

# MapmyIndia

Maps | APIs | Navigation | Tracking | GIS

October 06, 2022

The Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001  
BSE SCRIP Code: 543425

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza  
Bandra Kurla Complex, Bandra (East)  
Mumbai 400 051  
NSE Symbol: MAPMYINDIA

**Subject:** Submission of Press Release.

**Ref.:** Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Madam / Sir,

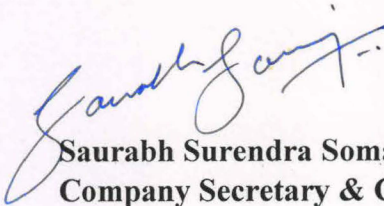
Please find attached herewith Press Release by C.E. Info Systems Limited (MapmyIndia) pertaining to launch of "The Ramayan Maps" as part of an initiative to help people connect better with India's heritage and culture through the lens of maps.

Kindly acknowledge the receipt of the same.

Thanking you.

Yours faithfully,

**For C.E. Info Systems Limited**



**Saurabh Surendra Somani**  
**Company Secretary & Compliance Officer**



**Encl:**

**1. Press Release**

**C.E. INFO SYSTEMS LIMITED**

(Previously Known as C.E. Info Systems Pvt Ltd)

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Website: [www.mapmyindia.com](http://www.mapmyindia.com), Phone: +91-11-4600 9900, CIN : L74899DL1995PLC065551, A CMMI & ISO 9001:2008 Certified Company

MapmyIndia Mapppls launches for the first time in India -  
**The Ramayan Maps**

*art meets tech to recreate 'The Legend of Lord Ram' on Canvas*

**New Delhi, October 6, 2022:** MapmyIndia Mapppls, India's leading advanced digital maps and deep-tech company, is releasing a series of physical, printed map art works, The Ramayan Maps, as part of an initiative to help people connect better with India's heritage and culture through the lens of maps. This physical printed map art works on canvas (offered in varying sizes – with the choice of Hindi & English language) are meant to evoke emotion and understanding of holiest of the Hindu epics, the Ramayan, by that tracing and showcasing the journey of the *Maryada Purshottama* Shri Ram - right from his birth to the establishment of the Ram Rajya – on a rarely seen map of India from approx. 5000 BCE. As the pioneer and leader in India's mapping industry, which began in 1995 with the mission of bringing the infinite benefits of maps to all people across all works of life, MapmyIndia Mapppls has taken this initiative to help all feel a closer connection with India's past heritage and culture, and see the important events of the Ramayan juxtaposed on the locations across the present-day Indian sub-continent, so that all understand the cultural significance of various places and locations. Those interested can visit <https://www.ramayanmap.com> or watch product [video](#).

"This initiative is very close to my heart" says Rakesh Verma, Co-Founder, Chairman & Managing Director of the company. "To me, leveraging the MapmyIndia Mapppls platform and cutting-edge technology to create a map of Ramayan, is like a state of self-actualization, where my life's work meets my spiritual being. Prabhu Shri Ram is the very soul of India, and his journey is the journey of India into an age of peace, prosperity and enlightenment. India today is often regarded as the global nerve centre of Spirituality and Salvation; what can better symbolise her rise to becoming the coveted 'Golden Sparrow' of the world again than the journey of Prabhu Shri Ram! Ramayan Maps are extensively researched and culturally nuanced. They bring forth the message and significance of Shri Ram to the audience, young and old, in a simple intelligible format, highlighting the greatness of our ancient civilisation. This unique confluence of art and technology, the Ramayan Maps are MapmyIndia Mapppls gift to the millions in India and across the world who bear in their hearts the image of Prabhu Shri Ram, in all his resplendent glory. This attempt is also a continuation of our efforts to familiarise all Indians with their rich cultural heritage through the lens of maps and location technologies, which we initiated with our Pray App [www.pray-app.com](http://www.pray-app.com) (available on [Android](#) and [iOS](#)) which is bringing joy



and solace to millions of Indians every day. Our company's flagship Mappls app (available on [Android](#), [iOS](#) and [Web](#)) lets all users search for and navigate to all places across India, including those of cultural, historical, religious and spiritual significance, establishing MapmyIndia Mappls as a truly local, swadeshi, indigenous, Indian company serving the needs of all Indians in the best way"

### **The unique Ramayan Maps: *where the ancient meets the postmodern***

- Showcasing rarely seen 5000 BCE map of India
- Beautiful canvas print with antique & historically relevant cartographic styling & calligraphy
- Showing erstwhile entities in their original names and their current name
- Brief descriptions about the event that took place at each location, giving a quick overview of the Ramayan story
- Printed on canvas with framed wooden finish with optional protective acrylic sheet and rollup fabric version
- Created using state of the art geospatial technology, to co-relate present day India map with historical locations
- Scaled map shown in Kilometres & Yojanas, so progression events and Ramayan story can be followed easily on map

An ideal Navratri, Dussehra or Diwali gift for your near and dear ones. MapmyIndia Mappls Ramayan Maps will be a prized possession - adorning the walls of home/office or even the little temple at home, always reminding one of righteousness, humility and poise in the face of calamity – the values propagated by Shri Ram.

MapmyIndia Ramayan Maps are being offered in Hindi and English languages; consumers can choose from aesthetically designed acrylic framed maps (different size options available) or frameless canvas maps. These maps can be purchased on MapmyIndia store <https://www.ramayanmap.com> and are also available on leading eCommerce platforms viz. Flipkart, Meesho and Snapdeal.

### **About MapmyIndia & Mappls (C.E. Info Systems Ltd)**

[www.mapmyindia.com](http://www.mapmyindia.com) & [www.mappls.com](http://www.mappls.com)

C.E. Info Systems Ltd (NSE: MAPMYINDIA; BSE: 543425) is India's leading advanced digital maps and deep-tech company, popularly known in India as MapmyIndia and globally as Mappls. The company offering proprietary digital maps as a service ("MaaS"), software as a service ("SaaS") and platform as a service ("PaaS"), including its advanced digital map data, software products, platforms, application programming interfaces ("APIs"), IoT and solutions to new-age tech companies, large businesses, automotive OEMs, government organisations, developers and consumers. The company has served more than 2000 enterprise customers since inception. The company pioneered digital mapping in India in 1995 and has earned its market leadership position in this industry and built a strong moat by capitalizing on our early mover advantage, developing proprietary and integrated technologies, full stack product offerings, continuous innovation and robust sustainable business model. The company also built India's very first internet mapping platform and portal, MapmyIndia.com (now called Mappls.com) in 2004. The company's free Mappls app for consumers provides the best and



fully indigenous maps, navigation, safety, hyper local and IoT gadget-enabled experience for Indian users.

MapmyIndia has built India's most comprehensive, accurate, feature-rich and continuously updated digital map data product down to address and urban building level detail pan India, covering all towns, villages, and the entire road network of the country. The company is building not just 2D maps, but also 3D (with landmarks, terrains and city models), 4D (updating in near real-time), HD (high-definition and high-accuracy), RealView (geo-tagged 360 degree panoramas, videos and photos representing actual ground reality), and hyper-local geo-demographics data-rich maps, to continuously evolve its AI-powered Digital Metaverse Twin of the Real World. The company is also building digital maps for other regions in the world, and has integrated global maps for over 200 countries into its Mappls platform. The company's platform provides extensive and comprehensive functionalities and ever expanding set of use cases, including mapping, location and navigation, geospatial data analytics, GIS (geospatial information systems) and AI, GPS tracking and IoT-based fleet management, logistics optimisation and workforce management, drone-based solutions, developer APIs, N-CASE solution suite (for Navigation, Connected vehicle telematics and services, ADAS safety i.e. advanced driving assistance systems, Shared and Electric) for Automotive & Mobility Tech (A&M), and Consumer tech and Enterprise digital transformation solution suite (C&E).

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**For further information, please contact:**

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