



SAFAR

SAFER WITH SAFAR

By - Devanshi Mitra, Riya Girish, Akshath Pissay, Nishnaa Mehta, Harshit Singh, Meera Anand



WHAT IS SAFAR?

- "Safar" is a cab service operated exclusively by women drivers, dedicated to providing safe and stress-free transportation experiences for female passengers.
- According to a recent survey, **67%** of women faced inconvenience during public transport usage. In fact, most of the women expressed their need for a women's taxi service with additional safety features like a GPS tracking system, shatterproof glass, easily accessible emergency buttons, etc.
- In a world where the threat of crime against women persists, 'Safar' stands out as a vital source of hope and security.





WHY THE NAME SAFAR?

- Safar is originally a Hindi word that means - **Journey**.
- Our brand is dedicated to offering women **stress-free transportation**, eliminating the need to constantly check their GPS or worry about potential mishaps.
- Additionally, the name draws inspiration from the popular Hindi song "Suhana Safar."
- As an Indian brand, we intentionally chose an Indian name to ensure resonance with our audience.





WHY USE SAFAR?

- **Women-Driven:** All drivers are women, creating a comfortable and relatable environment for female passengers.
- **Empowering Women:** By providing employment opportunities for women as drivers, Safar promotes female empowerment and economic independence.
- **Reliable Service:** Safar aims to provide punctual and dependable service, ensuring women can rely on timely transportation.
- **Transparent Pricing:** Safar offers upfront and transparent pricing with no hidden fees, allowing passengers to plan their journeys without financial surprises.
- **Skill Development Programs:** Safar invests in the professional growth of its drivers, offering workshops in self-defense, customer service, and financial literacy.





RESEARCH CONDUCTED

- **Sampling Method** - The present investigation is an exploratory study undertaken to understand the crime rate against women, especially during traveling.
- **Sampling Design** - The survey covered 52 female respondents. These people are heterogeneous in nature with different ages, locations, and working statuses. The majority of the respondents are working women and college-going girls. The sample is categorized to cover all demographic and chronological factors of the respondents.





RESEARCH CONDUCTED

Showing data analysis of the study

Question	Options provided	Response Percentage
How frequently do you use the public transport service per day?	Once	53.8%
	Twice	34.6%
	Thrice or more	11.5%
Have you ever faced any	Yes	67.3%

inconvenience during public transport usage?	No	32.7%
What is the main reason you wouldn't use the taxi service in general?	Price range	67.3%
	Discomfort	26.9%
	Bad past experience	5.8%
What would you prefer more?	Public transport	34.6%
	Private transport	32.7%
	Secured taxi service	32.7%





RESEARCH CONDUCTED

Do you think that public transport is safe for traveling especially for women?	No	40.4%
Your overall satisfaction in terms of safety regarding public transport.	Neutral	51.9%
If there are two options, which one would you choose?	Taxi service with a male driver	7.7%
	Taxi service with a female driver	92.3%
Have you ever experienced any attack or misbehaving during the traveling?	Yes	21.2%
Why do you usually prefer public transport in general?	Availability	34.6%
	Fair Prices	36.5%
	Safety	28.8%
Have you ever traveled by women's taxi service?	No	82.7%
On a scale of 1 to 5, how frequently would you choose a women's taxi service over a regular taxi service? (5 being	1	11.5%
	2	0%
	3	26.9%
	4	13.5%

the highest value).	5	48.1%
Which factor may disappoint you from choosing a women's taxi service?	Price	3.8%
	Availability	67.3%
	Driver skills	28.8%
What additional safety features would you like to have in a women's taxi service?	GPS tracking	11.5%
	Easily accessible emergency buttons	9.6%
	In-car pepper spray	5.8%
	Shatter proof glass	0%
	All of the above	73.1%
	Would you be willing to pay a premium amount for the above services?	
If a women's taxi service with a well-trained women driver is offered, will you choose it?	Yes	61.5%
	Yes	73.1%
	No	5.8%
	May be	21.2%

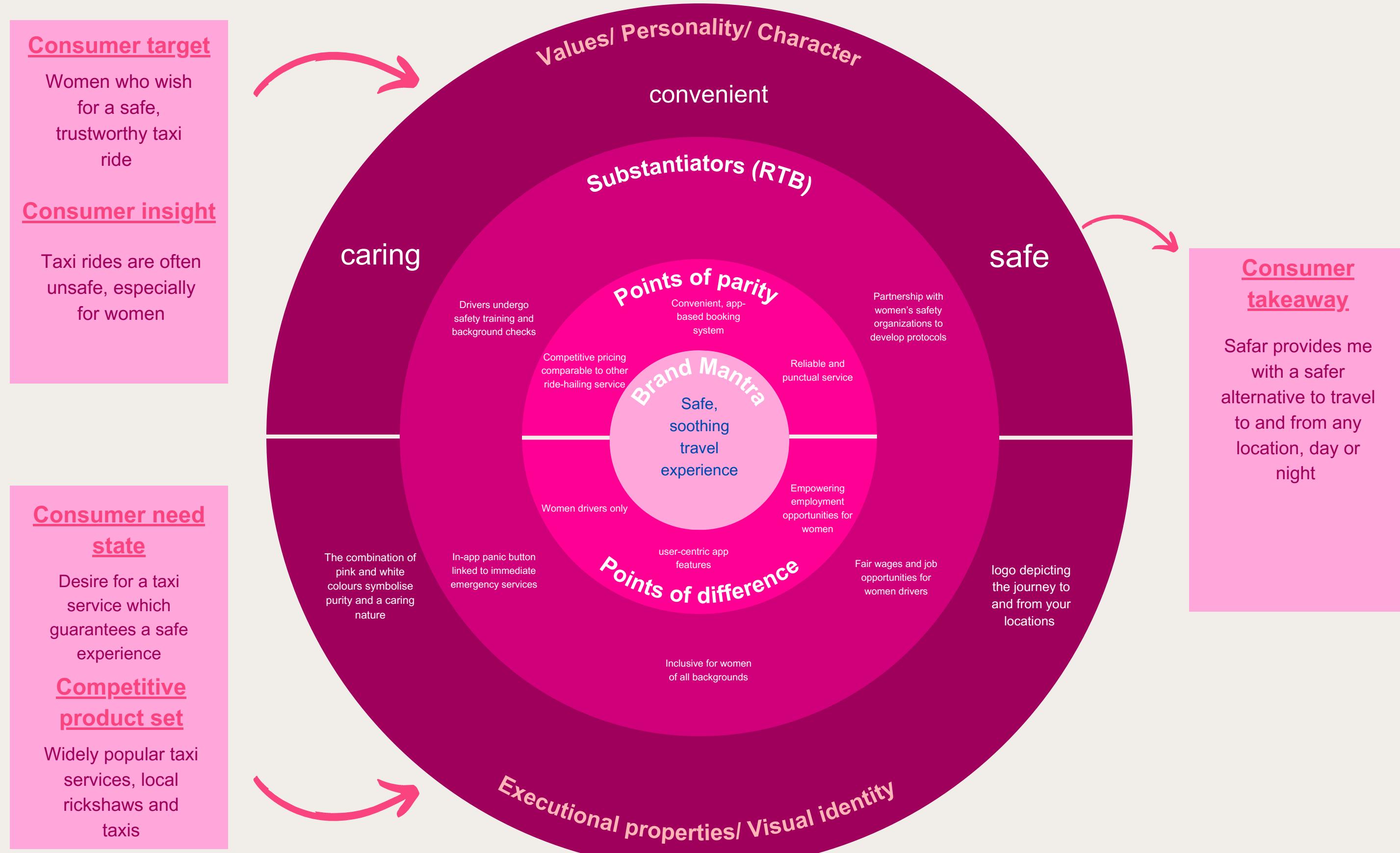




FINDINGS OF THE RESEARCH

- **34%** of the sample size usually opts for cab services. This indicates that there is a good market for cab service providers.
- In fact, in total **46%** of respondents said they use transport service at least twice per day.
- **32%** of respondents said they would prefer a secured taxi service if offered. This also indicates the demand for women's taxi services.
- Approximately **93%** of respondents said they will choose a taxi service with a female driver over a male driver if provided. Because **21%** of them felt insecure or experienced misbehaving during their rides.
- The scarcity of exclusive women's taxi services in the market can be supported by the finding that **82%** of the sample never traveled by it.
- Approximately **93%** of respondents said they'll choose a taxi service with a female driver over a male driver if provided. This showcases the demand for an exclusive women's taxi service.
- In today's society, particularly in metro cities like Bengaluru, Delhi, and Hyderabad, many women are part of the workforce. As a result, they are willing to spend a bit more on their safety, as safety has become a higher priority than money for most people nowadays.







SWOT ANALYSIS

STRENGTHS

- Women empowerment and niche target market
- Safety and security
- Contributing to increasing women's workforce
- Creating positive social impact

WEAKNESSES

- Higher operating costs
- Brand perception of exclusivity
- Driver supply constraints

OPPORTUNITIES

- Increasing demand for women's only taxi service
- Government support for startups and women entrepreneurs
- Expansion into new markets

THREATS

- Intense competition from existing taxi services
- Autonomous local rickshaw services
- Private taxi providers





THE LOGO - ELEMENTS AND SYMBOLISM

Color Scheme

- **Pink:** Represents femininity, warmth, and care. It reflects Safar's focus on women's empowerment and safety, building trust and creating a secure environment for passengers and drivers alike.

Key Symbols

1. House Icon:

- Symbolizes safety, comfort, and home.
- Emphasizes Safar's commitment to secure journeys, especially for women.

2. Curved Path:

- A smooth, continuous line representing seamless, uninterrupted journeys.
- Signifies reliability and simplicity, connecting the rider's start to destination.

3. Location Pin:

- Represents GPS navigation, precision, and efficiency.
- Aligns with Safar's tech-driven approach to ensuring safety and easy tracking.





THE LOGO - VISUAL FLOW AND SLOGAN

Visual Flow

- The curved path symbolizes a seamless, safe journey, enhancing the design's clarity and simplicity.

Slogan: "Safer with Safar"

- Though the logo omits text, the slogan reinforces Safar's commitment to women's safety.
- It communicates the brand's core value: providing a safer, more secure travel experience.

Overall Impact

- The minimalist logo, combined with the slogan, clearly reflects Safar's mission: a female-led, tech-driven service offering safety, trust, and efficiency.
- Its simplicity ensures it's memorable, versatile, and suitable for various platforms.





SELECTION OF TARGET AUDIENCE

- A study conducted by Syed Mobeena and Dr. B. Arul Senthil aimed specifically at women's public safety and the demand for a women's exclusive taxi service has the following findings:
- **Inconvenience in Public Transport:** The study reveals that 67% of the female respondents, particularly from cities like Bengaluru, Hyderabad, and Delhi, reported facing inconvenience while using public transport. This suggests a significant discomfort and dissatisfaction among women when it comes to the current state of public transportation.
- **Need for Exclusive Women's Taxi Service:** Many women expressed a strong need for a specialized women's taxi service that provides enhanced safety features such as GPS tracking systems, shatterproof glass, and emergency buttons. The fact that they are willing to pay a premium for these services highlights a demand for secure and female-friendly transportation options. Demand for female drivers is growing faster than that for male personnel — 20% against 14% year-on-year — though on a low base, according to data from staffing services provider Teamlease.





SELECTION OF TARGET AUDIENCE

- **Harassment in Public Spaces:** The research also cites a study by Madan and Nalla (2016) conducted in Delhi, which found that a considerable portion of women using public transport had experienced harassment. This includes 38% being harassed while using public transport, and a striking 79% while waiting for a bus or cab. This reinforces the need for safer, women-focused transport services.
- **Safety Concerns with Existing Services:** Even though there are cab services available, the presence of male drivers is seen as a risk, with some women having experienced or heard negative stories involving harassment. This adds another layer of motivation for the development of female-driven, women-only taxi services.
- The results point towards a growing need for a safer, exclusive mode of transportation tailored for women. The willingness to pay more for additional safety features shows that women are prioritizing security and are ready to support services that guarantee it. Implementing such a service could improve women's mobility, confidence in public transportation, and overall safety, especially in urban centers.





TARGET AUDIENCE

- **Primary Audience:** Women aged 18-45, especially working professionals, students, and late-night travelers.
- **Secondary Audience:** Families, parents booking rides for their daughters.
- **Geographic Target:** Initially launching in urban areas with high commuting rates for women (e.g., Delhi, Mumbai, Bengaluru).
- **Demographic Insight:** Growing number of working women and increase in female travelers in urban cities. India has witnessed an increase in the literacy rate of women over the years and a subsequent increase in the female workforce participation rate (WFPR). The female WFPR increased from 9.2 percent in 1992 to 11.9 percent in 2001 and even further to 15.6 percent in 2011 (Census of India, 2011). With the increase in working women's rate, the demand for safe public transport for enabling them to commute to their workplace is also raising continuously (Mobeena and Senthil, 2022)





PRIMARY TARGET AUDIENCE

Demographic Profile of the respondents

Demographic Variable	Category	Number of Respondents	Total
Age range	18-24 years	36	52
	25-32 years	13	
	33-40 years	2	
	41 years and above	1	
Educational Qualification	PU	3	52
	UG	19	
	PG	30	
Description	Working professional	25	52
	Student	25	
	Homemaker	2	
Most likely preferred transportation mode	Public transport	12	52
	Cab	18	
	Self-Vehicle	22	

- This table clearly indicates that the demographic of the women in the study conducted primarily ranges between 18-24 years and the maximum is 45. Hence, our target audience ranges from 18 to 45 year old women.
- It is also evident that most women in our targeted demographic are either working professionals or students.





PRICING

- The base fare for Safar will be set between INR 100 to 120 for the first 3 to 5 km.
- This fare is determined using a cost-plus pricing strategy to cover costs while ensuring profitability.

Additional Charges:

- For every extra kilometer beyond the base distance, an additional INR 15 will be charged.
- During peak hours, dynamic pricing will be implemented, where fares could range from INR 180 to 200 to attain break even .

Promotional Discounts:

- We will offer promotional discounts to repetitive customers as a gesture of appreciation and to encourage customer loyalty.
- While committed to affordability and empowerment of women, our long-term goal is to operate as a sustainable, profit-making entity that balances financial health with social impact.





FINANCIAL PLAN

Initial Costs:

- Vehicle Purchase/Leasing: Start with 5 cars, costing INR 30,00,000 (approx INR 6,00,000 each including Registration Tax, Road Tax, Car Insurance).
- App and Branding: INR 5,00,000 for a basic app and initial marketing.
- Training for Drivers: INR 2,00,000 for (cost of licenses, safety training, vehicle handling)
- Office Setup and Legal Fees:
- Small office setup, documentation, licenses: INR 3,00,000.
- Total Initial Investment: INR 40,00,000.

Monthly Operating Costs:

- Driver Salaries: INR 2,00,000 (for 10 drivers in alternate shift).
- Fuel/Maintenance: INR 70,000.
- Marketing & Overheads: INR 40,000.
- Total Monthly Costs: INR 3,10,000.

Revenue:

- Target 8 rides/day/vehicle with an average fare of INR 150/ride.
- Monthly Revenue: INR 1,80,000 (INR 150/ride × 8 rides/day × 30 days × 5 vehicles).





FINANCIAL PLAN

Strategies for Break-Even

- **Increase Daily Ride Targets:**

- Target Rides: Increase from 8 to 12 rides/day/vehicle.
- Monthly Revenue with New Target: $12 \text{ rides/day} \times 30 \text{ days} \times 5 \text{ vehicles} \times 150 \text{ INR/ride} = 2,70,000$

- **Dynamic Pricing During Peak Hours:**

- Peak Hour Fare: Increase from INR 150 to INR 180-200.

However, what needs to be taken into account is that increasing rides will also incur some extra fuel cost and increment in salary which will be around 10,000

This is the financial plan that we aim to stick on but there could be potential challenges like market fluctuations and regulatory changes for which we have established emergency contingency fund.





MARKET RESEARCH

- The Cab Industry in India is highly competitive and rapidly evolving , companies such as OLA and Uber have over 70% of the Indian online ride-hailing market since last decade . However they do face competition from new entrants like BluSmart Mobility, which focuses on an all-electric fleet, and regional alternatives such as Rapido and Kerala Savari.
- Ola and Uber have succeeded in the ride-hailing industry due to their convenient app-based services, variety of offerings such as cars , autos ,bikes . Also their dynamic pricing strategies enabled them to optimize revenue while maintaining affordability for users during off-peak hours.They have also used technology to enhance safety and user experience, such as cashless payments, GPS tracking, and driver and ride rating systems. However, both companies have faced challenges with driver dissatisfaction, unpredictable surge pricing, and safety concerns for women passengers. Also, Ola did launch 'Pink Cabs,' which aimed to provide a women-centric service, but it failed due to a lack of trained women drivers, high operational costs, and limited availability, making it financially unsustainable and unscalable.





MARKET RESEARCH

- Apart from Ola and Uber , Rapido, a bike-taxi service, stands out for its affordability and faster travel in congested areas, but faces regulatory issues in many states. BluSmart has gained attention with its sustainable electric vehicle fleet and better driver experiences, but its limited reach and small size restrict its scalability. Local and traditional players, like Jugnoo and Savaari, have niche appeal but lack the technological integration and operational.
- She Cab, Priyadarshini Taxi Service, and WomenCabs are women-centric cab services that offer a safe and comfortable travel experience for female passengers, with women drivers at the helm. Despite their benefits, they face limitations such as high fares, limited operations within a single city, and the need for pre-booking, which makes them less accessible and convenient for regular use. These factors, combined with a lack of app-based bookings and smaller fleet sizes, make it challenging for them to compete with larger ride-hailing platforms like Ola and Uber, which offer more widespread availability and affordability.





DIFFERENTIATORS FOR SAFAR

- **Exclusive Focus on Women's Safety:** Unlike Pink Ola, which is part of a broader service, Safar's sole focus is on providing safe rides for women through trained female drivers, creating a dedicated brand identity centered on safety.
- **Training Programs:** Safar implements rigorous driver training programs that not only cover driving skills but also include safety, customer service, and emergency response, ensuring that drivers are well-prepared to handle any situation.
- **User-Centric App Features:** Safar's app includes unique features like personalized safety tips, community feedback mechanisms, and real-time updates tailored for women, ensuring a user experience that prioritizes their concerns and comfort.
- **Cultural Resonance:** The name "Safar," meaning "journey," is culturally significant in India, and the logo symbolizes the journey of happiness for Indian women. This creates a strong emotional connection with the target audience.
- **Market Expansion Plans:** Safar aims to expand into tier-2 cities where safety concerns are heightened, establishing a footprint in areas often neglected by existing services.





THE ADVERTISEMENTS

- **Introductory Ads**
 - Video Ad
 - Billboard Ads
- **Campaign Idea - Don't be a Cinderella**
 - Video Ad
 - Animated Ad [Idea]
 - Billboard Ad [Idea]





INTRODUCTORY ADS



https://drive.google.com/file/d/15XGMg1fgt6Iy2YgYB5rRIMPSZMx3YH4d/view?usp=share_link





THE BILLBOARD AD





THE BILLBOARD AD



SAFAR
SAFER WITH SAFAR

DOWNLOAD THE APP NOW





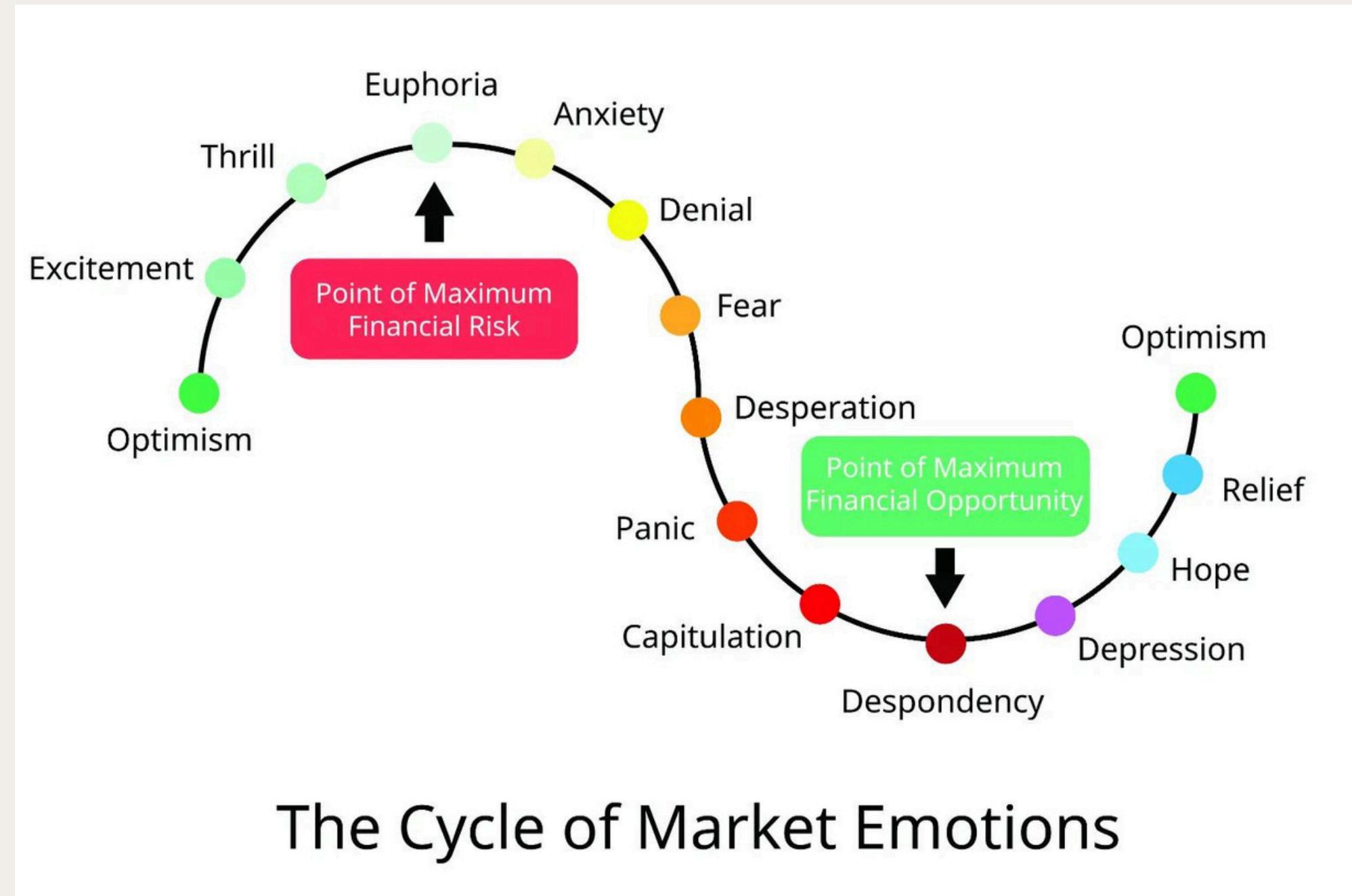
APPEALS EXPLAINED

- Marketers often use different appeals like fear, joy, sorrow, embarrassment, and many other emotions for the audience to resonate with the brand.
- It is a popular **promotional tactic** to keep the audience engrossed. The emotion used is directly associated to the product or service in question.
- The advertisement primarily highlights three emotions - **fear, hope, and relief**.
- We have used **fear as our primary tool** to convey our message to the audience.
- "Safar" focuses on women's safety, and we have used fear to highlight the seriousness of the current situation.
- The scenario in our advertisement is something many women have experienced, making it more relatable.
- At the end **Hope** and **Relief** two **positive emotions** have been depicted.
These two emotions is exactly what our brand 'Safar' stands for





APPEALS EXPLAINED





CAMPAIGN IDEA: ‘DON’T BE A CINDERELLA’

- **Concept:** This campaign draws inspiration from the beloved Disney character Cinderella, who famously rushes home before midnight, paralleling the experiences of women in our country.
 - The primary objective of this campaign is to instill a sense of safety in women and provide them with the freedom they desire.
 - We encourage women to embrace boldness and confidence, with the aspiration that concerns about safety will not hinder their path to success.
 - We have deliberately chosen a popular Disney character to evoke curiosity and relatability among our target audience.
-
- Video Ad
 - Billboard Ad [Idea]





DON'T BE A CINDERELLA - ADVERTISEMENT



https://drive.google.com/file/d/16uUs009gp54_dCGvcwNwZ-svZ_1vq3ta/view?usp=share_link





DON'T BE A CINDERELLA - BILLBOARD AD IDEA

- "Don't Be a Cinderella – Be Confident."
- **Visual:** A sleek office backdrop with a woman confidently stepping into a Safar cab at night.
- **Tagline:** "Leave when you're ready, not when you feel you have to."
- **Call to Action:** "Your ride. Your safety. With Safar."

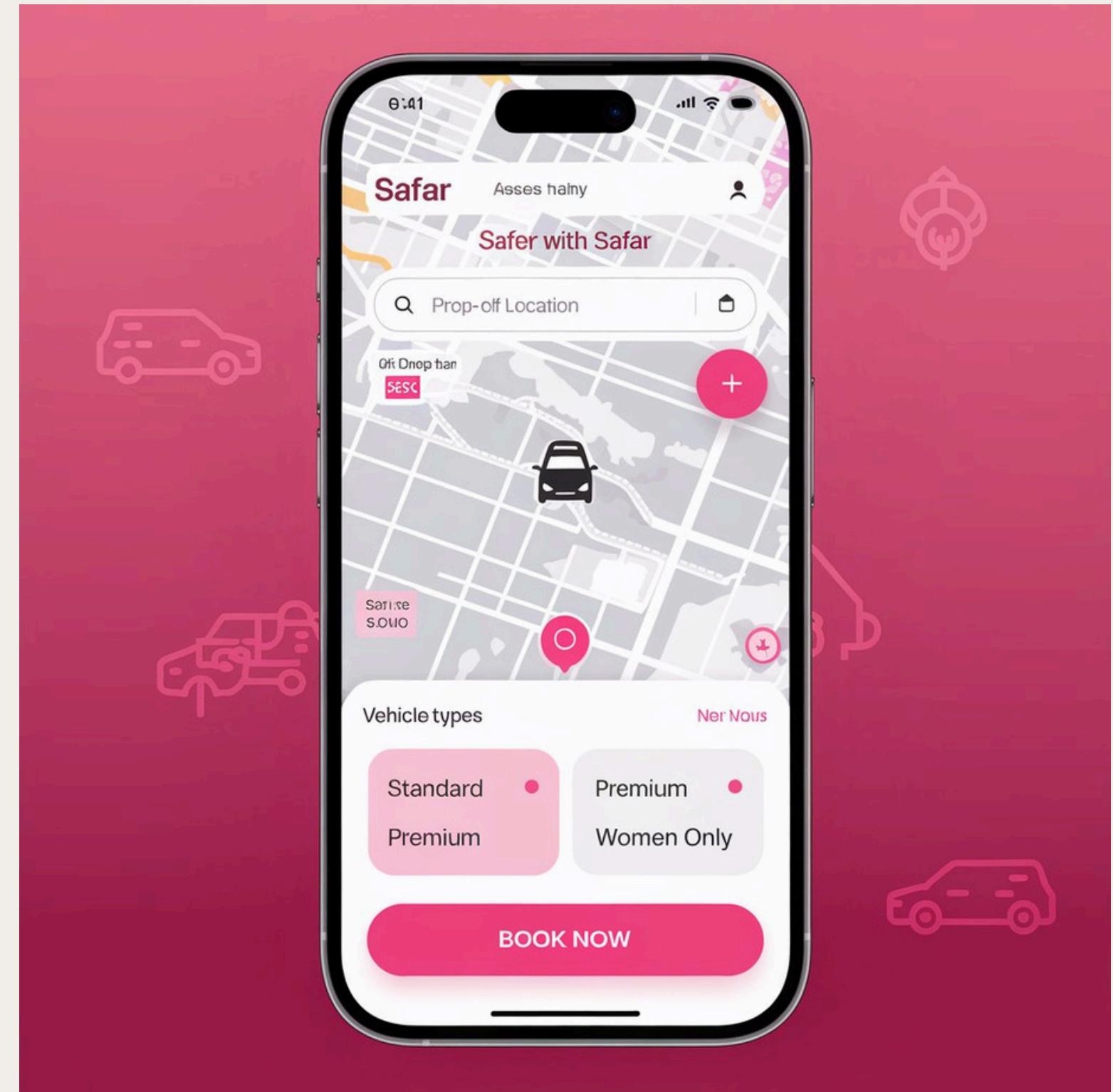




SAFAR APP INTERFACE

Key Features:

- SOS button for emergencies.
- Real-time tracking with route sharing.
- Safety tips and feedback section.
- Women-only passenger bookings.
- User-friendly Design: Simple interface focusing on ease of use for female passengers and drivers.





CONCLUSION [ELEVATOR PITCH]

Introducing Safar, a **women-driven** cab service designed exclusively for women, by women. We prioritize your **safety** and peace of mind with trained female drivers who understand your concerns and provide a secure, comfortable ride—whether it's **day or night**. With Safar, you can travel confidently, knowing you're in trusted hands. Because when it comes to your journey, safety comes first.
Ride safe, ride empowered with Safar.





BIBLIOGRAPHY

- Mobeena, S., & Senthil, B. A. (2017). A Study on Developing a Taxi Service for Women to Decrease the Crime Rate. *Actual Problems in the System of Education: General Secondary Education Institution–Pre-University Training–Higher Education Institution*, (2), 54-66.
- Philip. (2024, May 12). *Wanted: More women in taxi, logistics lane*. The Economic Times; Economic Times. <https://economictimes.indiatimes.com/jobs/hr-policies-trends/wanted-more-women-in-taxi-logistics-lane/articleshow/110042129.cms?from=mdr>
- Inc42 Team. "Can Ride-Hailing Hotshot inDrive Smash the Ola-Uber Duopoly in India?" Inc42, 2024, <https://inc42.com/features/can-ride-hailing-hotshot-indrive-smash-the-ola-uber-duopoly-in-india/>
- "Ola Driver an Employee under PoSH Act, Says Karnataka HC, Asks Company to Pay in Sexual Harassment Case." The Indian Express, 5 Oct. 2023, <https://indianexpress.com/article/cities/bangalore/ola-driver-employee-posh-act-karnataka-hc-pay-sexual-harassment-case-9599287>. Accessed 3 Oct. 2024.





THE END
STAY SAFE

