OLA

CONSULTIUM

TEAM QUAD SQUAD

SAJAL MITTAL

BHAVYA SINGH

SAMYAK KASLIWAL

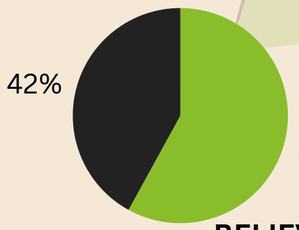
SAHIL RAJ GROVER

OVERVIEW AND INTRODUCTION

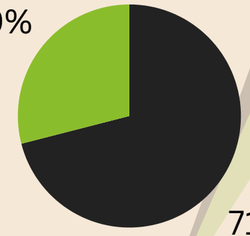
PROBLEM STATEMENT

Ola, one of India's largest ride-hailing companies, is facing significant challenges in incorporating EVs into their fleets. Ola challenges include the high cost of EVs, the lack of charging infrastructure, and the limited range of EVs, which can make it difficult for Ola drivers to operate for long periods of time without recharging. Furthermore, Ola must also consider the impact of EVs on its drivers' livelihoods and ensure that the transition to EVs is carried out in a way that is fair and sustainable for all stakeholders.

- Ola's own data has shown that electric vehicles have been gaining popularity among its customers, with over **2 million** electric rides being completed on the Ola platform in India by 2021.
- 2020, Ola Electric raised **$250** million from **SoftBank**, which will be used to develop EVs and charging infrastructure



BELIEVE THAT EV ARE FUTURE



WOULD ADOPT EV FOR PERSONAL USE

RIDE SHARING COMPANIES IN INDIA

Car Ride-Sharing

OLA **UBER** **QUICK RIDE**

Bike Ride-Sharing

RAPIDO **VOGO** **BOUNCE**

Bus Ride-Sharing

SHUTTL **CITYFLO**

MARKET ANALYSIS

CURRENT CHALLENGES

1. **Decline in demand**: The demand for ride-sharing services in India has declined significantly due to the COVID-19 pandemic. Many people are now working from home or avoiding public transportation, which has led to a decrease in the number of rides booked by ride-sharing companies.

2. **Regulatory challenges:** Ride-sharing companies in India face regulatory challenges from various state governments and regulatory bodies. These include issues related to pricing, licensing, and safety regulations.

3. **Increased competition**: The ride-sharing market in India is highly competitive, with several players vying for market share. This has led to intense price competition and increased marketing and promotional activities to attract customers.

4. **Shift towards electric vehicles**: Many ride-sharing companies in India are now focusing on the adoption of electric vehicles as a more sustainable and eco-friendly mode of transportation. However, the high cost of EVs and lack of adequate infrastructure for charging them pose significant challenges.

5. **Diversification of services:** Some ride-sharing companies in India are diversifying their services beyond traditional ride-hailing. For example, Ola has expanded into food delivery and grocery delivery, while Uber has launched Uber Rent, a car rental service.

TARGET AUDIENCE

ELDERS AND DISABLED PEOPLE

COMMUTERS

STUDENTS

TOURISTS

BUSINESS TRAVELLERS

MARKET SHARE ANALYSIS

Ola: Ola is one of the largest ride-sharing companies in India and operates in over 250 cities. According to some estimates, Ola has a market share of around **56%** in the ride-hailing market in India. Ola's revenue for the fiscal year 2020 was around **$1.5 billion.**

Uber: Uber is another major player in the ride-sharing market in India and operates in over 40 cities. According to some estimates, Uber has a market share of around **40%** in the ride-hailing market in India. Uber's revenue for the fiscal year 2020 was around **$936 million**.

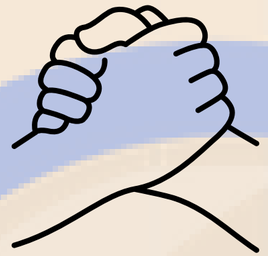
Bounce: Bounce is a bike-sharing platform that allows users to rent bikes on an hourly basiss, Bounce has a market share of around **60%** in the bike-sharing market in India. Bounce's revenue for the fiscal year 2020 was around **$21 million**.

Shuttl: Shuttl is a bus-sharing platform that provides daily commute services for office-goers. . In 2020, Shuttl raised **$8 million** in funding and reported a revenue growth of **108%.**

Rapido: Rapido is a bike taxi service that operates in over 100 cities in India. While Rapido's market share is not publicly available, the company has seen significant growth in recent years. In 2020, Rapido raised **$25 million** in funding and reported a revenue growth of **500%**.

EV ADOPTION STRATEGY

1 Partnership with EV Manufacturers



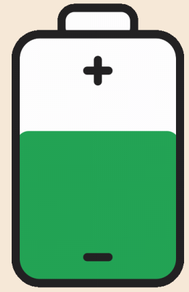
Hero Electric

MG Motor

Mahindra Electric

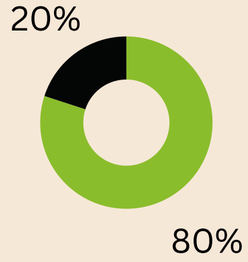
Tata Motors

2 Charging Infrastructure:



Partner with companies that specialize in building and operating charging infrastructure.

Fast-charging technology can charge an EV up to 80% in less than 30 minutes,



ChargePoint EVgo Ather Energy

3 Driver Training

Ola should provide training to its drivers on the use and maintenance of EVs. This will help drivers understand the unique features of EVs .

- Ola could also offer financial incentives to drivers who switch to EVs.
  - Lower commissions
  - Subsidized charging costs

4 EV Pilot Programs:

These programs aim to test the feasibility of EVs in Ola's fleet and to identify any challenges that need to be addressed

Ola has launched a pilot program in Nagpur, Maharashtra, which includes the deployment of 200 EVs.

REGULATORY COMPLIANCES

NATIONAL STANDARDS

- Maintain records of drivers and vehicles.
- Adhere to safety standards
- At the state level, each state has its own regulations governing ride-sharing services
- To obtain licenses from the state governments
- Drivers must have commercial driving licenses, insurance, and adhere to maximum fare limits.

STATE STANDARDS

MAHARASHTRA-obtaining permits from the state government and installing GPS-enabled meters in vehicles.

Karnataka: require ride-sharing services to obtain licenses from the state government and comply with certain safety standards.

TAMIL NADU- comply with certain safety standards,obtain licenses from state government, and pay a fee on each vehcle they operate.

DELHI:Imposing a cap on the surge pricing charged by ride-sharing companies and conducting background checks on drivers before granting them permission to operate.

TELANGANA-pay a fee for each vehicle they operate,Emergency alert systems for passengers,paying a fee and certain safety regulations

SUSTAINABLES

'Mission: Electric' program has helped save over 2 million liters of fuel and prevent the emission of over 5,000 tonnes of carbon dioxide.

Green ride options:

Ola launched 'Ola Green' in 2017, which allows customers to choose rides in electric vehicles, CNG vehicles, and hybrid vehicles. This initiative is aimed at reducing emissions and promoting sustainable transportation.

Carpooling:

Ride-sharing companies in India have also started promoting carpooling to reduce the number of vehicles on the road. For instance, Uber launched UberPOOL in 2015, which allows multiple passengers traveling in the same direction to share a ride and split the cost.

Carbon offset programs

Ola has launched a program called 'Ride Greener' in partnership with Indian start-up, Blu Smart. Under this program, Ola users can choose to pay a small fee, which goes towards offsetting the carbon emissions of their ride.

Ola launched its 'Mission: Electric' program in 2018, which aims to add 10,000 electric vehicles to its fleet over the next year

The report also states that carpooling can reduce greenhouse gas emissions by up to 10%.

Ride-sharing trips in electric vehicles can produce 50-70% lower emissions compared to traditional gasoline-powered vehicles.

FINANCIAL ANALYSIS

Costs

Acquisition costs

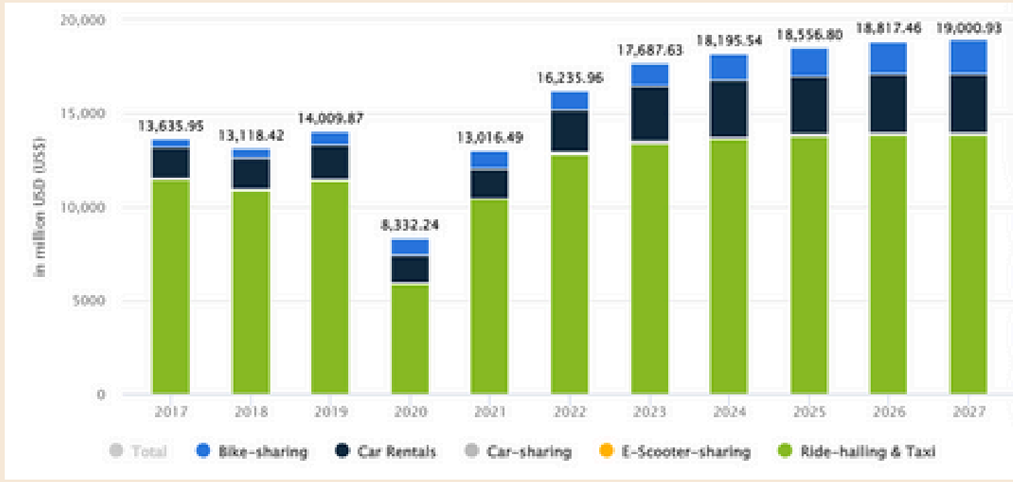
A conventional car can cost between INR 5-10 lakhs ($6,500 - $13,000), while an **electric car can cost between INR 10-15 lakhs** ($13,000 - $20,000).

Maintainance cost

The maintenance cost for an **electric car can be between INR 10,000 - 15,000** ($130 - $200) per year, while the maintenance cost for a conventional car can be between INR 20,000 - 30,000 ($260 - $400) per year.

Charging infrastructure

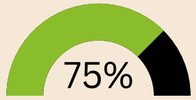
A Level 2 charging station can cost between INR 1-2 lakhs ($1,300 - $2,600), while a Level 3 charging station can cost between INR 5-10 lakhs ($6,500 - $13,000).



Projections

Revenue growth:

Ola's electric vehicle services could result in a revenue growth of up to **25%** over the next few years.



Cost savings

The cost savings associated with electric vehicles could be up to **40%** compared to conventional vehicles.

Benefits

Reduced operating cost

The cost of charging an electric car can be INR **0.5 - 1.0 per km**, while the cost of fueling a conventional car can be INR **6-8 per km**

Increased revenue

EV market in India could be worth **INR 500 billion ($6.5 billion) by 2025.**

Electric cars with an ex-factory price of up to INR 15 lakhs ($20,000) are eligible for a subsidy of up to INR 1.5 lakhs ($2,000)

Electric two-wheelers with a maximum ex-factory price of INR 1.5 lakhs ($2,000) are eligible for a subsidy of up to 40% of the cost

IMPLEMENTATION PLAN

Financial incentives: Ride-sharing companies can offer financial incentives to EV owners who join their fleet. These incentives can include reduced commission fees, bonuses for completing a certain number of trips in a certain timeframe, or even free charging at designated charging stations.

Charging infrastructure: Ride-sharing companies can partner with charging infrastructure providers to install charging stations at their designated pick-up and drop-off locations. This would alleviate range anxiety and make it more convenient for drivers to switch to electric vehicles.

Education and awareness: Ride-sharing companies can educate their drivers and passengers on the benefits of EVs, such as reduced emissions, lower maintenance costs, and fuel savings. This can be done through in-app notifications, emails, and other communication channels.

Fleet purchases and leasing: Ride-sharing companies can purchase or lease EVs for their own fleet and then make them available to drivers at a discounted rate. This would make it easier for drivers to switch to electric vehicles, as they would not have to bear the upfront cost of buying or leasing a new car.

Government subsidies: Ride-sharing companies can partner with government agencies to access subsidies and tax incentives that make EVs more affordable. For instance, in some regions, there are tax credits for EV purchases that can be used by ride-sharing companies to reduce their costs.

CONCLUSION

In conclusion, the incorporation of electric vehicles (EVs) in the OLA fleet is a significant step towards sustainable transportation. EVs are environmentally friendly, emit fewer pollutants, and are more energy-efficient compared to traditional fossil fuel-powered vehicles. With the increasing concerns over climate change and the need for reducing carbon emissions, the adoption of EVs has become a critical priority for many transportation companies, including OLA.

The incorporation of EVs in the OLA fleet has several benefits, including reducing greenhouse gas emissions, improving air quality, and reducing dependence on fossil fuels. Additionally, EVs have lower operating costs, which translates into lower prices for customers, making it more attractive for them to choose OLA for their transportation needs.

Furthermore, OLA's decision to incorporate a deck on their EVs adds to the convenience of customers who need to carry additional luggage or equipment. The deck provides ample space and ensures that the customer can travel comfortably without worrying about their luggage.

In conclusion, the incorporation of EVs and the addition of a deck on OLA's vehicles demonstrates their commitment to providing sustainable and convenient transportation solutions for their customers. It is a significant step towards reducing the carbon footprint of the transportation industry and promoting environmentally conscious practices.


Thank
You!