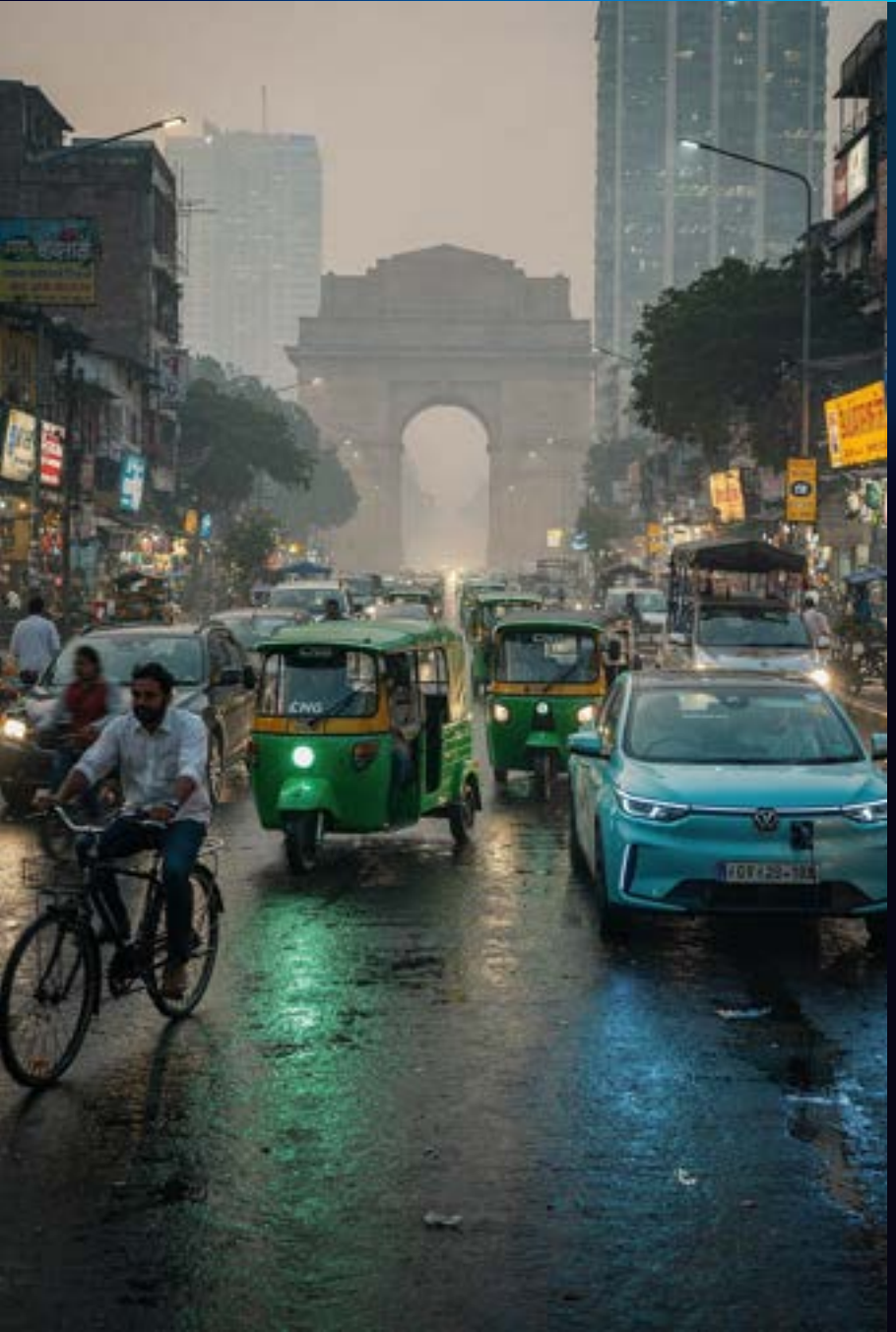
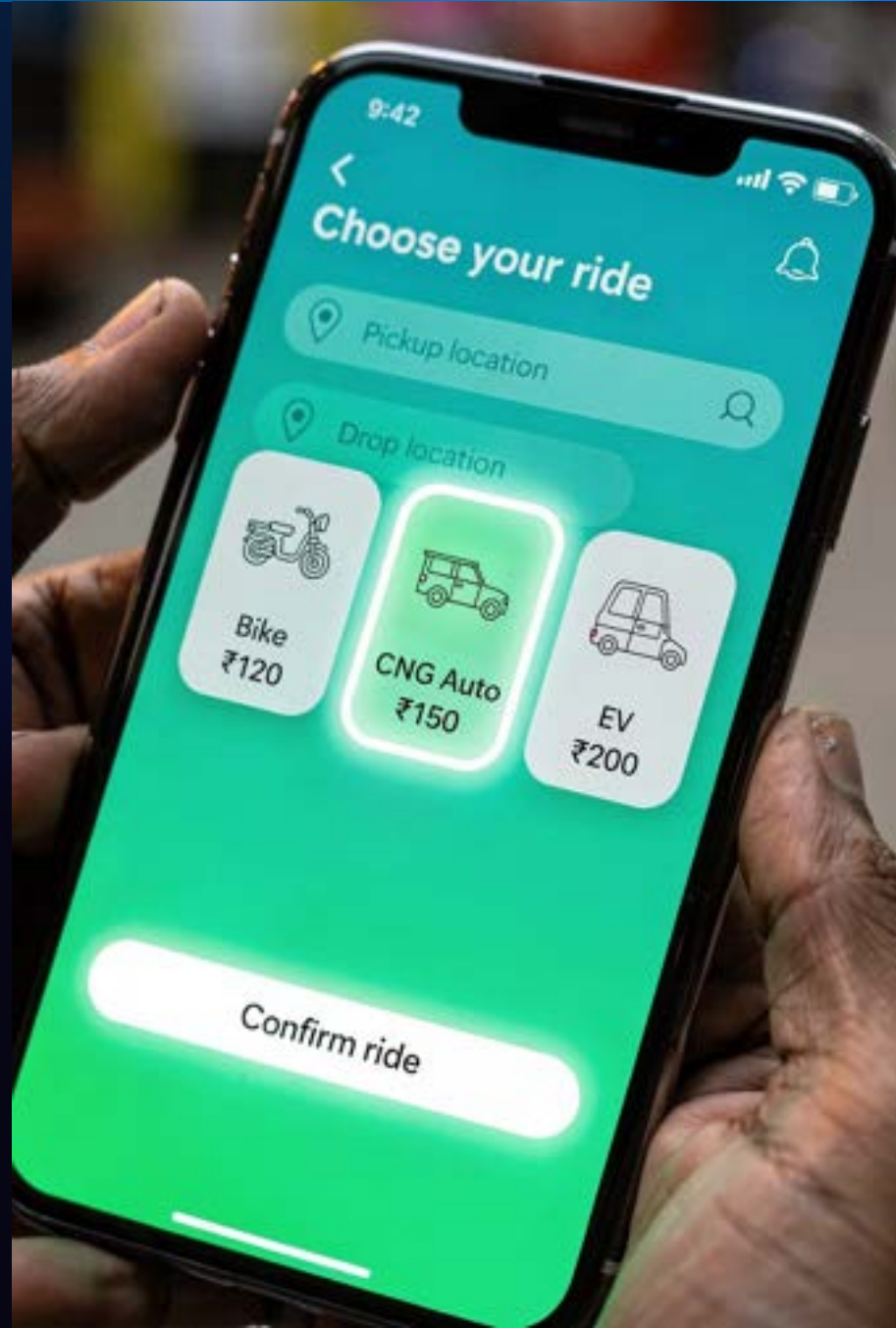


VERDERIDE MOBILITY & TECHNOLOGIES PRIVATE LIMITED

About Us

VerdeRide Mobility & Technologies Pvt. Ltd. is a **hybrid ride-hailing platform** built for India's real commute needs4**bikes, CNG cars/autos, and EVs in one app**. We match the right vehicle to every trip to deliver **affordable fares, faster availability, and dependable service**, while ensuring **fair driver earnings** and **compliance-ready operations**.



Core Value

Vision

To become India's **most trusted, affordable, and sustainable** daily mobility platform - moving millions daily **with lower emissions and zero compromise on reliability.**

Mission

To build a **hybrid, compliance-first mobility platform** that delivers **clean mobility, predictable pricing, and dependable daily transportation**, scaling **city-by-city** across India with sustainable unit economics and strong driver partnerships.

Problems

1

Rising Urban Pollution from Fossil-Fuel Ride Fleets

Heavy reliance on petrol and diesel vehicles in metro cities increases emissions and urban air pollution, demanding a cleaner yet operationally viable mobility alternative.

2

Cost & Surge Fatigue for Riders

Daily commuters face unpredictable pricing and trade-offs between affordability and service quality, making ride-hailing unreliable for routine travel.

3

Low Reliability During Peak Hours

Cancellations, long ETAs, and inconsistent vehicle availability reduce trust-especially for repeat office and student commuters.

4

Driver Income Pressure & Churn

Shrinking take-home earnings and heavy incentive dependency lead to low retention and unstable supply.

5

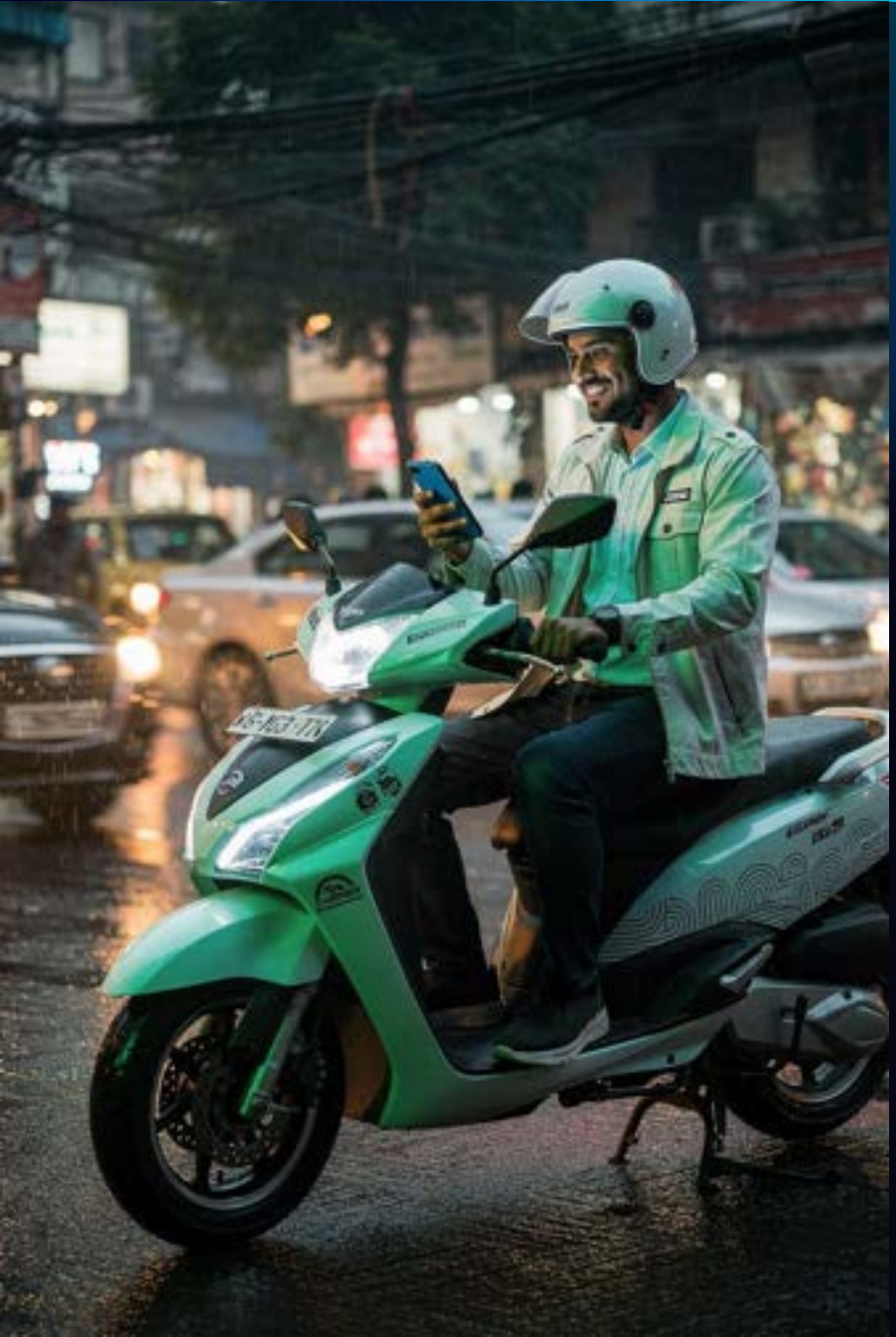
EV-Only Is not Practical Everywhere

Charging infrastructure gaps and downtime risks make pure EV models difficult to scale without affecting service reliability.

6

Compliance Expectations Are Rising

Tighter aggregator regulations and safety norms require platforms to build compliance, transparency, and documentation into operations from day one.



Solutions

Hybrid fleet matching (Bike + CNG + EV)

Smart allocation by trip type/zone: **bikes for short**, **CNG for mid**, **EV where infra Exists** - improving pickup speed and utilization.

Predictable pricing, no surprise surges

A transparent fare approach designed for repeat daily usage and trust-building.

Driver-first earnings model

Low/transparent platform fee + optional subscription plans later-helping drivers plan income with less incentive dependency.

Practical sustainability

EVs scale **zone-wise**, supported by CNG where charging is weak-sustainability without downtime.

Compliance-led operations

Documentation, verification, transparency and grievance-ready frameworks built into the operating model.

Unique Selling Propositions

Outstation Tours with Multi-Stop Itineraries

Customers can book customized outstation trips with multiple stops, flexible routing, and itinerary-based planning-built for families, groups, and weekend travel.

True One-Way Pricing (No Return Fare Burden)

Dedicated one-way cab offering with transparent one-way pricing, reducing customer cost and making intercity travel more accessible.

3-in-1 Hybrid Fleet in One App

EVs + CNG cars + Bikes on a single platform, with trip-based matching:

- Lower fares (right vehicle for the job)
- Faster pickups (more options in every zone)
- Higher utilization (better supply efficiency in real traffic)

Infrastructure-Ready EV Scaling (No Downtime Model)

We deploy EVs where charging exists (e.g., airport & select corridors) and expand zone-by-zone-backed by CNG where infra is weak.
Result: sustainability without ride cancellations, driver downtime, or coverage gaps.

Practical Emissions Reduction (Not EV-Only Ideology)

Instead of forcing EV-only adoption, VerdeRide reduces emissions through pragmatic hybridization-with a 3-5 year metro-city transition to grow EV share responsibly while keeping service reliable and affordable.

Go-To-Market Strategy

Launch Market: Delhi NCR (city-first play) focused on high-frequency commute corridors.

Phase 1 (0-90 days): Zone-based pilot

- Start in **high-density zones** (airport/metro/student/office clusters)
- Fleet mix: **Bikes: 2-6 km (short trips)** + **CNG: 6-15 km (mid trips)** + **EV (infra-ready zones)**
- Prove: repeat usage, pickup reliability, driver active days, per-ride margin

Phase 2 (3-6 months): Expand demand & repeat

- Expand zones citywide
- Launch **daily/weekly commuter passes and** Onboard **fleet partners** for supply depth
- KPI- Repeat rate improvement, Supply fill-rate in peak hours, Contribution margin stability

Phase 3 (6-12 months): Scale & Optimize

- Increase **EV share** where charging supports it
- Optimize routing, pricing, and dispatch
- Prepare NCR expansion and next-city replication
- KPI- **Unit economics breakeven,** Compliance readiness / approvals, **City replication scorecard** (playbook-fit)

Driver GTM Strategy (Supply Engine)

Acquisition channels

- Offline **onboarding camps** in driver hotspots
- **Driver referrals** with simple incentives
- **Fleet operator partnerships** (CNG + EV)

Retention levers

- Predictable earnings model
- Faster payouts + transparent fees
- Fair allocation (peak-hour trust)

Marketing Strategy (Low Burn, High Trust)

Online

- Social media + hyperlocal creatives
- Play Store SEO (Delhi NCR keywords)
- WhatsApp referral loops
- Local micro-influencer pilots (college/metro zones)

Offline

- Campus activations
- Airport/Metro visibility (selective, high-intent)
- Driver-led rider referrals (QR / coupons)

Compliance-Led Growth (Day 1)

- Aggregator guideline alignment
- Police verification + driver documentation
- Fare transparency + grievance redressal
- Data protection & privacy compliance

Revenue Model

Core Revenue Principle

We grow revenue by increasing daily ride volume and repeat usage-not by over-charging per ride. Designed for: high ride frequency, low driver churn, predictable margins, and compliance-ready operations.

Platform Fee per Completed Ride (Core)

Transparent, vehicle-wise fee charged to drivers per successful ride

- Bike: lowest fee (volume engine)
- CNG: moderate fee (margin stabilizer)
- EV: EV-friendly fee to accelerate adoption

Why it works: stable revenue per ride + driver trust + less incentive dependency

Driver Subscription Plans (Phase 2)

Drivers opt for daily/weekly/monthly plans (discounted or capped platform fees) Benefits: drivers get predictable costs; platform gets recurring revenue + retention

Rider Passes & Bundles (Phase 2)

Daily commuter pass / weekly / monthly bundles (bike-only or mixed fleet) Benefits: locks repeat demand -> higher LTV -> lower CAC

Corporate & Campus Mobility Contracts

Office parks, colleges, gated communities on fixed routes / commute programs Revenue: monthly contract fees + committed ride volume

High-Ticket Bookings

Outstation tours (multi-stop, customized itinerary)

One-way intercity rides Role: boosts ARPU and margins beyond local rides

Unit-Level Revenue Logic (Simple)

- Per Ride: Rider fare collected -> platform fee deducted -> driver net payout
- Per User: more rides/week = higher LTV
- Per City: predictable volume + blended margin = early breakeven potential

Delhi NCR Mix Strategy (Why Hybrid Wins)

- Bike: short trips + peak-hour supply -> frequency driver
- CNG: mid-distance commute -> stable economics
- EV: deployed zone-wise where charging exists -> sustainability without downtime

Vehicle-wise Unit Economics

Bike (Volume Engine: 235 km)

Metric	Range (Rs.)
Avg fare/ride	60
Platform fee/ride	5-10
Driver payout (gross)	50
Fuel cost	10-12
Driver net/ride	**40**

Daily (Bike): 12320 rides/day ³ Platform rev/day **Rs.60-150** -> Driver net/day **Rs.550-1050**

CNG (Margin Stabilizer: 6315 km)

Metric	Range (Rs.)
Avg fare/ride	220
Platform fee/ride	10-20
Driver payout (gross)	200
Fuel cost	35-75
Driver net/ride	**145**

Daily (CNG): 10-12 rides/day -> Platform rev/day **Rs.150-180** -> Driver net/day **Rs.1,300-1,560**

EV (Future-Proof Upside: infra-ready zones)

Metric	Range (Rs.)
Avg fare/ride	220
Platform fee/ride	20 (EV-friendly)
Driver payout (gross)	200
Energy cost	25
Driver net/ride	**175**

Daily (EV): 10-12 rides/day -> Platform rev/day **Rs.200-250** -> Driver net/day **Rs.1,500-1,850**

Platform View (Illustrative: 1,000 rides/day in first 3 months)

Vehicle	Ride Share	Rides	Platform Rs./Ride	Daily Platform Revenue
Bike	50%	500	8	4,000
CNG	35%	350	15	5,250
EV	15%	150	20	3,000
Total	**100%**	**1,000**	-	**12,250/day**

Target Market

TAM - Total Addressable Market

All daily urban paid ride demand (Delhi NCR)

Population logic (conservative):

- Urban population: **~35M**
- Working professionals + students: **~14-15M**
- Daily motorized commuters: **~10-11M**

Assumptions:

- **2 paid rides/day** per commuter
- **300 working days/year**
- **Avg blended fare:** Rs.**100/ride**

TAM = 10M × 2 × 300 × Rs.100 = ~Rs. 6,00,000 Cr / year

SAM - Serviceable Available Market

Hybrid-model fit demand (2-15 km, price-sensitive, app-friendly)

Filters (conservative):

- Short + medium trips (2-15 km): **45%**
- Willing to use app ride-hailing: **35%**
- Price-sensitive daily users: **60%**

SAM = Rs.6,00,000 Cr × 45% × 35% × 60% = ~Rs.56,000-58,000 Cr / year

SOM - Serviceable Obtainable Market (3-5 years)

Capture potential with city-first execution + zone expansion + driver retention

Market share target: 0.5% - 1% of SAM

Share of SAM	Annual GMV
0.5%	Rs. 280 Cr
0.75%	Rs. 420 Cr
1%	Rs. 560 Cr

Primary (Demand): Delhi NCR daily commuters

- Office commuters (6-15 km)
- Students & campus clusters
- Metro first/last mile riders
- Airport transfers (fixed fare reliability)

Why them: frequent rides/week, want reliability (low cancellations), value predictable pricing.

Primary (Supply): Drivers & small fleet owners

- Bike owners, CNG drivers, EV adopters
- Small CNG fleets, EV leasing operators, corporate mobility fleets

Geographic Focus

Phase 1:

- Delhi
- Gurugram
- Noida
- Ghaziabad

Phase 2

- Bengaluru
- Mumbai
- Pune
- Hyderabad

Unit Economics

1

1. Core Assumptions (Conservative)

- Avg fare (blended):Rs. 90-110 (use Rs.100 for model)
- Platform take: 8-10% (base 9%)
- Trips/driver/day: 14-18 (base 16)
- Active days/month: 26
- Incentives: minimal / near-zero

2

2. Blended Per-Ride Economics (Illustrative)

Rider pays Rs.100 -> Platform earns Rs.9 -> Driver gets Rs.91

Platform variable cost/ride: ~ Rs. 3.9 (Perf marketing Rs.1.0 + payments Rs. 1.0 + cloud/maps Rs.0.8 + support[1] Rs.0.6 + ops/fraud 0.5)

- ✓ **Contribution / ride = Rs.9.0 – Rs. 3.9 = Rs. 5.1**
- ✓ **Contribution margin = 57%**

Driver sanity check (per ride): Driver payout Rs.91 - fuel/energy Rs.18-22 -> Driver net Rs.69-73 (healthy even at low fares)

3

3. Vehicle-Wise Driver Net (Range)

- Bike (Volume engine): net/ride Rs. 45-60 | trips/day 18-22 | daily net Rs.900-1,300
- CNG (Stability layer): net/ride Rs.70-90 | trips/day 12-16 | daily net Rs. 900-1,400
- EV (Margin lever): net/ride Rs. 85-110 | trips/day 12-15 | daily net Rs. 1,000-1,500

4

4. Per-Driver Monthly Outcome (Blended Base)

- Trips/month: 16 × 26 = ~416
- Avg driver net/ride: ~ Rs. 70

✓ **Driver monthly net = Rs. 29,000** (competitive, without incentive dependency)

5

5. Platform Scale Economics + Break-even (Delhi)

Per 1,000 active drivers (base):

- Trips/month: ~4.16 lakh
- Platform revenue: Rs.37.4L (Rs.9 × 4.16L)
- Variable costs: Rs. 14.5L

✓ **Contribution: ~ Rs.21.6L/month**

Fixed cost stack (est.): Rs. 24-35L/month

✓ **Break-even: ~1,100-1,700 active drivers in one city**

Traction

Where we are: Validation + launch readiness stage.

Driver Supply Pipeline Built (Bike + CNG + EV)

Partnerships initiated with driver groups; strong early interest driven by **low commission + predictable earnings**, with onboarding pipeline ready.

Vehicle Mix Validated for Delhi Use-Cases

Clear signals: **bikes for short peak-hour trips**, **CNG for stable mid-distance commutes**, and **EVs for low running-cost zones**4confirming hybrid demand from supply side.

Early Rider Demand + Waitlist Activated

Early-access registrations opened with organic interest from **students, office commuters, and daily short-distance riders**-attracted by **no-surge transparent pricing** and reliable availability.

Unit Economics Tested Offline (Incentive-Light)

Driver earning math validated across lower-fare scenarios; key cost assumptions benchmarked (payments, maps/cloud, support), indicating economics can work **without heavy discounting**.

Launch & Compliance Readiness in Place

Delhi compliance structure mapped (vehicle category fit, pollution norms alignment, fare transparency framework), plus execution readiness: **priority zones identified, onboarding hubs shortlisted, referral & campus/office GTM finalized**.

Products & Services

Bike Taxi (2-10 km)

fast, affordable daily rides

EV Rides (scheduled / infra-ready zones)

cleaner rides with lower operating cost

Scheduled Rides

predictable commuting, pre-booked convenience

Outstation Tours (multi-stop + itinerary)

higher-ticket bookings

CNG Auto/Car (5-15 km)

mid-distance, cost-efficient, stable supply

Airport Transfers

fixed-fare, availability-focused

One-way Cab

transparent long-distance pricing

Parcel/Quick Delivery (add-on)

additional monetization using driver network

Proof of Concept

1. Pilot Scope (4-6 Weeks)

- Geography: 2-3 high-density zones (e.g., Dwarka, Rohini, Laxmi Nagar)
- Fleet Mix: 50% Bikes • 35% CNG • 15% EV
- Supply: 50-100 onboarded drivers
- Demand: 500-1,000 early-access riders

2. Success Metrics (What We Must Prove)

- **Supply Activation:** ≥70% drivers active daily
- **Demand Validation:** ≥ 35% riders complete ≥ 1 ride/week
- **Unit Economics:** Rs.4-6 contribution/ride; driver net ≥ Rs.60-70/ride
- **Operational Reliability:** ≥ 90% trip completion; bike ETA ≤5 mins
- **Hybrid Feasibility:** Smart allocation across Bike/CNG/EV by trip length & traffic

3. Execution Plan

- Driver Onboarding: KYC, vehicle verification, app training, safety briefing
- Rider Acquisition: Early access + referral loops + zone awareness
- App & Flow Testing: Booking, payments, tracking, dispatch logic
- Zone Optimization: Deploy supply in dense corridors; monitor ETAs & utilization
- Pricing Validation: Transparent base fares (no surge) testing
- Data & Compliance: Capture trip metrics + rider/driver feedback; ensure Delhi aggregator adherence

Outcome: Validate hybrid model reliability + sustainable unit economics before citywide expansion.

Competitive Analysis

Basis	VerdeRide	Uber	Ola	Rapido
Fleet approach	**Hybrid: Bike + CNG + EV**	Mostly cars + some categories	Multi-category (varies by city)	Strong bike focus + expanding
Core positioning	**Reliable daily commute + predictable pricing**	Convenience + scale	Mass market + promotions	Value commuter pricing
Sustainability approach	**Practical (EV where infra exists + CNG backbone)**	EV pilots/partners (varies)	EV initiatives (varies)	Limited EV depth (varies)
Differentiators	**One-way + outstation multi-stop + hybrid matching**	Brand + network density	Brand + network	Bike density + affordability
Driver economics goal	**Low incentive dependency, predictable earnings**	Incentives vary	Incentives vary	Incentives vary
Compliance-first ops	**Built-in frameworks from day 1**	Established processes	Established processes	Established processes

Meet Our Founders

Lalit Kumar Namdev

Founder

Experienced operator with a deep understanding of **travel, car rentals, and tour operations**, backed by years of execution across admin, accounts, and customer-facing Operations bringing strong ground-level insight into mobility demand and service reliability.

Prameeta Namdev

Co-Founder

Entrepreneurial background in travel services (ticketing + customer operations) with hands-on experience in managing service delivery-focused on building a customer-trust brand and operational consistency.

Team status Lean core team with **outsourced tech** as of now, enabling fast iteration while keeping burn controlled.

Thank You

Let's Build the Future of Mobility Together

We're excited to connect and discuss how VerdeRide is transforming daily commutes across India.

Email Us | Visit Website

Contact Us

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