India's cab startups fight for market share

Startups offering low-cost vehicle rentals or car-sharing schemes are using smartphone apps in a battle for India's $9-billion taxi market. The taxi app sector is forecast to grow at 15-20% a year

ZOOmcar

■ **Zoomcar:** 18-month-old self-drive car rental company founded by two U.S. expatriates — David Back and Greg Moran. Bangalore-based startup has fleet of 250 vehicles that can be booked via website or smartphone app. Company has raised US$11 million and plans as many as 2,000 cars by end of 2015

Operates in Bangalore, Pune and Delhi. Cars include electric *Mahindra Reva e2o* hatchback for 45 rupees per hour – **$0.73** ▼

MYLES

MiCar

■ **Myles:** Year-old partnership between *Tata Motors* and *Carzonrent*. Rents 200 *Nano Twist* self-drive cars in Delhi National Capital Region (NCR) for 99 rupees per hour – **$1.60**

■ **MiCar:** Launched June 2014 with fleet of 50 cars at five locations in Delhi NCR region. MiCar rents *Volkswagen Polo* hatchback for 85 rupees per hour – **$1.37**

■ **UberGo:** Launched in November, claiming to be "cheapest ride in town." Charges minimum fare of 40 rupees – **$0.64**. Offering free fares to build brand awareness. Main competitors are *Ola (launched 2010)* and *TaxiForSure (2011)*

OLA

TAXI FOR SURE

■ **Folksvagn:** Carpooling app, launched in 2012 by Sameer Khanna, has 15,000 registered members in Delhi NCR. Rates are 3.5 rupees/km – **$0.06**, of which 3 rupees go to driver and remainder to Folksvagn. Offers women-only carpool groups

FOLKSVAGN
getting there, together

Costs compared *(7km journey in Delhi)*

$0.40	**Folksvagn** *(24.5 rupees)*
$1.05	**Auto rickshaw** *(85 rupees)*
Taxi *(109 rupees)* **$1.76**	