

Maps | APIs | Navigation | Tracking | GIS

May 21, 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 Investor Presentation for Q4 & FY22 Results. Ref.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Madam / Sir,

Please find attached herewith Investor Presentation for Q4 & FY22 Results.

Kindly acknowledge the receipt of the same.

Thanking you.

Yours faithfully, syste For C.E. Info Systems Limited New Delhi Saurabh Surendra Somani

Company Secretary & Compliance Officer

Encl: 1. Investor Presentation

#### C.E. INFO SYSTEMS LIMITED (Previously Known as C.E. Info Systems Pvt Ltd)

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MapmyIndia MAPPLS

## MapmyIndia C.E. Info Systems Ltd

Investor Presentation Q4 & FY2022



## Q4 & FY22 Performance

Management Commentary	03
Financial Highlights	04
Segmental Revenue	05-07
Order Book	08
Customers	09
Employees	10
P&L Highlights	11
Inorganic Growth	12
Balance Sheet & Cash Flow Statement (Extract)	13



## MapmyIndia MAPPLS

### C.E. INFO SYSTEMS LIMITED

## **Management Commentary**

"We ended FY 2022 with a good revenue and profit growth, and healthy margins that further expanded. **Revenue from operations grew 32%** YoY to Rs 200 Cr and PAT grew 45% to Rs 87 Cr. EBITDA margin for FY22 was 43%, expanding from 35% in FY21. PAT margin in FY22 was 36%, expanding from 31% in FY21.

The acquisition of 75.98% in Gtropy Systems Pvt Ltd, an IoT and Logistics SaaS company, was completed during this quarter.

We are grateful to the continued long-term trust of our shareholders, customers, employees, and partners in our company.

- Rakesh Verma, CMD



"The momentum of customer wins continued across all our customer segments – Automotive OEMs, Corporates and Government – resulting in total **Annual New Order Bookings of Rs 523 Cr in FY22. This enabled us to end FY22 with an Open Order Book of Rs 699 Cr, growing substantially from Rs 377 Cr at the end of FY21.** 

### Our top 80% customer base continues to diversify and de-concentrate to 35 in FY22 vs 25 in FY21.

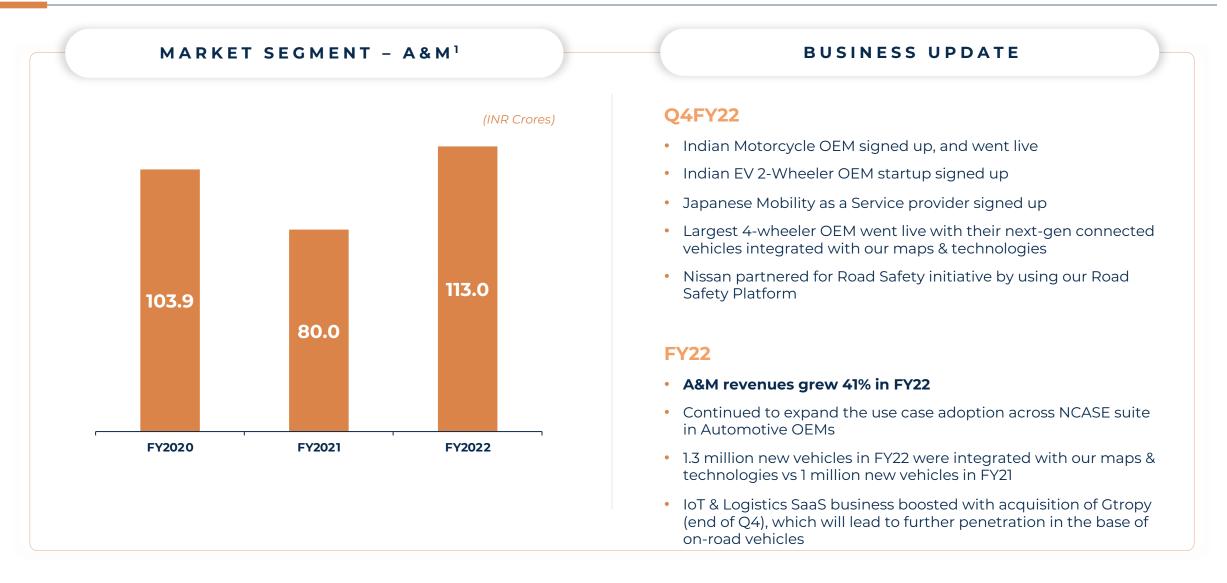
We continue to relentlessly innovate on our map data and technology products and platforms in the digital mapping, automotive technologies, APIs, digital transformation, geospatial and IoT space."

- Rohan Verma, CEO

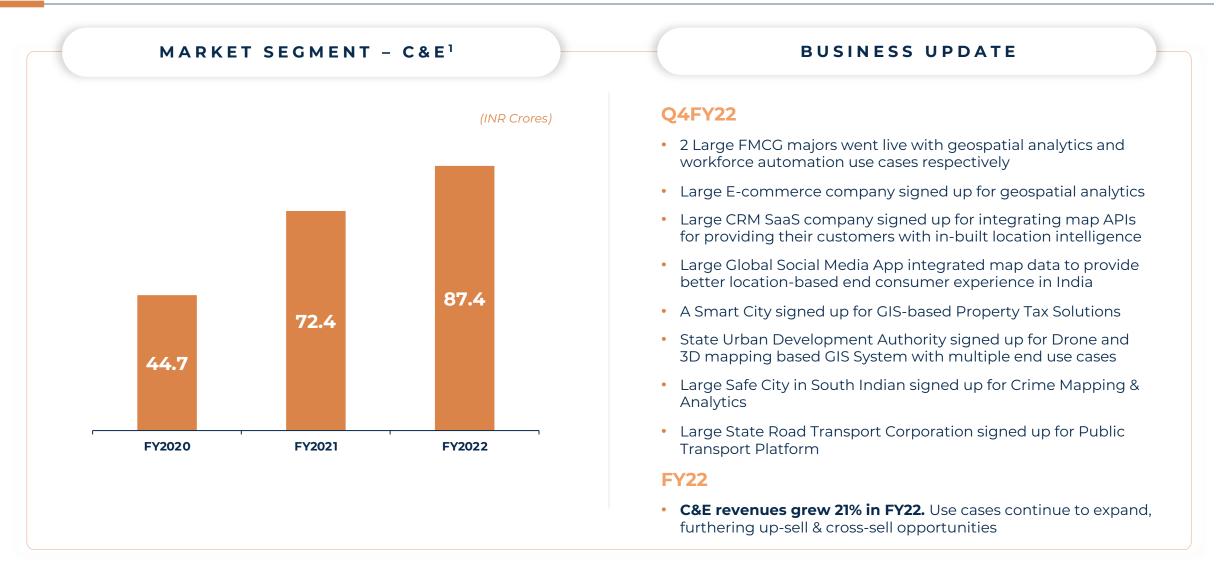
## **Financial Highlights**

					(INR Crores, u	Inless otherwise mentione
	Q4FY22	Q4FY21	YoY Growth (%)	FY2022	FY2021	YoY Growth (%
Total Income	69	56	23%	242	192	26%
Revenue from Operations	57	47	20%	200	153	31%
EBITDA	23	19	<b>22</b> %	86	53	63%
EBITDA Margin (%)	41%	41%		<b>43</b> %	35%	
РВТ	34	24	39%	117	79	<b>49</b> %
PBT Margin (%)	44%	43%		<b>48</b> %	41%	
PAT	23	19	18%	87	60	<b>45</b> %
PAT Margin (%)	33%	34%		36%	31%	
Cash & cash equivalents				382	336	

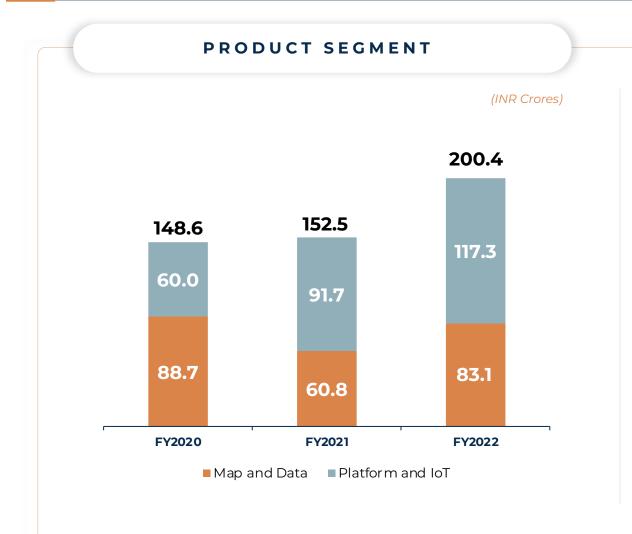
## **Segmental Revenue**



## **Segmental Revenue**



## **Segmental Revenue**



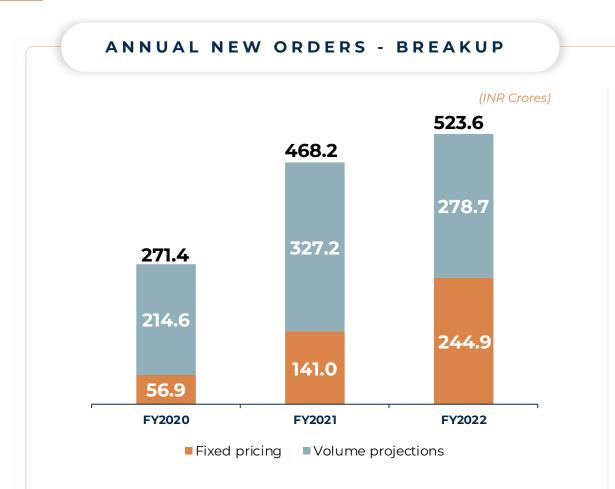
### BUSINESS UPDATE

### Q4 & FY22

- Revenue grew for both Map & Data (37%) as well as Platform & IoT (28%) suite of products, on the back of increasing usage by existing and new customers, and more use cases.
- Mappls Platform: Successfully unified and released our one global platform in Q4, under our brand Mappls, which includes both our own map data, as well as map data for 200+ countries and territories from around the world.
- Map & Data Product Suite: Expanded coverage and capabilities of the core foundation map data product, real-time & rich map update service, value-added geo-demographics datasets for analytics & location intelligence, and advanced map data covering 3D, HD and Real-View, pushing further towards our Alpowered Digital Metaverse of the Real World.
- Platform & IoT Product Suite: Released multiple new products and features in the Cloud Map suite, developer APIs suite, NCASE automotive suite, Enterprise Digital Transformation suite, Geospatial Suite (including drone-based solutions), and IoT Suite for Mobility & Logistics (further augmented by the acquisition of Gtropy, an IoT & Logistics SaaS company), and Consumer App and Gadgets

Notes – 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).

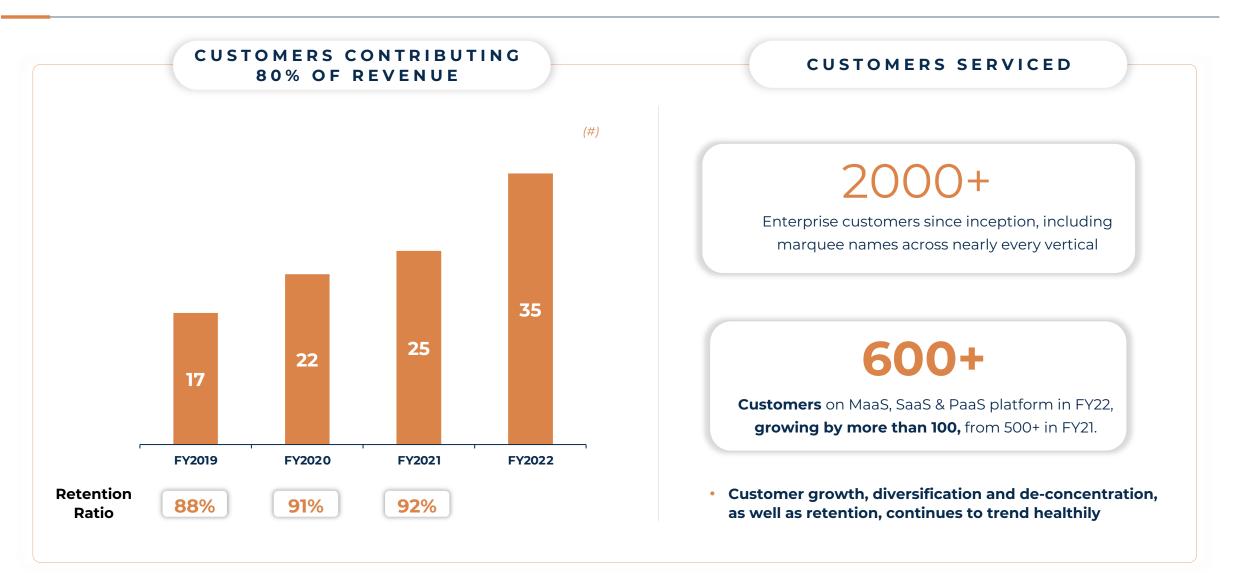
## **Order Book**



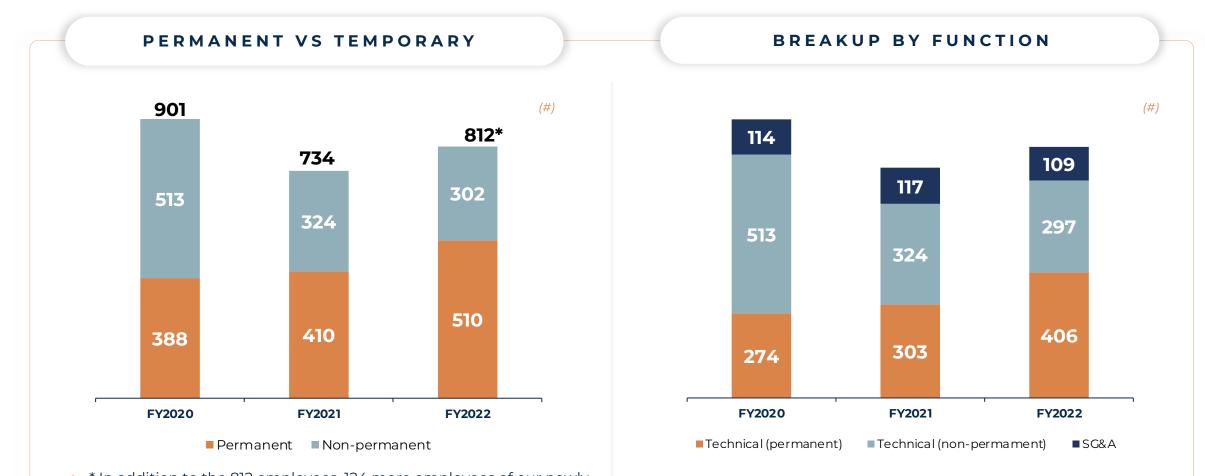
### PERFORMANCE UPDATE

- Annual New Order Bookings continued to gain momentum with growth in orders across both A&M and C&E market segments, due to continued adoption & expansion of use cases, as well as up-selling and cross-selling to new and existing customers.
- Open Order Book as of April 01, 2022, stood at Rs. 699.6 Crores vs Rs 377.5 as of April 01, 2021
- Historically the Open Order Book to Revenue conversion ratio has been 3-5 years.

### **Customers**



## **Employees**



Attrition

rate

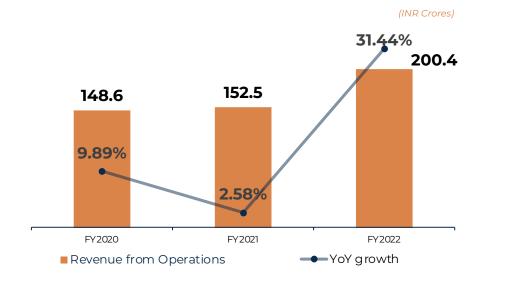
12.0%

13.5%

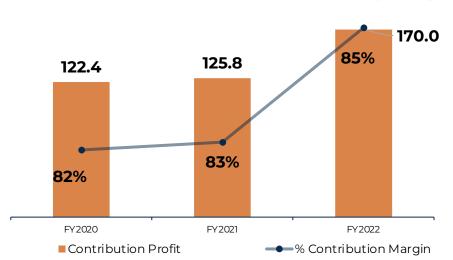
17.45%

- \* In addition to the 812 employees, 124 more employees of our newly acquired Gtropy subsidiary have increased our total employee base to 936.
- We continue to up-skill our existing employees, and also bring in higher skilled technical permanent employees, to evolve with needs of our business.

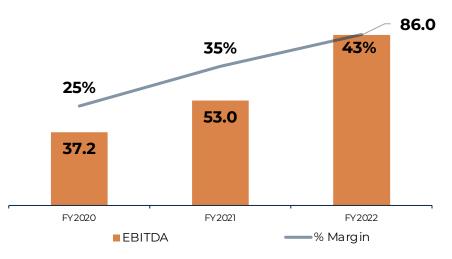
## **P&L Highlights**



(NR Crores)



(INR Crores)



## **Inorganic Acquisitions in FY22**

Date	Name	Overview	Rationale	Consideration
March	<b>GTROPY</b> Gtropy Systems Private Limited	A Company dedicated to the field of GPS based vehicle tracking solutions and its exhaustive data analytics. It serves varied industries like transportation, schools, rental car services, food & beverage services, telecom, heavy equipment, among others.	This will allow us to augment our GPS tracking capabilities in vehicles.	Acquired 75.98% stake for a consideration of Rs. 13.5 Crores
December	Pupilmesh Private Limited	A young, exciting automotive tech and augmented reality metaverse tech company.	This will allow us to bring to market cutting-edge augmented reality based helmets and heads- up-displays for 2- and 4-wheelers and glasses for professionals, powered by MapmyIndia's maps and technologies	Acquired 9.99% stake for a consideration of Rs. 49.95 lacs.

## **Balance Sheet & Cash Flow Statement (Extract)**

				(INR Crores)
Consolidated	FY2019	FY2020	FY2021	FY2022
Property, plant & equipment	5.8	8.2	6.4	6.8
Investments	102.5	110.2	114.8	173.8
Total non-current assets	181.6	186.6	158.2	247.8
Investments	98.2	88.5	154.2	122.6
Trade receivables	23.9	31.1	28.3	43.5
Cash & cash equivalents	8.2	15.1	33.6	40.6
Total current assets	157.6	171.2	269.2	268.7
Total assets	339.3	357.8	427.4	516.5
Equity	285.2	297.7	357.7	445.8
Lease liabilities	22.5	18.7	15.9	11.9
Total non-current liabilities	24.2	21.8	18.7	17.3
Lease liabilities	2.6	2.8	3.7	4.0
Trade payables	4.5	6.1	4.5	6.1
Total current liabilities	29.9	38.3	51.0	53.4
Total equity and liabilities	339.3	357.8	427.4	516.5

			(	INR Crores)
Consolidated	FY2019	FY2020	FY2021	FY2022
Profit before tax	41.8	31.6	78.9	117.3
Adjustment for non-cash items and others	1.6	8.4	(22.6)	(4.4)
Changes in working capital	(0.4)	(1.0)	40.8	(48.5)
Cash flow generated from operating activities (CFO)	43.0	39.0	97.0	64.5
Income tax paid	(16.2)	(12.3)	(15.2)	(35.7)
Net Cash flow generated from Operating activities (A)	26.8	26.7	81.8	28.8
Securities Premium received	-	-	-	7.8
Proceeds from sale of investments, net of purchase	(11.1)	(1.9)	(43.8)	(28.7)
Payment towards acquisition of business	-	-	-	(3.0)
Interest received on bank deposits	0.4	7.8	4.7	12.9
Dividend received	2.6	0.6	0.1	0.2
Proceeds from sale of PP&E, net of purchase	(3.3)	(5.4)	(2.2)	(3.9)
Investments in intangible assets of subsidiary company	-	-	-	(10.5)
Income from investment property	0.6	1.3	-	-
Deposit due to mature within 12 months of the reporting date included	(8.4)	(4.0)	(16.4)	14.0
Net Cash flow used in Investing activities (B)	(19.1)	(1.6)	(57.6)	(11.2)
Receipt on issue of shares	-	-		0.8
Proceeds from borrowings, net of repayment	-	0.9	(0.3)	2.5
Dividends paid	-	(11.0)	-	(10.7)
Payment of lease liabilities including interest	(4.0)	(6.3)	(5.3)	(3.7)
Corporate Dividend tax	-	(2.3)	-	-
Interest paid	(0.2)	(0.1)	(0.1)	-
Net Cash flow used in Financing activities (C)	(4.2)	(18.8)	(5.7)	(10.9)
Cash & cash equivalents (opening balance)	4.8	8.2	15.1	33.6
Net increase/decrease (A + B + C), after effect of exchange rate changes	3.4	6.8	18.6	6.9
Cash & cash equivalents (closing balance)	8.2	15.1	33.6	40.6

13

# Industry

## Overview

Potentially Addressable Market	15-16
Government Initiatives	17



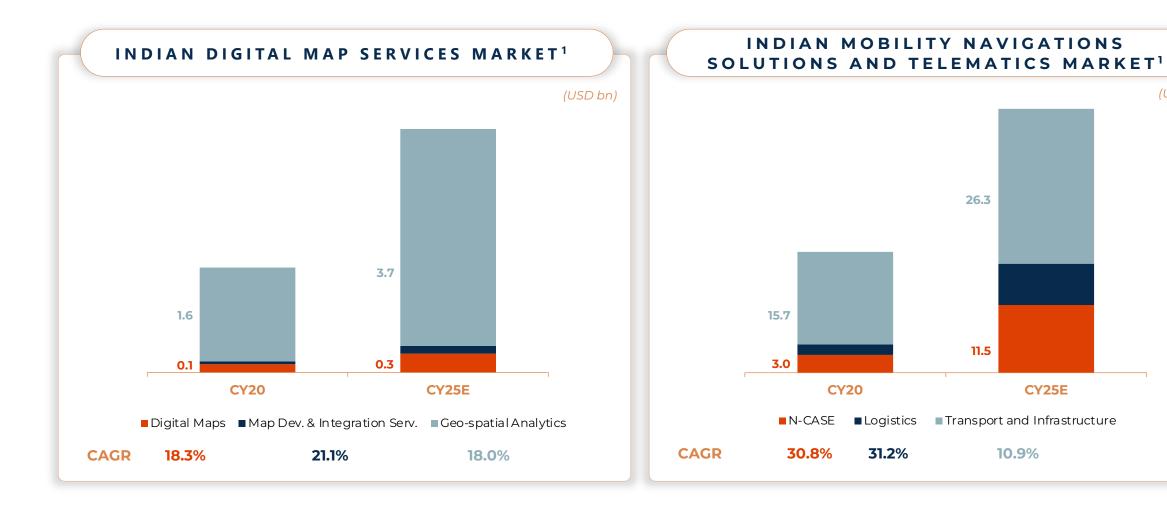


C.E. INFO SYSTEMS LIMITED

**CY25E** 

10.9%

## Large potentially addressable market..



(USD bn)

## ..With growth prospects

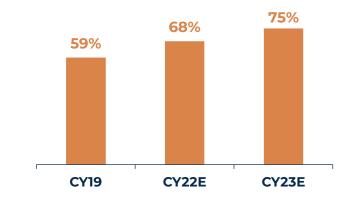
aided by industry tailwinds and growth drivers across market segments



App Downloads in India<sup>1,2</sup>



### Smartphone User Penetration<sup>1,3</sup>



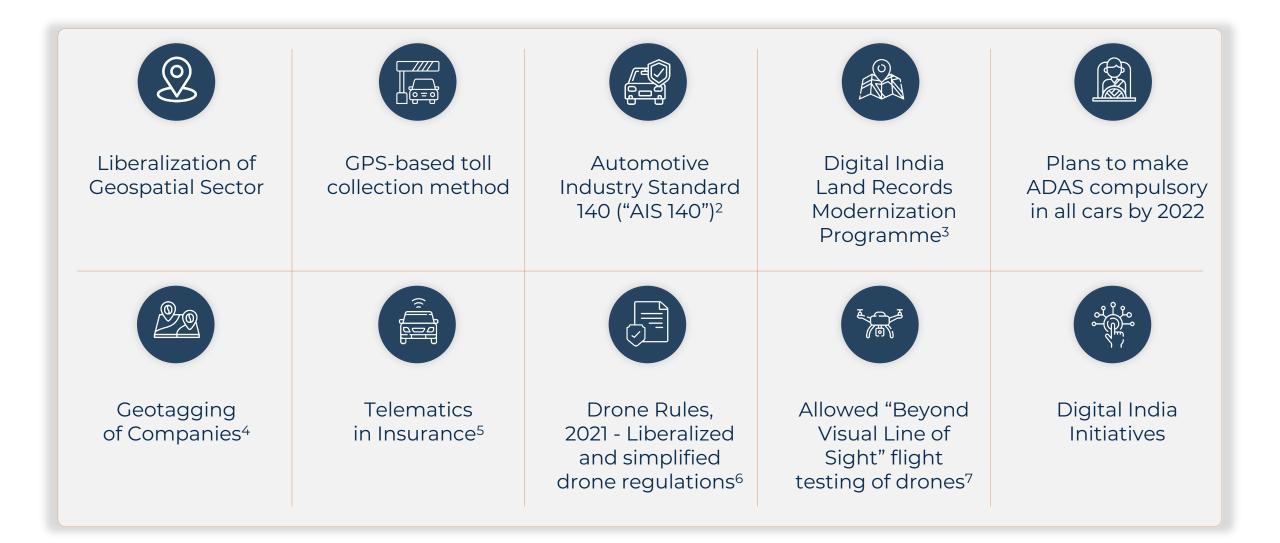
### Digital services market in India<sup>1</sup>



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

## **Government Initiatives:**

Macro-Economic Enablers for digital maps and location intelligence



## MapmyIndia MAPPLS

## About

## MapmyIndia

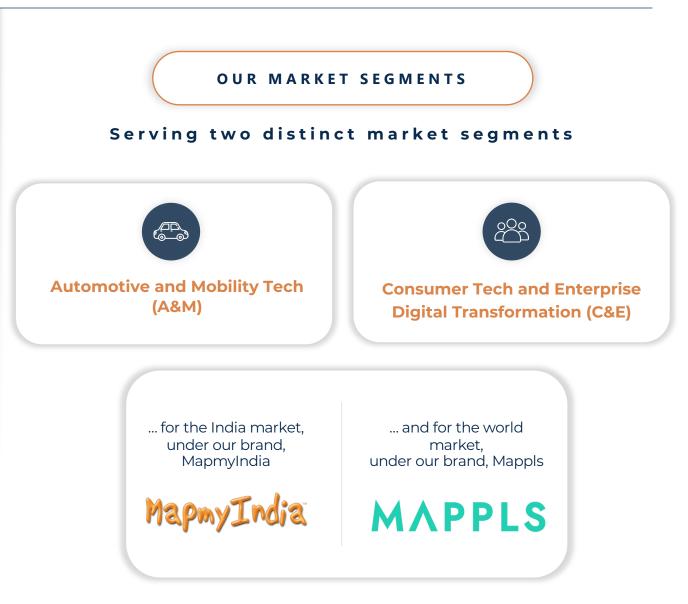
Company Overview	19-20
Our Strengths	21-29
Future Strategy	30
Shareholding Pattern	31



### C.E. INFO SYSTEMS LIMITED

## **Company Overview**

- We are India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving B2B and B2B2C enterprise customers.
- As a data and technology products and platforms company, we offer proprietary digital maps as a service ("MaaS"), software as a service ("SaaS") and platform as a service ("PaaS").
- Our Product segments Maps and Data includes MaaS offerings; while Platform & IoT include SaaS & Paas offerings
- Having pioneered digital mapping in India in 1995, we have earned our 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.



## **Our Journey So Far**

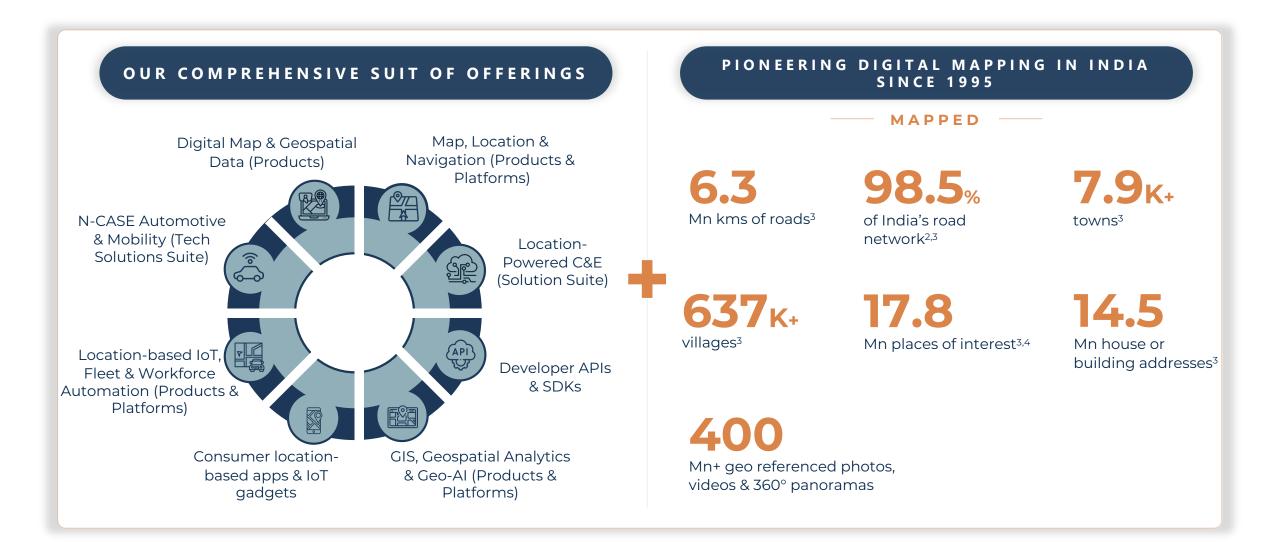
1995-00	2001-10	2011-16	2017-19	2020	2021-22
Company was founded	Launched India's internet mapping portal, mapping technologies	Launched IoT (GPS-based telematics) platform	Started Building Al- powered 4D, HD, Digital Map Twin of the Real World in 2017	Launched real- time maps of Covid vaccine centres on Co- WIN	Entered MoU <sup>1</sup> with Ministry of Electronics & IT & Ministry of Road Transport & Highways
Built India's digital maps	Launched pan-India GPS navigation system	Launched map and location API Platform for developers	Launched nation-wide unique digital address and location identity system - "eLoc" (now called Mappls Pin)	Entered MoU <sup>1</sup> with ISRO <sup>2</sup>	Company goes public in Dec 2021
Note: 1) MOU - Memorandum of understa	nding; 2) ISRO - Indian Space Research Org	Transportation tech, logistics optimisation & workforce automation in 2016	Launched geospatial analytics and GIS platform; and N-CASE mobility suite for Digital Vehicle Transformation	ДДД Gol announces geospatial guidelines	Mappls global platform released with integrated maps of 200+ countries

## **Our Strengths**



## **B2B and B2B2C market leader**

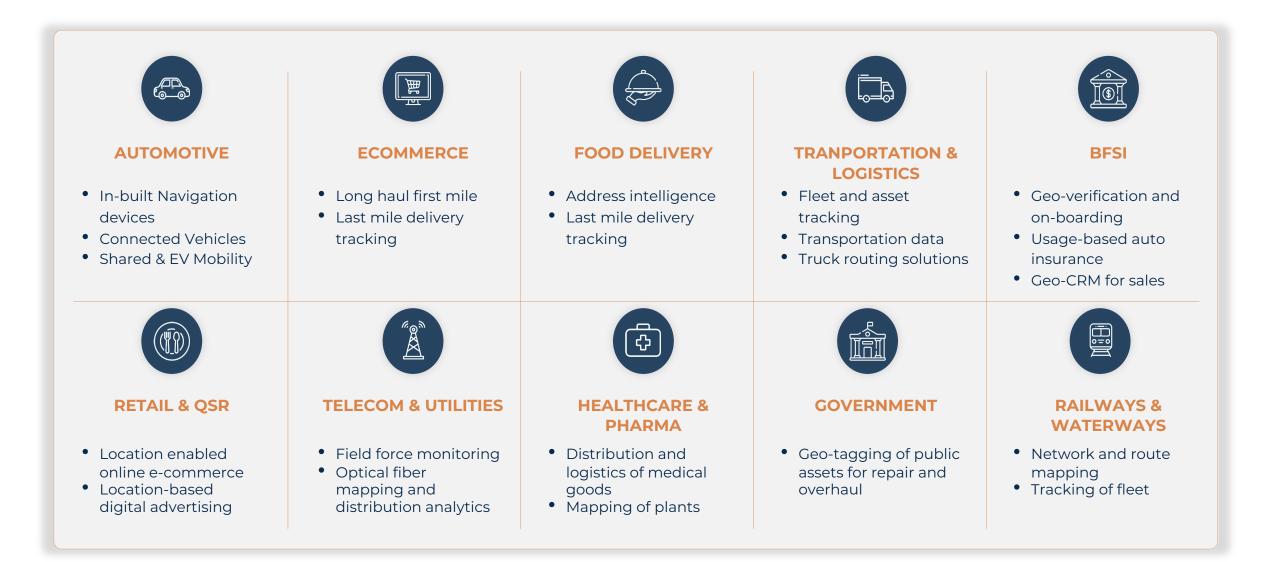
for maps and geospatial products in India with a comprehensive suite of offerings



Source: 1) F&S Report commissioned and paid for by the company; 2) Total Road network was 6.39 mn kms as per the Annual Report of the Ministry of Road Transport & Highways. 2021-22 Note: 3) as of date of DRHP, 4) Places of interest - Across many categories such as restaurants, retail shops, malls, ATMs, hotels, police stations, petrol pumps, electric vehicle charging stations etc.

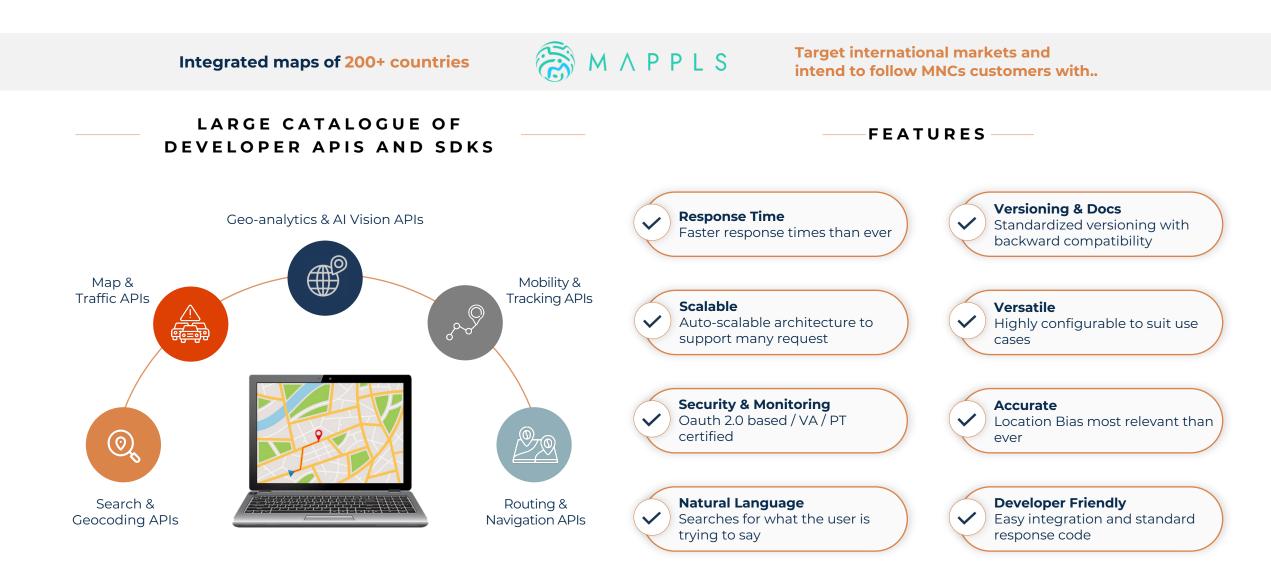
## **Ever expanding use cases;**

Innovating to address technology paradigm shifts

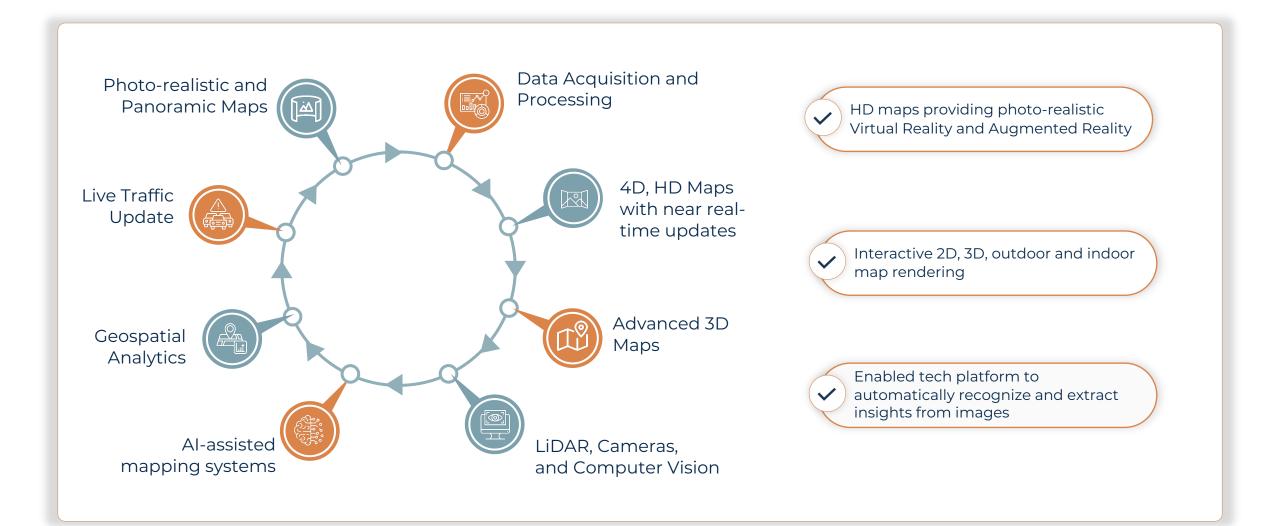


## Independent, Global

Geospatial products and platform company

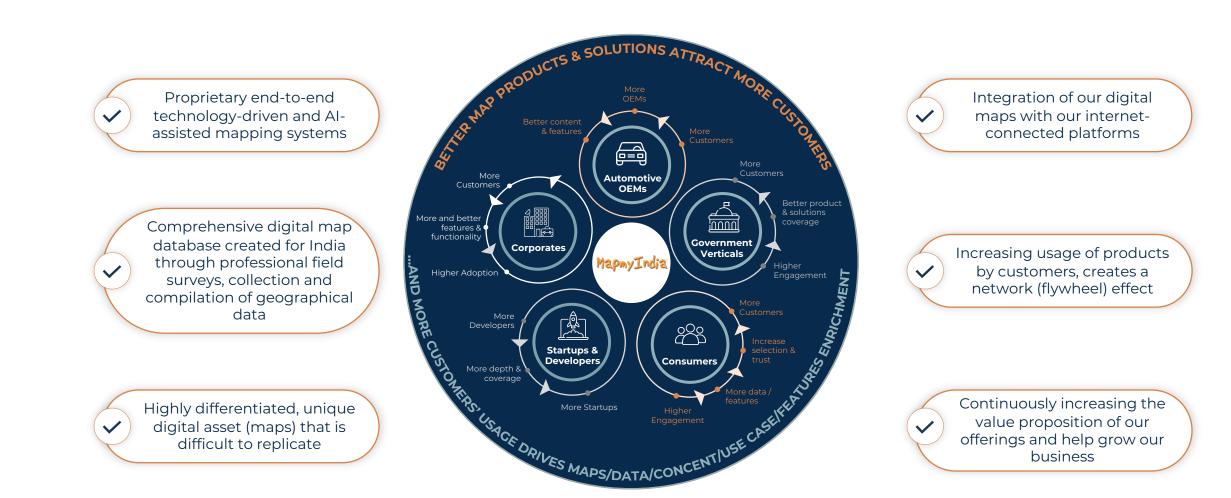


## **Proprietary technology..**



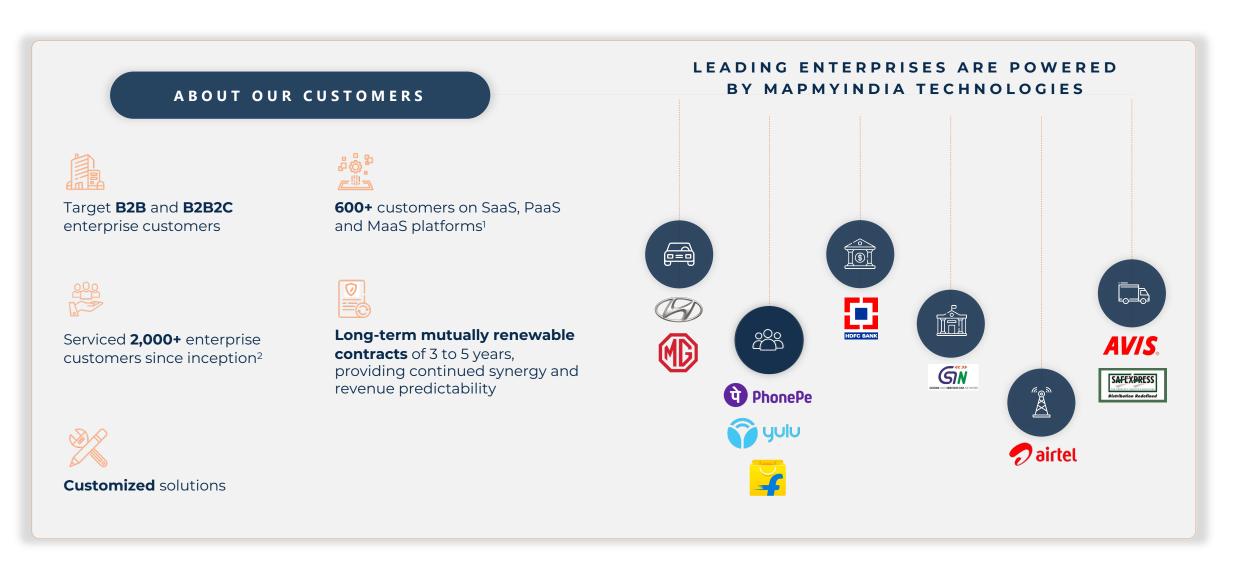
### About MapmyIndia

### **..and Network effect** create Strong entry barriers



### **Marquee customers**

### across sectors with capability to up-sell and cross-sell



## **Founding team**

supported by an experienced professional management team

### 01 LEADERSHIP TEAM



Rakesh Verma CO-FOUNDER, CMD

### 47+ years of experience

BE (Hons.), Mechanical Engineering, BITS, Pilani; MBA, Eastern Washington University, USA



Rashmi Verma CO-FOUNDER, CTO

#### **40+ years of experience**

BTech, Chemical Engineering, IIT Roorkee; MSc, Eastern Washington University, USA



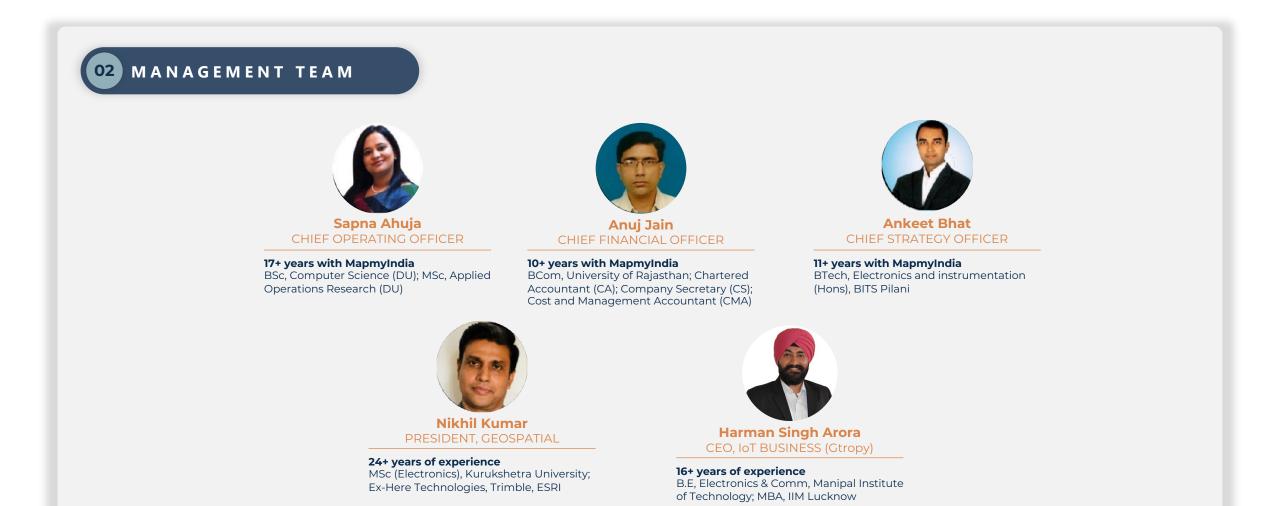
**Rohan Verma** WHOLE-TIME DIRECTOR, CEO

#### 17+ years of experience

BTech, Electrical Engineering Stanford University, USA; MBA, London Business School

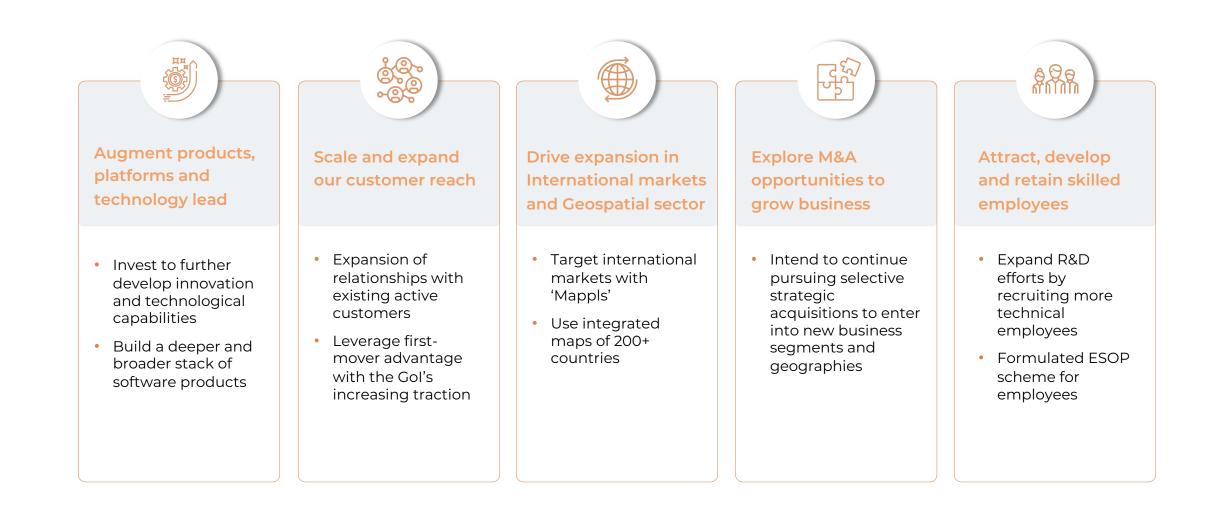
## **Founding team**

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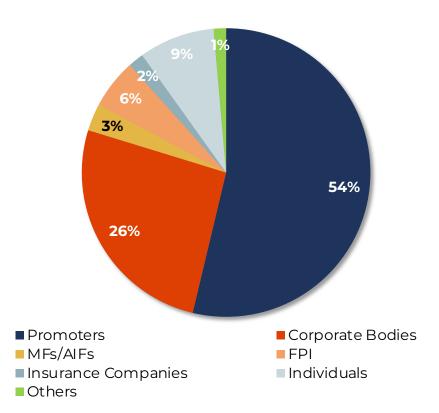
29

## **Future Strategy**



## **Shareholding Pattern**

Top Non-Promoter Shareholders	% Holding
Phonepe Private Limited	19.2%
Zenrin Co. Ltd	<b>6.2</b> %
Fidelity Investment Trust Fidelity Series Emerging Markets Opportunities Fund	1.5%
Goldman Sachs Funds - Goldman Sachs India Equity Portfolio	1.0%
Tata Aia Life Insurance Co Ltd-Whole Life Mid Cap Equity Fund	0.9%





### C.E. INFO SYSTEMS LIMITED

A&M	Automotive and Mobility Tech
BVLOS	Beyond Visual Line of Sight
C&E	Consumer Tech and Enterprise Digital Transformation
ESRI	Environmental Systems Research Institute
FAME	Faster Adoption and Manufacturing of Hybrid and Electric Vehicles in India
FICCI	Federation of Indian Chambers of Commerce and Industry
GIS	Geographic Information System
GPS	Global Positioning System
MaaS/SaaS	Maps/Software as a service
SDK	Software Development Kit

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## Thank You

For further details please contact:

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