

28<sup>th</sup> February, 2026

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 the press release issued by C.E. Info Systems Limited (MapmyIndia) announcing the report titled “Multi-party data and hyperlocal playbooks as key market differentiators”, published by ClarityX and Mastercard, co-powered by MapmyIndia data.

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**



## Decentralization and rising non-metro demand are reshaping India's retail sector

*Multi-party data and hyperlocal playbooks as key market differentiators, reveals a report by ClarityX and Mastercard, co-powered by MapmyIndia data*

**New Delhi, India, February 28, 2026:** Decentralization of demand and rapid premiumization are accelerating India's retail transformation, according to a new report published by ClarityX, an AI-driven data analytics and consulting firm supported by MapmyIndia founders and Mastercard. The report, "Winning in India's Retail Sector—Harnessing Next-Gen Analytics to Drive Transformative Growth", leverages MapmyIndia data and examines demand and supply trends from 2023–2025 and highlights how multi-party data and hyperlocal decision-making are becoming essential in an increasingly diverse retail landscape.

"The ClarityX Mastercard India Retail report highlights how the 2Hs (Highways and Highstreets) are emerging as the new demand engines and the 3Fs (Fuel, Food and Fashion) are driving tier 3- 5 towns to grow twice as fast as their metro peers. The seeping of retail demand and its premiumization at lower demographics are strong markers of democratisation of purchasing power and inclusive economic growth. The evolution of AI-enabled retail intelligence is bringing together multi-party datasets that identify high-potential geographies, shifting consumer demand and enabling precision-led expansion strategies," said **Rakhi Prasad, Co-founder, ClarityX and Non-executive Director, CE Info Systems Ltd (MapmyIndia Mappls)**

"India offers extraordinary growth potential for retailers, but real success lies in understanding how consumer behaviour is evolving. Aggregated and anonymized payments data can tell us who customers are, how they shop and what they value. When this is combined with traffic patterns, POI (point of interest) intelligence and search analytics, it creates a powerful, holistic view of the market. The retailers who turn this intelligence into decisive action will be the ones who lead," said **Rajesh Chopra, Senior Vice President & Head, Advisors, South Asia at Mastercard.**

### **Non-metro India powering the next phase of growth**

Tier 3–5 cities are growing almost twice as fast as metros, driven by higher disposable incomes, rising aspirations and a lower starting consumption base. Categories from dining to apparel are seeing clear trading-up behaviour, but the meaning of 'premium' varies sharply by geography—making hyperlocal product assortments increasingly important as mass-premium offerings lose relevance.

With Tier 1–2 markets approaching saturation, highway and high-street retail corridors (2H) are emerging as new demand engines. Fuel and food consumption along these routes indicate rising footfall, first-time brand adoption and the formation of new retail hubs. Future growth will depend on category mix, micro-marketing and the ability to understand consumers at a highly granular level. Brands that can tailor their product, pricing, promotion and distribution strategies to local nuances will lead India's next retail chapter.

### **Key findings from the ClarityX–Mastercard Retail Report**

- Offline consumer spends grew 20% between 2023–25, while retail outlets expanded 25% in the same period.
- Electronics, durables and jewellery are still in early growth phases, while footwear has reached maturity across Tier 1–5; F&B and apparel are now nearing maturity.
- Grocery spending rose 74% nationally, but growth was uneven—32% in Tier 1–2 vs 104% in Tier 3–5 cities.
- Premiumization varies by income, exposure and city tier—making it a relative, not universal concept.
- Spending above Rs 25,000 saw the highest growth across categories, indicating unprecedented up-trading.



- Among organized retail categories, F&B grew the fastest at 89% over three years.

For **detailed location-based insights** at the city, village, pin code, or grid level, connect with us at [contact@clarityx.ai](mailto:contact@clarityx.ai).

**About ClarityX - [www.clarityx.ai](http://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 Mastercard**

Mastercard powers economies and empowers people in 200+ countries and territories worldwide. Together with our customers, we’re building a resilient economy where everyone can prosper. We support a wide range of digital payments choices, making transactions secure, simple, smart and accessible. Our technology and innovation, partnerships and networks combine to deliver a unique set of products and services that help people, businesses and governments realize their greatest potential.

**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 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. MapmyIndia Maps - India’s most comprehensive, accurate, feature-rich and continuously updated digital map data down to address level, built are helping build 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’s platform provides 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).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.

**For further information, please contact:**

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