

Quarterly Earnings Call Investor Presentation January 27th 2022

C.E. Info Systems Limited

MapmyIndia

India's leading provider of **advanced digital maps**,
geospatial software & **location-based IoT** technologies

B2B and B2B2C market leader for maps and geospatial
products in India with a comprehensive suite of
SaaS, PaaS and MaaS offerings



Presentation Overview

Business Overview

Strengths & Strategy

Q3 and 9M FY2022 Update

Operational Highlights



Pioneering Vision & Mission Led by a Technocrat Founding Team

MapmyIndia



26 years ago ...

...we envisioned that some day a significant percentage of all data would have a location dimension to it, and that such data would be critical in solving myriad problems faced by businesses, government and consumers

Leadership Team



Rakesh Verma

Chairman and Managing Director

35+ Years of Experience

Co-founded the company in 1995
B E (Hons.), Mechanical Engineering
BITS, Pilani (1972)
MBA, Eastern Washington
University, USA (1979)



Rashmi Verma

Co-founder and CTO

34+ Years of Experience

B Tech, Chemical Engineering
IIT, Roorkee (1977)
MSc
Eastern Washington University, USA (1979)



Rohan Verma

Whole-time Director and CEO

14+ Years of Experience

B Tech, Electrical Engineering
Stanford University, USA (2007)
MBA
London Business School (2015)

A comprehensive suite of maps and geospatial technology products and platforms, for India and the world

MapmyIndia

MaaS (“Maps as a Service”), SaaS (“Software as a Service”) and PaaS (“Platform as a Service”) offerings



Digital Map & Geospatial Data
Products



Map, Location & Navigation
Products & Platforms



Developer APIs & SDKs



Location-Powered Consumer Tech & Enterprise Digital Transformation
Solution Suite



GIS, Geospatial Analytics & Geo-AI
Products & Platforms



Location-based IoT, Fleet & Workforce Automation
Products & Platforms



Consumer location-based apps & IoT gadgets



N-CASE Automotive & Mobility
Tech Solutions Suite

... for the India market, under our brand, MapmyIndia

MapmyIndia

... and for the world market, under our brand, Mappls

MAPPLS

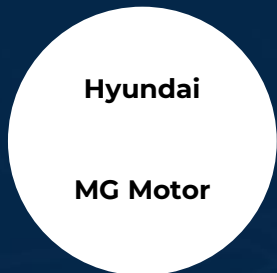
Integrated maps of 200+ countries

MAPPLS

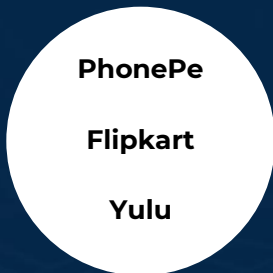
Business Model and Customer Segments

Leading enterprises are powered by MapmyIndia technologies

Automotive



Consumer Tech



BFSI



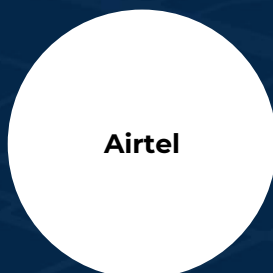
Government



Mobility



Telecom



Target **B2B** and **B2B2C** enterprise customers including **new-age tech companies, automotive OEMs, businesses** across industry verticals, **government organisations, app developers** and **consumers**.



500+ customers on SaaS, PaaS and MaaS platforms¹



Serviced **2,000+** enterprise customers since inception¹



Long-term mutually renewable contracts of 3 to 5 years, providing continued synergy and revenue predictability



Products, platforms, APIs as well as end-to-end customized solutions for wide variety of use case

Key Highlights of Business Model

Charge fees per period based on per vehicle, per asset, per transaction, per use case, and / or per user, as applicable

Subscription fees, Royalties and Annuities primarily form **company's** revenue from operations

Ever expanding use cases; Continuous innovation to address technology paradigm shifts

MapmyIndia



AUTOMOTIVE

- In-built Navigation devices
- Connected Vehicles
- Shared & EV Mobility



ECOMMERCE

- Long haul first mile
- Last mile delivery tracking



FOOD DELIVERY

- Address intelligence
- Last mile delivery tracking



TRANSPORTATION AND LOGISTICS

- Fleet and asset tracking
- Transportation data
- Truck routing solutions



BFSI

- Geo-verification and on-boarding
- Usage-based auto insurance
- Geo-CRM for sales



RETAIL AND QSR

- Location enabled online e-commerce
- Location-based digital advertising



TELECOM AND UTILITIES

- Field force monitoring
- Optical fiber mapping and distribution analytics



HEALTHCARE AND PHARMA

- Distribution and logistics of medical goods
- Mapping of plants



GOVERNMENT

- Geo-tagging of public assets for repair and overhaul



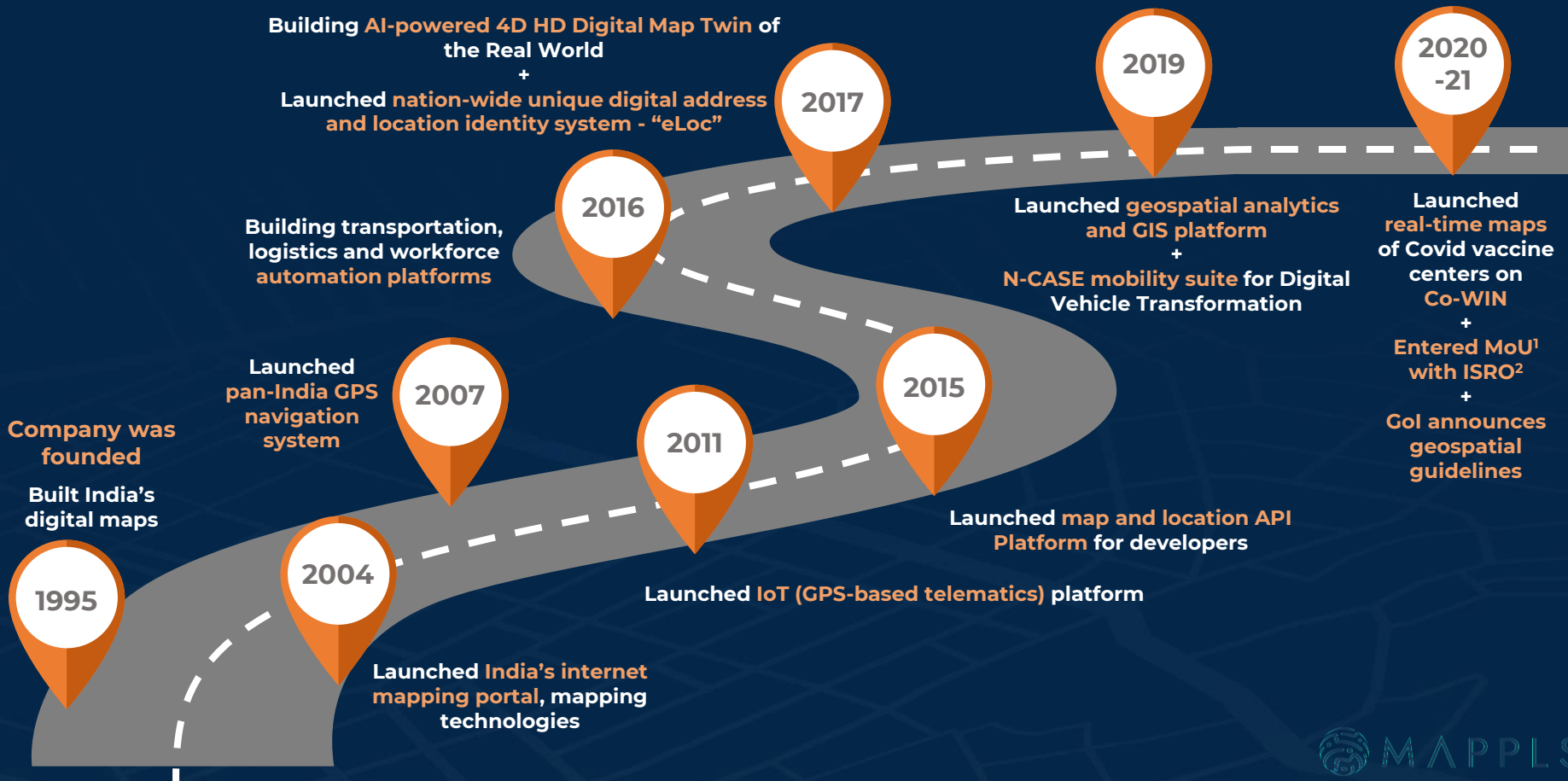
RAILWAYS AND WATERWAYS

- Network and route mapping
- Tracking of fleet

Retail Customers and Users: Provide our maps and technologies to consumers through our MapmyIndia Move App, Maps.MapmyIndia.com internet mapping portal and our MapmyIndia Move GPS-based IoT gadgets



Our Innovation Led Journey so far...



MaaS Map data products created & continuously updated and enhanced through cutting-edge technologies

MapmyIndia

AI-powered 4D, HD Digital Map Twin of the Real World

Map Data Product Coverage Highlights:

6.29 mn kms of roads³

98.5% of India's road network^{2,3}

7,933 towns³

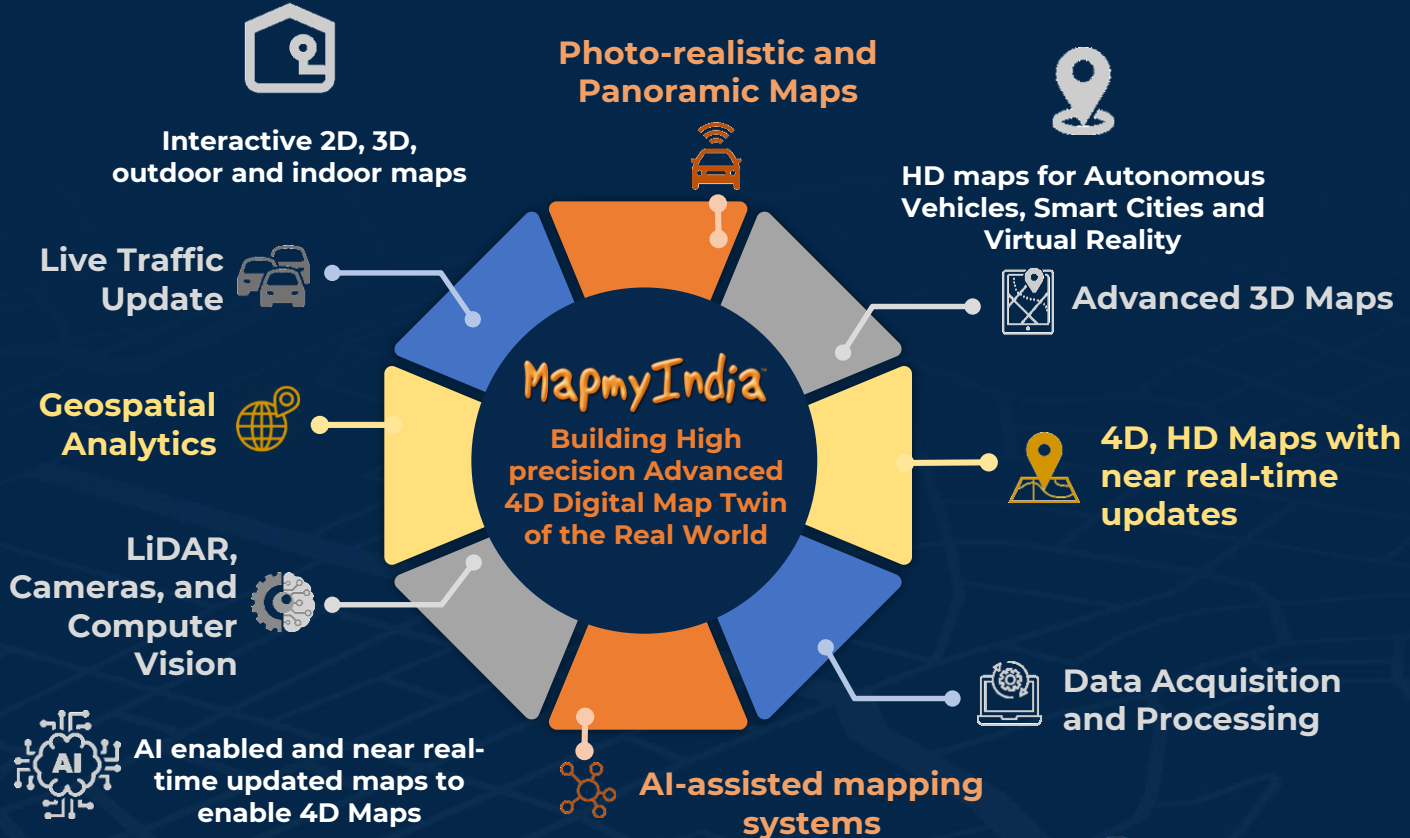
6,37,472 villages³

17.79 mn places of interest^{3,4}

14.51 mn house or building addresses³

400+ mn geo referenced photos, videos & 360° panoramas

Value added location analytics datasets



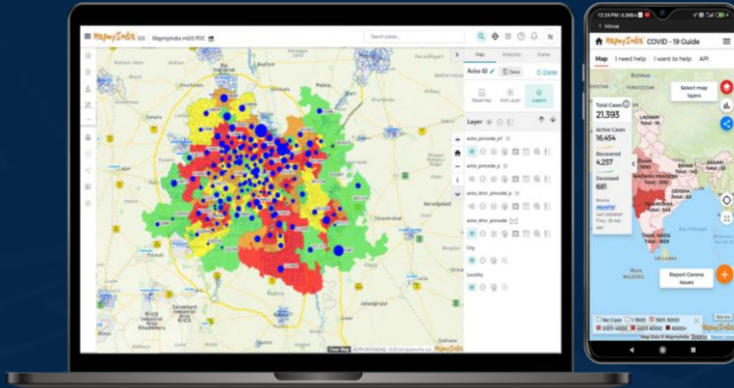
MAPPLS

SaaS products for Geospatial Analytics, GIS, IoT, Fleet Management, Workforce Automation & N-CASE Mobility

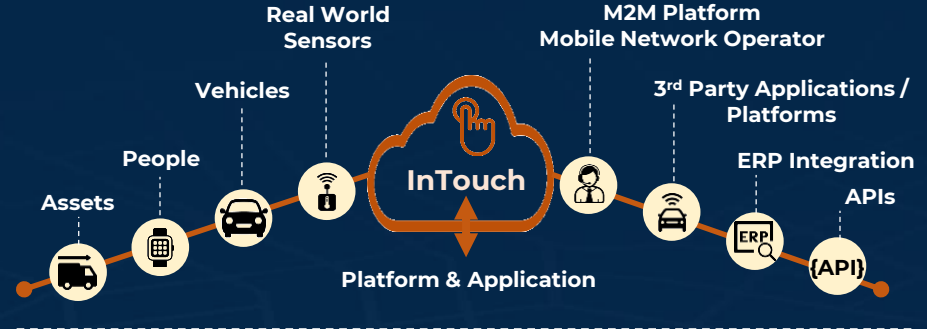
MapmyIndia

mGIS (Geospatial analytics, Geospatial Information Systems, AI & visualization, Mapping as a Service)

InTouch (IoT, Fleet Management, Logistics Optimisation) and WorkMate (Workforce & Workflow Management)



Localized, highly focused and updated map data



“Workmate” App - Enable organizations to get real-time visibility and live location tracking for workforce and workflow management, monitoring and automation capabilities

N-CASE
Mobility
Suite



Navigation
Assistant



Connected
vehicle &
telematics
platform



Autonomous
safety
platform
(ADAS)



Shared
mobility
platform



EV mobility
platform

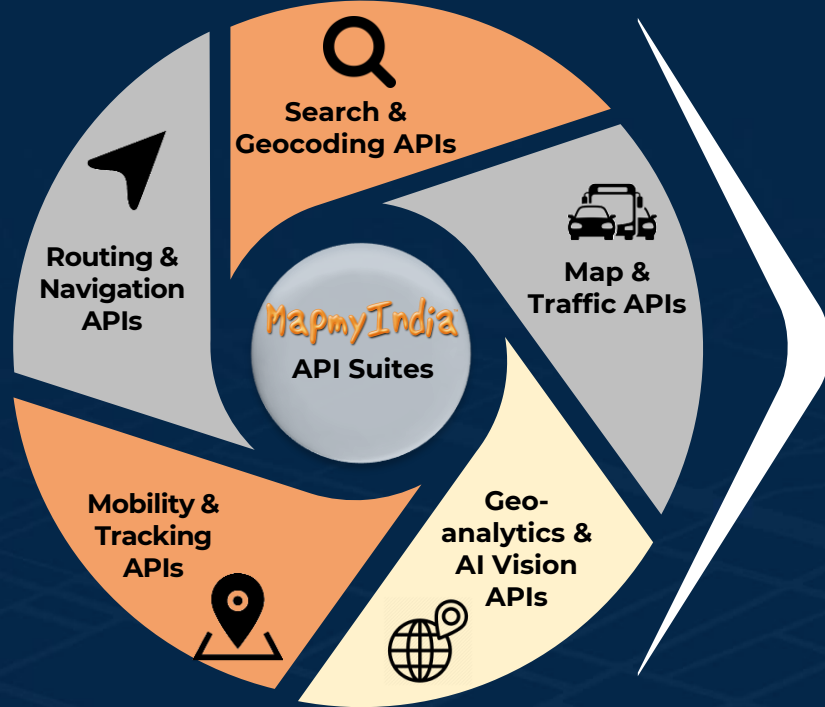
Provide solutions through cloud, hybrid and in-premise deployments

MAPPLS

PaaS (Platform as a Service) APIs to enable developer innovation and flexibility of creating products & solutions

MapmyIndia

Large catalogue of developer APIs and SDKs




Response Time
Faster response times than ever


Versioning & Docs
Standardized versioning with backward compatibility


Scalable
Auto-scalable architecture to support many request


Versatile
Highly configurable to suit use cases


Security & Monitoring
Oauth 2.0 based / VA / PT certified


Accurate
Location Bias most relevant than ever


Natural Language
Searches for what the user is trying to say


Developer Friendly
Easy integration and standard response code

Integrated maps of 200+ countries



To offer global solutions to customers



Network effect continuously enhances our MaaS, SaaS & PaaS

MapmyIndia



Highly differentiated, unique digital asset that is difficult to replicate



Comprehensive 4D HD digital map database created for India through professional field surveys, collection and compilation of geographical data



Proprietary end-to-end technology-driven and AI-assisted mapping systems



Integration of our digital maps with our internet-connected platforms



Increasing usage of products by customers, creates a network (flywheel) effect



Continuously increasing the value proposition of our offerings and help grow our business

MAPPLS

Technocrat Founding team supported by an experienced professional management team

MapmyIndia



47+ Years of Experience

B E (Hons.), Mechanical Engineering
BITS, Pilani
MBA
Eastern Washington University, USA

Rakesh Verma

Co-founder and CMD



40+ Years of Experience

B Tech, Chemical Engineering
IIT, Roorkee
MSc
Eastern Washington University, USA

Rashmi Verma

Co-founder and CTO



17+ Years of Experience

B Tech, Electrical Engineering
Stanford University, USA
MBA
London Business School

Rohan Verma

Whole-time Director and CEO



Sapna Ahuja

Chief Operating Officer

17+ Years with MapmyIndia

BSc, Computer Science
(Delhi University)
MSc, Applied Operations Research
(Delhi University)



Anuj Jain

Chief Financial Officer

10+ Years with MapmyIndia

B Com, University of Rajasthan
Chartered Accountant (CA)
Company Secretary (CS)
Cost and Management Accountant (CMA)



Ankeet Bhat

Chief Strategy Officer

11+ Years with MapmyIndia

B Tech, Electronics and Instrumentation
(Hons),
BITS Pilani



Nikhil Kumar

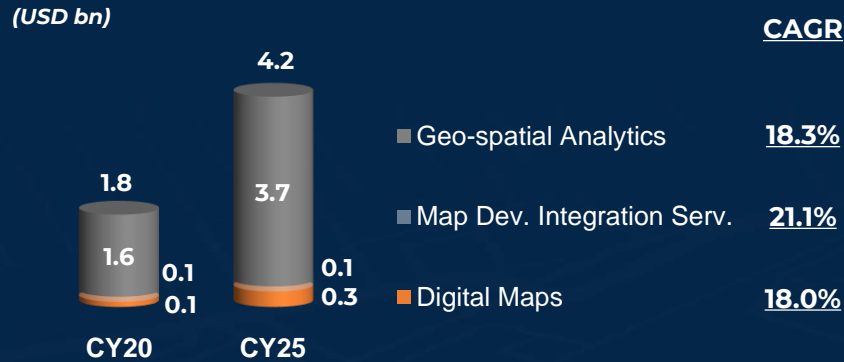
President - Geospatial

Total Experience of 24+ Years

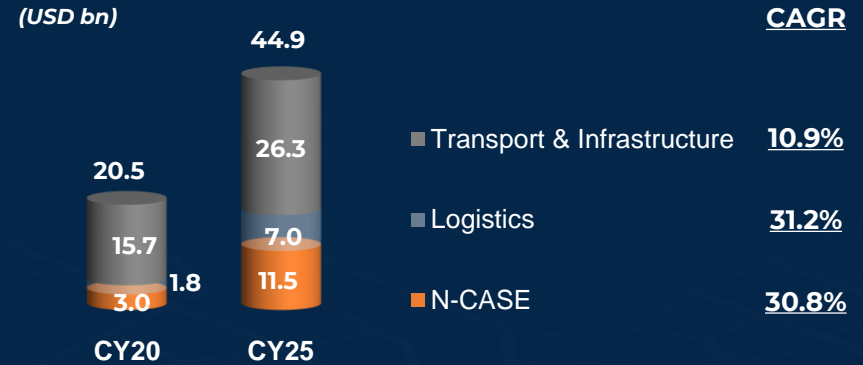
MSc (Electronics), Kurukshetra University
Previously worked with:
Here Technologies, Trimble, ESRI

Growing addressable market in India with industry tailwinds driving growth outlook

Indian Digital Map Services Market¹



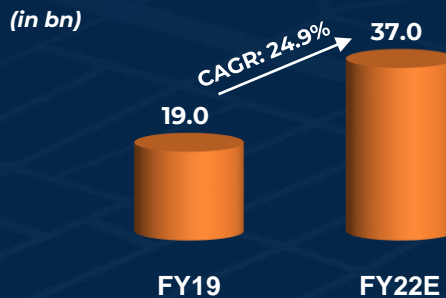
Indian Mobility Navigations Solutions and Telematics Market¹



Total on-road vehicles in India in 2020¹



App Downloads in India^{1,2}



Digital services market in India¹

USD 52 bn (INR 3.8 tn)

Digital services market by 2025

CAGR (19-25)

12.2% vs **3.1%**
Digital Services vs Legacy Services

Source: 1) F&S Report commissioned and paid for by the company, 2) IBEF, App Annie; 3) Datareportal

Government Initiatives: Macro-Economic Enablers for digital maps and location intelligence



Liberalization of Geospatial Sector & Restrictions on Foreign Entities



GPS-based toll collection method



Automotive Industry Standard 140 ("AIS 140")²



Digital India Land Records Modernization Programme³



Plans to make **ADAS compulsory in all cars by 2022**



Geotagging of Companies⁴



Telematics in Insurance⁵



Drone Rules, 2021 - Liberalized and simplified drone regulations⁶



Allowed "Beyond Visual Line of Sight" flight testing of drones⁷



Digital India Initiatives

Our Strengths

#1



B2B and B2B2C market leader for maps and geospatial products in India with a comprehensive suite of offerings¹

#2



Ever expanding use cases; Innovating to address technology paradigm shifts

#3



Large addressable market in India with industry tailwinds driving growth outlook

#4



Government Initiatives: Macro-Economic Enablers for digital maps and location intelligence

#5



Independent, global geospatial products and platforms company

#6



Proprietary technology and network effect -> **Strong entry barriers**

#7



Marquee customers across sectors with capability to **up-sell** and **cross-sell**

#8



Increasing new orders; profitable and cash generating business model with consistent financial track record

#9



Founding team supported by an experienced **professional management team**

Source: 1) F&S Report commissioned and paid for by the company

Future Strategy



Augment products, platforms and technology lead

- ▶ Invest to further develop innovation and technological capabilities
- ▶ Build a deeper and broader stack of software products



Continue to scale and expand our customer reach leveraging market presence in India

- ▶ Expansion of relationships with existing active customers
- ▶ Leverage first-mover advantage with the Gol's increasing traction



Drive expansion in international markets and geospatial sector

- ▶ Target international markets with 'MappIs'
- ▶ Use integrated maps of 200+ countries



Pursue selective strategic acquisitions and investments to grow business

- ▶ Acquired Vidteq Private Limited in FY18
- ▶ Intend to continue pursuing selective strategic acquisitions to enter into new business segments and geographies



Attract, develop and retain skilled employees to sustain the product quality and customer experience

- ▶ Expand R&D efforts by recruiting more technical employees
- ▶ Formulated ESOP scheme for employees

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Investor Presentation
January 27th 2022

C.E. Info Systems Limited
MapmyIndia

Q3 and 9M FY2022 Updates & Highlights



Listed in Indian Public Markets on Dec 21, 2021

MapmyIndia

Humbled by the public market response to our IPO, subscribed **155 times**

IPO Offer price at INR 5500 Crore valuation, opened with 53% gains, and **became India's first geospatial unicorn**



Commenting on the Q3 and 9M FY22 results, Rakesh Verma, Chairman & Managing Director, MapmyIndia, said

“Last quarter was special to us due to the stellar response we received to our IPO being subscribed 155 times. We gratefully welcome more than 1.3 lakh shareholders into our company.

During the last quarter, Q3, and for the first nine months, 9M, of FY2022, we continued to manage and calibrate the company in a fiscally prudent manner, focusing on profitable growth over the course of the year, while relentlessly innovating on our technologies, products and platforms and focusing on expanding our reach to customers.

The momentum for our products and platforms is strong and this will further cement our leadership position in the digital mapping and geospatial space.”

Key Consolidated Financial Highlights for Q3 and 9M FY2022

1) Q3 PAT margins were 36% on Total Income of Rs 52.1 Crores and Revenue from Operations of Rs 43.4 Crores.

2) Growth on 9M YoY basis i.e., for the period of 9M FY2022 vs 9M FY2021:

- **Revenue from Operations up 37%** to Rs 143.4 Crores from Rs 105 Crores
- **EBITDA up 87%** to Rs 62.7 Crores from Rs 33.6 Crores
- **PAT up 60%** to Rs 65.2 Crores from Rs 40.7 Crores

3) Margin Expansion on 9M YoY basis i.e., for the period of 9M FY2022 vs 9M FY2021:

- **EBITDA Margins expanded to 44%** from 32%
- **PAT Margins expanded to 37%** from 30%

Key Consolidated Financial Highlights for Q3 and 9M FY2022

MapmyIndia

Particulars	Q3 FY22	9M FY22	9M FY21	% Growth (9M YoY)	FY21
Total Income (Rs Cr)	52.1	174.2	136.3	28%	192.3
Revenue from Operations (Rs Cr)	43.4	143.4	105.0	37%	152.5
EBITDA (Rs Cr)	16.7	62.7	33.6	87%	52.8
EBITDA Margin (%)	39%	44%	32%		35%
PAT (Rs Cr)	18.5	65.2	40.7	60%	59.8
PAT Margin (%)	36%	37%	30%		31%
Cash and Cash Equivalents at end of period (Rs Cr)	389.6	389.6	302.0	29%	336.2

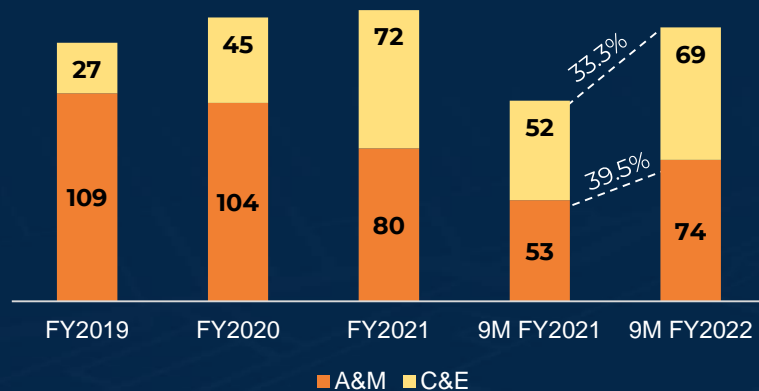
Quarterly Movement Understanding

Q3 FY 2022 revenue was down in comparison to Q2 FY2022 (previous quarter) and Q3 FY 2021 (same quarter, previous year). This is attributed to:

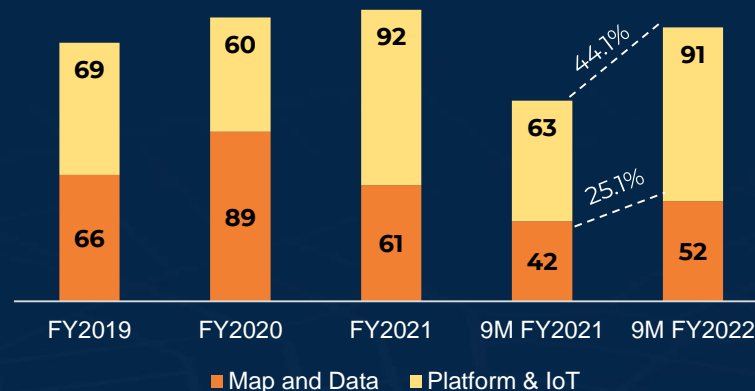
- 1) Sales of automotive OEMs were impacted due to semiconductor shortage, which in turn impacted us.
- 2) Additionally, comparative quarters of Q2 FY2022 (previous quarter), and Q3 FY2021 (same quarter, previous year) had benefitted from post-covid recovery pent-up demand.
- 3) As supply chains recover, quarterly revenues will get normalised and covered up. We are seeing that happen in this quarter. Also, more new vehicle models pre-installed with MapmyIndia Maps and technologies are going live this quarter, further helping growth in the time to come.
- 4) Also, some B2B and B2B2C contracts that we get are milestone-based wherein revenue gets recognised at specified time frames. This makes some quarterly revenue numbers lumpy, in a positive or negative manner. **The right way to look at MapmyIndia's business and compare periods is on a Year-to-Date (YTD) Year-on-Year (YoY) basis and not on quarterly basis i.e on 9M FY 2022 vs 9M FY 2021 numbers.**

Segmental Revenue

Market Segment (In ₹ Crores)



Product Segment (In ₹ Crores)



- A&M revenue has grown 39.5% on a YTD YoY basis. Thus, revenue from A&M which had been falling in previous years, has nicely turned around this year.
- Also, A&M revenue for Q3FY22 has grown in comparison to quarterly run-rate of H1FY22, despite the automotive industry facing a semiconductor shortage. In absence of semiconductor shortage, A&M revenue in Q3FY22 could have been even higher.
- C&E revenue is up 33.3% on YTD YoY basis too.

- Revenue from Platform & IoT is up by 44.1% on a YTD YoY basis, and even Q3FY22 has grown in comparison to quarterly run-rate of H1FY22. This indicates our map-powered SaaS and PaaS business continues to grow well.
- Some of our map & data contracts in the C&E market segment are milestone based wherein revenue gets recognized at specified time frames and hence may be lumpy across quarters.
- Yet, Revenue from Map & Data is up 25.1% on YTD YoY basis as well.

Note: 1) C&E : Consumer tech and enterprise digital transformation; A&M : Automotive and mobility tech;

2) Platform & IoT Revenue represents our SaaS (Software as a Service) and PaaS (Platform as a Service) which leverage and add value on top of our MaaS (Map as a Service).

Rohan Verma, CEO & Executive Director, MapmyIndia, said

“The future is looking more exciting than ever before, and we are very confident and optimistic about our company’s short- and long- term future. As we near the anniversary of the Government of India’s historic geospatial sector reforms that were announced on 15th February 2021, we express our gratitude to the government for enabling an Aatmanirbhar Bharat in this sector of national strategic importance, and for encouraging Indian companies in this space through their policies and initiatives.

Our talented team continues to innovate world-class maps and technologies and execute on the business with focus and energy. During this last quarter, we welcomed multiple marquee customers across industry verticals, and we thank them as well as our existing customers who continue to trust MapmyIndia’s ability to deliver best-in-class solutions and benefits. We are also evaluating and pursuing exciting inorganic opportunities that will help us expand further in the IoT and logistics tech space, as well as in the automotive and augmented reality metaverse tech space.”

Some Customer Wins & Use Case Expansion

Automotive & Mobility Tech:

- European 4-Wheeler OEM went live with MapmyIndia for in-vehicle navigation
- Two 2-Wheeler OEMs rolling out with MapmyIndia to power their connected vehicles and turn-by-turn navigation
- EV infrastructure and mobility solutions company started to adopt MapmyIndia for monitoring location and other parameters for their Evs
- EV Commercial Vehicle OEM went live with MapmyIndia for battery pack monitoring
- MapmyIndia Shared Mobility platform adopted by leading taxi company
- Ministry of Road Transport & Highways signed MoU with MapmyIndia for integrating information of accident-prone road stretches and promoting MapmyIndia's app, that gives real-time ADAS safety alerts to drivers during navigation, to users across India

Some Customer Wins & Use Case Expansion

MapmyIndia

Consumer Tech & Enterprise Digital Transformation:

- Fin-tech super app went live with MapmyIndia to power consumer-facing mapping services, and for location-enhanced digital transformation
- QSR company adopted MapmyIndia for evaluating and selecting restaurant sites based on MapmyIndia's geospatial data and analytics platform
- Consumer durables brand adopted MapmyIndia for field workforce management
- Government health agency selected MapmyIndia to power GIS (geospatial information systems) and location-based services for India's health services
- Key initial customers for MapmyIndia's Metaverse and Drone 3D map solutions, opening up futuristic use cases for MapmyIndia capabilities.

Some Product & Platform Updates

Digital Map & Data (“Map as a Service” or “MaaS”)

- MapmyIndia’s digital map data product, created professionally using cutting-edge survey and mapping technologies since last 25 years, gives highly accurate and reliable data for 6.6 million road kilometers, all 7.5 lakh villages and 8000+ towns, and more than 3.1 crore places and addresses
- Not just 2D maps, but MapmyIndia offers highly accurate and precise 3D, 4D, HD and information-rich hyper local maps: AI-powered Digital Map Twin of the Real World
- Using drones to capture and offer high-res 3D photo-real data across multiple cities
- Using vehicle-mounted cameras and sensors to create and offer sub-metre, highly accurate, high-definition maps for roads and 360-degree RealView across cities

Some Product & Platform Updates

Digital Map & Data (“Map as a Service” or “MaaS”)

NOTE: Geospatial guidelines released by Government of India on February 15th 2021, liberalizes all survey and mapping activities by Indian entities like MapmyIndia, while restricting foreign entities from conducting vehicle-based ground surveys or street view surveys, and from acquiring, re-selling granular geospatial data as well as restricting these to pass through their servers. Thus, for all customers, Indian entities who offer map data products and APIs, would become the preferred supplier. MapmyIndia is an Indian entity and the leading supplier in this space.

Some Product & Platform Updates

Platform & IoT (“Software as a Service” or “SaaS”, and “Platform as a Service” or “PaaS”):

- MapmyIndia now offers end-to-end drone solution capabilities to customers including flying drones safely and then acquiring and processing data captured from drones, finally disseminating and delivering the data in multiple formats, combined with the rest of MapmyIndia’s data and platforms, to provide integrated solutions for a wide range of use cases across industry verticals. MapmyIndia is positioned as a leading drone solution provider, in a sector that is set to explode with continued liberalization.
- Further enhancing capabilities of customers to optimize logistics costs, MapmyIndia released its Vehicle Routing Problem (VRP) solution which can optimize field and fleet operations, minimizing transport, logistics and delivery costs of customers while helping them maximize their SLA capabilities for their customers
- For updated information across all of the company’s products, platforms, APIs and solutions, customers and users can visit www.mapmyindia.com.

Other Important Updates: Dividend Policy and Inorganic Acquisitions and Investments

MapmyIndia

Dividend Payment Discussion

The Board in its meeting today (January 27th 2022) discussed the Dividend Policy for the Company and requested the Audit Committee to explore the possibility and make suitable recommendations for declaration of interim dividend. Accordingly, the stock exchanges have been intimated.

Other Important Updates: Dividend Policy and Inorganic Acquisitions and Investments

Inorganic Growth:

The Board gave approval for acquiring 9.99% stake in, Pupilmesh Pvt Ltd, a young, exciting automotive tech and augmented reality metaverse tech company, for a consideration of Rs 49.95 Lakhs. This will allow us to bring to market cutting-edge augmented reality based helmets and heads-up-displays for 2-wheelers and 4-wheelers, and glasses for professionals, powered by MapmyIndia's maps and technologies.

The Board was informed about the Company having identified a potential acquisition target in the field of IoT and logistics SaaS tech. This will substantially expand our ability to further penetrate the commercial vehicle market in India with solutions powered by MapmyIndia's maps and technologies.

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