

# Share My Route Cab Hire Solutions Pvt Ltd



***SHARE MY ROUTE***  
— POOL A CAB —

Team:

Ms. Sandhya Vikas

Ms. Deepti Kotnis

# Company - Introduction

'Share My Route Cab Hire Solutions' was started in 2013 May, to promote Cab pooling for intercity & intra city cab travel. We (Sandhya & Deepti) felt the need organize and bridge the gap between customers & Mid – Sized vendors to provide economical yet convenient solutions to the commuters.

## Our Vision :

To make Cab pooling as acceptable and convenient option as private cabs for inter city & Intra city travel in domestic and corporate cab industry.

## Our Mission :

- To build reputation and market share by establishing our business as a most preferred Cab service and a value added technology platform for the companies.
- To build strategic alliance with professional & reputed cab vendors in targeted cities to provide various services.
- To ingrain the Philosophy of effective communication and customer service attitude within the organisation.
- To bring all corporates on a single platform for their Cab service requirement so as to facilitate various models of Cab Pooling.
- To aid in reducing the carbon footprint, congestion on roads and help the economy in lowering of the import bill by using a dynamic technology model.

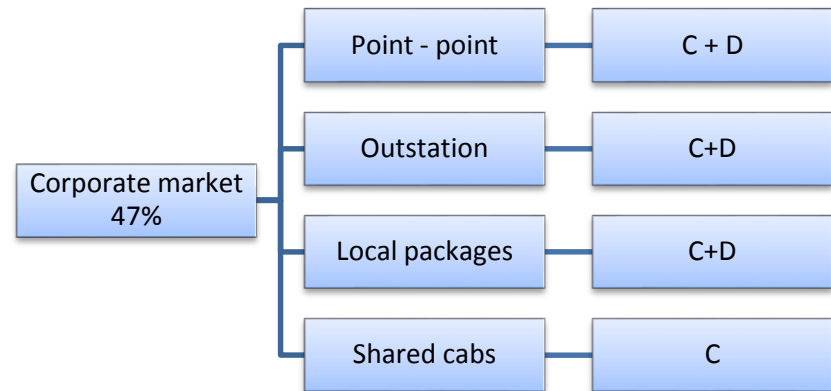
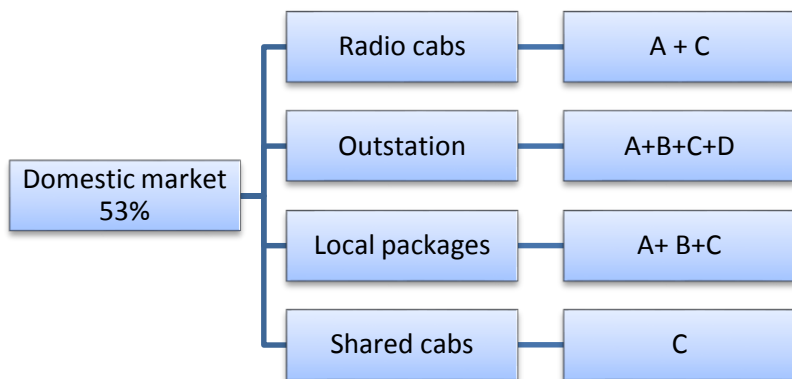
## Positive environmental impact of the initiative

- Reduce CO<sub>2</sub> in the environment
- Reduce on-road congestion
- Save fuel and hence save the natural resources



# Present Cab industry Structure

	Level	Major Players	Model
A	National	Ola, Taxi for Sure, Uber	Aggregator
B	National	Meru, E- Cabs, Carz on rent , Savvari	Owned fleet getting into mixed model
C	Local	Wings, T cabs, Executive car rentals	Mixed model
D	Local	Individual drivers or small companies	Owned 1 – 10 cab fleet



# Jiffi – web & mobile application

- Corporate and vendors can register on ‘Jiffi’
- Can expect quality service from professional vendors
- Mobile app for employee safety
- Easy Cab booking app for Travel desk.
- Generate Reports & MIS

To bring corporates on a single platform so as to facilitate:

1. Twin cab Pooling
2. Cab pool for Employee daily home – Office commute

The screenshot displays the Jiffi web application interface. The top navigation bar includes 'Vendor Data', 'Employee Data', 'Employee Feedback', 'MIS/Report', 'Accounts', and 'Print Invoice'. The user profile shows 'JOHN DOE' with 'CIS, PUNE' and a 'BOOK NOW' button. The main content area is titled 'Enquiry Details' and features a table with columns for Booking ID, Name, DOT, Time, From, To, Fare, Cab, Passengers, and Status. Below the table is a 'Monthly Stats' section with a line graph showing 'Booking' (green) and 'Cancellation' (red) trends for August 2014. The right sidebar contains 'ON-GOING TRIPS' with four entries for 'Kashyaprahant' and 'PENDING REQUESTS' showing a 65% completion rate and 235 applications pending.

Booking ID	Name	DOT	Time	From	To	Fare	Cab	Passengers	Status
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Green
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Red
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Grey
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Grey
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Grey
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Yellow
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Green
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Red
JF0705098	John Doe		10.45am	Pune	Mumbai	2000/-	Sedan	3 + 1(Driver)	Red

# Business Model

## Key Partners:

- Network of vendors
- Travel Agents

## Key Activities:

- Marketing & Promoting Cab services (Share & Full)
- Business alliances with corporate companies & for events
- Managing booking coordination
- Providing the service
- Feedback & Quality check
- Updating vendor database

## Key Resource:

- Operations team
- Business development & Marketing team
- Technology team

## Channels:

- Corporate market
- Domestic market
- Travel Agents

## Customer Relationship:

- Effective communication
- Feedback system
- Dedicated Account manager

## Value Proposition:

- Cost cutting options
- Adv. Technology platform
- Address safety concerns.
- Create business opportunities for mid size vendors

## Revenue Model:

- Commission on customer tariff to be applicable to vendors.
- Charges on usage of specific features on technology product to corporates.

## Challenges faced

- Cab-pooling requires volumes to club similar itineraries.
- Need to grow awareness about the service in corporate and domestic market.
- Adaptability towards flexibility & adjustment required in a cab pool by customers.
- Vendor cooperation towards tackling multiple pick-up's and the co-ordination.
- To grow general concern in Public about the innovative solutions towards greener environment and their participation.

# Thank You



**SHARE!**  
discover the joy of sharing

[www.sharemyroute.in](http://www.sharemyroute.in)

 **SHARE MY ROUTE**  
POOL A CAB

The image shows two young children standing outdoors on a paved surface. The child on the right is holding a large, pink umbrella with white polka dots. Both children are smiling and looking towards the camera. The child on the left is wearing a pink shirt and dark shorts, while the child on the right is wearing a blue t-shirt with cartoon characters and white shorts. The background is slightly blurred, showing some greenery and a building.