



ORGANIZATION AND MANAGEMENTS

- Founded by Bharat Agarwal and Amit Bharti in 2011
- Ola cabs is India's largest aggregator of car rental and plans to gain a cab services, has a based rental services or cab rental services.
- Ola cabs are 100% Indian and owned by Indian company.
- Ola's core is a single car.
- Ola cabs works on a revenue sharing model with operators, then later will pay 10 percent to 20 percent of each transaction value to the cabs.

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ORGANIZATION AND MANAGEMENTS

- Ola cabs provides technological support to its customer, operators and help drivers plan their customer's trip.
- Company's revenue comes from customer's trip.
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OLA CABS BUSINESS MODEL

- After joining company provides company revenue and a marketplace with Ola's mobile app.
- By Dec 2014, Ola cabs was 1 billion INR.
- Presence in 28 states in India with 1000 operators and 20000 cabs.
- Nearly 300,000 trips per day.
- Aiming to cover 200 cities by 2016.

TECHNOLOGY AND ANALYTICS

- Technological excellence is the key strength of Ola cabs.
- Ola cabs use optimization model and real time analytics to predict and control demand and supply condition.
- Director use of analytics company use effective unless the drivers' ideal time.
- For customer interaction management (CIM) Ola cabs use AMEND software solution.

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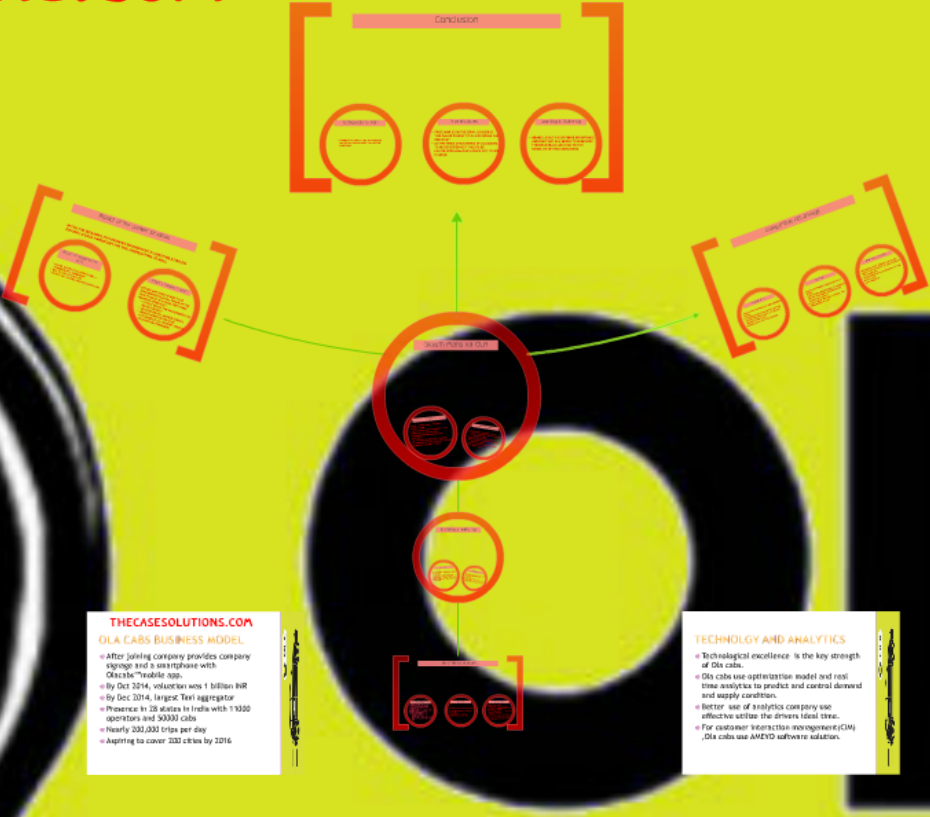
OLA CABS BUSINESS MODEL

- Through internet banking.
- Through Ola mobile app.
- Through Ola cabs mobile app.
- Motor for collecting fare and distance traveled.
- Payment mode.
- Through Credit/debit cards.

OLA: MULTISIDED PLATFORM

- Multisided Platform (MSP) are technologies primarily for enabling direct interactions between two or more customer or participants.
- Ola is a technology MSP.
- The "cross side network effect" is apparent.

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NETFLIX: DESIGNING THE NETFLIX PRIZE (A)



MARKET

- Netflix is a subscription-based video-on-demand service.
- Netflix is a subscription-based video-on-demand service.

VEHICLE

- Netflix is a subscription-based video-on-demand service.
- Netflix is a subscription-based video-on-demand service.

IDENTIFICATION

- Netflix is a subscription-based video-on-demand service.
- Netflix is a subscription-based video-on-demand service.

STAGING

- Netflix is a subscription-based video-on-demand service.
- Netflix is a subscription-based video-on-demand service.

ECONOMIC SCALE

- Netflix is a subscription-based video-on-demand service.
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OLA CABS

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

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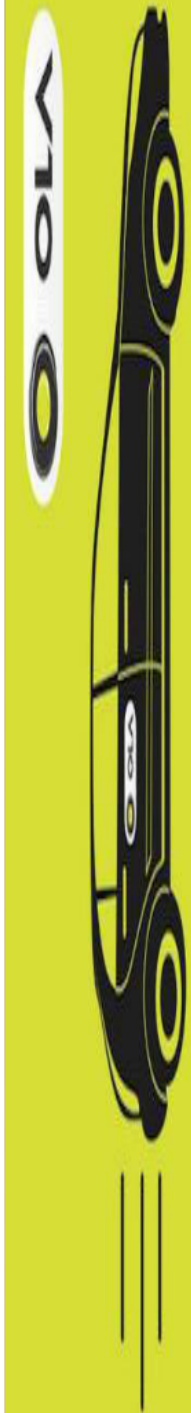


Presented By:-
Group 3

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.

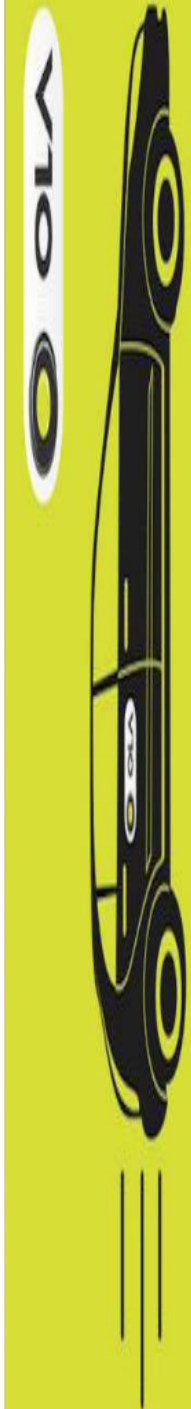
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ORGANIZATION AND MANAGERMENTS

- 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

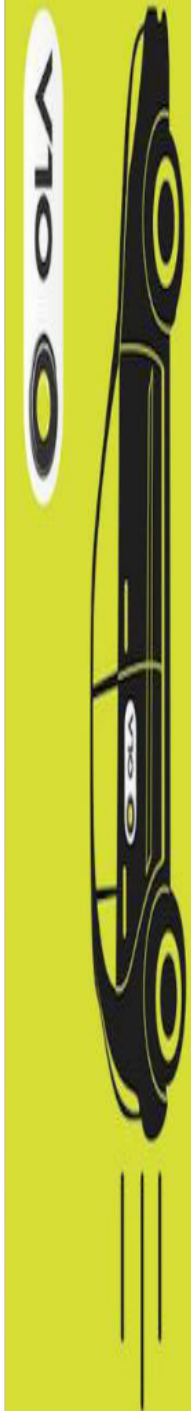
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OLA CABS BUSINESS MODEL

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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

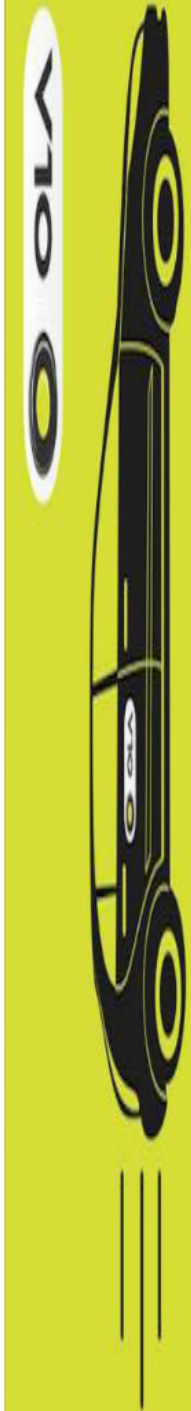


OLA CABS BUSINESS MODEL

- 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

