



By

RAPID KANISHKA SERVICES PRIVATE LIMITED

www.hikecab.com



Introduction: About Us, Vision and Mission

Hike cab under the company name RAPID KANISHKA SERVICES PRIVATE LIMITED is transforming mobility in small towns and villages (Tire 3 & 2) through online taxi, rental taxi, and parcel delivery services. Our platform enhances accessibility, creates employment opportunities, and fosters local economic growth while ensuring convenience and affordability for customers.



MISSION

To provide safe, tech-driven, and cost-effective ride-hailing and logistics services, creating sustainable employment and modernizing rural transportation.

VISION

To make mobility accessible, affordable, and efficient in every small town and village, empowering local economies.

Navigating Industry Challenges - Our Path to Growth

INDUSTRY CHALLENGES

Limited Public Transport Access

Small towns and villages lack reliable and affordable public transport options, making daily commuting difficult for residents.

Unemployment Among Local Drivers

Many skilled drivers in rural areas remain unemployed due to the absence of organized ride-hailing services.

Unstructured and Inefficient Parcel Delivery

Local businesses and individuals face challenges in transporting goods efficiently due to the lack of a structured parcel delivery system.

Absence of Car Rental Services

There are no affordable and accessible car rental options in small towns, limiting mobility for tourists and locals.

IMPACT

Innovative Solutions

Tech-Enabled Ride-Hailing Service

Provides affordable and accessible taxi services in small towns and villages through a mobile app, ensuring seamless connectivity for residents.

Employment Generation for Local Drivers

Creates sustainable income opportunities by onboarding local drivers and offering fair revenue-sharing models.

Structured Parcel Delivery System

We prioritize regular vehicle maintenance and upgrades to ensure our customers always have access to clean, reliable, and modern cars.

Car Rental Services

Introduces flexible car rental options, allowing residents and tourists to travel conveniently without relying on traditional transport.



USP: Our Uniqueness and the market impact caused

First-Mover Advantage

Unlike Ola and Uber, our platform is designed exclusively for small towns and villages, catering to areas where organized ride-hailing services are non-existent.

Hybrid Service Model

We combine three major services—on-demand taxis, self-drive rentals, and last-mile parcel delivery—on a single platform, optimizing fleet utilization and revenue generation.

Local Driver-Owned Fleet Model

Instead of corporate-owned cars, we empower local drivers to use their own vehicles, ensuring lower operational costs and higher driver retention compared to competitors.

Custom Pricing & Route Optimization

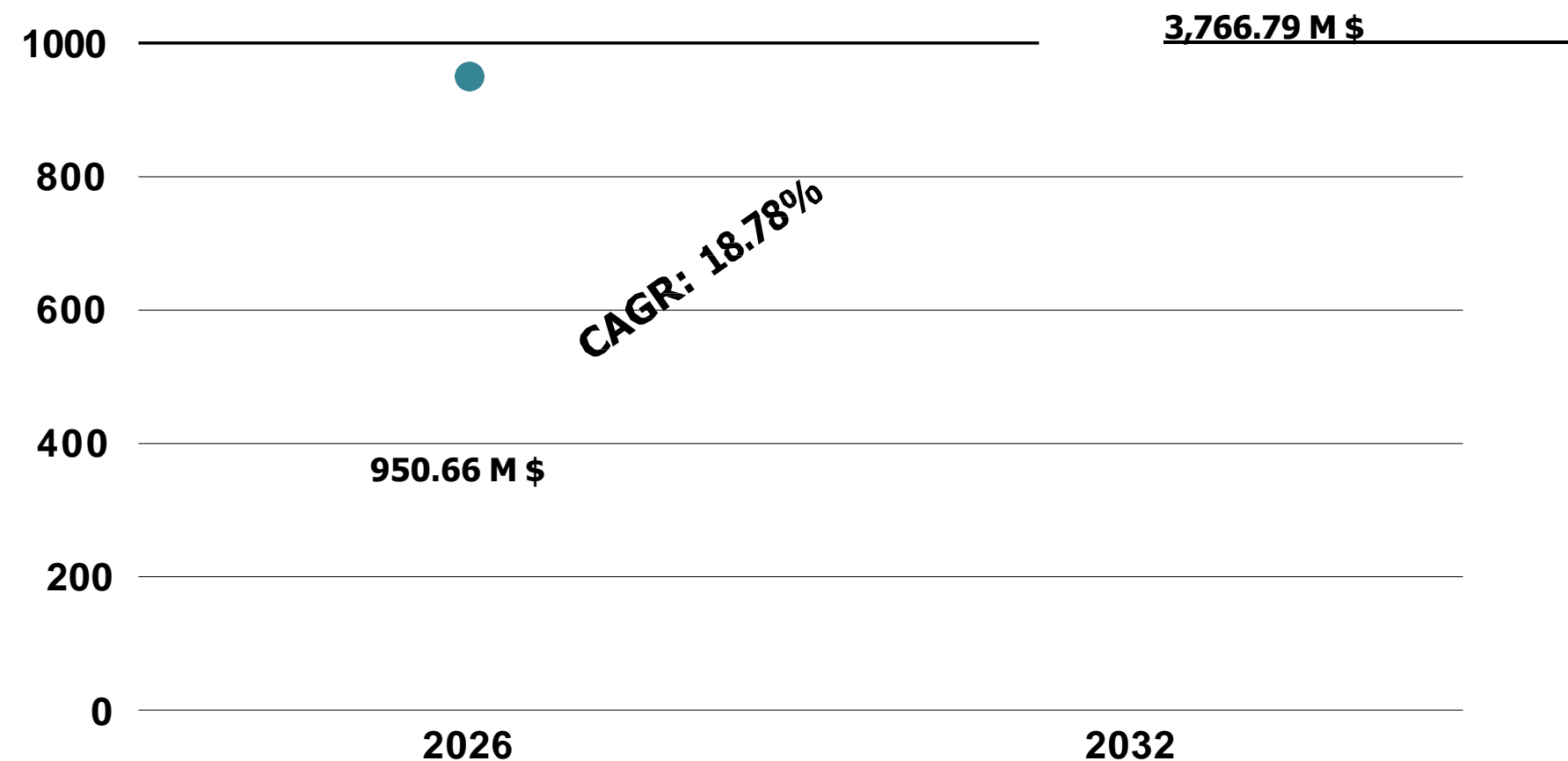
Unlike urban ride-hailing models, our platform adjusts fares based on demand, road conditions, and availability, using rural route mapping for optimized efficiency.

Market Dynamics & Scope

Market Size for Ride-Hailing Market India:

18.78% CAGR

USD 950.66 million 2025→ USD 3,766.79 million 2032



#Target Market

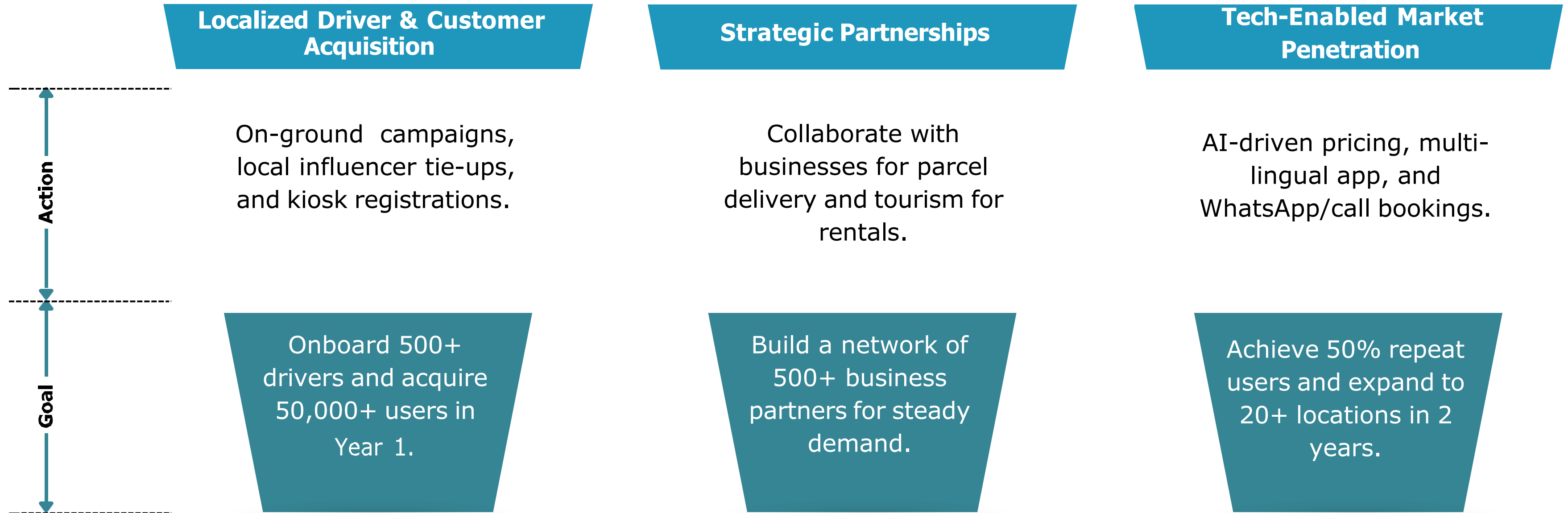
- Rural & Semi-Urban Commuters – Individuals needing reliable transportation in small towns and villages.
- Local Businesses & Traders – Small businesses requiring last-mile parcel delivery services.
- Unemployed & Underemployed Drivers – Drivers looking for sustainable income opportunities.
- Tourists & Travelers – Visitors seeking rentals and local transport solutions.

• Source: https://www.marketsanddata.com/industry-reports/india-ride-hailing-market?utm_source=chatgpt.com

Competitive Analysis

Feature / Service	RAPID KANISHKA SERVICES	Ola	Uber	Delhivery
Ride-Hailing in Small Towns & Villages	✓	X (Metro-focused)	X (Metro-focused)	X
Car Rentals in Rural Areas	✓	X	X	X
Last-Mile Parcel Delivery	✓	X	X	✓
Driver-Owned Fleet Model	✓	X (Company-Leased Vehicles)	X (Company-Leased Vehicles)	X
Regional Language Support	✓	X	X	X
Multi-Service Model (Taxi + Rentals + Parcel)	✓	X (Taxi Only)	X (Taxi Only)	X (Parcel Only)
Target Market (Semi-Urban & Rural)	✓	X (Metro & Tier-1 Only)	X (Metro & Tier-1 Only)	✓

Penetrating Markets - Our Go-to-Market Strategies



Business Model - Streamlined Revenue Streams

Ride & Rental Commissions



Percentage earned on each taxi ride and rental.

Parcel Delivery Charges



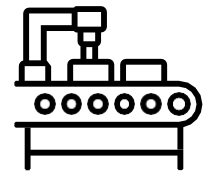
Fees per package delivered for local and business clients.

Subscription & Partner Commissions



Revenue from driver subscriptions and business partnerships and Ads.

Future Horizons: Scale-Up Strategy



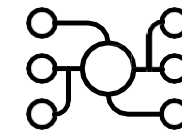
Development & Pilot Launch 1

- Develop a user-friendly booking app for taxis, rentals, and parcels; onboard 100 drivers in select tier-3 cities.



Early Expansion 2

- Launch app in 10+ cities, onboard 1,000+ drivers, expand parcel delivery services, and optimize app features based on feedback.



Growth & Optimization 3

- Expand to 50+ locations, integrate AI-based route optimization, and build strategic B2B partnerships for fleet and delivery services.



Diversification & Fleet Enhancement 4

- Introduce EV taxis, subscription-based ride plans, and expand into nearby regions with growing demand for mobility solutions.

Fund Utilization Plan

Category	Allocation (INR)	Purpose
Technology & App Development	₹25,00,000	Development, testing, and maintenance of the booking app and backend systems.
Operational Costs	₹9,00,000	Salaries for key staff, driver onboarding, and customer support operations.
Driver & Partner Incentives	₹50,00,000	Incentives, bonuses, Marketing, and fuel subsidies to attract drivers and fleet partners.
Training & Development	₹8,50,000	Training programs for drivers on customer service, safety, and digital platform usage.
Legal & Compliance	₹7,50,000	Business registration, permits, insurance, and regulatory compliance costs.
Total	₹1,00,00,000	

Director Details



CHANDAN KUMAR SAINI

Director

Education: Graduate

Experience: More than 12 Years
in the IT services



SARITA

Director

Education: Post Graduate

Experience: More than 5 Years

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Thank You