24X7 Dial-An-Auto Service
Convenient . Efficient . Reliable

**Some details have been changed for the purposes of this demo.**
We have a DREAM!

Offer reliable last minute commute options using Location Intelligence

Dreamers

CEO
Mukesh Jha

COO
Janardan Prasad
Customers’ Pain Points

Experience with Auto Rickshaws in Pune

- Vehicle not maintained properly: 84
- Unsafe during odd hours: 72
- Driver’s bad behavior: 161
- Rash driving: 96
- Refusal of Service: 208
- Meter Tampering: 187
- Charging Half-return: 224
- Asking for Rs 10-20 extra: 216

Major Complaints with Auto Rickshaws & Drivers

- 79% of customers had at least one bad experience.
- 18% of customers rated their experience as satisfactory.
- 1% of customers rated their experience as good.
- 3% of customers had no comments.
Clueless Drivers

- Unpredictable Revenue
- Poor Customer visibility
- Empty Running
- Idle Time
Pain Killer Idea

- **eBooking**: Connect customer-driver
- **Channels**: Call center, Website, Mobile App

- Customer pays rate approved by govt.
- Drivers get assured income
- Optimization algo bridges demand-supply gap => $$$
How It Works
## Market Size

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Number</th>
<th>Description</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>✴</td>
<td>50,000</td>
<td>In PUNE</td>
<td></td>
</tr>
<tr>
<td>✴</td>
<td>10</td>
<td>= 0.5 Million</td>
<td>Trips /Day</td>
</tr>
<tr>
<td>✴</td>
<td>10</td>
<td>= 5.0 Million</td>
<td>Kms /Day</td>
</tr>
<tr>
<td>✴</td>
<td>10 ₹</td>
<td>= 50 Million</td>
<td>INR /Day</td>
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<tr>
<td>✴</td>
<td></td>
<td><strong>USD 350 Million</strong></td>
<td>(ANNUAL, Just in PUNE)</td>
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</table>
Business Model

• Customer trip price : Rs 10/km
• Driver lease price : Rs 5/km
• Driver gets
  – Guaranteed salary (higher than avg.)
  – Flexible hours
• Revenue – 50%
Costs

• **Empty running** for pick-up
• Operations
  – call center
  – Software development
  – Hardware – GPS etc.
• Insurance
• Marketing
Lease auto at Rs 5/km for max 200km/day

**Driver Revenue**

~Rs 30k /month

**Autowale Revenue**

Rs 30k/month per auto

At 20% empty running for 1 auto

**Rs 300 K /year per Auto**

* Fictional Figures
Projected Revenue (Million Rs.)

- 2014: 7.2 Million Rs.
- 2015: 30 Million Rs.
- 2016: 60 Million Rs.
- 2017: 300 Million Rs.

*Fictional Figures*
What’s Different

Use Existing Vehicles → Low Liability (Low Cap-Ex) → Highly Scalable Model

Better Governance
Lesser Issues

Customer gets convenience
Driver gets Assured Revenue
Marketing Channels

- Radio Ads
- City hoardings
- Newspaper articles
- Mobile App advertisements
Increasing Profits

• Optimization algorithms to reduce empty running
• Accept only green fuel (LPG) autos
• Move to online booking channels
• Location based Ads in Autos
• Package deals
Questions ?