

# MapmyIndia®

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September 14, 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:** Outcome of the Board Meeting held on September 14, 2022.

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

Dear Madam / Sir,

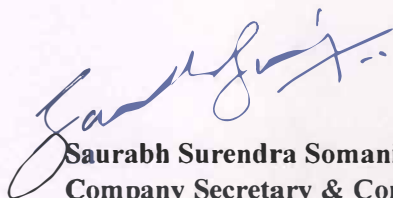
This is to inform you that the Meeting of Board of Directors of the Company was held today, Wednesday, September 14, 2022 through VC/OAVM mode at its Registered Office situated at 237, Okhla Industrial Estate, Phase III, New Delhi 110020. The Board has considered and approved Acquisition of 26.37% stake on fully diluted basis of Kogo Tech Labs Private Limited for INR 10.00 Crore, with an option to raise the stake to 50% within 2 years. The details, as required to be disclosed under aforesaid Regulation 30 read with SEBI Circular dated September 9, 2015, are also enclosed as Annexure A.

Meeting commenced at 6.30 PM and concluded at 7:30 P.M.

Kindly acknowledge the receipt of the same.

Thanking you.

Yours faithfully,  
For C.E. Info Systems Limited

  
Saurabh Surendra Somani  
Company Secretary & Compliance Officer



**C.E. INFO SYSTEMS LIMITED**

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

237, Okhla Industrial Estate, Phase - III, New Delhi 110020, Digital Address: eloc.me/mmi000, Email: contact@mapmyindia.com,  
Website: www.mapmyindia.com, Phone: +91-11-4600 9900, CIN : L74899DL1995PLC065551, A CMMI & ISO 9001:2008 Certified Company

**Annexure A**

<b>Sr. No.</b>	<b>Particulars in respect of the Event</b>	<b>Details/ Information of the Event</b>
1.	Name of the target entity, details in brief such as size, turnover etc.	<p><b><u>Name:</u></b> Kogo Tech Labs Private Limited</p> <p><b><u>Turnover in INR Crores:</u></b></p> <p>FY 2020 – INR 0.14 Crores</p> <p>FY 2021 – INR 0.36 Crores</p> <p>FY 2022 – INR 0.37 Crores</p>
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	No, the proposed acquisition does not fall within the ambit of related party transaction(s).
3.	Industry to which the entity being acquired belongs.	Social Travel Commerce Platform
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	<p>MapmyIndia offers to Automotive OEMs its Mappls N-CASE (Navigation, Connected Vehicle, ADAS &amp; Autonomous Safety, Shared Mobility &amp; Electric Mobility) Suite including its maps, software &amp; IoT that goes built-in to their vehicles, companion apps and cloud back-end systems. Millions of vehicles, across 4-wheelers and 2-wheelers, including new-age EVs, have been going built-in with MapmyIndia’s Mappls N-CASE solution already through MapmyIndia’s partnership with almost all leading Automotive OEMs.</p> <p>The investment will deepen MapmyIndia’s Automotive OEM portfolio, enabling in-vehicle commerce, discovery, community engagement and brand stickiness. By integrating Kogo’s social travel commerce platform into the Mappls N-CASE platform, MapmyIndia will now additionally provide to Automotive OEMs across India and the world, next-generation gamification, loyalty, engagement, community, content &amp; commerce solutions. This would help Automotive OEMs deliver a premium and engaging user first approach</p>

		to travel and experiences and enhanced technology quotient to their vehicle owners.
5.	Brief details of any governmental or regulatory approvals required for the acquisition	No government approvals required
6.	Indicative time period for completion of the acquisition	7 days
7.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash
8.	Cost of acquisition or the price at which the shares are acquired	INR 10 Crores
9.	Percentage of shareholding / control acquired and / or number of shares acquired;	Acquisition of 26.37% stake, with an option to raise the stake to 50% within a period of 2 years
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information	<p>Kogo Tech Labs Private Limited was incorporated on September 27, 2018 in the State of Delhi. The company's website is <a href="https://www.kogotrips.com">https://www.kogotrips.com</a>.</p> <p>KOGO is a Gamified Social Travel Commerce Platform where users earn KOGOCOIN as they step out, and can spend these on Hotels, Experiences, Services, Accessories and stores on the KOGO Marketplace.</p> <p>The KOGO marketplace has over 8,00,000+ Hotels, Experiences, Stores and service providers across the world currently and continues to expand its network to maximize spend &amp; burn opportunities for its users.</p> <p>KOGO is a subscription first platform that enables subscribers to earn &amp; burn 3x more on their trips, experiences and adventures. This currency can be spent on KOGO's large network of in-app and in-platform bookings, services and marketplace.</p> <p>Along with its B2C App and website, KOGO also has a licensed B2B platform for Automotive</p>

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		<p>OEMS that enables in-vehicle commerce, discovery, community engagement and hence brand stickiness.</p> <p>Turnover: As mentioned in Clause 1 above.</p>
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