



Case Study

Organization:

A leading Auto Manufacturer

Location:

Mumbai, India

Industry:

Automotive

Embedded Navigation in luxury SUV

The organization is an Indian multinational automobile manufacturing corporation headquartered in Mumbai. It is one of the largest vehicle manufacturers by production in India.

It integrated MapmyIndia's navigation software and maps product into their largely successfully sports utility vehicle (SUV). The embedded navigation engine is beautifully optimized to run on the in-built touch screen infotainment system providing a seamless & the best in-vehicle navigation experience in India.

How Did MapmyIndia Help The Organization?

The organization did recognize the need for an in-built and embedded navigation experience as a crucial customer need especially in India where due to patchy network connectivity one cannot depend on phone capabilities for critical applications like navigation and maps.

The adoption of MapmyIndia navigation brought in a customer experience like no other on any vehicle in India or even a smart phone. The detailing of maps and the seamless experience added to the overall feature packed vehicle, and definitely helped steer sales as a key differentiator in its vehicle category.

Do I Need This?

More than 94% of the Indian Automotive industry uses MapmyIndia navigation platform for embedded and connected navigation purposes. The biggest factor outlining the success of the software is the underlying data which has details up to house numbers and has the ability to handle unstructured addressing data for India.

Currently, MapmyIndia platform is evolving and has taken a new *cloud avatar* where the connected car experience is what OEMs are looking forward to deploying in their future vehicle platforms. MapmyIndia is fully geared for the next generation of in-vehicle navigation experience and is also working with Car OEMs outside India for deploying such Telematics and connected services.