



Eco Rides

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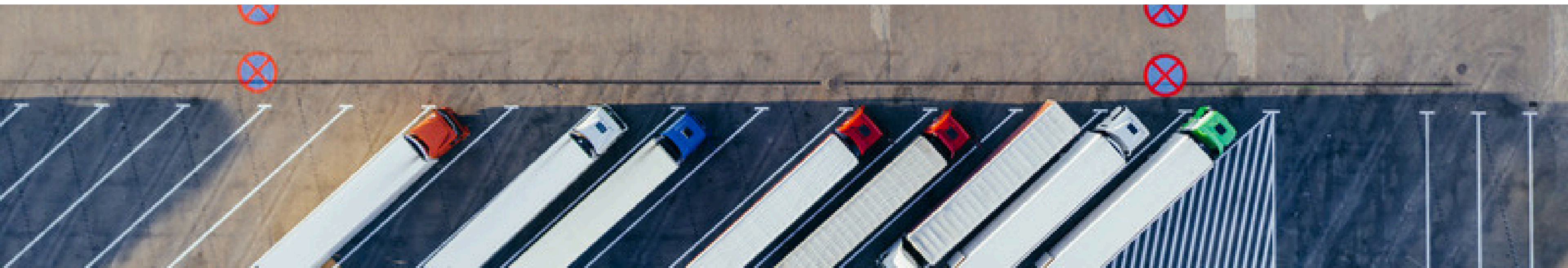
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Problem Statement



India's metropolitan areas are troubled by a mobility crisis, with overcrowding, pollution, and transport inefficiency causing daily challenges for millions. Compounding these issues, the transport sector's heavy reliance on fossil fuels starkly undermines the nation's climate change objectives, making a compelling case for urgent and innovative solutions in the realm of sustainable urban mobility.





Vision



AFFORDABILITY

Aims to be the pioneer in affordable EV rentals, particularly in metropolitan cities like Mumbai.



INCREASE MARKET SHARE

Aims to drive India's electric vehicle market from USD 3.21 billion in 2022 to USD 113.99 billion in 2029.



ADVANCED EV TECHNOLOGY

Visions a future where every commute is powered by advanced EV technology.



OUR MISSION STATEMENT

- Our mission is to revolutionize the car rental landscape by providing high-quality, second-hand EVs at unbeatable prices, catering to the needs of India's fast-paced metro cities.
- We are committed to contributing to the 70% penetration of EVs by 2030, aligning with India's goal of net-zero carbon emissions by 2070.
- By leveraging smart mobility solutions and robust charging infrastructure, Eco Rides aims to make electric mobility the standard for urban commuting, ensuring that every journey is a step towards a cleaner, greener, and smarter India.



SERVICES OFFERED

Select your fleet

- Curated EV Fleet
- Quality Checked

Flexible Rentals

- Hour to Month
- Subscribe & Save

Book with Ease

- Pickup Points
- Tap & Go

Always here for You

- 24/7 Support
- On-Road Care

Drive Green

- Zero Emissions
 - Innovate as You Navigate
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Pricing Plans

RENTAL PLAN	Type	Duration (10% discount on renewal)	Price + Free KMS	Additional KM Charge
Standard	Hatchback (Tata Nexon EV)	Up to 24 hours	₹999 100 km	₹10/km
Premium	Sedan (Hyundai Kona Electric)	Up to 48 hours	₹1799 200 km	₹9/km
Elite	SUV (MG ZS EV)	Up to 72 hours	₹2499 300 km	₹8/km

SWOT Analysis

STRENGTHS

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- Established Market: India's EV market size was USD 1.45 billion in 2021 and is projected to grow to USD 113.99 billion by 2029, at a CAGR of 66.52%.
- Government Incentives: Policies like FAME-II and various state initiatives are propelling EV adoption, aiming for 70% EV penetration by 2030.

WEAKNESSES

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- Infrastructure Deficiency: A significant lack of charging stations and grid stability issues remain, affecting the feasibility of EV rentals.

OPPORTUNITIES

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- Rising Demand: With a CAGR of 44% between 2020-2027, the EV industry is expected to hit 6.34 million-unit annual sales by 2027.
- Technological Advancements: IoT and electronic payments enable ideas like Eco Rides to offer hassle-free end-to-end solutions for bubbles.

THREATS

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- Market Competition: The presence of 399 electric vehicle startups in India indicates a highly competitive environment.
- Policy Implementation: Despite government efforts, there are challenges in policy execution and technical barriers that could impede growth.

- Changes in Union Budget
- Incentives to EV manufacturers
- Strengthening of Public Electric Vehicle Charging Infrastructure



Timeline for various initiatives taken by policymakers and regulators:



Target sectors



CORPORATE SECTOR

- **Businesses and Corporates:** Companies looking to reduce their carbon footprint and enhance their CSR initiatives by incorporating EVs into their corporate fleets.
- **Government and PSUs:** Public sector units and government agencies aiming to lead by example in adopting sustainable practices and EV integration.



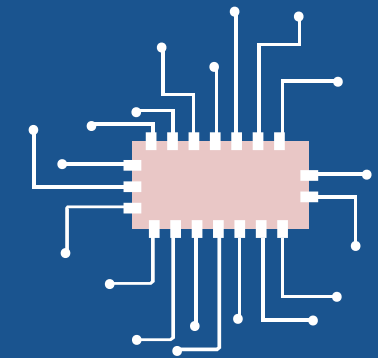
CONSUMER MARKET

- **Daily Commuters:** Individuals in metro cities seeking cost-effective and eco-friendly alternatives to traditional transportation.
- **Eco-conscious Consumers:** Environmentally aware citizens who prefer green transportation options for their daily commute.



TOURISM & HOSPITALITY SECTOR

- **Hotels and Resorts:** Establishments offering guests eco-friendly travel options as part of their service.
- **Travel Agencies:** Companies providing sustainable travel packages that include EV rentals for tourists.



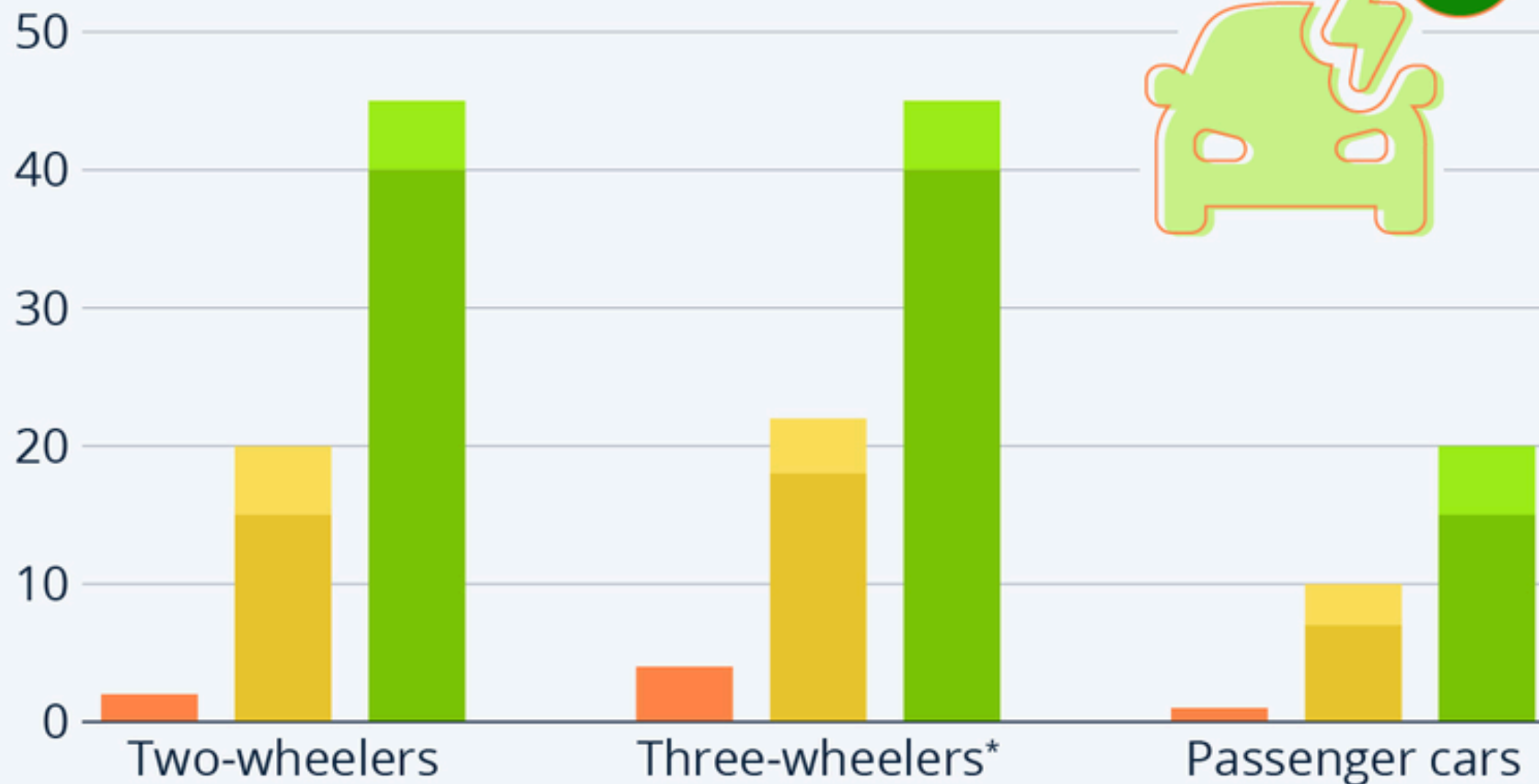
TECHNOLOGY & INNOVATION SECTOR

- **Tech Companies:** Firms interested in cutting-edge technologies and smart mobility solutions for their employees.
- **Startups and Innovators:** New ventures and entrepreneurs looking to collaborate on sustainable transportation projects and innovative services.

India's EV Growth Expected to Focus on 2W and 3W Markets

Projected BEV penetration rates for passenger vehicles in India, by vehicle class (in percent)

2022 2026 2030



* excludes smaller rickshaws (L3), includes larger cargo three-wheelers (L5)

Source: Bain & Company



Market Trends

INDIA'S EV MARKET IS SKEWED TOWARDS TWO AND THREE-WHEELERS, LEAVING THE FOUR-WHEELER SEGMENT LARGELY UNTAPPED.

ECO RIDES CAN SEIZE THIS OPPORTUNITY BY OFFERING AFFORDABLE PRE-OWNED ELECTRIC CARS, ON A RENTAL BASIS; TARGETING URBAN COMMUTERS LOOKING FOR COST-EFFECTIVE YET COMFORTABLE ALTERNATIVES TO NEW EVS.

STRATEGIC MOVES LIKE PARTNERING WITH CHARGING PROVIDERS, LAUNCHING RENTAL PROGRAMS, AND HIGHLIGHTING ELECTRIC CARS' ADVANTAGES CAN POSITION ECO RIDES AS A PIONEER IN THE FOUR-WHEELER EV SPACE, FOSTERING A GREENER, MORE EFFICIENT URBAN TRANSPORT SYSTEM.



Competitor Analysis



1. Yulu

- **Urban Mobility:**
 - Yulu focuses on providing electric bikes for urban mobility, offering a convenient and eco-friendly transportation option.
- **Technology Integration:**
 - The company integrates technology to enhance user experience, such as IoT for seamless vehicle access and management.



2. Blu Smart E-Mobility

- **Ride-Sharing Services:**
 - Blu Smart E-Mobility offers electric car ride-sharing services, catering to environmentally conscious commuters.
- **Sustainable Approach:**
 - The startup emphasizes sustainability and aims to reduce carbon emissions through its electric vehicle fleet.



3. Tata Motors+ Orix Auto Infrastructure Services

- **Reliable Fleet:**
 - This collaboration provides customers with access to a reliable fleet of electric vehicles from a well-established automobile manufacturer.
- **Comprehensive Services:**
 - They offer comprehensive services, including long-term rentals and corporate leasing options, to meet various customer needs.

Unique Selling Proposition (USP):

Eco Rides stands out by offering a carefully curated range of quality-assured, second-hand electric cars for rent. This provides urban commuters with a cost-effective and convenient alternative, along with personalized customer service to guarantee a smooth rental process. Eco Rides becomes the preferred option for individuals interested in transitioning to electric vehicles without the burden of ownership.

Conclusion

- **Market Niche Success:** Eco Rides addresses a crucial gap in India's EV market by offering affordable, pre-owned electric cars for urban commuters, capitalizing on the untapped four-wheeler segment and consumer demand for cost-effective, eco-friendly options.
- **Competitive Edge:** Despite competitors, Eco Rides stands out with its unique proposition of curated second-hand EV rentals, addressing affordability and accessibility concerns. Strategic partnerships and innovative rental programs enhance its market position.
- **Future Growth Potential:** With a focus on customer-centric approaches and leveraging technological advancements, Eco Rides is poised for expansion. Continued emphasis on sustainability and customer satisfaction positions it for success in India's evolving urban mobility landscape.