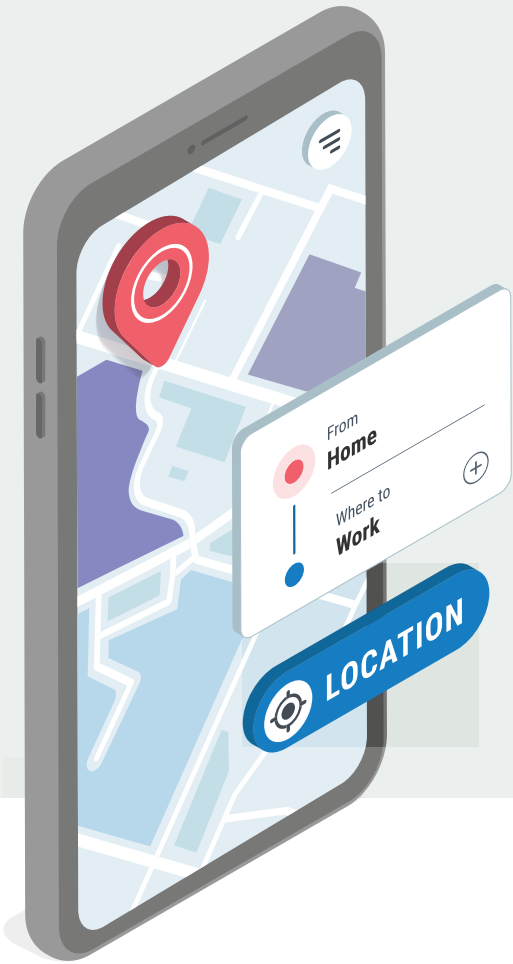




C.E. Info Systems Limited (MapmyIndia) IPO DETAILS



Issue Opens

9th Dec 21, Thu

Issue Closes

13th Dec 21, Mon

Min. Lot Size

14 Shares

Issue Price Band

₹1,000 - ₹1,033

Sector

Digital Map Services

Issue size

Fresh Issue:
NIL

OFS:

1.01 Cr Equity Shares
(₹1,039.61 Cr)

Face Value

₹2

Listing at

NSE, BSE

Objectives of the Issue

Carry out the Offer for Sale of up to 10,063,945 equity shares.

Achieve the benefits of listing the equity shares on the Stock Exchanges.

Rating

SUBSCRIBE

APPLY NOW



C.E. Info Systems Limited

Company Overview

C.E. Info Systems Limited is a data and technology products & platforms company, offering proprietary digital maps as a service (Maas), software as a service (Saas) and platform as a service (Paas). The company was shortlisted by NASSCOM as a “Showcase Company for IT Innovation in India” for launching MapmyIndia.com in 2004.

7,933
Towns

6,37,472
Villages

17.79 Mn
Places

The company’s digital map data provides location, navigation, analytics and other information across many categories such as restaurants, retail shops, malls,ATMs, hotels, police stations, electric vehicle charging stations etc., and 14.51 million house or building addresses.

6.29 Mn

kilometers are covered by company’s digital maps in India, representing 98.50% of India’s road network which was 6.39 million kilometers as at March 31, 2019.

Company’s Customers

PhonePe

Flipkart

Yulu

HDFC Bank

Airtel

Hyundai

MG Motor

Avis

Safexpress

GSTN



Company’s Offerings

The company provides products, platforms, application programming interfaces (APIs) and solutions across a range of digital map data, software & IoT for the Indian market under the (MapmyIndia) brand, and for the international market under the (Mappls) brand.



Customers Served

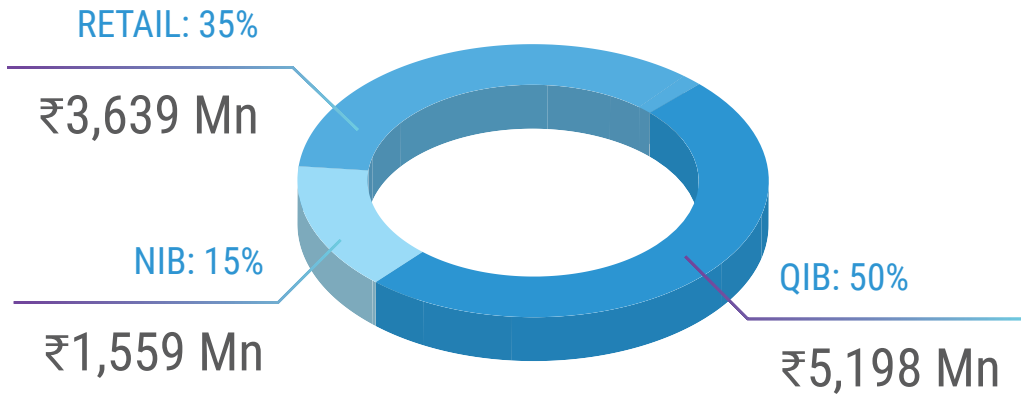
As of September 30, 2021, company had serviced over 2,000 enterprise customers since the inception and over 500 customers on their SaaS, PaaS and MaaS platforms.



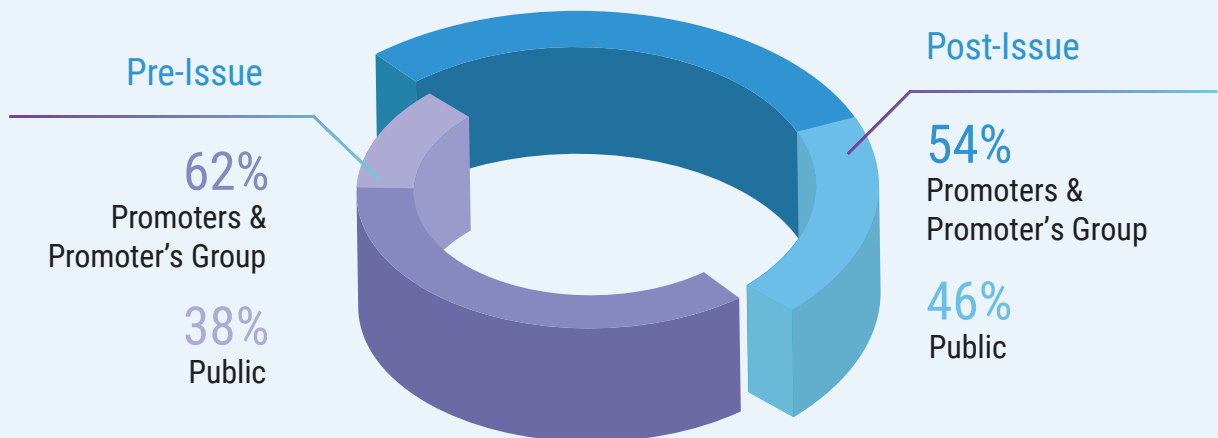
C.E. Info Systems Limited

Issue Details

Issue Break-Up



Shareholding Pattern



Capital Structure (in ₹)



150 Mn

Authorised Equity Share Capital



106 Mn

Paid-Up Capital (Pre-Offer)



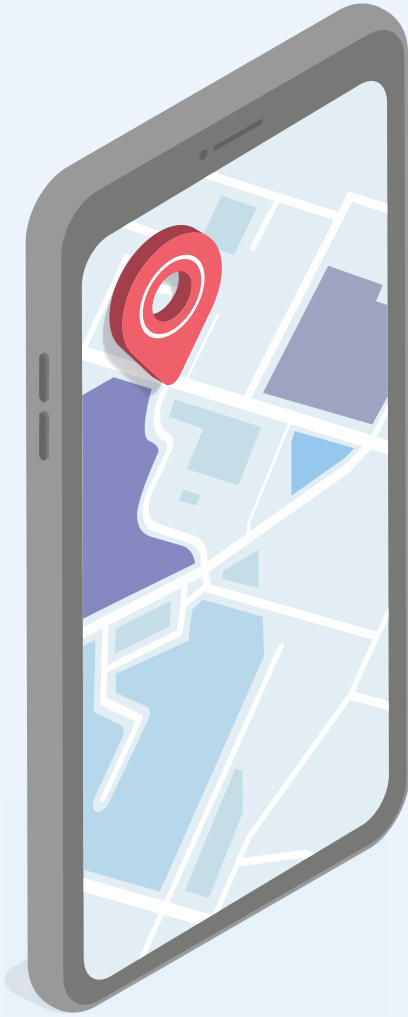
106 Mn

Paid-Up Capital (Post-Offer)



C.E. Info Systems Limited

Valuations



Market Capitalization

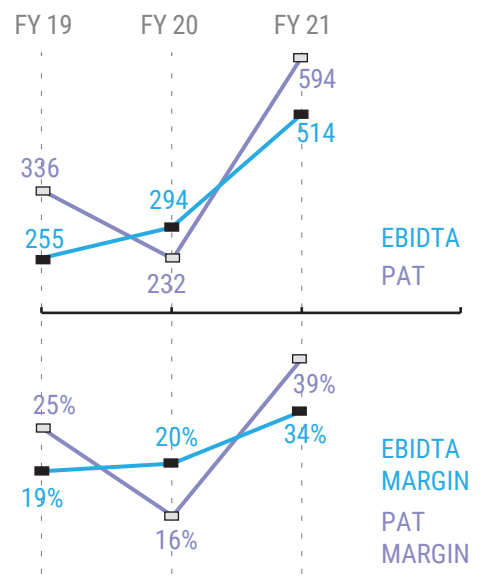
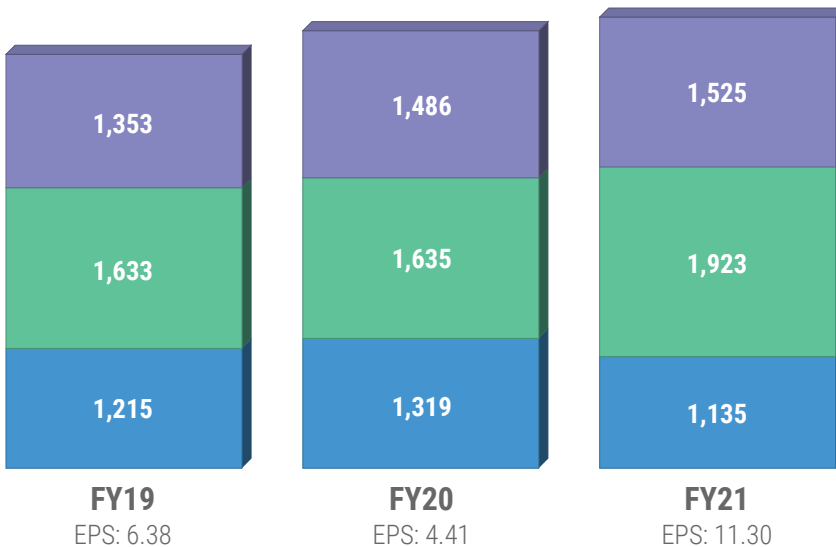
55,000 Mn

Price to Earnings (P/E)

63.37X

Financial Snapshot (in Mn ₹)

- Revenue
- Total Income
- Total Expenses





C.E. Info Systems Limited

Business Insights



Competitive Strengths

- B2B and B2B2C market leader in India with a comprehensive suite of SaaS, PaaS and MaaS offerings capitalizing on early mover advantage.
- Independent, global geospatial products and Platforms Company, with strong data governance.
- Market position built around proprietary technology and network effect resulting in strong entry barriers.
- Marquee customers across sectors with strong relationships and capability to up-sell and cross-sell.
- Profitable business model with consistent financial track record, high operating leverage and strong cash flows.



Business Strategy

- Augment the products, platforms and technology lead.
- Continue to scale and expand the customer reach leveraging market presence in India.
- Drive expansion in international markets and geospatial sector.
- Pursue selective strategic acquisitions and investments to grow the business.
- Attract, develop and retain skilled employees to sustain the product quality and customer experience.



Risks

- The company depends on a limited number of customers for a significant portion of our revenues; the loss of the key customers may adversely affect their business, results of operations and financial condition.
- As of September 30, 2021, The Company have contingent liabilities of 25.62 mn, In the event that any of company's contingent liabilities become non-contingent, the business, financial condition and results of operations may be adversely affected.

Promoters and Management Details

Mr. Rakesh Kumar Verma - Chairman and Managing Director

Mr. Rohan Verma - Whole-time Director and CEO

Mrs. Rakhi Prasad - Non-executive Director