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MapmyIndia invests in kogo to create navigation for automotive players

Synopsis

There is a lot more planned as part of the partnership for the future, that will also deliver integration solutions & apps to consumers, the travel eco-system government, said Raj K Gopalakrishnan, Co-Founder and CEO, kogo.



MapmyIndia has invested \$1.25 million to acquire 26.37 per cent stake in KOGO, with an option to raise the stake to 50 per cent in two years.

India's leading advanced digital maps provider [MapmyIndia](#) on Wednesday announced it is acquiring 26.37 % startup [kogo](#) Tech I hyper-local platform integrated with maps and navigation for automotive players.

By integrating kogo's gamified travel, outdoors and hyper-local content, community and commerce platform into MapmyIndia's I automotive original equipment manufacturers (OEMs) in India and globally to increase consumer engagement, brand loyalty and monetisation opportunities.

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kogo's solutions are integrated in [Bajaj Auto](#) KTM, Mahindra Classic Legends Yezdi, and MG Motor Hector.

"There is a lot more planned as part of the partnership for the future, that will also deliver integration solutions & apps to consumer brands, businesses and government," said Raj K Gopalakrishnan, Co-Founder and CEO, kogo.

MapmyIndia Mappls offers global solutions including hyper-local maps and rich and real-time places data.

Rakesh Verma, Chairman and Managing Director, MapmyIndia said that the partnership with kogo will "boost and enable the next outdoors, hyper-local and on-the-go experiences and use cases for everyone".

In July, MapmyIndia released the country's first and fully-indigenous 360-degree panoramic street view and 3D Metaverse Maps S

The service is available on free mapping portal Mappls.com on the web for mobiles and desktops and the Mappls App on Android :

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