

November 30, 2023

<b>BSE Limited</b> Corporate Relationship Department P.J. Towers, Dalal Street, Fort, Mumbai - 400 001	<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Bandra-Kurla Complex, Bandra (East) Mumbai - 400 051
<b>Scrip Code: 506109</b>	<b>Symbol: GENESYS</b>

Dear Sirs,

**Sub: Press Release – Genesys International Establishes Executive Innovation Board to Propel India's First Comprehensive Map Stack**

Please find attached a copy of the press release regarding the establishment of Executive Innovation Board by Genesys International.

You are requested to take the information on record and oblige.

Thanking you,

For **Genesys International Corporation Limited**

**Vineet Chopra**  
**Vice President- Legal & Company Secretary**

Encl: As above



## **MEDIA RELEASE**

### **Genesys International Establishes Executive Innovation Board to Propel India's First Comprehensive Map Stack**

**Mumbai, November 30, 2023:** Genesys International Corporation Ltd, a leading advanced mapping company, has announced the strategic formation of its Executive Innovation Board (EIB) as a pivotal step in advancing India's first comprehensive map stack. Comprising industry luminaries with extensive expertise in mobility, e-commerce/logistics, and automotive markets, the EIB will be crucial in steering Genesys towards innovative solutions for India's consumer and infrastructure needs.

Genesys will be focusing on the e-commerce / logistics, mobility and the automotive space given the disruptive India map platform the company has built.

#### **Members of the Executive Innovation Board include:**

**Rajiv Dinesh - Location Intelligence:** Rajiv Dinesh held leadership positions at Delhivery, India's foremost 3rd party logistics provider, wherein he led the Data Science & AI Products function that built the Location Intelligence stack and optimization product suites - key drivers of Delhivery's competitive edge. His entrepreneurial background and experience building platforms for Location Intelligence & 3D technologies will contribute to shaping the overall product strategy, particularly in e-commerce, quick commerce, logistics, transportation, and 3D applications.

**Navin Paul - Automotive:** Navin held senior leadership positions at Bosch and Honda Motors, Navin Paul's expertise in the automotive sector is unparalleled. As a distinguished member of the Expert Advisory Group for India's Ministry of Road Transport & Highway, he will provide invaluable insights to fine-tune Genesys' navigation product for automobile OEMs.

**Dhruva Rajan - Mobility Sector Expert:** Former CEO at Ola Maps, Dhruva Rajan has a proven track record in successfully managing Ola's internal mapping capabilities, significantly contributing to the premier mobility player's innovative customer experiences. His international exposure adds critical insights into map applications, which will help build the B2B marketplace for Genesys maps.

**Mr. Sajid Malik, Chairman and Managing Director of Genesys International,** expressed enthusiasm about the strategic move, stating, "The formation of the Executive Innovation Board with deep domain talent is an extension of our New India Map stack strategy. We are dedicated to addressing the growing needs of the Indian consumer and infrastructure space."

Genesys International envisions a future where its mapping technology not only meets but exceeds the expectations of consumers and businesses. The company aims to set new standards in the mapping technology landscape through continuous innovation and collaboration with industry experts.

#### **About Genesys International:**

# GENESYS

Genesys International Corporation Ltd is a premier advanced mapping company. With a team of over 2,000 professionals along with the nationwide Genesys constellation of sensors, the company is building the new India map stack. Genesys International has unique expertise, encompassing an understanding of emerging consumer applications related to mapping technology and the capability to provide cutting-edge solutions on the enterprise and government markets.

***For further Queries please contact (Investor/Media)***

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