# Disruptive City Mobility Platform

Insights

# The Market Size

**$ 30 B**
Ride-hailing
Market Size
by 2030

Growth Rate
**~11–13%**
**CAGR**

**$ 10 B**
Corporate
Market
by 2030

**$ 5 B**
Intercity
Ride-hailing
Market Size
by 2030

Driver 1 - Rapid urbanization in India with millions of urban residents getting added each year

Driver 2 - Shift from vehicle ownership among millennials and Gen-Z

Driver 3 – Gig economy supply as unemployment pushes people to driving

Driver 4 - Rising use of internet, technology & data with 700M+ smartphone users

Driver 5 – “First and Last Mile” connectivity as the biggest drivers of ride frequency

Driver 6 – Expansion & rapidly urbanization of Tier-2 and Tier-3 Cities

Source: Consulting reports and online publications

# Market Landscape (Sample)

OLA
Uber
rapido
inDrive
carzonrent
SAVAARI CAR RENTALS
MERU
Mega

Quick Ride
Carpool . Bikepool . Taxi
JUGNOO
BHARAT TAXI
cityflo

Fair Fare India

# About Fair Fare

A travel app platform made to enrich the livelihoods of auto and taximen and for daily users combined through value based offerings, uniquely differentiated business model and transparency.

**Local & Intercity Travel App**

An app Of, By & For the public auto/taximen

**App Availability**

App is on both Apple Store & Google Play

**From Mobilint Solutions Pvt. Ltd.**

With a focus on social responsibility

**Disruptive & Innovative**

A simple intuitive app for drivers and users

**Scalable Business Model**

App offers an integrated range of products & services

# Features

- Disruptive zero-commission business model to be more fair and transparent
- Union / Association-owned platform
- Itemized fare breakup and no surge pricing for complete transparency
- Built-in fare simulator for calibrated electronic Auto / Taxi meter
- Fixed RTA-compliant fares

# Features

- Primary revenue via convenience fee (Technology & Platform Maintenance Fee)
- Secondary revenue via ads and additional value added services
- Driver welfare and livelihood enhancement focus
- Pan-India multi language support
- Proposed last mile integration with Metro and BRT’s

# Current Reality – External

1. Aggregators take 18–25% commissions
2. Surge pricing erodes public trust
3. Driver incomes are unstable, volatile and inconsistent
4. Public autos / taxis losing market share
5. Average Idle time is 20% and beyond

# Current Reality – External

## 1 Earnings & Financial Struggles

- Low Income
- High Commission Fees
- Fuel Costs
- Loan Repayments
- Debt Trap

## 2 Vehicle Maintenance & Depreciation

- Maintenance Costs
- Depreciation
- High Operational Costs

## 3 Lack of Job Security

- No Fixed Salary
- Uncertainty
- Job Security

## 4 Competition & Technology Issues

- Oversupply of Drivers
- App Algorithm Changes
- Surge Pricing and Transparency
- App Reliability
- Smartphone Dependence

## 5 Regulatory Issues

- Lack of Regulation
- License and Insurance Issues
- Regulatory Challenges

# Proposed Solution

### Increased Earnings

Drivers have been demanding better pay and lower commission charges. They argue for more transparency in fare structures and more predictable earnings

### Fair & Transparent

Developing User-friendly platforms can address issues of disorganization in cab bookings, lack of trust, & inconsistent service quality to enhance the overall experience

### Driver Welfare Programs

Unions can introduce welfare programs for drivers, including health insurance, financial assistance, and skill development programs

# Value Proposition Insights

| | | | | |
|---|---|---|---|---|
| Increased Earnings & Savings for all | Zero commission model | Drivers keep 100% of earnings | Service based model | Feature based subscription |
| Reliable, Fair & Transparent App platform | No surge pricing algorithm | Built-in fare simulator for calibrated meter | Itemized fare breakup for complete transparency | Tech based lite app for reliability |
| Driver Welfare Program for all drivers | Access to Financial assistance | Discounted Health Insurance | Discounted Car & Life Insurance | Job for spouse at Woman's Welfare |

# Comparison

| Particulars | Cab Aggregators | Fair Fare India |
|---|---|---|
| Commission | 18–25% | ~5% equivalent |
| Surge Pricing | Yes | No |
| Driver Ownership | Corporate | Cooperative |
| Fintech Focus | Limited | Core revenue pillar |
| Logistics Integration | Separate | Integrated |
| Data Control | Centralized | Union-owned |
| Political Acceptance | Mixed | High |
| Driver Acceptance | Mixed | High |

# Current Reality – Internal

1. App is an unutilized asset base
2. App is not reaching its full potential as envisioned
3. Slow to kick start on GTM
4. Not able to expand user base, onboarding drivers and transactions
5. Losing revenue opportunities before other operators

# Collaboration & Engagement



Current
IT Partner

Proposed
Pan-India
GTM Partner

Infuse Capital
For GTM
Execution

Share Profits
(90:10)

Co-Marketing
Across PeCfy &
Fair Fare

# Stakeholders & Type

Drivers

Users

Corporates



Autorickshaws

Intracity Cabs

Intercity Cabs

Electric Rickshaws & Cabs

# Phased Road Map

| Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 | Phase 6 |
|---|---|---|---|---|---|
| 3 – 6 Months | 6 – 9 Months | 9 – 18 Months | 18 – 24 Months | 24 – 36 Months | 36 Months + |
| Pilot across 5 cities in a phased manner | Streamline operations & Add 10 Tier 2 cities | Add last mile connectivity and tie-ups | Optimize operations & Add 5 major tourist hubs | Add 5 major religious hubs | Add 10 Tier 2 cities & Metros Pan India |

**Technology & Platform Enhancement**

- Data Analytics
- App Based
- Hyper Personalization
- Generative AI

**Stakeholder Value Enhancement**

- Business Growth
- Technology Driven
- Partner Network
- Brand Experience

# GTM Strategy




Digital Marketing

Co-Marketing Initiatives

Traditional Marketing

Corporate Marketing

# GTM - Incentives



## For Drivers

- Additional 5 more passengers in a day
- Social benefits at a reduced costs
- Referral scheme for earnings

## For Users

- First 5 rides at minimum fare
- Fare transparency and No surge pricing
- Loyalty program

## For Businesses

- Discounted pricing structure
- Consolidated billing & expense reporting
- Membership discounts

# GTM (Pilot - MMR)

## 1 Union Anchor Strategy

- Sign 3–5 major unions
- Give dashboard access
- Revenue share clarity
- Pilot in 2 zones only

## 2 Driver Acquisition Plan

- 90-day zero service fee
- ₹1,000 joining incentive
- Fuel discount tie-ups
- More rides
- Faster settlements

## 3 User / Rider Acquisition Plan

- Corporate tie-ups
- Resident welfare associations
- Metro integration
- Airport fixed-rate promotion

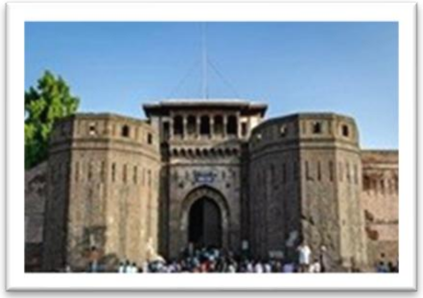
## 4 Institutional Partnerships

- IT parks
- SEZs
- Airports
- Hospitals
- Railway station last-mile

## 5 Strategic Positioning

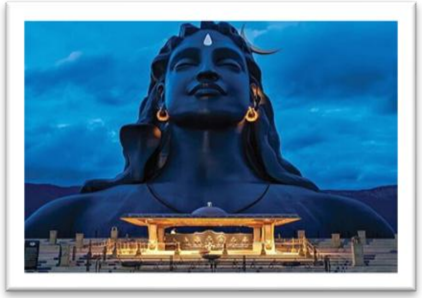
- Cooperative led City Mobility Platform
- Focus on reliability and price transparency
- Decision not to compete via discounting

# Cities Roll Out – Phase I, II & III



Pune

Indore



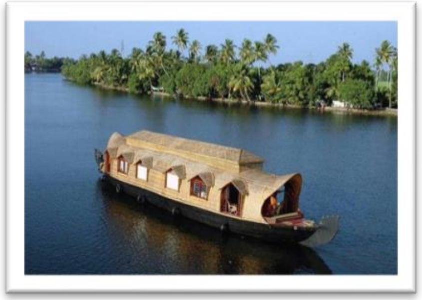
Coimbatore

Jaipur

Baroda

Lucknow

Surat



Kochi

Nagpur

Patna

# Business Revenue Model

Revenue Channels

| Subscription | Fixed Price | Data Monetization | Advertisements | Commissions |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| 20% | 50% | 10% | 10% | 10% |

Fixed Price Model for Autos, Cabs and Electrics

Subscription Model for users, drivers and corporates

Corporate & Institutional Contracts

Logistics Extension

For Users: Executive & Premium

For Drivers: Basic & Prime

# Business Economics & Scenarios (MMR Only)

8.7 Lacs
Drivers

10%
Platform Fee

₹95
Ride Value / Day

₹1,140
Daily Revenue / Active Driver / Day

| Scenarios | Adoption | Active Drivers | Revenue / Month |
|---|---|---|---|
| Conservative | 10% | 45% | ₹60–65 Cr |
| Moderate | 30% | 80% | ₹650–700 Cr |
| Aggressive | 60% | 95% | ₹3,000–3,500 Cr |

~2,10,500 Active Drivers
@12 Rides / Day

₹24 Cr
Daily Total Revenue

₹8,400 Cr
Total Annual Revenue
(30% Adoption)

# Financials – 5 Year Projections (MMR Only)

| Particulars | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|---|---|---|---|---|---|
| Drivers Onboarded | 87,720 | 1,75,440 | 2,63,160 | 3,50,880 | 5,26,320 |
| % of Active Drivers | 45% | 60% | 80% | 90% | 95% |
| Active Drivers | 39,474 | 1,05,264 | 2,10,528 | 3,15,792 | 5,00,004 |
| Avg. Rides / Day | 8 | 10 | 12 | 15 | 18 |
| Daily Rides | 3,15,792 | 10,52,640 | 25,26,336 | 47,36,880 | 90,00,072 |
| Monthly Rides | 88,42,176 | 2,94,73,920 | 7,07,37,408 | 13,26,32,640 | 25,20,02,016 |
| Avg. Revenue / Ride | ₹70 | ₹80 | ₹95 | ₹110 | ₹125 |
| Total Revenues (Cr) | ₹743 | ₹2,829 | ₹8,063 | ₹17,510 | ₹37,800 |
| Platform Revenues (Cr) | ₹74 | ₹283 | ₹806 | ₹1,751 | ₹3,780 |
| Operating Expenses (Cr) | ₹50 | ₹200 | ₹400 | ₹650 | ₹900 |
| EBITDA (Cr) | ₹24 | ₹83 | ₹406 | ₹1,101 | ₹2,880 |
| PAT (Cr) | ₹17 | ₹55 | ₹285 | ₹820 | ₹2,150 |

# Funding Need and Utilization (Post Funding)

## Total - ₹50 Cr *

| Marketing | Operations | Infrastructure | Tech & Resources |
|---|---|---|---|
| 55% | 20% | 15% | 10% |
| • Digital & Traditional Marketing<br>• Promotional Events<br>• User acquisition | • Commercials<br>• Operations<br>• Customer Service | • SaaS Subscriptions<br>• Cloud Infrastructure<br>• IT Consumables | • New Technology<br>• Upgrades<br>• Marketing & BD |

* Utilization for the next 12 months

# Thank You

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