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'MapmyIndia Light': MapmyIndia's new GPS navigator for Generation Next

Sleek, stylish and highly pocketable at just 12.5mm thickness | Easy on the wallet at just Rs. 11,990/- | Glossy white exterior with molded edges for a stylish finish | Continuous navigation time of 2 hours and standby time of 32 hours

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MapmyIndia, India's leading map and GPS navigation services provider, has announced the launch of MapmyIndia LX130 – nicknamed MapmyIndia Light – a sleek new GPS navigation gadget for Generation Next. Priced at Rs. 11,990 (MRP), MapmyIndia Light boasts a high grade glossy white body. It weighs just 122 grams and has a bright 3.5" display screen that allows clear visibility even in sunlight. Just 12.5mm thick, the funky gizmo fits neatly in any pocket and is the perfect traveling companion – in a car or while using public transport. MapmyIndia Light is powered with maps of 401 cities, over 8.3 lakh km of roads connecting 4 lakh towns & villages and takes you to around 10 lakh points of interest like cinema halls, restaurants, petrol pumps etc. A cool neat look, an unmatched sense of security and an assurance that one can never get lost anywhere in India makes this a must-have for young professionals, business travelers and women.

Go where you want to

MapmyIndia Light offers complete freedom...the freedom to travel where one wants to. After encouraging feedback from MapmyIndia users – both frequent travelers and professionals – from all over India, MapmyIndia decided to launch a new version of the popular MapmyIndia Navigator for the youth. The focus was on a sleek and light device that offered the youth the freedom to go where they want to. Now it becomes easier to travel to new places without having to stop frequently to ask for directions or getting lost.

In addition to standard navigation, the MapmyIndia Light also allows users to search for points of interest like hotels, banks, ATMs, tourist places, etc. The MapmyIndia light comes loaded with phone numbers for points of interest as well, so that users can not only navigate to them, but also call ahead and make bookings.

Always in the know: Perfect for business travelers

Loaded with India's most comprehensive map coverage, yet slim enough to fit into the pocket, the MapmyIndia Light is a perfect companion to today's young business traveler. With interesting features like demo display of the proposed route and distance between destinations and the ability to add multiple destinations through the 'via' points features, the MapmyIndia Light helps plan travel and meetings in any of 401 cities in India. Business travelers can also take advantage of the Distance-to-go and Estimated Time of Arrival feature while on the road to dynamically plan their day when on the road.

Travel securely: Ideal for women

The ability to know where you are while traveling at any time of the day or night gives the users of MapmyIndia Light a sense of comfort and security. This makes the device a must-have tech gadget in every woman's handbag. Even while driving a car, MapmyIndia Light can be easily attached to the windscreen and the user can follow the voice-guided instructions to travel to your destination. While using public transport – a cab or an auto – if the driver takes a detour, MapmyIndia Light tells the user where she is and whether she is moving towards her destination. MapmyIndia Light can be used by women anywhere in India, in a big city or in a small town. The seamless coverage also ensures that the GPS Navigator can be used if you travel to a new place anywhere in India.

Says Rakesh Verma, Managing Director, MapmyIndia: "MapmyIndia is known for our premium range of products offering great quality in GPS navigation. Our research showed that there was a strong demand in the market for a device that would be easy to carry and light on the budget, while maintaining MapmyIndia's superior quality navigation features and maps. The MapmyIndia Light offers customers India's best navigation maps and software solution in a form that easily fits in the pocket and in their budget."

Light on the pocket

At Rs. 11,990, MapmyIndia Light has ventured into a brand new market for GPS navigators. Loaded with the most comprehensive and accurate maps of India, MapmyIndia Light is now accessible to those looking for an affordable GPS Navigator. The device is also ideal for students and young professionals, those who travel frequently, officially or for personal reasons.

The MapmyIndia Light is available in major car accessory centers across India. Those interested in learning more about the MapmyIndia light and its availability can call MapmyIndia Customer Care (011-4600 9999, +91 9999 333 223/4). The MapmyIndia Light can be purchased from MapmyIndia directly, either online (navigator.mapmyindia.com) or by calling MapmyIndia Customer Care (011-4600 9999, +91 9999 333 223/4).

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About MapmyIndia

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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