

AUTOWALE.IN



An Initiative By:
UBIDA SOLUTIONS PVT. LTD.

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

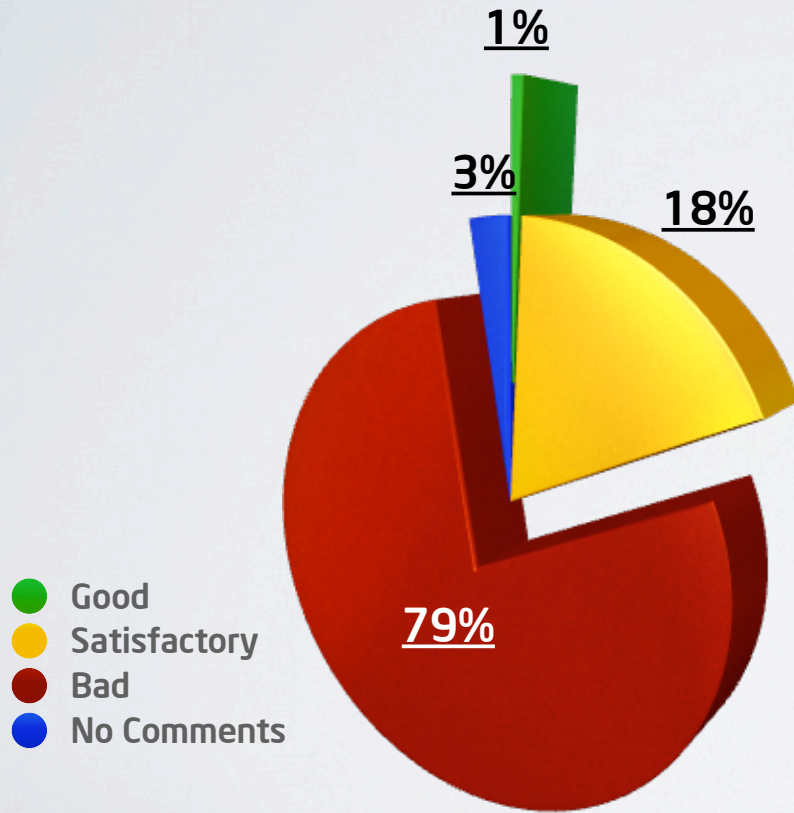
Dreamers

CEO
Mukesh Jha

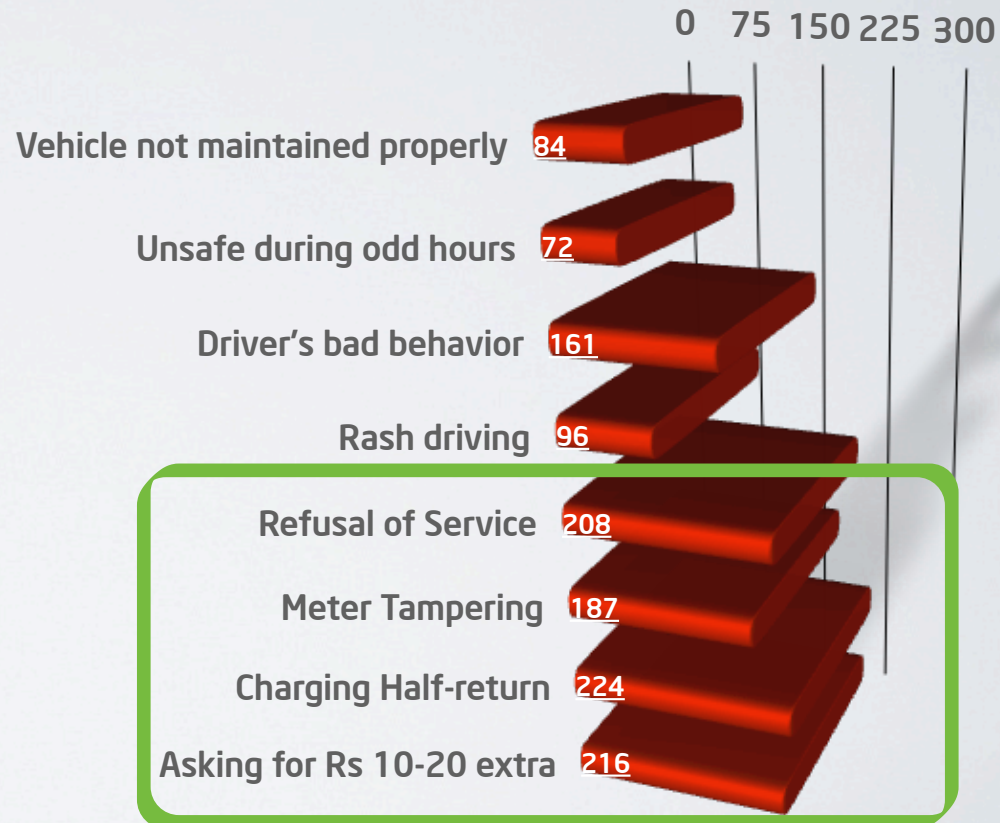


COO
Janardan Prasad

Customers' Pain Points



Experience with Auto Rickshaws in Pune



Major Complaints with Auto rickshaws & Drivers

Clueless Drivers



■ Unpredictable Revenue



■ Poor Customer visibility



■ Empty Running



■ Idle Time

Pain Killer Idea

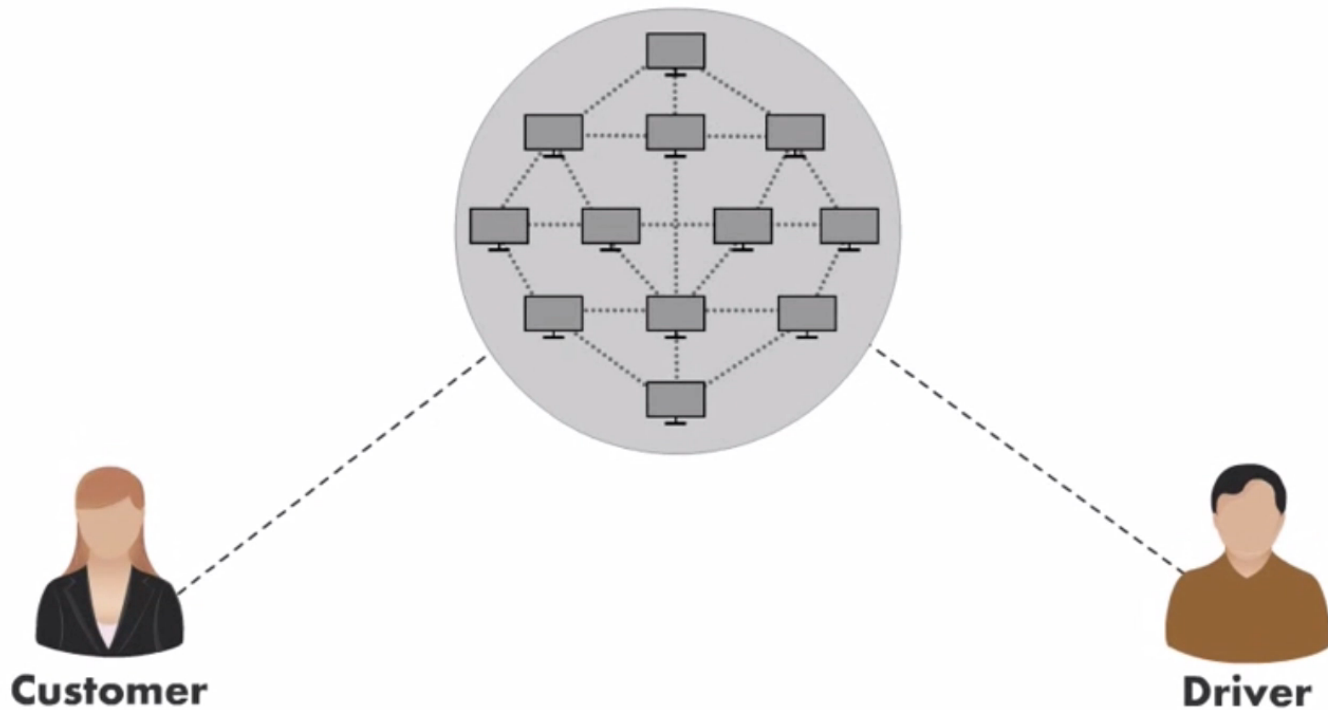
- **eBooking:** Connect customer-driver
- **Channels:** Call center, Website, Mobile App
- Customer pays rate approved by govt.
- Drivers get assured income
- Optimization algo bridges demand-supply gap => \$\$\$

How It Works

Autowale Presentation By Anikay



Traditional call center



0:00 / 0:30



Market Size

- *  50,000 In PUNE
- * 10  = 0.5 Million Trips /Day
- * 10  = 5.0 Million Kms /Day
- * 10  = 50 Million INR /Day
- * **USD 350 Million** (ANNUAL, Just in PUNE)

Business Model

- Customer books trips at Rs 10/km
 - No bargain, no hassle
 - Easy booking
- We lease driver miles in bulk at Rs 5/km
- Driver gets
 - Guaranteed salary higher than avg.
 - Comfortable working hours
 - Can pick up customer while running empty
- **Revenue – 50%**

Costs

- **Empty running** for pick-up
- Operations
 - call center (ongoing)
 - Software development (one time)
 - Hardware (GPS etc.)
- Insurance for drivers and vehicles
- Marketing

Pricing & Revenue

Lease auto at Rs 5/km for max 200km/day

Driver Revenue

$200 \times 5 = \text{Rs } 1000/\text{day}$

~Rs 30k /month

Autowale Revenue

Rs 30k/month per auto

At 20% empty running for 100 autos

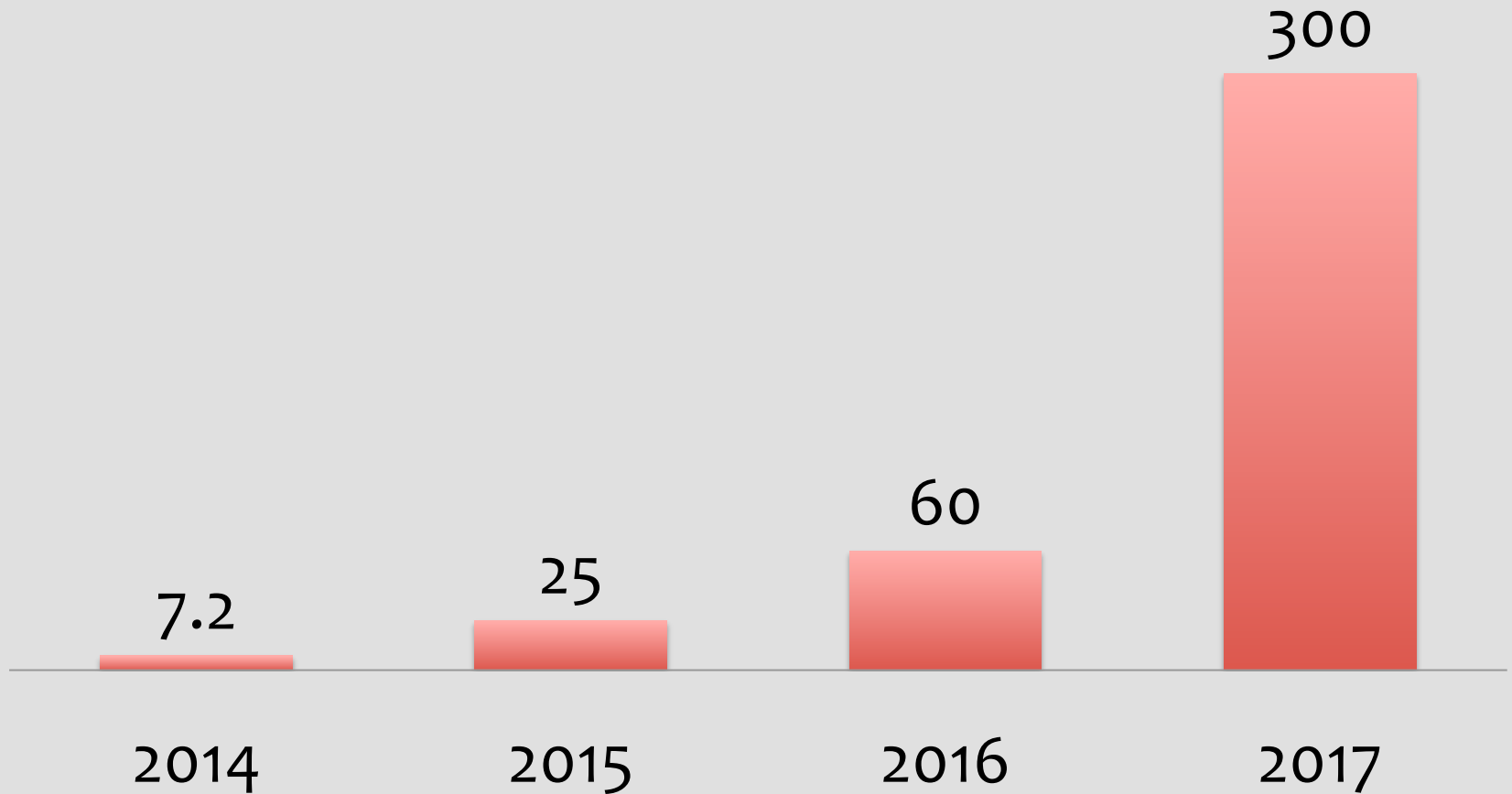
$\text{Income} = 0.8 \times 30\text{K} \times 100$

Rs 2.4 M /month

(includes other ongoing costs)

* Fictional Figures

Projected Revenue (Million Rs.)



* Fictional Figures

Increasing Profits

- Optimization algorithms to reduce empty running
- Accept only green fuel (LPG) autos – low cost for drivers
- Move to online booking channels

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

Additional Features

- Low priced package deals for regular customer
- Package options for drivers who want to work harder
- Location based Ads in Autos

Questions ?