



Bla Bla Car

Driving Innovation in Urban Transport

Contents

- 1 How BlaBlaCar works?
- 2 Scale up so far?
- 3 What is the societal impact?

1



Bla Bla Car

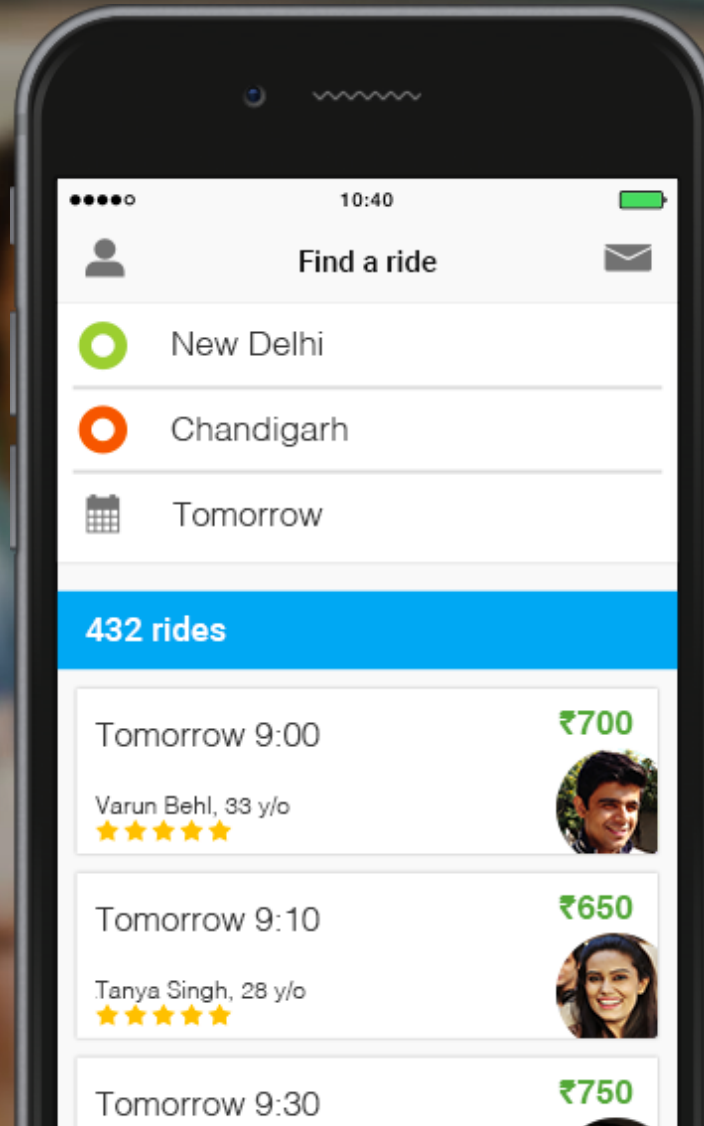
Bla Bla Car
Trusted ridesharing

1

People Powered Travel

Travel
Search

Bla Bla Car



Trusted
Community

1

Bla Bla Car

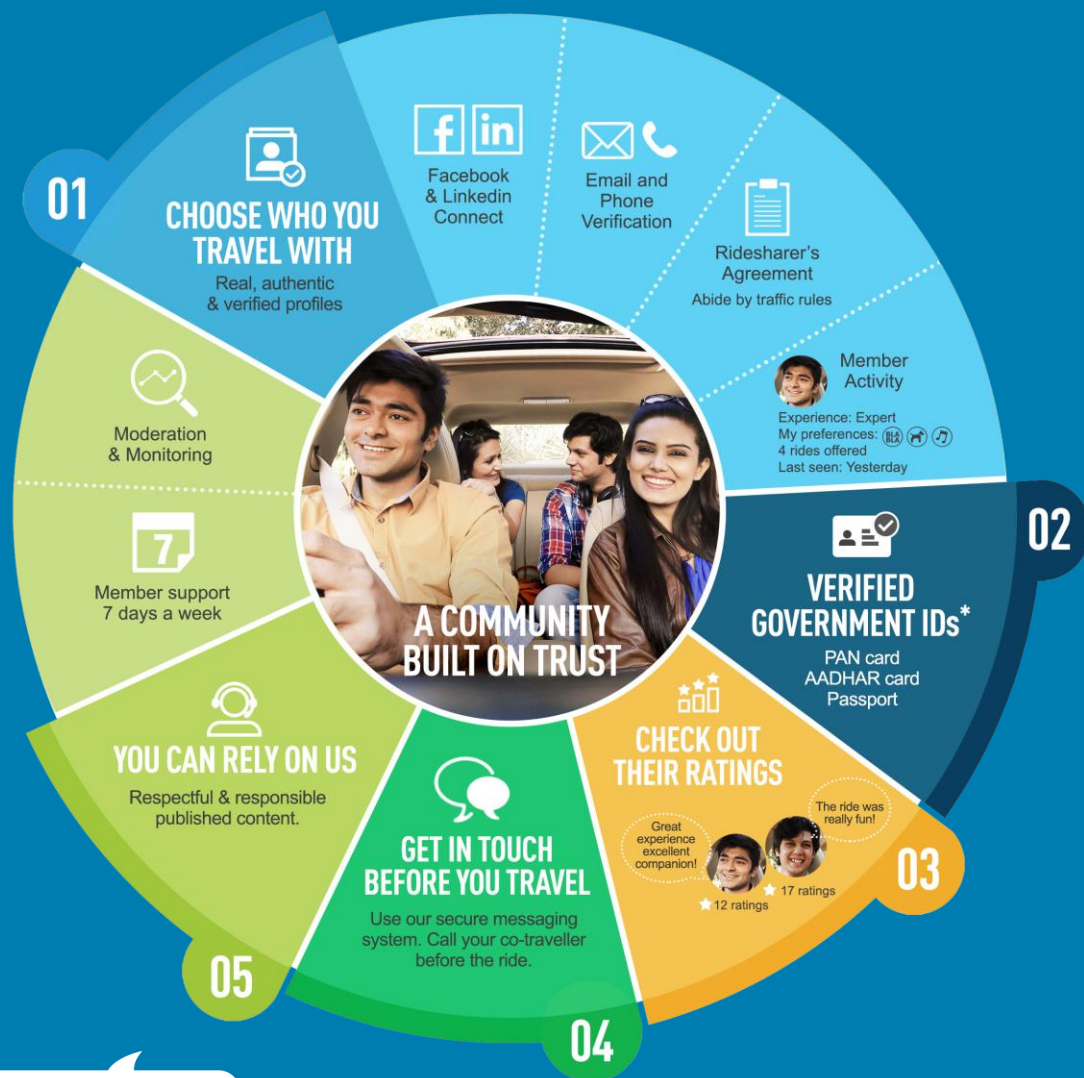
**Scheduled
City-to-City**
Delhi – Jaipur
Community-based
Priced for Sharing

On Demand Taxi

**On Demand
Intra-city**
Green Park – Saket
Distribution of labour
Priced for Profit

1

A Community Built on Layers of Trust & Safety



- Verified Identities
- Profile Moderation
- Powerful Ratings System
- Engaged Community
- Monitored Activity
- Socially Connected

Verification

- ✓ Phone number verified
- ✓ Email address verified
- ✓ ID verified
- ✓ 450 Facebook friends
- ✓ 500+ LinkedIn connections
- ✓ Agreement accepted

Member activity

46 rides offered
74 % messages response rate
Last online: Today - 07:15
Member since: 20 January 2015

Car



Toyota Etios ★★

Colour: dark grey
Comfort: Comfortable



Mohit Agarwal (28 years old)

Average rating: ★ 4.7 - 35 ratings

Experience: **Ambassador**


My preferences   

Why travel with me?

"Working as Sales Manager in an IT firm at Noida. Love to travel and a very patient driver."

Ratings received

★ 4.7 - 35 ratings

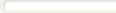
 Good driving skills — 3 / 3

Outstanding  25

Excellent  10

Good  0

Poor  0

Very disappointing  0



● Outstanding

Bisht: Best driving skills .till now best in bla bla I have seen

Monday 28 March - 16:10



● Outstanding

Vinamra Mittal: Mohit is an excellent driver, human being and co traveller. The ride was more than comfortable and Mohit was more than gracious to ensure comfort and ease. I recommend him to anybody who wants safe, comfortable and fun ride!! I surely am going to travel with Mohit more often.

Tuesday 23 February - 04:48



● Outstanding

Shiva Mudgil: On time. Pleasant and fun. Yes, will try again.

Monday 22 February - 17:29



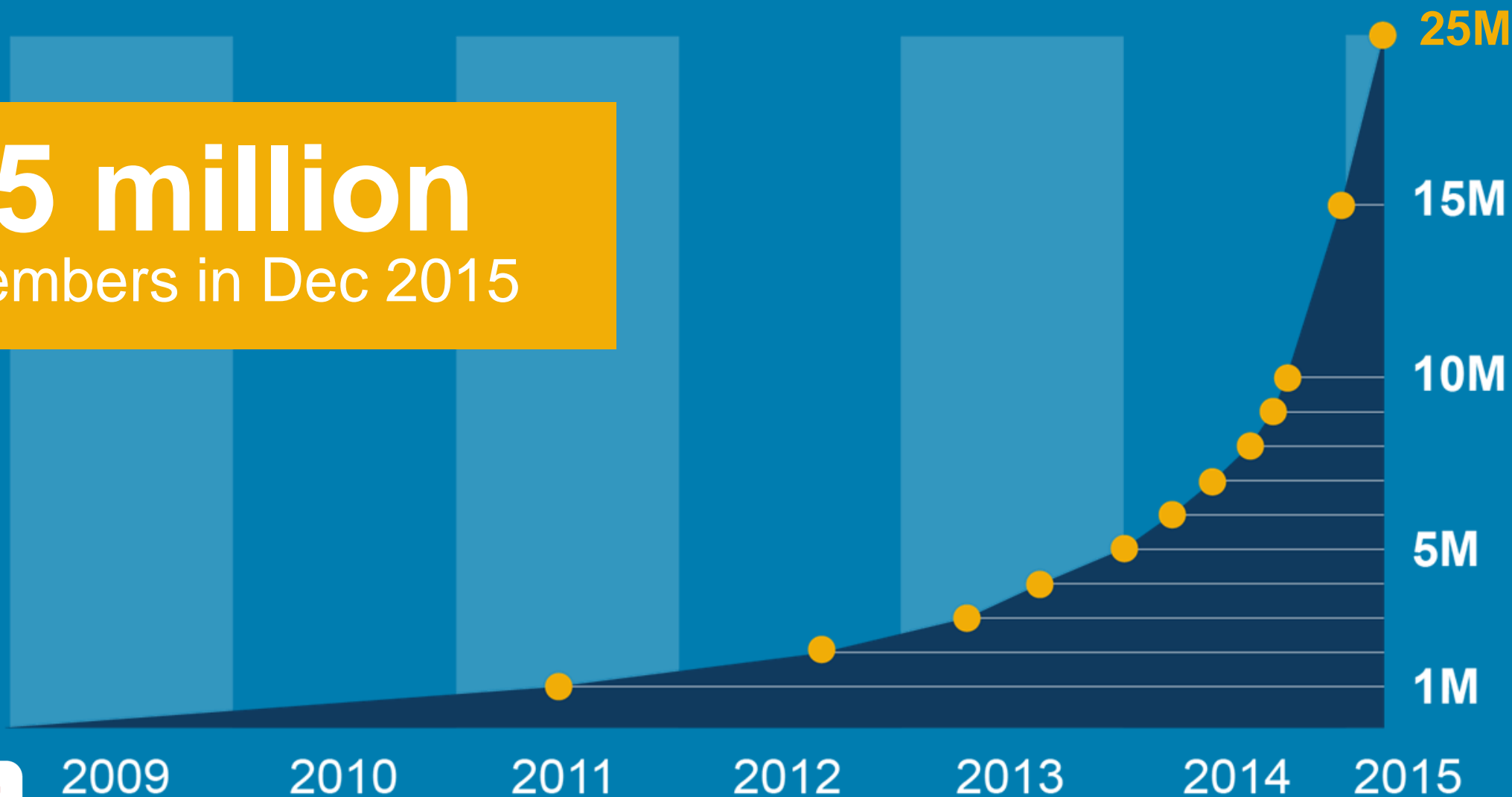
● Outstanding

Dheeru: Very pleasant and comfortable ride. Humble and courteous person

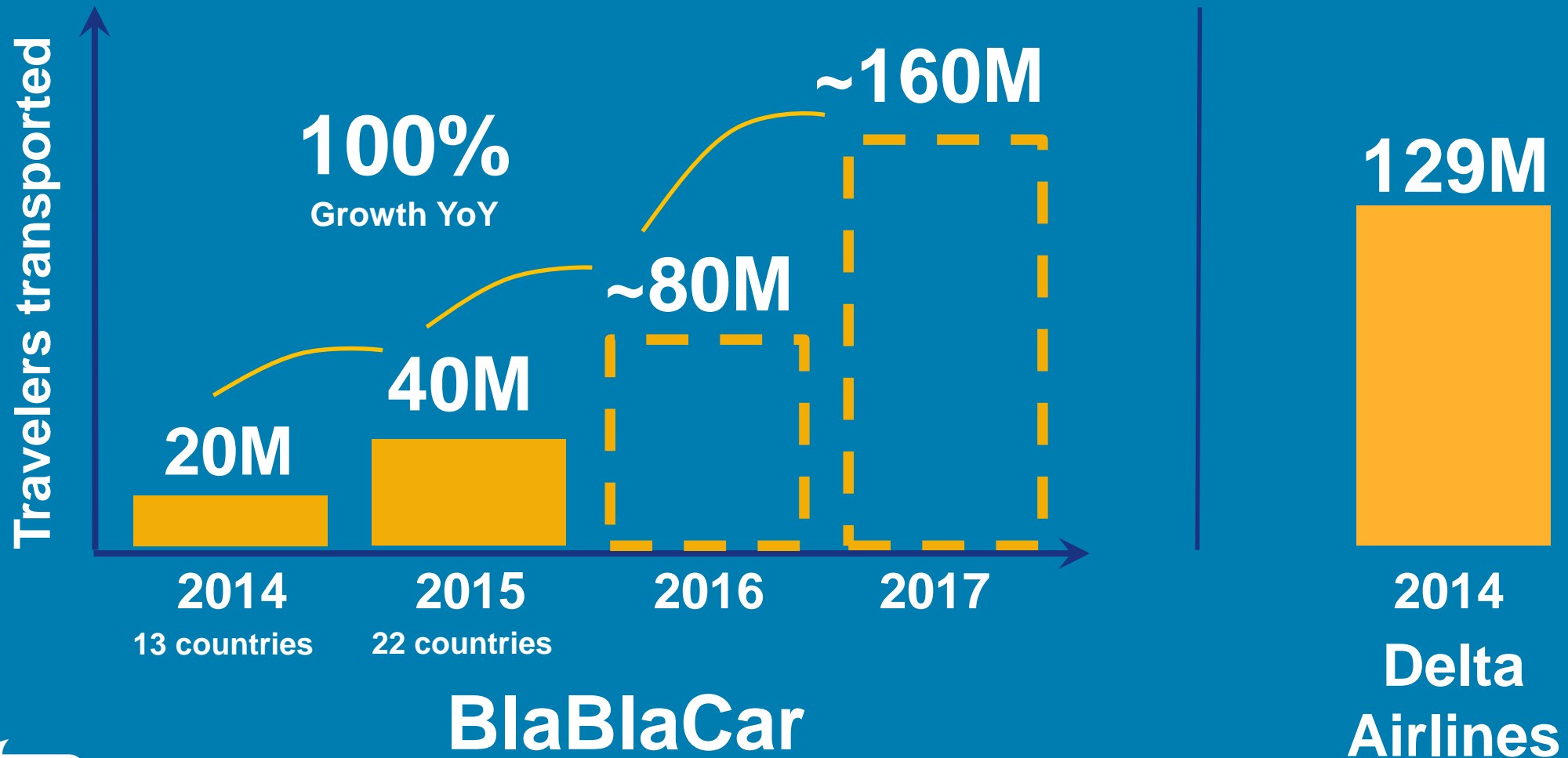
2

A Fast Growing Community

25 million
members in Dec 2015



2 At current growth rate, BlaBlaCar will transport more people in 2 years than the world's largest airline



2

India so far

A green ribbon graphic with a white outline, featuring a central rectangular panel with rounded corners.

1 Million

NUMBER OF SEATS
OFFERED

A blue ribbon graphic with a white outline, featuring a central rectangular panel with rounded corners.

55 Million

TOTAL TRIP-KMS
SHARED

A red ribbon graphic with a white outline, featuring a central rectangular panel with rounded corners.

**700+
Cities**

PEOPLE
RIDESHARING FROM

3

Optimising Idle Resources



**1.7 people
per car**
in Europe



**2.8 people
per car**
in the BlaBlaCar
community

- ✓ Less emissions
- ✓ Less congestion
- ✓ Shared costs
- ✓ Safer Travel

3

Global Energy Savings

In 2 years, BlaBlaCar ridesharing saved

500,000 tons oil equivalent

Enough energy to **light Los Angeles for 1 year**



3 BlaBlaCar car owners are safer drivers

84%

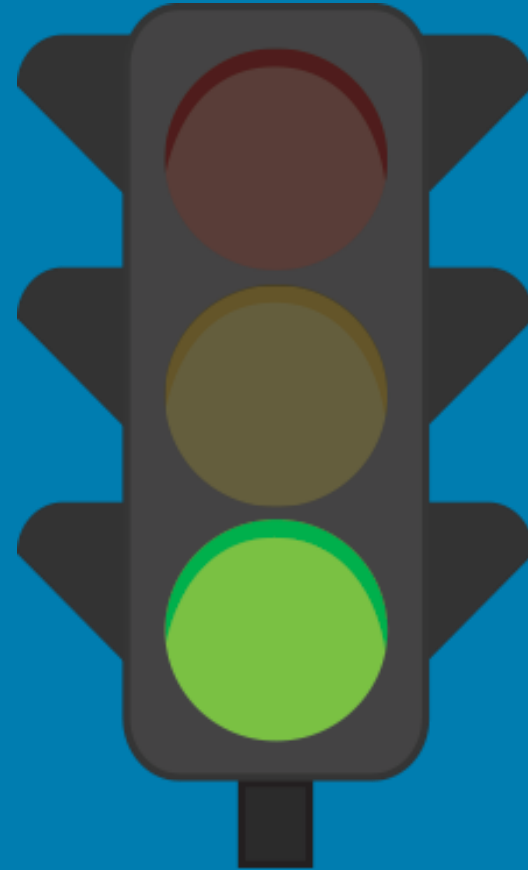
say they remain
fully awake and
alert thanks to
ridesharing.



3 BlaBlaCar car owners are safer drivers

75%

declare that
having
co-travellers on
board makes
them carefully
respect the rules
of the road





Thank you!

Raghav Gupta

India Country Manager

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Paris | London | Milan | Madrid | Hamburg | Warsaw | Moscow | Istanbul | Delhi | Munich | Mexico | Sao Paulo