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OLA: MULTISIDED PLATFORM
 = Multisided Platform (MSP) and 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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ORGANIZATION AND MANagements
 = Founded by Bhavish Agrawal and Ankit Bhata in 2011.
 = Ola cabs is India's largest aggregator of car rental and used to provide customers, hour's based rental services or taxation 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, then latter will pay 10 percent to 20 percent of each transaction value to Ola cabs.
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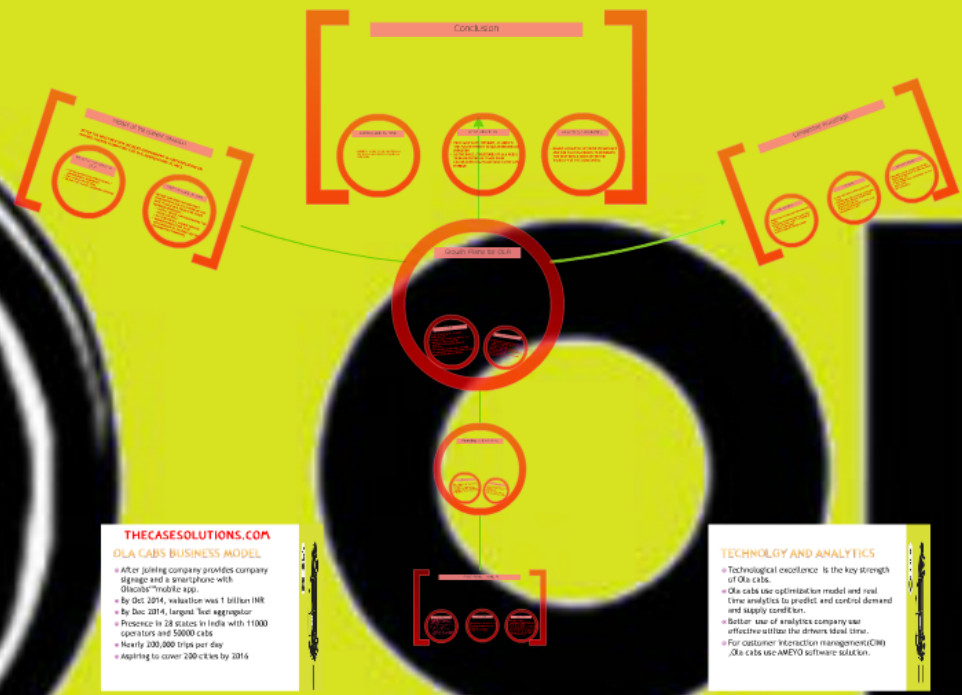
ORGANIZATION AND MANagements
 = Ola cabs provides technological support to its customer experience, which will enable its driver's growth.
 = Provide customer care center for customers.
 = Conduct regular quality audit and driver verification.
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OLA CABS BUSINESS MODEL
 = After joining company provides company storage and a smartphone with OlaCabs™ mobile app.
 = By Dec 2014, subscription 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
 = 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.
 = Better use of analytics company use effective within the drivers' ideal time.
 = For customer interaction management (IM), Ola cabs use AWEYO software solution.

OLA CABS BUSINESS MODEL
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 = Cab booking
 = Through website or call center
 = Through Ola cabs mobile app
 = Cab delivery
 = Mobile app installed in each drivers smart phone
 = Meter for calculating fares and distance traveled
 = Payment mode:
 = Through Credit/debit cards

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OLA CABS BUSINESS MODEL
 = Through internet banking
 = Cash
 = 2014 on launch, closed loop prepaid mobile app, Ola money
 = Creating drivers' own operators: In Ola cabs business model, drivers were seen as entrepreneurs.
 = Drivers attach their vehicles to company and a verification and training process customer service process as well as operational details.



MOTHER EARTH: GREAT DESIGN, GREAT VALUES

MAJOR ELEMENT OF STRATEGY

BRAND
 = For cab aggregator brand
 = Technology based design
 = Success in 28 cities in India
 = Brand expansion
 = Brand extension
 = Low technology based light model
 = High or medium range customer service

VEHICLE
 = Make/Model: Brand Extension
 = Make/Model: Brand Extension
 = Make/Model: Brand Extension
 = Make/Model: Brand Extension
 = Make/Model: Brand Extension

DIFFERENTIATION
 = Best and cheap with technology
 = Best and cheap with technology
 = Best and cheap with technology
 = Best and cheap with technology
 = Best and cheap with technology

STAGING
 = Best of Goodies: Technology based to open 100 cities in the
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ECONOMIC LOGIC
 = Revenue Logic
 = Revenue Logic
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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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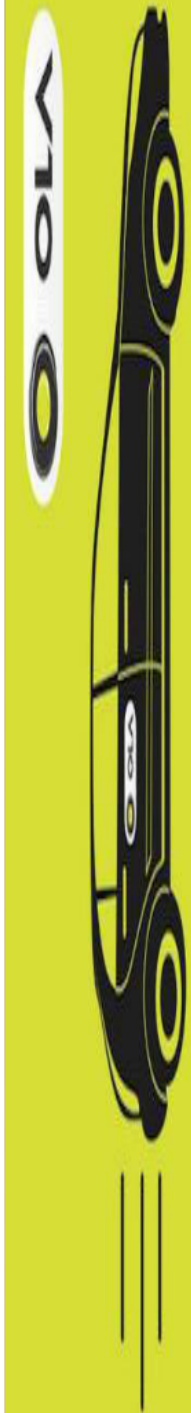


Presented By:-
Group 3

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.

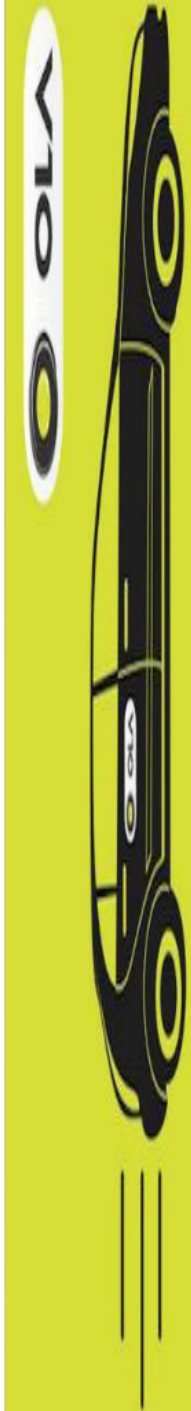
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ORGANIZATION AND MANAGERMENTS

- 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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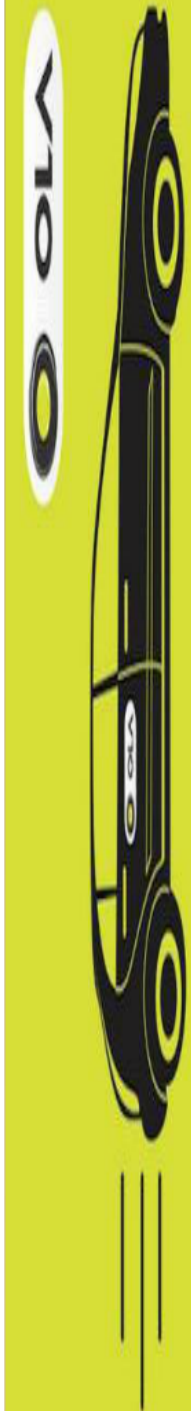
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OLA CABS BUSINESS MODEL

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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



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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
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- Aspiring to cover 200 cities by 2016

