



HERE Technologies to showcase global vision and local innovation at Bharat Mobility Global Expo 2025

- *The HERE booth is located at Bharat Mandapam, Hall 11.*
- *HERE will take part in a keynote session at the Global Electrification Mobility Summit to highlight the company's commitment to advancing mobility solutions in India*

January 13, 2025

Delhi – [HERE Technologies](#), the leading location data and technology platform, is excited to announce its participation at the **Bharat Mobility Global Expo 2025**, taking place from January 17-22 at Bharat Mandapam, New Delhi.

Located in Hall 11, HERE will showcase its latest innovations in digital mapping, location services, and mobility technologies tailored to meet the unique needs of the Indian market. HERE will also participate in a keynote presentation during the **Global Electrification Mobility Summit (GEMS)**, further emphasizing its role in advancing mobility solutions in India.

At the HERE booth, visitors can explore a range of interactive demos, including:

- **HERE Navigation solutions:** Discover how maps serve as the core of the Software-Defined Vehicle (SDV) and digital cockpit, offering advanced navigation features designed to enhance the driving experience.
- **Joint showcase with Pioneer Corporation:** Witness innovative technology for two-wheelers in action, with a demo of two-wheeler-specific devices developed in collaboration with Pioneer Corporation, a global leader in vehicle electronics. This showcase highlights innovative solutions tailored to the unique needs of this rapidly growing segment.
- **Electric vehicle (EV) capabilities:** Explore HERE Charge-aware Routing, a solution designed to ensure efficient and reliable journeys for EV drivers by intelligently navigating charging infrastructure.
- **Real-time traffic monitoring dashboard:** Explore a live traffic monitoring dashboard showcasing real-time traffic conditions around Bharat Mandapam, offering a practical application of HERE's traffic solutions during the event.

HERE is also participating in the **Global Electrification Mobility Summit (GEMS)** on **January 18, 2025**, as part of the **Auto Expo – The Motor Show**. This flagship event, launched under the Society of Indian Automobile Manufacturers (SIAM)'s electrification initiative, brings together key EV stakeholders to discuss the future of electric mobility in India. **Abhijit Sengupta, Senior Director and Head of Business for India & Southeast Asia at HERE Technologies** will deliver a keynote presentation that shares the company's insights on the evolving electrification landscape and demonstrate how location-based technologies are driving the shift towards sustainable, connected and efficient mobility solutions.



With more than 3,000 employees based in India, HERE is deeply invested in creating location solutions that address the country's unique challenges, including traffic congestion, navigation preferences and infrastructure complexities. HERE's innovations deliver unparalleled precision and reliability ensuring businesses and governments can tackle India's pressing mobility issues while fostering economic growth.

HERE's participation in the Bharat Mobility Global Expo 2025 builds on the momentum of several significant recent announcements that underscore its commitment to advancing mobility in India. The [Safer Cars, Safer Roads](#) initiative highlights HERE's dedication to improving road safety through location technologies such as Advanced Driver Assistance Systems (ADAS), addressing one of the country's most critical challenges.

Additionally, HERE has introduced its [Charge-aware routing Services](#), which empower EV drivers in India to navigate charging infrastructure with greater ease and efficiency, enhancing the overall EV experience. Complementing these efforts is the [2024 HERE-SBD EV Index](#), which recognized Chandigarh, Goa and Delhi as the top EV-ready cities in India, showcasing HERE's role in fostering sustainable mobility across the nation.

Abhijit Sengupta, Senior Director and Head of Business for India & Southeast Asia at HERE Technologies said, "We are thrilled to participate in the Bharat Mobility Global Expo 2025, a premier platform that reflects the evolving landscape of mobility in India. This event is a significant opportunity for us to connect with key stakeholders, showcase our innovations and contribute to discussions shaping the future of transportation in one of the world's most dynamic mobility markets. For HERE, our participation at this event is a testament to our commitment to India. Our global expertise, when combined with deep local insights puts HERE in a unique position to address India's mobility challenges and enable safer, smarter and more sustainable journeys for all."

HERE is trusted by over 1,400 customers and partners worldwide, including renowned brands such as BMW, Mercedes, Toyota, as well as partners like Pioneer Corporation, TCS and Cognizant. By combining global expertise with deep local insights, HERE is an accessible partner for businesses in India, delivering tailored solutions that drive real-world impact.

HERE is backed by a world class group of shareholders including Audi AG, BMW Group, Mercedes-Benz Group AG, Intel Corp., Mitsubishi Corp., Nippon Telegraph and Telephone Corp. (NTT) and Pioneer Corp.

Visitors can find HERE at **Bharat Mandapam Hall 11**, to explore innovative demos, discuss partnership opportunities, and see firsthand how HERE's solutions are shaping the future of mobility in India.

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About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences,



HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at [here.com](https://www.here.com).