

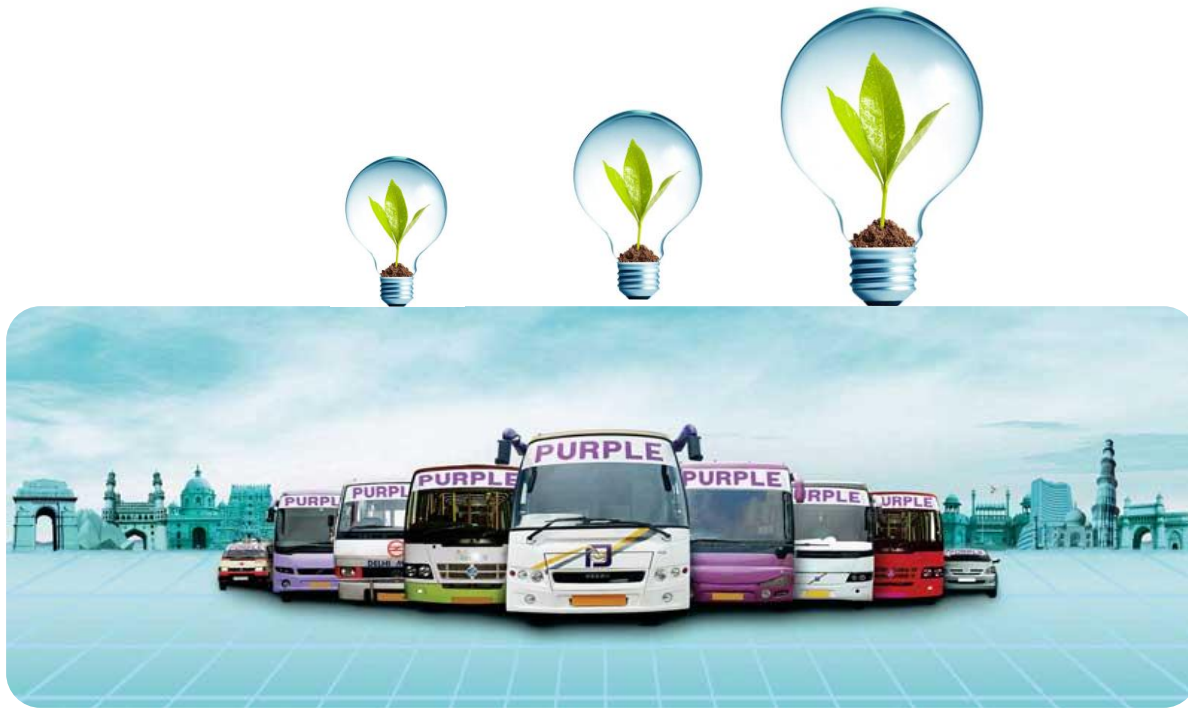


To be people's chosen brand universally, in mobility solutions, by serving beyond their expectations for every journey whilst adding value to all stakeholders and society at large


Complete Surface Mobility Solution

Prasanna Purple Mobility Solutions

Criteria for zero emission & other innovations in big private company



Criteria for Zero Emission



Shift from fossil
based fuels to less
polluting vehicles
running on




Compress Natural
Gas (CNG)



Bio Gas



Liquid Petroleum
Gas
(LPG)



Fuel Cell, Solar,
Electrical or Hybrid
buses.



Challenges In Adopting New Technology

Cost of Acquisition : Three times higher than Diesel/ CNG buses.

Cost of Operation : Is less by 60% (depending on rate per unit of electricity)

Enough & Timely Fuel Supply : Depends on availability of enough electric supply.

Availability Of Required Infrastructure : High capacity charging stations at Bus stations & Depot.

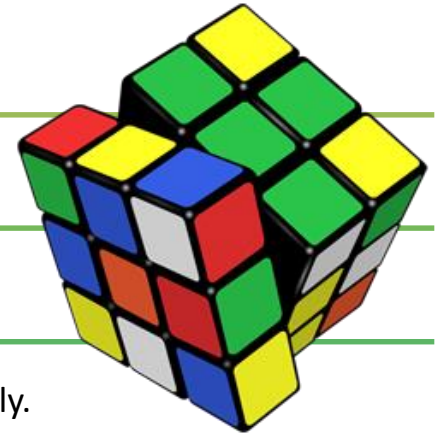
Legislative Challenges : Model Approvals, Operating rules, Special permits

Service Parameters Restrictions it may have in scheduling due to limitation of operating buses without charging in a day.

Ease Of Maintenance : Being a new technology availability of parts, service stations etc.

Trained Manpower : New technology requires specific training to be given to operating and maintenance crew.

Financing Model : Since cost of acquisition is high and Operating cost is low long term financing at lower interest rate is required to be provided.



Innovations in Transportation Aggregation Models



APP BASED SOLUTIONS
Very easy to use for consumers



CHANGES IN RELATIONSHIP
Employer & Employee to Company
and Associate.



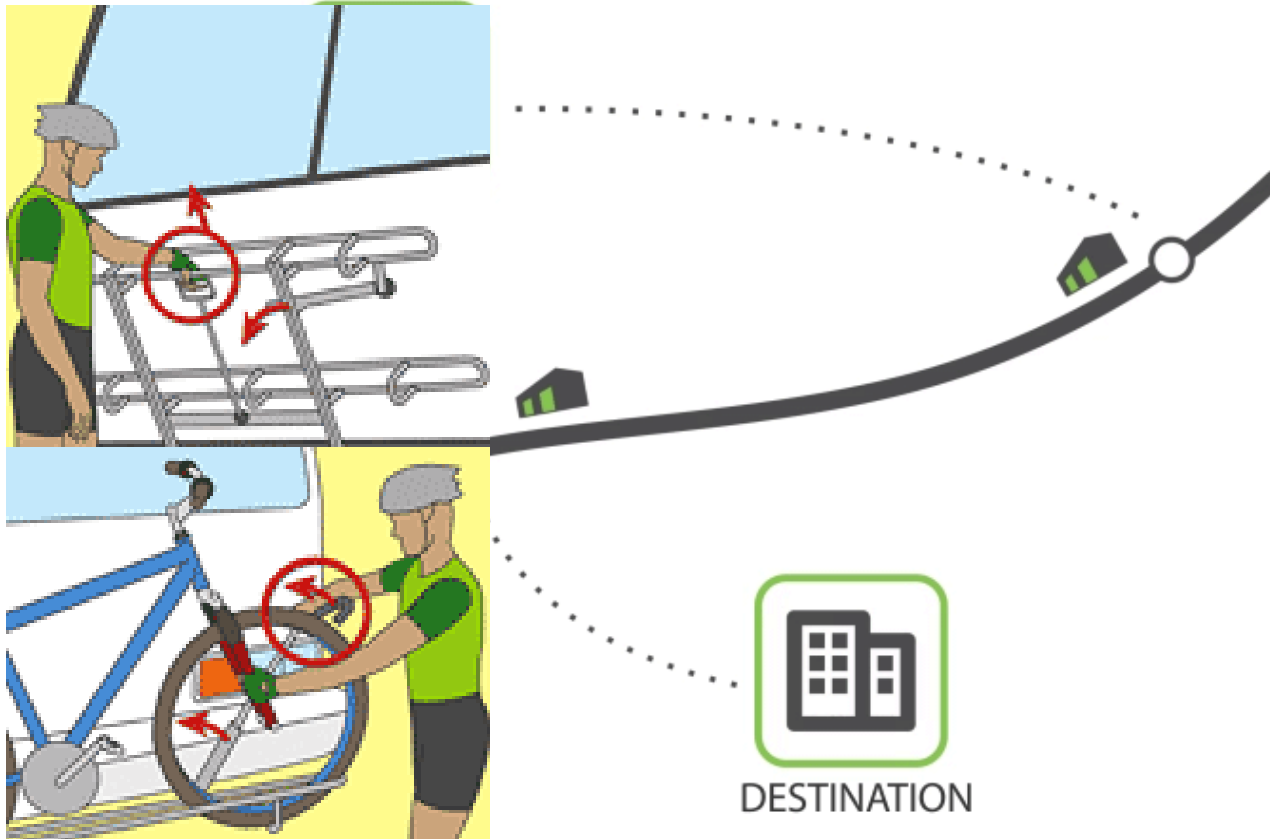
**LEGISLATIVE CHANGES TO
ACCOMMODATE TECHNOLOGY**
Role of Government will change as
More of facilitator than regulator.

Aggregation Model

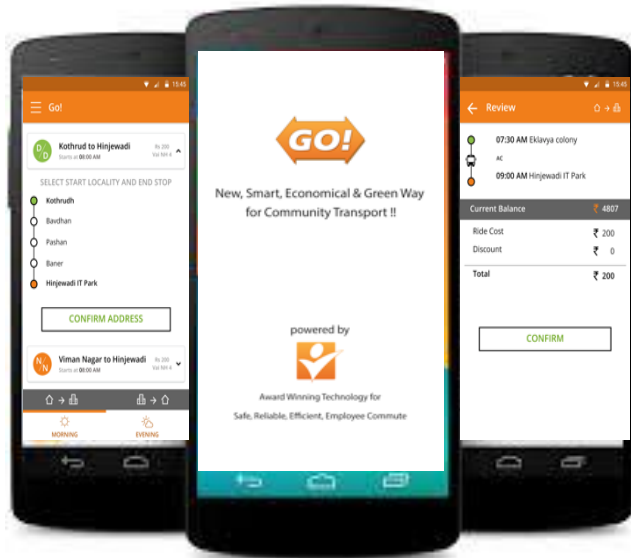
Convenience and Efficiency



Bicycle Friendly !! Go ! GREEN , Go ! Healthy



Aggregation Model



PURPLE

Rich Choice Of Commute options
to select from



Higher Adoption !

Admin
Module

Admin
Module

Admin
Module

Pooling
Module



Fleet Operator I



Fleet Operator II

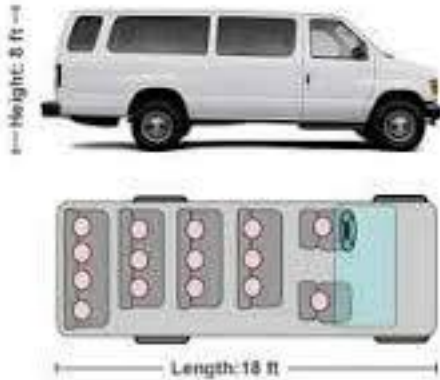


Dedicated Fleets of Corporate houses



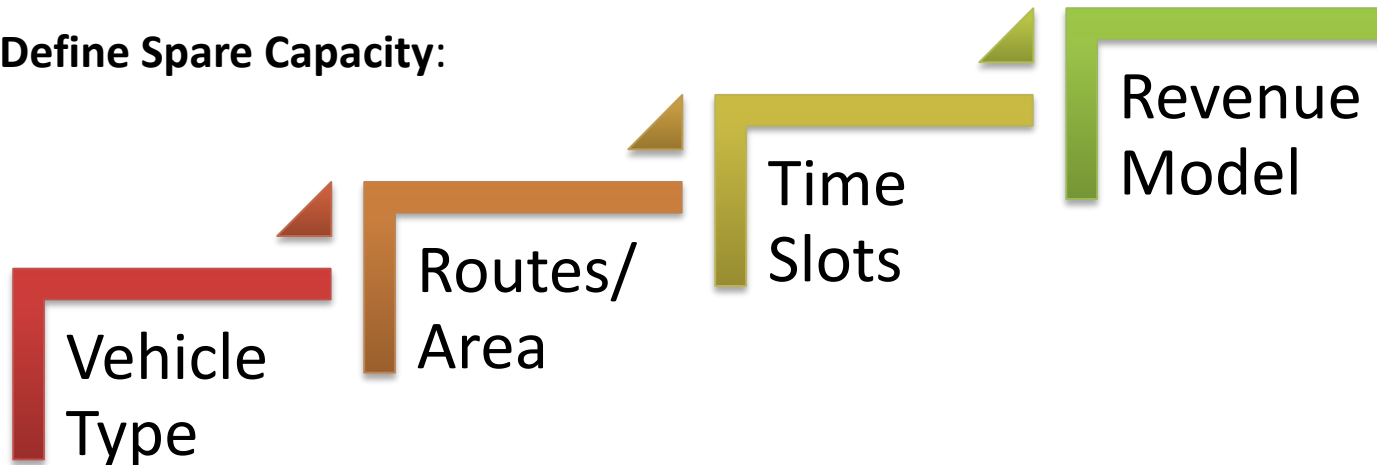
Individual Owned Cars - Pooling

Capacity Planning : What it means for Operators



- Increased Utilization
- More revenue per vehicle

Define Spare Capacity:



Vendors can define, manage and publish the spare capacity on regular basis

Transport Aggregator Mobile Platform

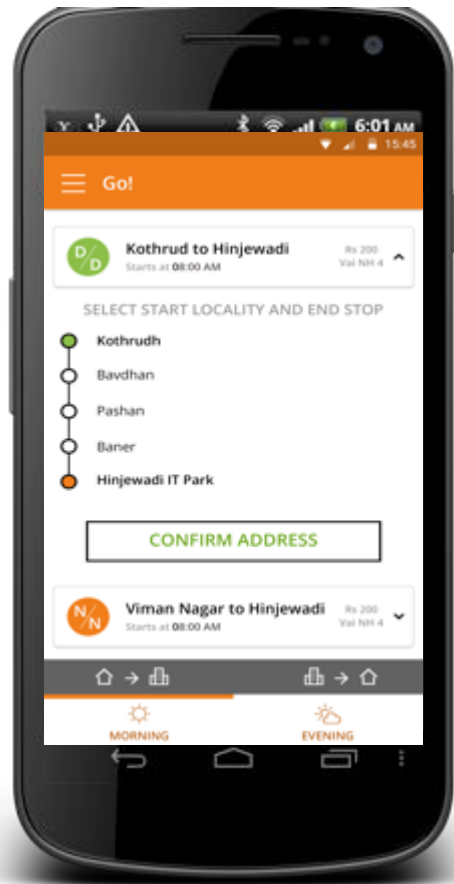
Multiple options to choose Mode of transport

- Spare capacity offered by vendors
- Nodal and Door to Door services
- Taxi aggregation services (OLA, UBER)
- Intercity Services
- Full taxi / Bus hire
- Feeder services (Bike, e-Rikshaw...)
- Car pooling services (Non Commercial)

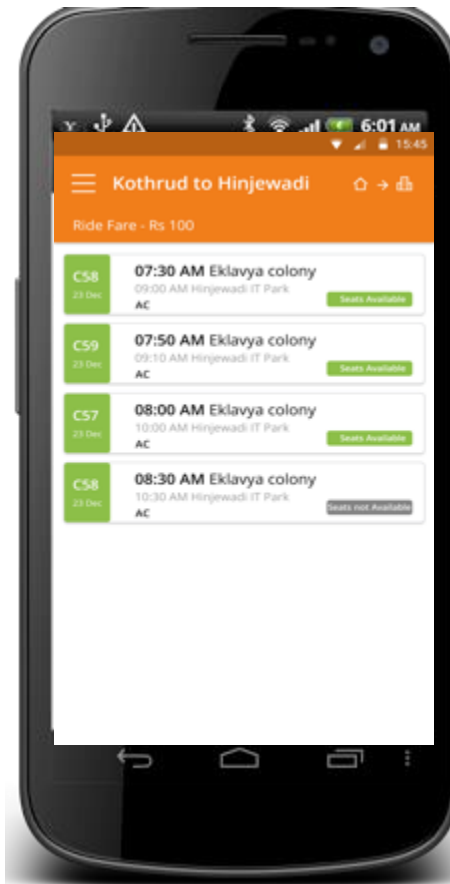


EASY TO BOOK

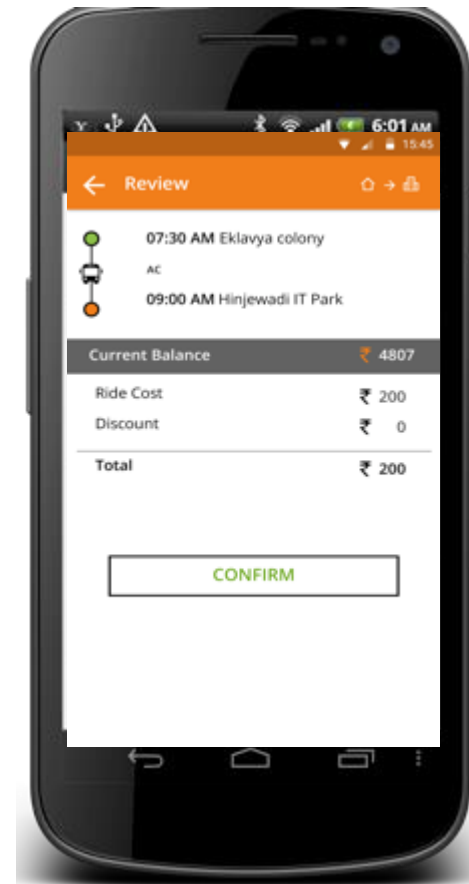
Select Route / Stop



Select Schedule



Confirm & Pay



Flexi Passes with QR Codes



Advantage

USER

- Increased availability
- Increased reliability
- Choice of Services
- On The Go Bookings
- Mobile Wallet facility
- Vehicle Tracking, SOS Integration with Control Room

OPERATOR

- Improved Revenues
- Improved utilization (profitability)
- Better Customer Satisfaction
- Automated Billing System
- Dynamic Roster Planning and Route Optimization
- Vehicle Tracking
- Compliance Mgt.

AUTHORITY

- Technology Enabled Employee Transport Management
- Contribute to Green Initiative
- Reduced Traffic
- Improved Safety
- Transport Data Analytics, Prediction and Planning System

Benefits





Expected Benefits by Year 2018

from first pilot project at Hinjewadi IT Park

Reduction in
Number of cars
on road
60%

Savings in Car
fuel,
maintenance,
insurance
191 Cr.
per year

Savings due to
less parking
requirement
60 Cr.
per year

Carbon Footprint
Reduction
65K M Ton
per year

Savings due to
employee
productivity
improvement
200 M USD
per year

Thanking You !!

