

Battle on the Indian Streets



Indian Cab Aggregators are competing in a 'winner takes all' battle.

India has seen a flurry of activity on the road. From the auto and the kaali peeli taxi, the cool cabs, the cab companies, the cab aggregators and the cab rentals.

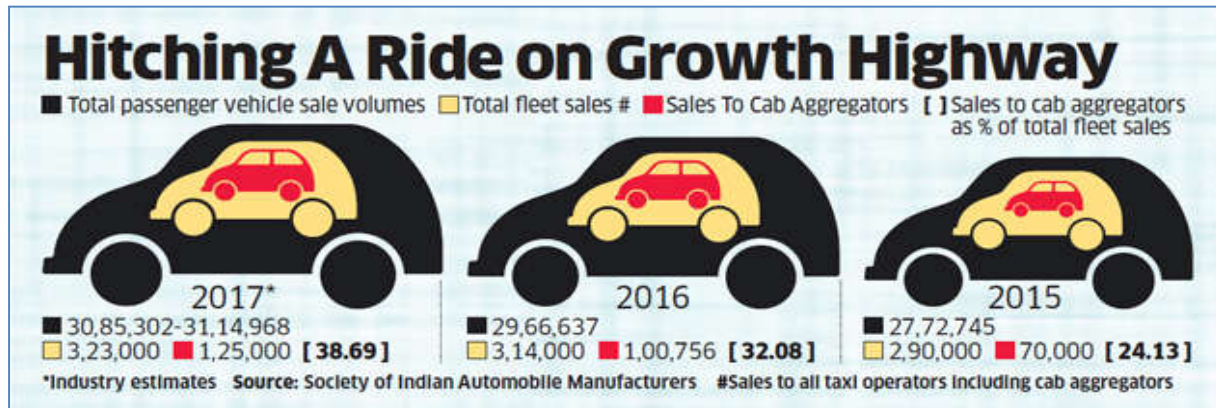
People are having choice and flexibility that they hoped for, but never knew that it would become possible so well that one can start taking it for granted.

Companies have innovated the business models, the ownership model, the employment model, the customer interface, moving from in person to phone call to app based interaction, payment methodologies, revenue models and what not.

There is a shift for everyone including the customers, the drivers, the cab companies, the car manufacturing companies and even the regulators.

The car manufacturing companies, who in the old days didn't like their cars being used as taxi, since they wanted to position as PREMIUM and Exclusive, now are getting into special agreements with the cab companies to create customized offerings and packages.

Indian Car Manufacturers have a higher market share due to increasing Cabs and the focus is shifting from only individuals or class market to the durable and value for money models for taxis also the individual ownership ratios may drop down due to this industry, travelling hassles, parking issues, and overcrowded roads. Maruti Suzuki sold 60,000 cars to cab aggregators between April and December 2016 and only 50,000 cars to individual users in the whole FY 2016.



With these changes even the Government is introducing new Apps for benefit of public:

Delhi government had launched the PoochO driver app in 2015 which allowed the commuters to book taxi and auto-rickshaw in Delhi/NCR.

Karnataka launched HDK cabs.

Mumbai launched Aamchi Driver mobile app to rival the likes of Ola and Uber.

According to a market report published by TechSci Research, the radio taxi services market in India is projected to grow at a CAGR of over 17 per cent during 2016-2021. Internet has played a role in growth of cab industry since the consumer in India is changing its behavior contributing the success.

The Private Players:



Meru cabs was the face of radio taxis in India since 2007. They were sophisticated, safe, convenient and always on time, sending timely reminders and providing printed receipts.

Easy Cabs

Was a good competitor with presence in many cities and huge pool of cabs. Good pricing, good service and looked like good future.

Tab Cab

With Tab Cab all you've got to do is just tab to book a cab. It allows a regular ride or bulk booking and is popular app. It is active in Mumbai and may start serving other cities too.

Mega Cabs

Mega Cabs India's finest metered radio taxi service, had the largest network of taxis operating across multiple cities, the first taxi operator in India to introduce computerized communication & dispatch systems with GPRS based GPS. It offers comfortable, well-serviced, air-conditioned cars, with polite and efficient drivers. Services are available in Delhi, Mumbai, Kolkata, Bengaluru, Chandigarh, Ludhiana and Amritsar.

Wings Radio

Wings Radio Cab was one of the reliable Travel Company in Pune, Ahmedabad and couple of other cities offering Radio Cabs, Car Rental and Taxi Service.

Uber

Uber launched in 2013 in India, their App is one of the best that has covered the highest number of cities and countries of the world. Uber provides its service in 67 countries and 78 cities across Asia-Pacific.

Starting from Bangalore it covered cities like Delhi, Mumbai, Kolkata, Chandigarh, Chennai, Vadodara, Ahmedabad, Hyderabad, Jaipur, Calcutta, in all 27 cities of India. Payment options includes online and cash, their special team for maps tries to improve the drivers experience as well as reducing the travel time.

Uber India shows a 442% jump in its revenues for the year ended March 2016 at Rs 374 crore against Rs 69 crore in the previous year.

Ola

Ola, one of the fast-expanding, now covers over 100 cities across India. It offers types of cabs ie. small cars, metered cabs, standard sedans and there's Ola Auto for hailing tuk-tuks.

Ola bought TaxiForSure, one of the other prominent ride-hailing services in India. Ola Cabs rates are economical in comparison with other cab service providers in India.

As Ola provides verified drivers and cleanliness, safety and comfort trip, and their App sends confirmation of the booked ride indicates the location of the ride and is widely used Cab App in India and is preferred as it accepts cash and online payments.

Ola is strongly competing by raising \$100 million by issue of preference shares. Its competitor Uber is now focusing on 29 cities of India while Ola continues in 100 cities.

The cabs which were once a luxury are now a necessity. How did they make their existence inevitable?

Is your Industry going through some transformation? Is your company driving the transformation?

Japanese consulting firm Business Consultants Inc. has been helping companies across the world for last 50 years to become innovative and to create the right leadership culture in the company such that one can excel in the challenging world.

Seven Virtues represented in Bushido Leadership include Justice, Courage, Benevolence, Respect, Sincerity, Honor and Loyalty are the corner stone for creating the company of future.

Also creating an innovation culture, where people are trained in a balanced approach of divergent thinking – creating lots of ideas and convergent thinking of scientifically short listing ideas, polishing ideas and making them implementable with the right amount of support and buy in is the other aspect of creating long term sustainable organizations.

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