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Press Release

MapmyIndia helps recover stolen truck within 24 hours through real-time, GPS-based vehicle tracking technology

Accurate coordinates beamed out by GPS tracking system in stolen vehicle helps in recovery

New Delhi, September 9, 2010: Mr. ABC, a businessman from Dimapur, Nagaland, is proud of his decision to use MapmyIndia's GIS VT1 Vehicle Tracking System in his fleet of trucks. Last week, one of his new trucks was stolen and he knew what he had to do. He sought the help of MapmyIndia, India's leader in maps, GPS navigation and location-based services. The MapmyIndia team pinpointed the accurate position of his truck and gave him the GPS coordinates. This helped Mr. ABC track and recover the missing vehicle. After this interesting experience, Mr. ABC has placed order for MapmyIndia's Vehicle Tracking System to be installed in more vehicles in his fleet.

The case of a missing truck
Mr. ABC first found that a truck had gone missing when it didn't report back / when the driver called him up /... He made enquiries and realized that his vehicle had been stolen. It was a brand new truck worth Rs. 18 lakh and laden with expensive cargo. Mr. ABC next sought the help on MapmyIndia in Delhi.

Tracking the truck
MapmyIndia's team in Delhi sought the details of the vehicle like (special tracking number etc) and logged them in to their vehicle tracking screen. The trucks exact location flashed on a digital map. The team found that the truck was in (place), 20 kilometers away from Mr. ABC's office. The exact GPS coordinates, which accurately pointed out where the truck was parked, were immediately shared with Mr. ABC. The next task for Mr. ABC was to recover the truck.

The truck changes colour
Mr. ABC fed the GPS coordinates into his MapmyIndia navigator and went in pursuit of his vehicle. His search led him to a house in the midst of a jungle in (place) but near the main road. His truck was parked behind the house. To his surprise, Mr ABC found that the truck had changed colours – his mostly brown truck was now green in colour. It was apparent that the vehicle was being prepared to evade identification and to be transported to another location.

Mr. ABC is now fully convinced about the need and importance of MapmyIndia's Vehicle Tracking System, and has asked MapmyIndia to install it in 10 more vehicles in his fleet. According to Mr. ABC, "The experience shook me up but also made me understand the true value of MapmyIndia's Vehicle Tracking System. In the old days a stolen truck was as good as gone forever, but with MapmyIndia's GPS technology, which I am happy to say is easily accessible for all, recovering my stolen truck became a miracle."

According to Rakesh Verma, MD, MapmyIndia: "MapmyIndia sees the Vehicle Tracking System as an empowerment tool. It empowers you to track multiple vehicles from a single location, without moving an inch. The accuracy and details that it provides are beneficial for both commercial and personal purposes, and especially for businessmen like Mr. ABC of Dimapur, Nagaland. His example goes on to prove that through the use of new and accessible technology it's possible to anticipate and easily tide over serious setbacks."

Features of MapmyIndia's GIS VT1 Vehicle Tracking System
- A special robust GPS tracking device installed in vehicles, which helps the system keep a complete check on the whereabouts of the vehicle including over speeding, accidents etc.
- Through the Vehicle Tracking System one can check:
  - Route deviations, undue stoppages, abnormal delays, over speeding in standard routes etc.
  - Live tracking of all vehicle grouped according to goods being carried
  - SMS intimation about when a truck left from a godown and when it when it entered a another place

o Monitoring/handling day-to-day operations/incidents and MIS Reporting
o Completely managing the end-to-end solution starting from road survey, mapping, tracking, reporting, enhancements, management etc.

About MapmyIndia (www.mapmyindia.com)
MapmyIndia (CE Info Systems (P) Ltd.), a New Delhi-based ISO 9001-2008 Company founded in 1992, is India's leader in premium quality digital map and data, GPS, location-based services (LBS), GIS and location-based business intelligence solutions. MapmyIndia pioneered digital mapping in India, and since 1995, through continuous field surveys and state-of-the-art mapping technology, has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust, reliable, full-featured and continuously updated navigable map dataset for all India. MapmyIndia is driving the Indian navigation and location-based services industry by providing products and services across all platforms, Internet, Mobile, In-car, Print, Voice, TV etc., to end consumers directly as well as in partnership with leading international and national players. MapmyIndia also provides, to over 500 leading public sector and enterprise customers across every vertical, solutions which utilize location to enable their business and functioning. MapmyIndia Maps are approved and cleared by the Government of India, and follow the Government of India's norms and regulations. MapmyIndia is backed by leading high-tech and private equity firms, such as Qualcomm Ventures, Kleiner Perkins Caufield & Byers (KPCB), Sherpalo Ventures and Nexus Venture Partners. 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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