March 25, 2025

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 'Places Pulse' by ClarityX AI, a unique search analytics tool powered by Mappls MapmyIndia."

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:
Press Release

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

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Website: www.mapmyindia.com / www.mappls.com, Phone: +91-011-4600 9900, CIN: L74899DL1995PLC065551, A CMMI-3 & ISO Certified Company

ClarityX AI launches 'Places Pulse', a unique search analytics tool powered by Mappls MapmyIndia

Analyses consumer movement trends to generate Actionable insights

New Delhi, **March 25, 2025**: **ClarityX** (www.clarityx.ai), an AI-driven data analytics and consulting firm backed by **MapmyIndia** founders, driving **immediate strategic decisions and digital transformation**, has unveiled **"PLACES PULSE"**, a cutting-edge search analytics tool that deciphers India's movement trends across time periods.

"The ClarityX **Places Pulse** is not just a dashboard; it's a **movement map for India. With this unique tool, businesses and policymakers can pinpoint demand spikes, identify location-based consumer behaviour, and strategize with precision—all at zero cost**. The Places Pulse tool leverages Mappls MapmyIndia, India's best hyperlocal Maps data and location tech to analyse places search trends by state, category and time frame to stay updated on popular destinations," says Rakhi Prasad, Co-founder, ClarityX.

Leveraging anonymized search data from millions of users, Places Pulse provides instant insights into consumer behaviour, market demand, and location intelligence, redefining how businesses, policymakers, and analysts make data-driven decisions.

Why Places Pulse?
A Smarter Way to Decode Consumer Movement. In today's fast-moving world, relying solely on traditional surveys and expensive feedback mechanisms is outdated. Places Pulse offers an on-ground intelligence alternative—analysing 9GB of daily logs and 450M+ monthly records to provide granular insights into what, where, and when India is searching. Check out the free Places Pulse dashboard with state level insights here : **https://clarityx.ai/places-pulse**

Decode India's Pulse Like Never Before
Hyperlocal Search Trends – Analyse consumer movement patterns across states, districts, and even rural vs. urban areas.
Category Intelligence – Track 12+ industries, including Restaurants, Healthcare, Tourism, Finance, and more.
Time-Based Consumer Insights – Identify peak search hours and seasonal demand shifts through monthly trends.
Geospatial Heatmaps – Visualize search activity down to the state and district level.
Trend Tracking & Forecasting – Spot emerging and declining trends before the competition.
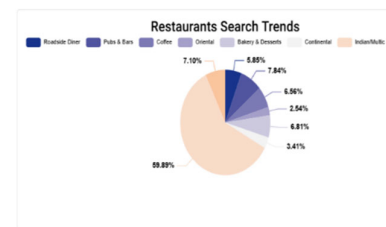
Who Needs Places Pulse? Everyone.
- **Businesses –** Optimize marketing, expansion & location strategies based on real consumer demand.
- **Retail & Hospitality –** Identify hotspots for new stores, hotels, or franchises.
- **Policymakers & Urban Planners –** Use real-time location data for better infrastructure and service planning.
- **Investors & Analysts –** Uncover market shifts and investment hotspots before they make headlines.

Precise and actionable Insights
- 49% of all searches in India are for religious places, followed by hospitals & clinics (23%)—highlighting cultural and healthcare-driven demand.

Total Search Heatmap

- Goa saw a 62% spike in tourist searches in November, making it the most-searched destination in a single month.
- Andaman & Nicobar and Goa lead in Pubs & Bars searches accounting for **25 - 30% of searches** in the restaurant category, while Bakery searches in Andhra Pradesh surged from 5% in Jan to 36% in April.
- Kamrup Metropolitan (Guwahati) recorded the highest search activity in Assam, proving its dominance as a commercial hub.
- Sri Ganga Ram Hospital was Delhi's most-searched hospital in 2024, reinforcing its top-tier reputation.
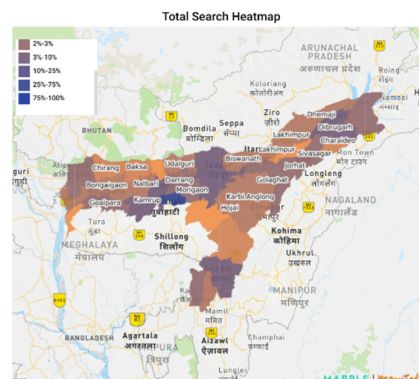
For **detailed location-based insights** at the city, village, pin code, or grid level, connect with us at contact@clarityx.ai.

About ClarityX - www.clarityx.ai
ClarityX is an AI-driven data analytics and consulting company founded by the MapmyIndia founders. Backed by the pioneering data and geospatial expertise of MapmyIndia, ClarityX aims to go beyond location data analytics. By seamlessly integrating multi-dimensional static and real-time data and extracting sophisticated insights ClarityX empowers businesses to identify new markets, optimize network/resources and reduce risks/frauds. The close cross-leveraging between ClarityX's proprietary indices, machine learning models and insights and MapmyIndia's extensive map data and geospatial platforms has resulted in robust, comprehensive solutions that are both holistic and granular, ensuring that every aspect of a client's business is optimized. ClarityX's 'Made in India for the World' solutions include Proprietary Indices such as District Potential Index & Rural Potential Index, Machine Learning Models such as Sales Projection Model and Risk Assessment Model (utilizing predictive modelling), Insights such as Origin-Destination Analysis, Category Trend Analysis, and Catchment Analysis, and a Trends Dashboard to demonstrate where India is moving.

About MapmyIndia & Mappls (C.E. Info Systems Ltd) - www.mapmyindia.com & www.mappls.com C.E. Info Systems Ltd (NSE: MAPMYINDIA; BSE: 543425) is India's pioneering and leading deep-tech digital mapping, geospatial software and location-based IoT products, platforms, solutions and APIs company, popularly known in India as MapmyIndia and globally as Mappls. The company offers 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 its inception. The company pioneered digital mapping in India in 1995 and has earned its market leadership position in this industry. 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 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 an 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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