

# MUMBAI HACKS

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- Owning a car involves significant expenses, including purchase cost, maintenance, insurance, and depreciation.
- Many urban residents did not need a car daily, making ownership financially inefficient.
- Customers faced uncertainty regarding vehicle availability and the actual condition of the rented cars.
- Less Resources for getting a car on rent for a vacation , trip or other purposes.



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- Sentimental Analysis - Understand customer preferences and satisfaction.
- Booking Functionality - Easy and efficient car booking system.
- Filter-Based Car Search - Find cars based on specific requirements.
- Transparent Pricing - Clear pricing with no hidden fees.
- Customer Support - 24/7 support to assist users with queries.
- Trip Insights and Report - Detailed reports for trip tracking and insights.
- Driver Support - Assistance and guidance for drivers.
- Predictive Analysis - Anticipate customer needs and optimize service.
- Consumer Analysis & Recommendations via Alex VA - Voice assistant to provide tailored recommendations and insights based on user preferences.

Items		Nos	Cost	Capex/Opex	Total Cost
Drivers salaries		20	₹2,400	Opex	₹48,000
Owner Rent		8	₹1,110	Opex	₹8,880
Vehicles on loan		18	₹7,000	Capex	₹126,000
Technology Cost		1	₹8,000	Opex	₹8,000
Marketing Expenses		1	₹30,000	Opex	₹30,000
Insurance		18	₹375	Capex	₹6,750
Electricity		1	₹6,000	Opex	₹6,000
Computer		3	₹50,000	Capex	₹150,000
Internet		1	₹1,500	Opex	₹1,500
Employees		3	₹20,000	Opex	₹60,000
Furniture		1	₹20,000	Capex	₹20,000
<b>Total</b>					<b>₹465,130</b>

Loyalty Program Feature			
	Points	Freemium	Premium
Bronze	3000 pts	10%	20%
Silver	5000 pts	18%	25%
Gold	10000pts	25 - 30%	40-50%

Badges	Discount	
	Freemium	Premium
Traveller	25-40%	50-75%
Early Bird	10-15%	25-30%
Long Tripper	15-25%	30-45%

Revenue	Customers per day	
Car Rental fees	20	₹80
Driver Rental fees	10	₹100
Home Delivery	15	₹150
Insurance	3	₹2,500
Late return fees	6	₹150
Total		₹397,500

Capex	(Capital Expenditure)	₹302,750
Opex	(Operational Expenditure)	₹162,380
Margin	(EBITDA)	₹235,120

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Thank you