





# OLA CABS

Vision- The vision behind OLA CABS is to provide hassle free, reliable and technology efficient car rental service to Indians.



Presented By:-

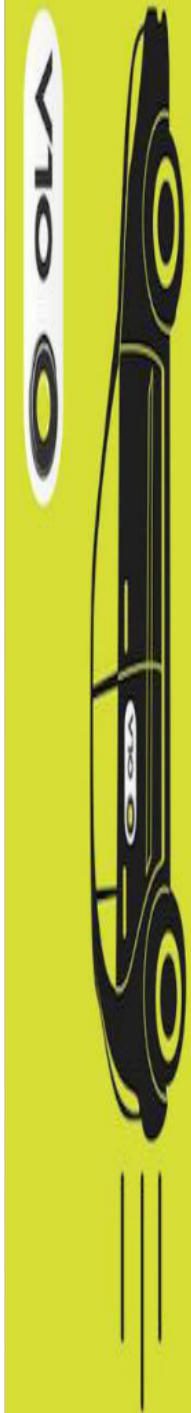
Group 3

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# ORGANIZATION AND MANAGERMENTS

- Founded by Bhavish Agrawal and Ankit Bhati in 2011.
- Ola cabs is India's largest aggregator of car rental and point to point cab services, hour's based rental services or outstation travel.
- Ola cabs aim to foster entrepreneurship among drivers and operators.
- Don't own a single car.
- Ola cabs works on a revenue sharing model with operators, than latter will pay 10 percent to 20 percent of each transaction value to ola cabs.

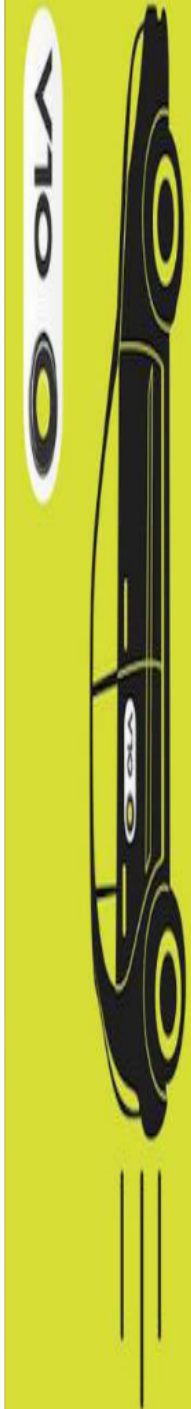
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# ORGANIZATION AND MANAGERMENTS

- Ola cabs provides technological support to its data analytics division, which will enhance customer experience and help drivers plan their inventory better.
- Provide customer care center for customers.
- Conducts regular quality audit and driver verifications.

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# OLA: MULTISIDED PLATFORM

- Multisided Platforms (MSPs) are technologies, products or services that create value primarily by enabling direct interactions between two or more customer or participant groups
- OLA is a technology MSP
- Two sides:- Customers and Cab Operators
- The “cross side network effect” is apparent

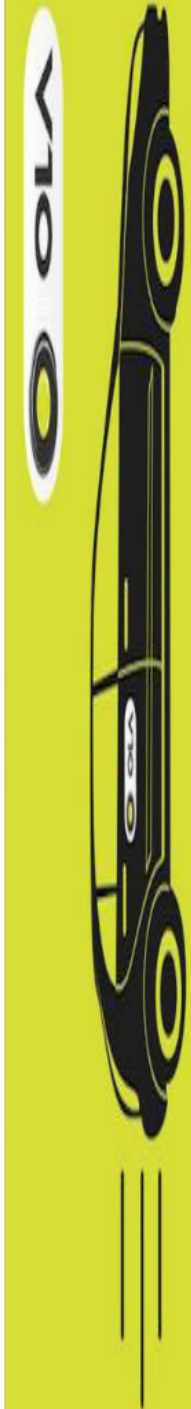
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# OLA CABS BUSINESS MODEL

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- Cab booking -
  - a) Through website or call center
  - b) Through Ola cabs mobile app
- Cab delivery-
  - a) Mobile app installed in each drivers smart phone
  - b) Meter for calculating fares and distance travelled
- Payment mode-
  - a) Through Credit/debit cards



## OLA CABS BUSINESS MODEL

- a) Through internet banking
- b) Cash

In 2014 ola launched closed loop prepaid wallet app, Ola money

- Creating drivers Entrepreneurs:- In ola cabs business model ,drivers were seen as entrepreneurs.
- Drivers attach their vehicles to company after a verification and training process that introduced basic etiquette and customer service percepts as well as operational details.





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## OLA CABS BUSINESS MODEL

- After joining company provides company signage and a smartphone with Olacabs' mobile app.
- By Oct 2014, valuation was 1 billion INR
- By Dec 2014, largest Taxi aggregator
- Presence in 28 states in India with 11000 operators and 50000 cabs
- Nearly 200,000 trips per day
- Aspiring to cover 200 cities by 2016

