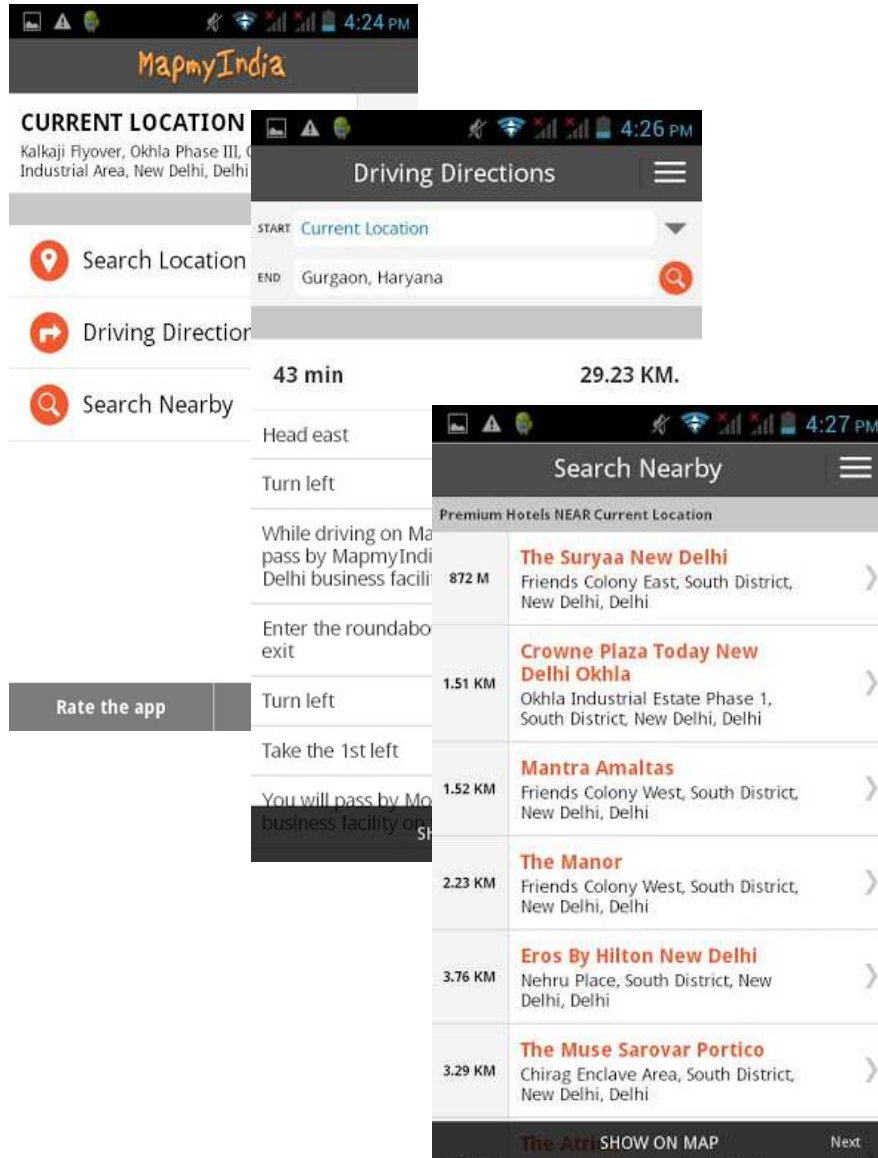
Windows 8

Largest & most highly rated maps app on Windows 8



Android

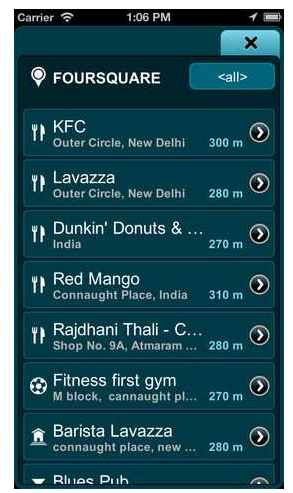
Excellent reviews on Google Play.
Includes advanced house level search & other unique features.



iOS



MapmyIndia Sygic is the largest grossing paid app on the iTunes Store



MapmyIndia Don't Panic