

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

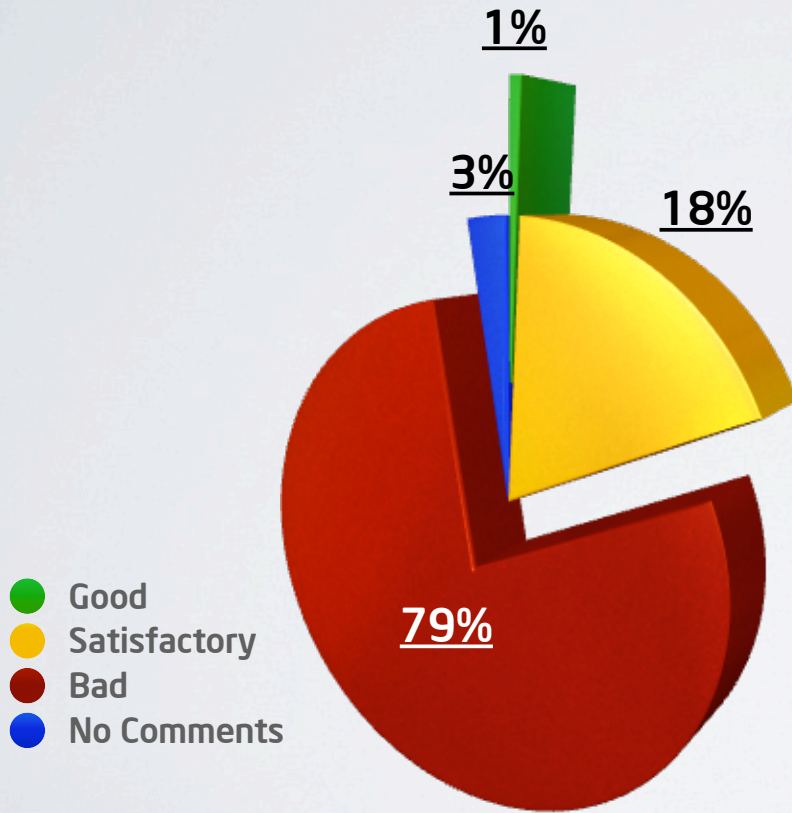
Dreamers

CEO
Mukesh Jha

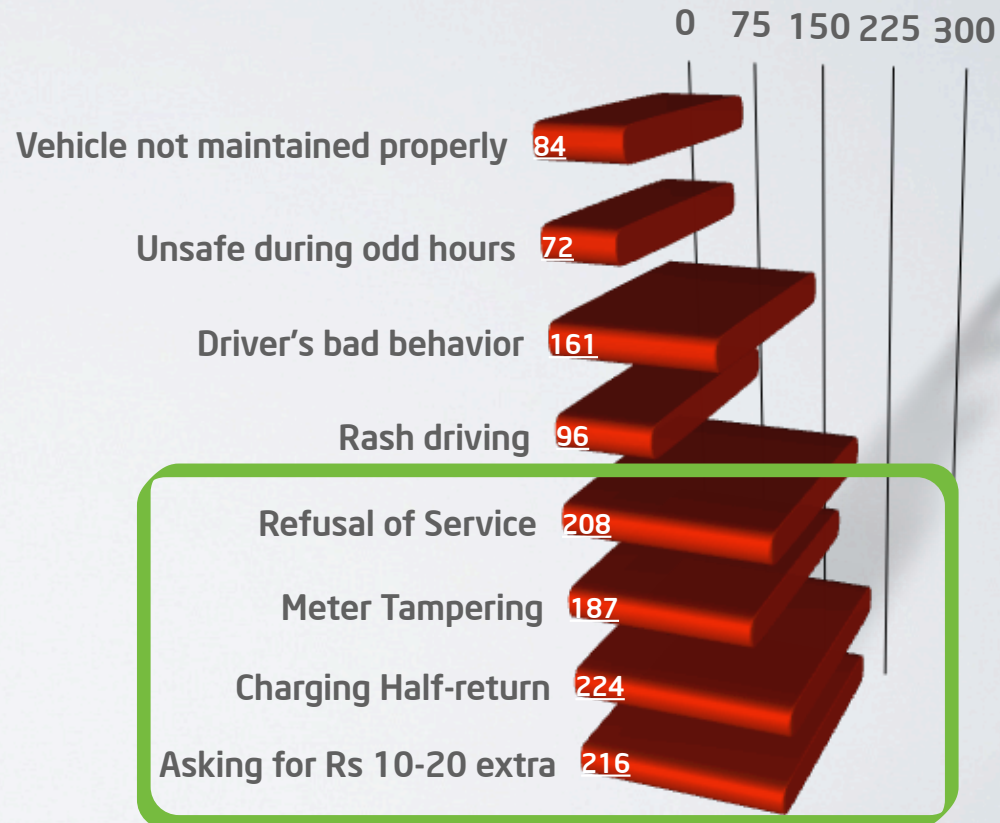


COO
Janardan Prasad

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

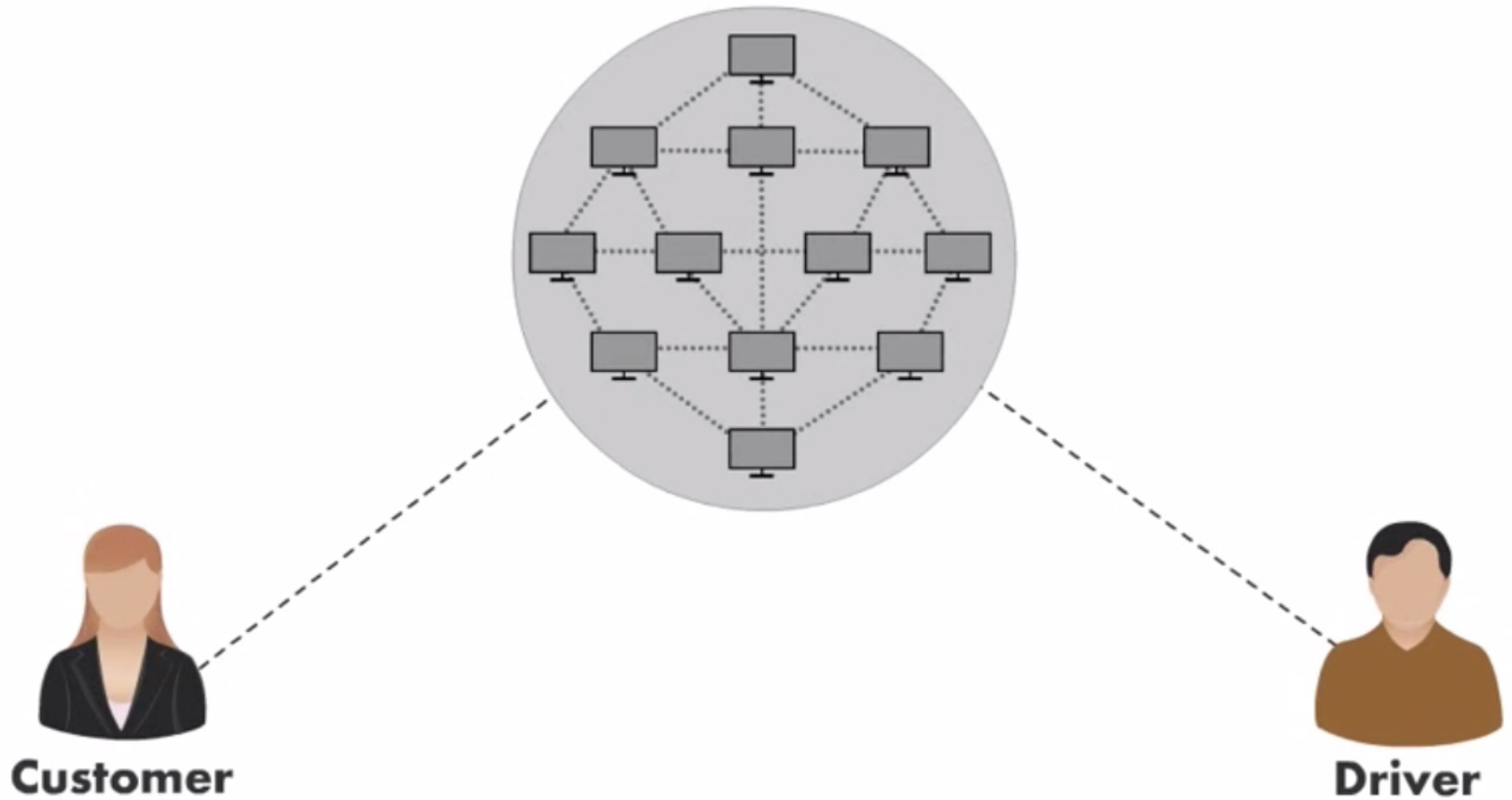
- **eBooking:** Connect customer-driver
- **Channels:** Call center, Website, Mobile App
- Customer pays rate approved by govt.
- Drivers get assured income
- Optimization algo bridges demand-supply gap => \$\$\$

How It Works

Autowale Presentation By Anikay



Traditional call center



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 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

Pricing & Revenue

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

Driver Revenue

~Rs 30k /month

Autowale Revenue

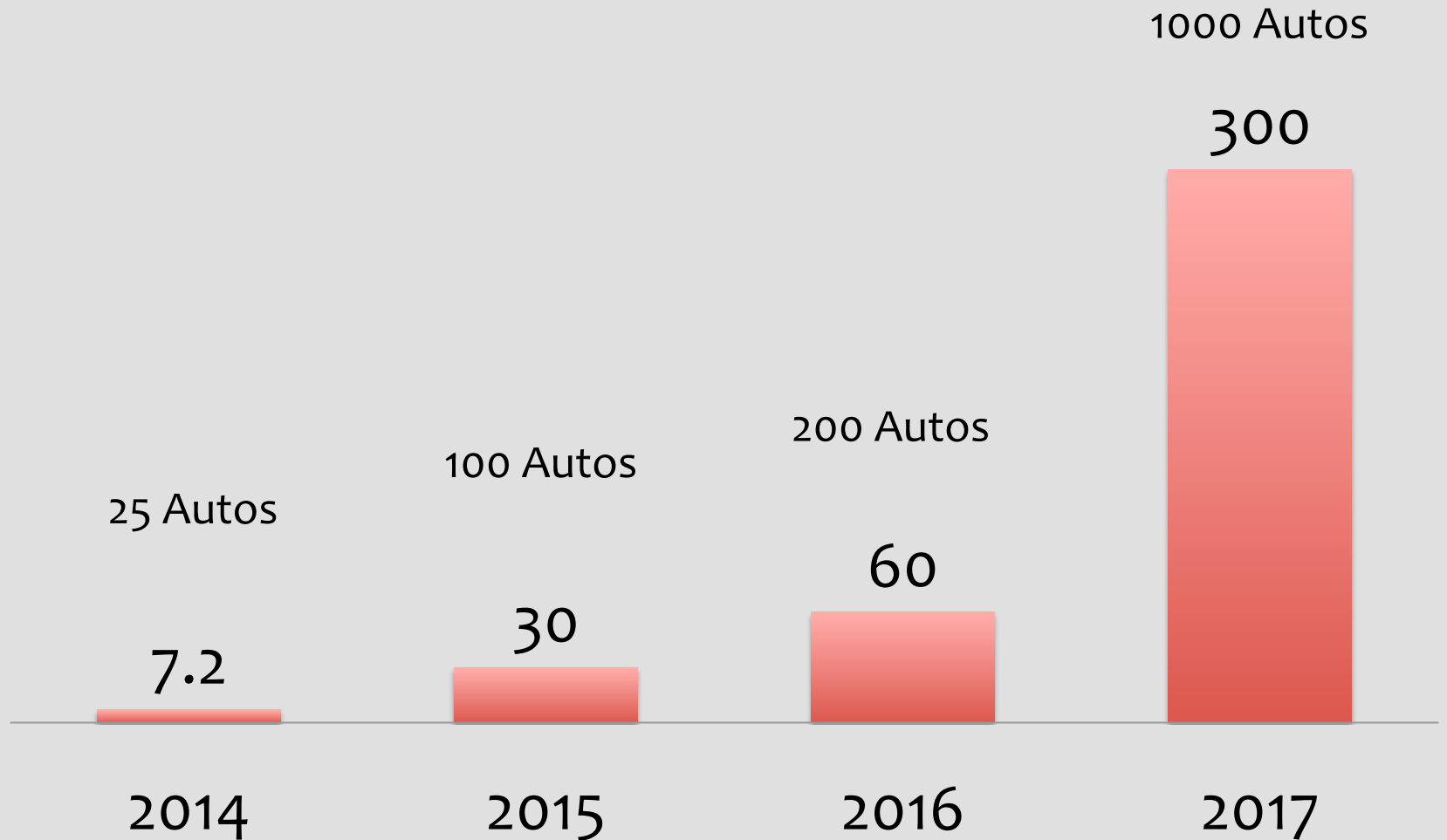
Rs 30k/month per auto

At 20% empty running for 1 auto

Rs 300 K /year per Auto

* Fictional Figures

Projected Revenue (Million Rs.)



* 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 ?