



ADVANCING
PUBLIC
TRANSPORT

TRANSFORMING THE TICKETING PROCESS

Supported by



Local Host



Ridlr's Mobile Ticketing solution



UITP – DIMTS Bus Seminar
11-12 May 2018, Delhi

UITP

DIGITALIZATION OF THE INDIAN MARKET

And the mobile payments industry

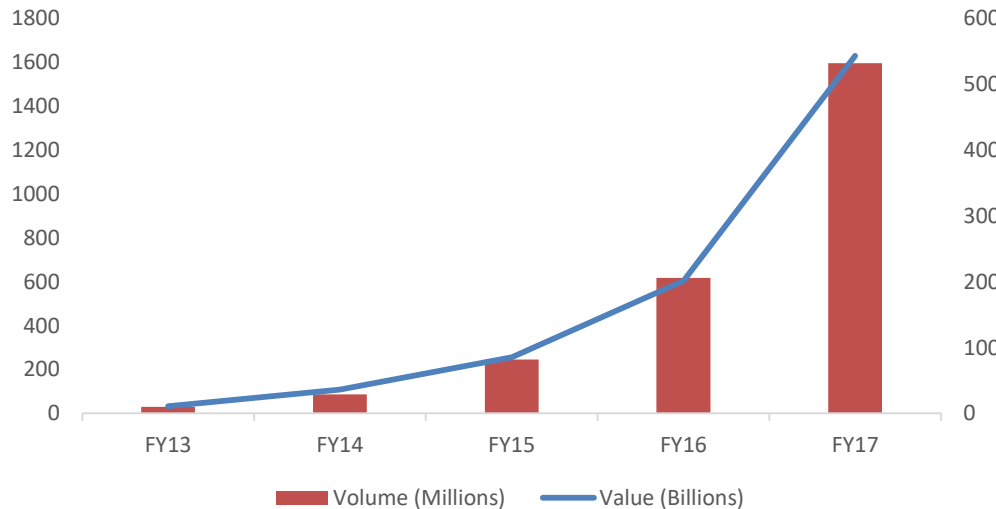


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THE INDIAN DIGITAL MARKET

Mobile Wallet transactions



In India,

- 530 mil smartphone users
- Smartphone penetration to rise upto 85-90% by FY20
- Number of internet users – 500 million by June 2018
- Mobile devices account for 73% of time spent on the internet

- Mobile wallet payments amass a value of INR 532 billion in FY17
- The transaction value is expected to grow to INR 32 trillion by FY21, at a CAGR of 126%

Believing in the increasing potential of Mobile payments, Ridlr designed a solution that utilizes this opportunity to promote Mobile ticketing

CASHLESS MOBILE TICKETING

Advantages and available options

ADVANTAGES (MOBILE TICKETING)

For Passengers

- Convenient – no need to travel to POS or wait in queues
- No hassle of change – cashless transactions
- Faster and hassle free ticketing
- Enable multi modal transport
- Improve overall experience

For STU's

- Minimize cash management cost
- Revenue enhancement
- Digitize payments
- Reduce leakages
- Reduce POS operations cost
- Bring transparency

There are a multitude of options that confer these advantages...

AVAILABLE OPTIONS

The available options had these specific challenges -

1. Validators inside buses

Additional hardware, vandalism/theft, user not tapping, increase in wait time, error in data capturing

2. NFC based

Poor NFC penetration, not available on basic smartphones, high maintenance cost

3. USSD code based

High cost GPRS ETIM, network issues at remote locations, data passed to server multiple times (thereby drop), slows down ticketing process

4. QR code based

Increases conductor workload, passenger cannot de-board until QR scanned, QR duplication, increase in refund issues

Even though some of these options like Validators will be integrated the future, Ridlr, for specific reasons, chose to start with a different solution.

THE RIDLR SOLUTION

Mobile ticketing in Bus and Metro



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HASSLE-FREE DESIGN (BUS)

ETIM based local Wi-fi ticketing

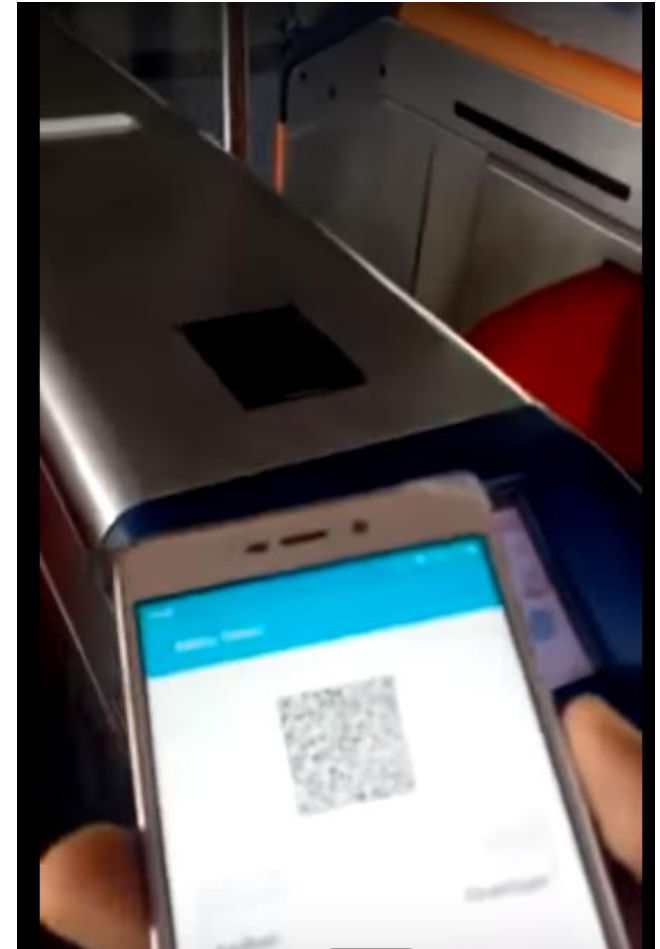
- No need of new ETIMs, fits into the existing one
- Wi-fi based, can be used even on a basic smartphone
- Data stored in ETIM gives control to the STU
- Faster throughput, mobile ticketing works in the background
- No duplicate tickets, every ticket carries a unique number
- No need of intervention from the conductor, except for validation, as and when needed



HASSLE-FREE DESIGN (METRO)

QR Based solution

- No need for customers to wait in long queues
- No fear of losing tokens and paying fines
- Implemented solution at lowest cost
- No need to procure new AFC gate / system for the operator
- No chance of vandalism / damage
- R&D, design, installation, commission all done in-house



THE RIDLR WAY

Present and Future



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EFFORTLESS IMPLEMENTATION AND ADVANTAGES

Modify existing software

Install Ridlr IoT inside infrastructure

Introduce Agency specific rules

Testing by Ridlr Team and deployment

Customer can install the Ridlr app free of cost and start using the services

This process requires only a month and a half to be implemented

Advantages of Ridlr

- Ancillary services like plan my travel and real time traffic updates
- Easy reconciliation process for the STU with no fraud/ leakages
- Live dashboard with options of data analytics to improve the operations

A trusted partner for the agencies

ACHIEVEMENTS

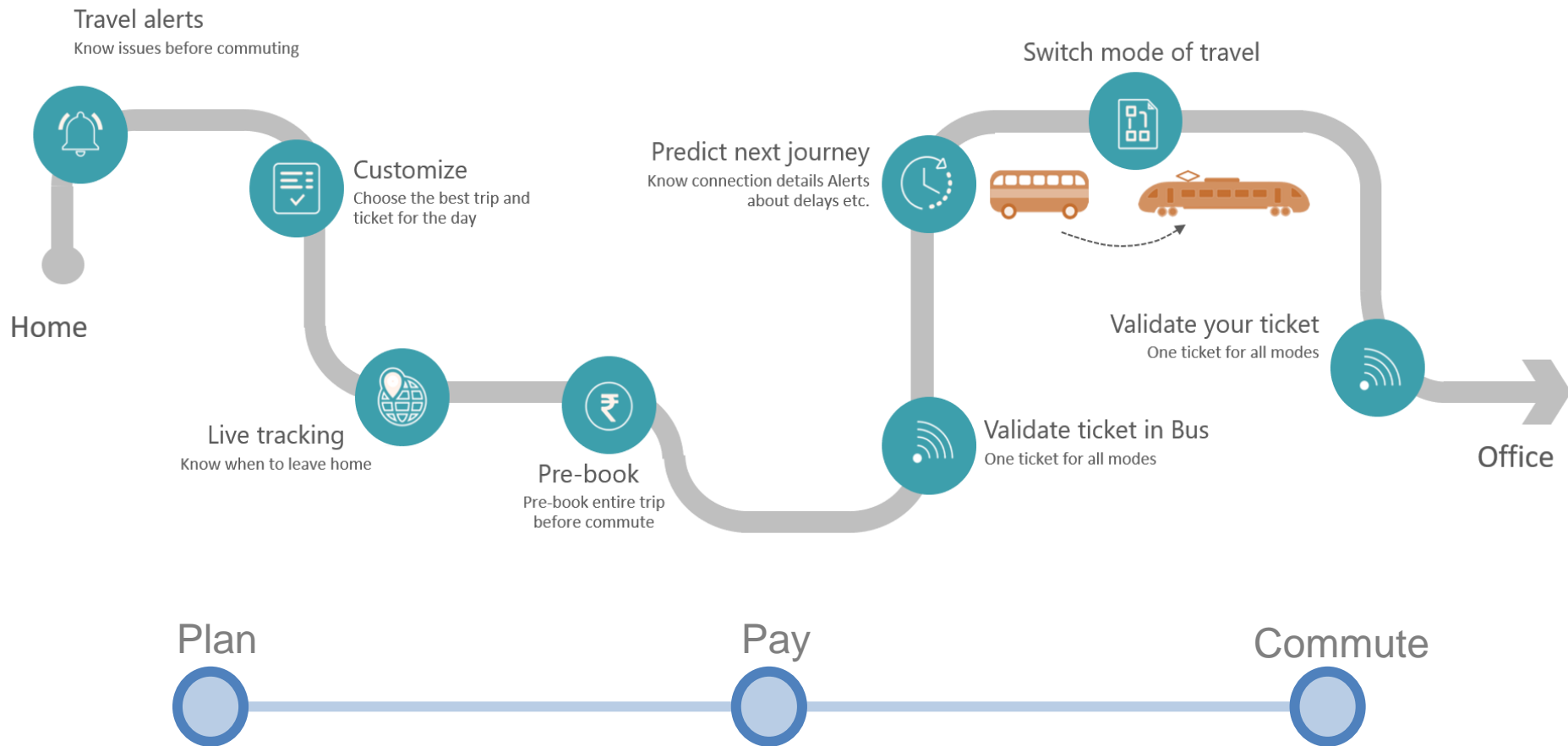
Ridlr's mobile ticketing project honoured as the best project for the 'Most efficient use of ICT for consumer connect'

Best mobile ticketing app has been honoured as the 'Best project' at the 3rd elets PSU Summit

Awards 2017



OUR VISION



THANK YOU!!

Brijraj Vaghani

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