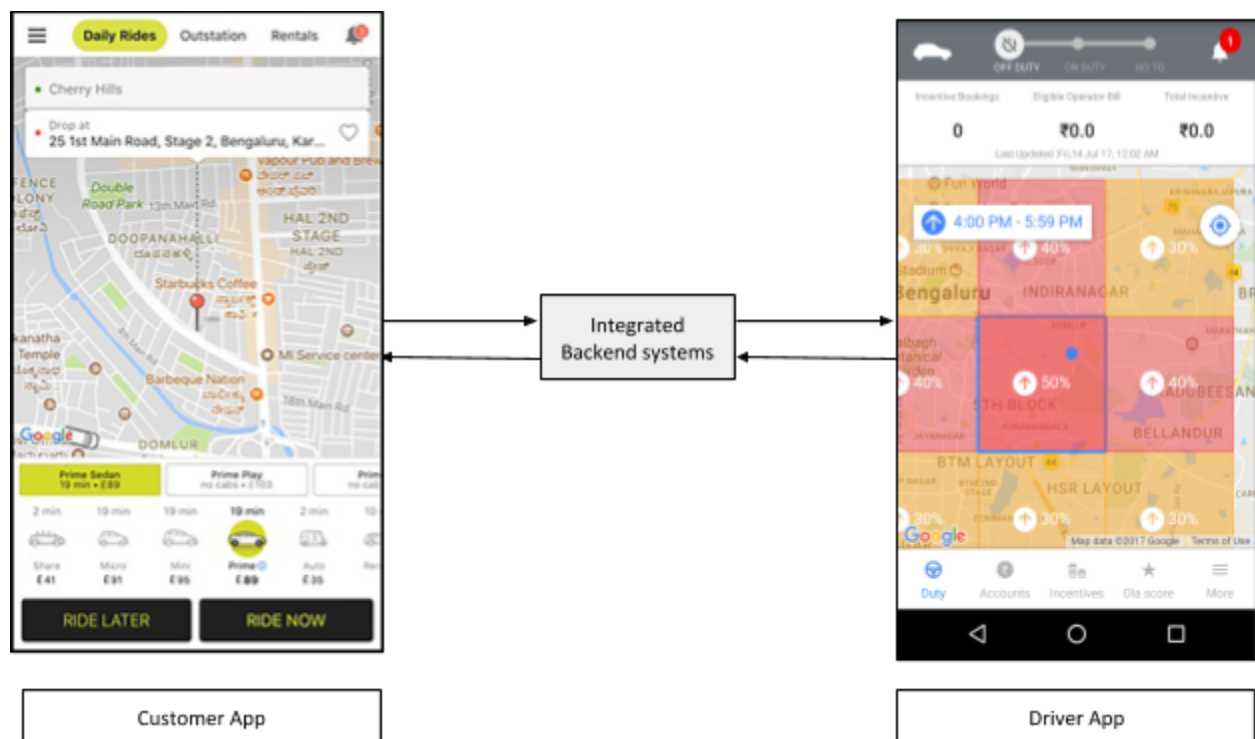


How Does The Ola App Work?

The app-based operating model consists of 3 platforms:

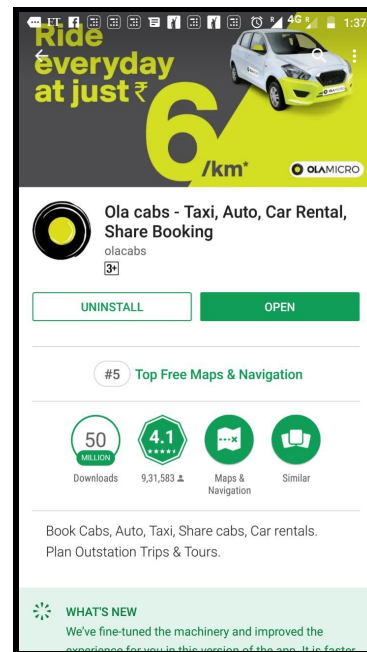
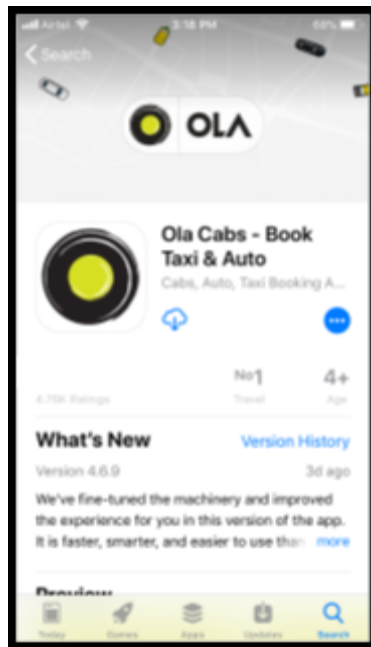
- Customer app
- Driver app
- Backend systems



The customer app is used to request rides, the driver app is used to accept rides and serve bookings. The integrated backend systems help both these apps communicate to make a booking happen successfully.

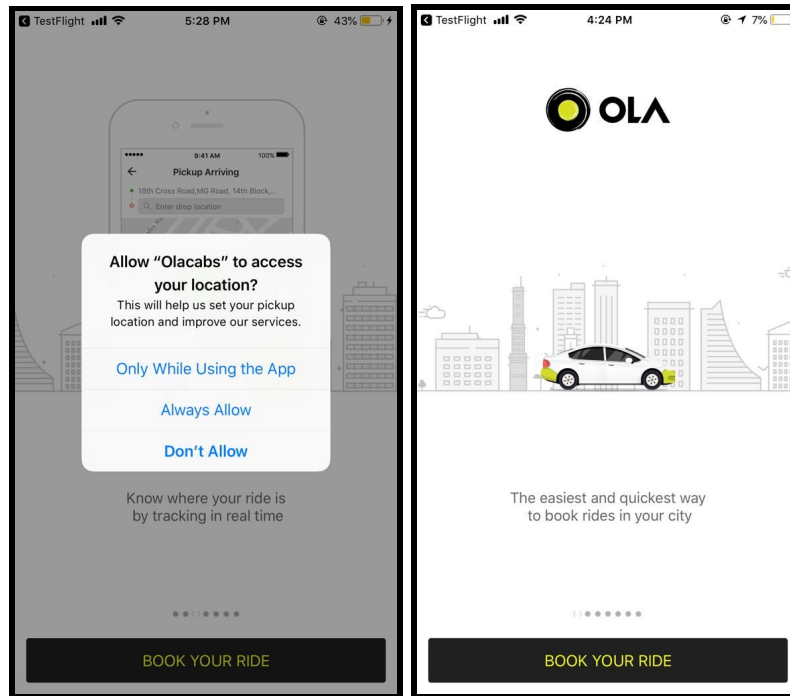
Customer App

The Ola app is available for download and can be installed on both android and iOS phones. It can be downloaded from Apple's App Store and Google Play.



A. Getting started

Get started by downloading and installing the app on your phone. GPS or location services on your phone needs to be ON to use the Ola app. The Ola app will request you to turn on your location settings. It will also request for permission to access your location information from the GPS.



Once you have turned on GPS and allowed the app to access your location, you can now start using the app. Tap the “Book Your Ride” button to create your account.

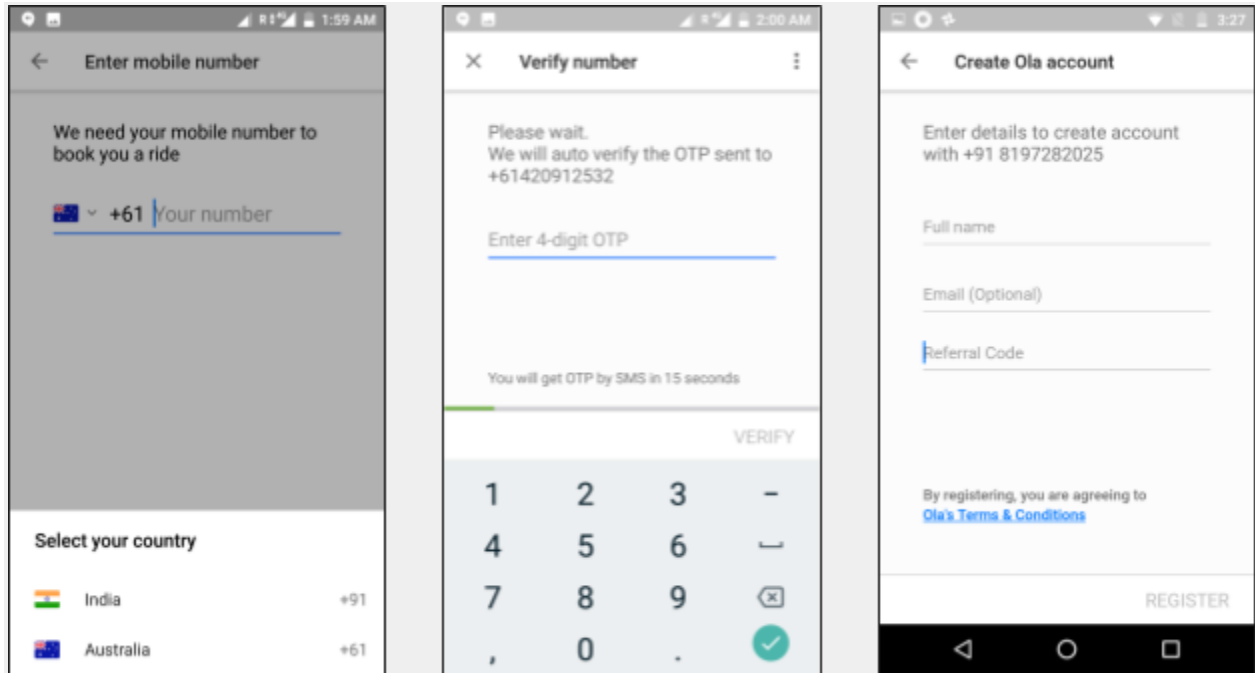
Creating an account

Your account will be created in the following steps:

Step 1: Mobile Number Verification

- The app will request for your mobile number
- Enter your mobile number
- The app will then ask for a One Time Password (OTP) to be sent to this number via SMS
- Check your SMS and enter the 4-digit OTP into the app
- This will verify your mobile number

This mobile number will be linked to your account and will be required every time you log into your account.



Step 2: Basic Details

The app will then request 2 basic details:

1. Full Name (Required)
2. Email ID (Optional - You can provide this later)

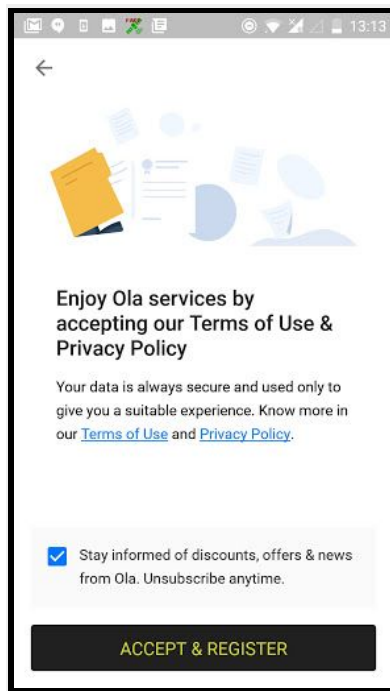
Adding an email ID will help in receiving ride invoices and in account recovery. You will be asked to verify the email ID later.

If you have a referral code, you can provide this to avail a referral discount on your first ride. You can get a referral code if a friend has invited you to use the Ola app by sharing their referral code. Referral schemes can vary from city to city.

Note: Applying a referral code is not required to create an account.

Step 3: GDPR compliance

The app will request you to accept Ola's Terms of Use and Privacy Policy. The links to the complete Terms of Use and Privacy Policy will be provided on this screen. By clicking on these links, you can review them before accepting.



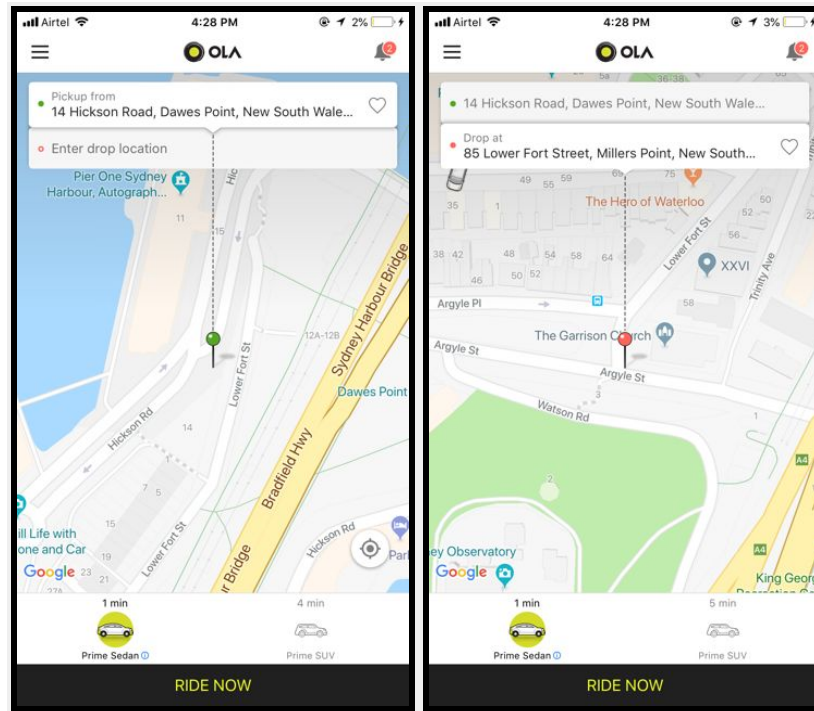
The app will require your explicit consent to complete the process of creating your account. Tapping on the button ACCEPT & REGISTER will create your Ola account and log you into the app. The home screen will load next where you can book your first ride.

Note: Once you have logged in, you will stay logged in until you log out from the app menu. This will save the effort of logging in each time the app is opened.

Booking the first ride (RIDE NOW)

Step 1: Setting the pickup and drop locations

The home screen shows a map that indicates your current location. At the top, you will see two fields - one for your pickup and one for your drop.



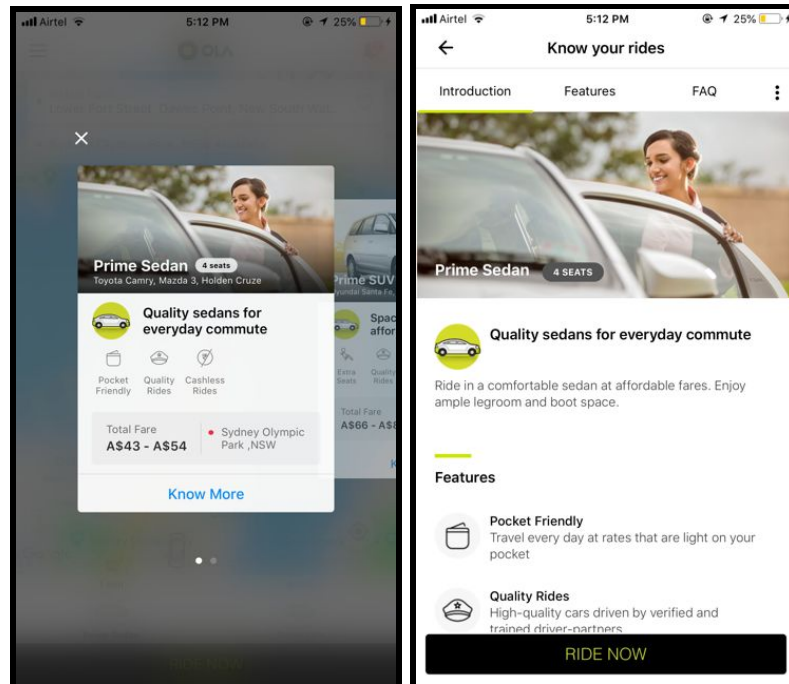
The app will automatically identify your current location using the phone's GPS settings. So you'll see the pickup address field is pre-filled accordingly. If you wish to choose a different pickup location, you can tap this field, search for the address and select it (just like you would do in Google Maps). You can also move the pin to set your pickup location.

You can enter the address of your destination in the drop location field. Here too, you can search for an address and also use the pin to set the location.

Step 2: Choosing your ride

The category panel at the bottom of the home screen displays the ride options available. You can pick the ride you want based on your requirement.

Tapping once on the category icon will reveal a green strip that provides a short description of the category /what to expect / the benefit it provides.



Tapping twice or pressing and holding the category icon provides all the information about that category. This includes top features, number of seats, fare details, frequently asked questions and more.

If there are Ola rides nearby, you'll see an approximate Estimated Time of Arrival (ETA) above the category icons. You may not see this information if rides are high in demand. You will see "no rides" if there are absolutely no rides around.

To pick your ride, simply select the icon and tap RIDE NOW.

Step 3: Confirming your request

Tapping RIDE NOW will take you to a confirmation screen where you can review your booking details before confirming. This screen will display all the below details:

- Ride category
- Estimated time of arrival
- Pickup and drop locations
- Fare estimate
- Rider profile
- Payment method
- Coupon application

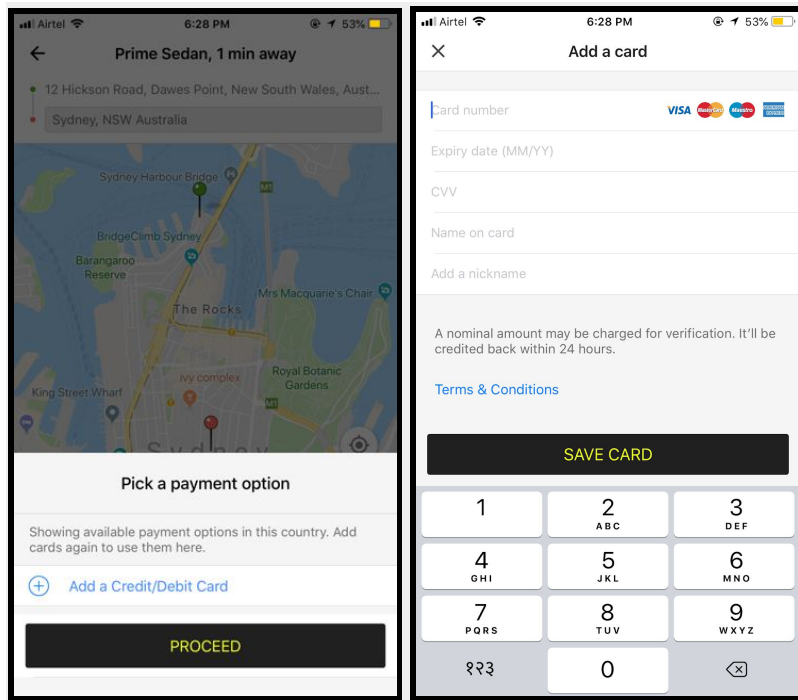


Here, you can review all your details before confirming your ride using the CONFIRM BOOKING button at the bottom. You can edit your drop location here as well.

You'll see a "Set up payment" button on this screen because this is your first ride and you haven't set up your payment preference yet. This is required to book a ride. You can do this by tapping the "Set up payment" button and adding your credit/debit card details.

Step 4: Setting up your payment option

Ola supports multiple payment options in India. In the UK, passengers can pay for their rides using their credit or debit cards.



You can save your card details on the app and authenticate it for verification. A small amount will be charged for verification and will be refunded to your account in a few days. Once your card is saved, you can go ahead and book your ride. The bill amount will then be automatically debited at the end of your ride.

You can add multiple cards and pick the one you want before each ride.

Rider profile

You will see “Personal” as your rider profile beside your payment option. Ola supports two kinds of profiles - personal and corporate. You can add a corporate profile to tag a ride as a corporate ride and receive the ride invoice in your official email.

Fare estimate

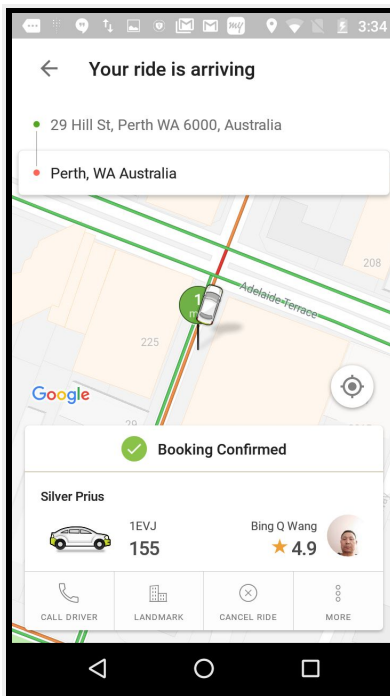
You will see a fare estimate for the trip you are about to take. This is indicated as an approximate range. If you have a coupon code to avail an offer, you can tap “Apply Coupon” to enter the coupon code and avail a discount or offer on the ride. Your fare estimate will change to reflect the discount.

Once you’ve set up your payment option and reviewed your booking details, tap on CONFIRM BOOKING to confirm your request. The app will then start looking to get you a suitable ride.

Step 5: Booking confirmation

Your ride is confirmed as soon the booking is allotted to a driver. This may take a few seconds from the time you confirm your request. It depends on the availability of rides around you. If no ride is available you’ll see a message asking you to try again or book a different ride.

As soon as your booking is allotted to a driver, you’ll get a booking confirmation on your app along with the ride details. You’ll see this screen titled as “Your ride is arriving”. It’ll contain the below information.



Pickup details:

- Your pickup and drop location
- Location of the ride
- Estimated time of arrival

Ride details:

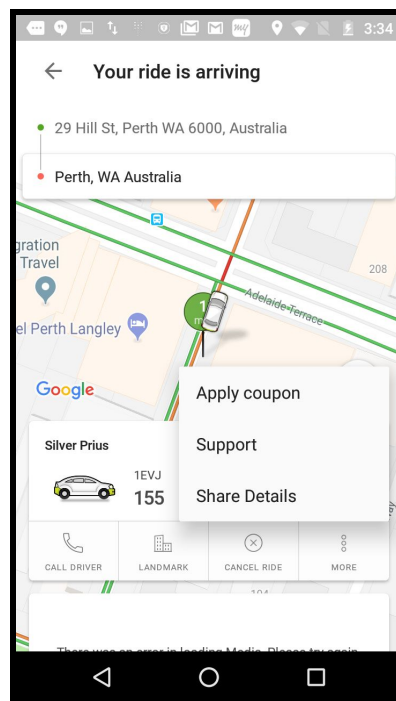
- Make & model and color of the car
- Vehicle number
- PHL number of the driver
- Name of the driver
- Photograph of the driver
- Present rating of the driver

Options to:

- Call the driver
- Navigate to the pickup point
- Share a landmark with your driver to help identify your location
- Cancel the ride
- Check more options

Tapping MORE will give you the option to:

- Share your ride details with anyone in your contacts
- Seek support for this ride



You will be able to track your ride in real time on this screen and watch it arriving.

At the same time, you would have also received a push notification alerting you about the booking confirmation. Important details about your ride are provided in the notification.



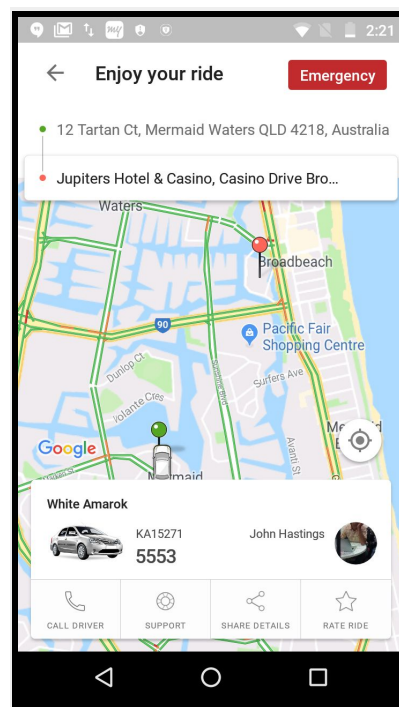
Step 6: Taking the ride

You'll receive another push notification once the driver has reached your pickup location.

The Ola app will also indicate that the ride has arrived. You can use the ride details shared with you to identify the car.

Once you board the car, your driver will start the trip using the Ola driver app. The driver might ask your name for confirmation before starting the trip.

As soon as your trip starts, you'll see the emergency button displayed on the screen of your app. You can also choose to rate your ride during the trip. This only records your feedback that you can submit once the ride is complete.



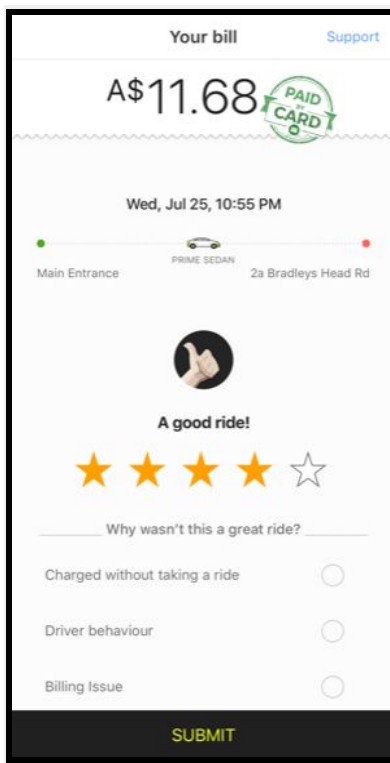
The driver app will help your driver navigate to the drop location. However, you can always let the driver know if there is a particular route you would like to take.

When you reach your drop location, the driver will end the trip from the driver app. You will see the bill amount and feedback options in the app.

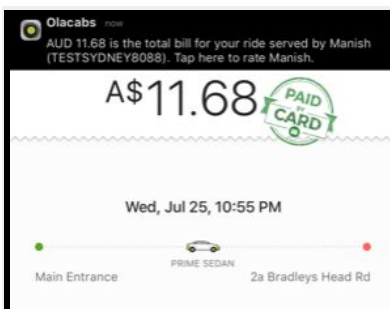
Step 7: Paying for your ride

When your trip ends, your app will display the bill amount along with options to rate your experience. Your card will be charged as soon as your ride gets over. If you have provided your email ID, you will receive an invoice in your email at the end of your ride.

Since you are paying by card, there is no need to discuss the bill or payment with the driver. You can simply thank your driver and step out of the car.



You will also get a push notification informing you of the bill amount when the trip ends.



Step 8: Rating your ride

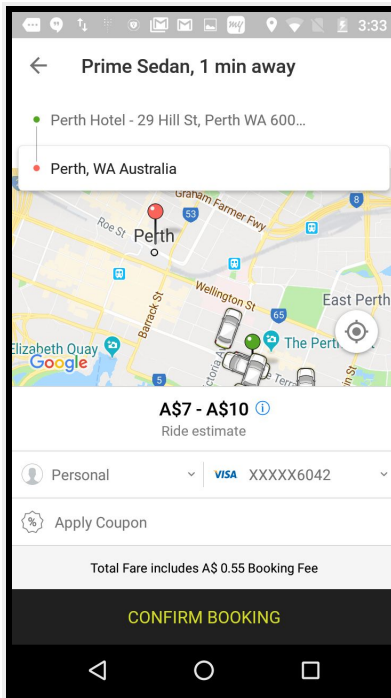
After every ride, you will be asked to rate your experience and share your feedback. This helps us to constantly improve the ride experience. It also affects the overall rating of the driver.

The image displays two side-by-side screenshots of a ride rating interface. Both screens show a bill of A\$11.68, a 'PAID CARD' badge, and a timeline from Main Entrance to 2a Bradleys Head Rd. The left screen shows a rating of 3 stars with the text 'An ok-ok ride!' and a 'Tell us what went wrong' section with three radio button options. The right screen shows a rating of 5 stars with the text 'A great ride!' and a 'What went perfect for you?' section with three radio button options. Both screens have a 'SUBMIT' button at the bottom.

You can rate the ride from 1 to 5, select feedback reasons that are relevant, add any comments if you like and submit your feedback.

Booking the next ride (RIDE NOW)

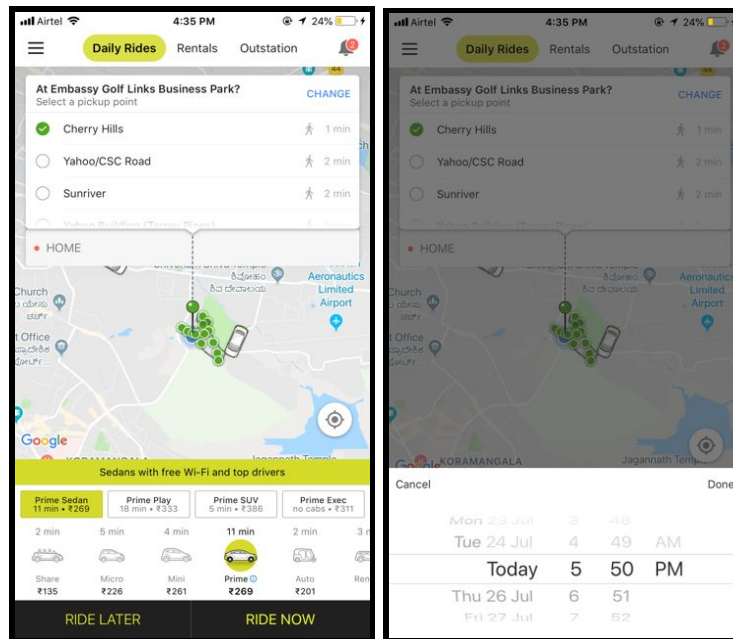
When reviewing your booking details before confirming your request, you'll see that the card you selected the last time for payment is pre-selected. You can switch to another card if you prefer to.



The rest of the steps remain the same. Set your pickup and drop locations, pick a ride category, review your booking details and confirm your request. Get all the ride details on allotment and board your Ola ride.

Booking for a later date (RIDE LATER)

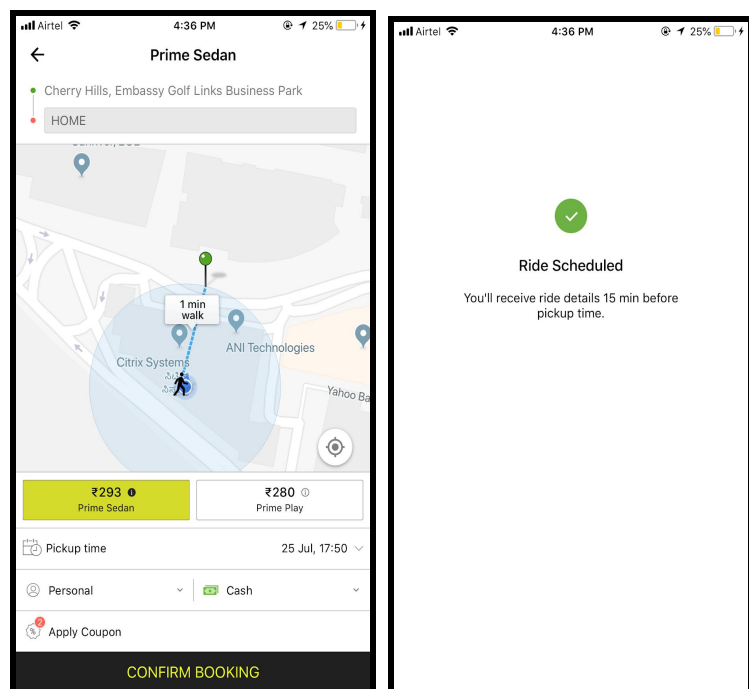
When the option to book in advance is available, you'll see the button RIDE LATER appear on selecting the category. Tap this button and pick the date and time of your pickup. You can book up to 10 days in advance. *Note: RIDE LATER feature will not be live at launch.*



Once you've chosen your pickup date and time, review your booking details before confirming your request (just like you would do when booking a regular ride).

Post review, tap the CONFIRM BOOKING button to confirm your request. You'll see a confirmation message that says your ride is scheduled and that you will receive the ride details, which is usually 15 minutes before your scheduled pickup time.

A notification with the ride details will be sent to you 15 minutes before your pickup.

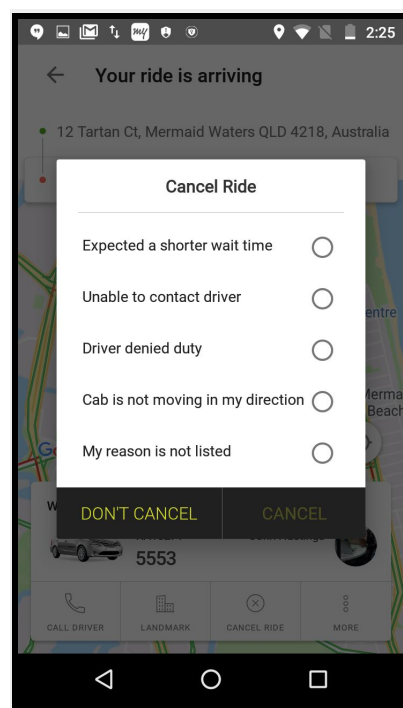


Ride cancellations

Cancellation by passenger

You have the option to cancel your ride anytime before your trip has started. A cancel option is available on the screen where you track your ride. Just tap this button and select your reason for wanting to cancel and confirm using the button CANCEL RIDE. You will see a confirmation that your ride is cancelled.

Selecting a cancellation reason will help us understand if you faced any issues and we can work towards preventing them in the future.



You can cancel without penalty within 5 minutes of receiving the ride details. A cancellation fee may be charged if you cancel after that or if your driver has already arrived for your pickup. This fee helps compensate for the driver's time and fuel spent in trying to reach your pickup location.

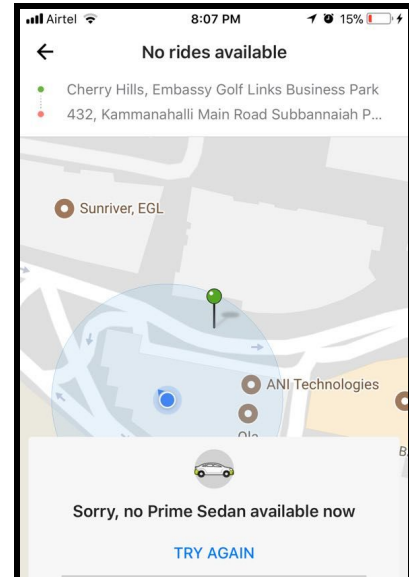
You can also dispute this fee by reaching out to customer support through email / In-app self serve

Cancellation by driver

In certain circumstances, your driver may have to cancel the ride. When this happens, the process of auto-allotment begins to find the next available ride. Your ride details will be updated on the app and a push notification will be sent to you.

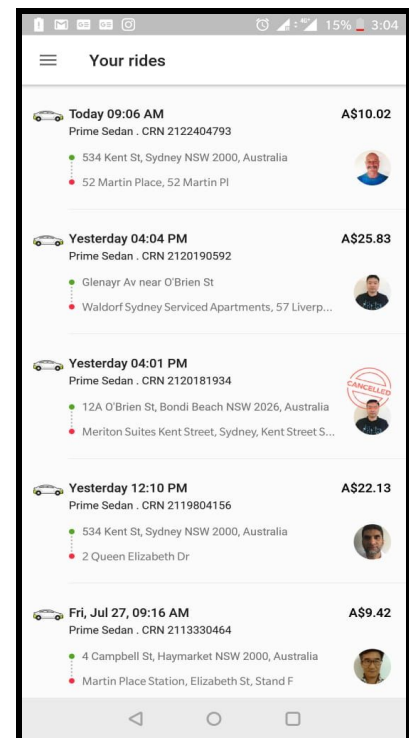
If we are unable to find another ride, you'll receive a message on your app letting you know of the situation and requesting you to book another ride.

Drivers are always asked to accept every booking that comes their way and are discouraged from cancelling a booking.



Ride history

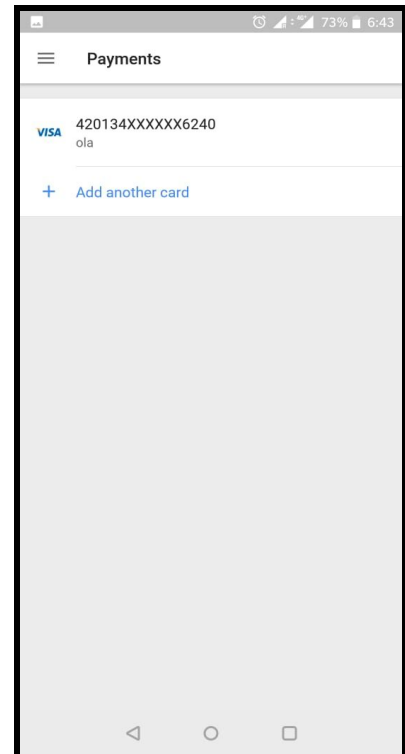
You can check your ride history from the "Your Rides" section of the app. You will see this button in the app's menu. Here, all the details of your last 20 rides are available including any cancelled bookings.



Payment settings

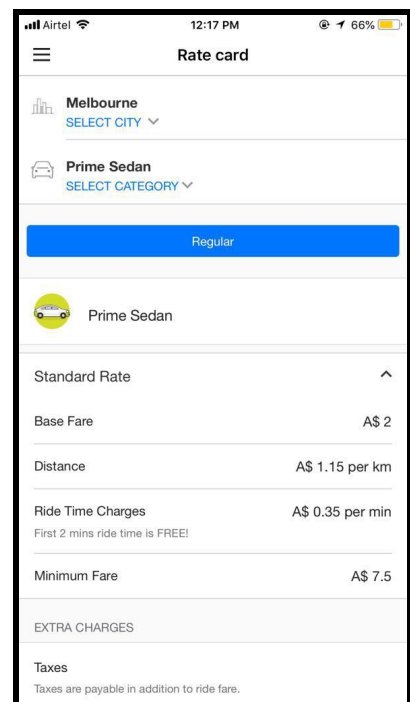
There is also a Payments section that you can access from the app's menu. Here, you'll find all the payment options available to you. You can add or delete your credit/debit cards here and view all the cards you have added.

The card number is partially hidden and CVV number is not available to view on the app. This is to ensure your card details remain private.



Rate card

This button is available on the app's menu. Tapping this button will take you to the section where you can see fare information for the categories available in different cities. Select the city and the category to check the fare details. You can see how your fare is calculated for that category in the city you selected.



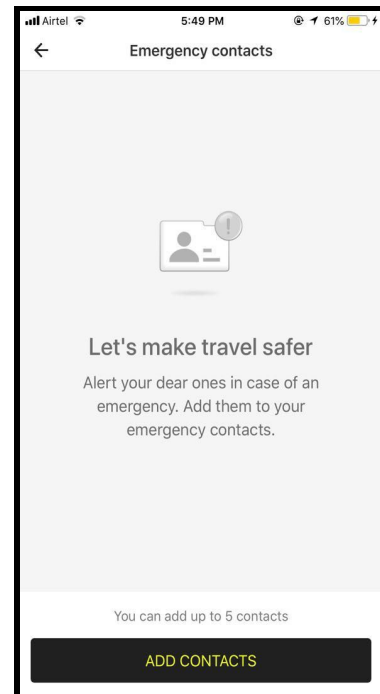
Safety features

There are multiple safety features available in the Ola app.

Emergency contacts

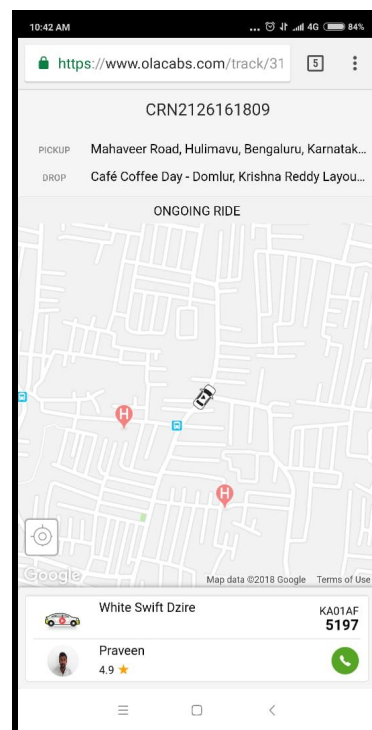
You can save up to 5 emergency contacts in your account settings. You can choose to share details of every ride with them automatically whenever you book.

They will receive an SMS with a link to track your ride. Clicking the link will load a web page in their phone's browser that will display all the ride details along with the location of your ride in real time.



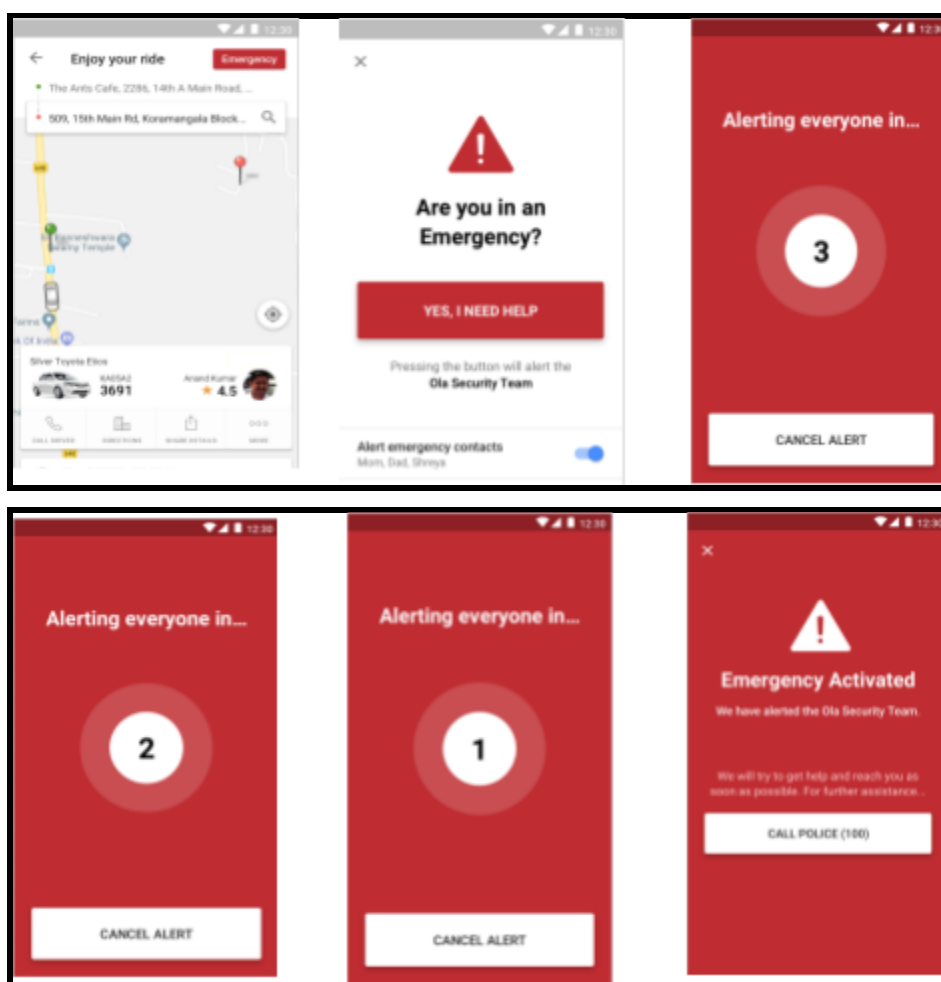
Share your ride details

You can also share the ride details with anyone in your contact list. When you book a ride, on tapping MORE, you will see a “Share ride details”. Use this option to select a contact and send them your ride details. They will be able to track your ride in real time and see all your ride details.



Emergency alert

You will see an emergency button in the app once the trip begins. In case of an emergency, tapping this button will give you the option to raise an alert. When an alert is raised, our Safety Response Team, trained to deal with such situations, will immediately call you to assist. You will also have the option to alert your emergency contacts at the same time and call the local police for help.



24x7 support

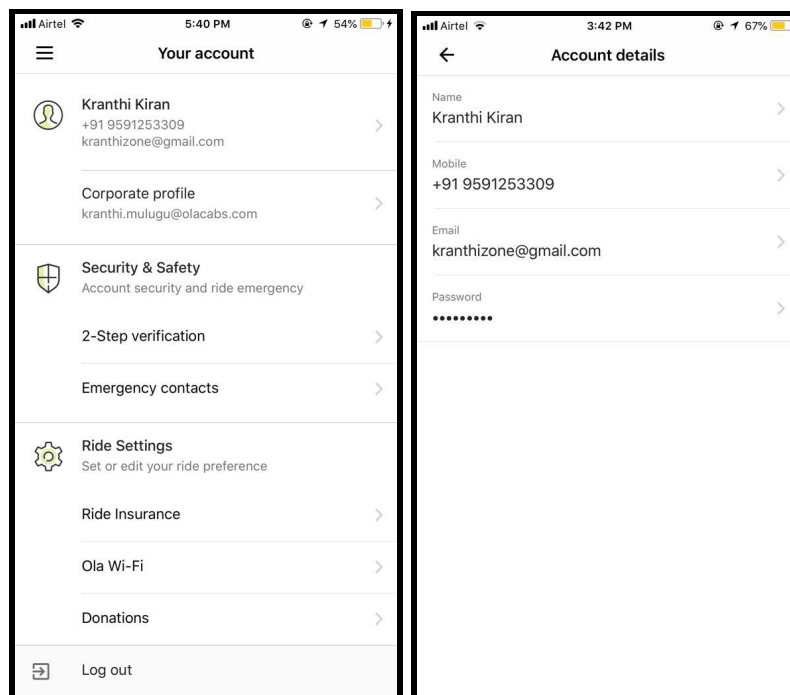
You can contact our 24x7 customer support centre anytime by tapping the “Call Us” from the support section in the app. This section can be visited from the app’s menu. You can also choose to dial the customer support number displayed in this section of the app. Our trained customer support agent will then assist you.

Account settings

Account details

As you open the menu on the left, you'll see your name and phone number on the top of the menu. Tap here to visit your account settings. You can tap on your name to edit the below details:

- Full name
- Mobile number
- Email ID
- Password

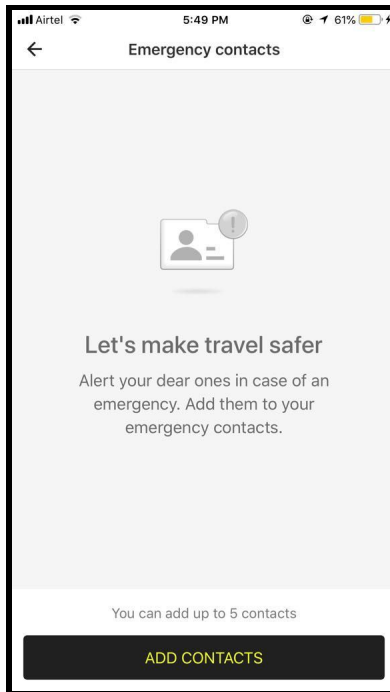


You can add an email ID here if you skipped adding it while signing up. You will be asked to verify your email ID using the verification link that will be sent to your inbox. Having a verified email ID will help in getting ride invoices and also recovering your account.

You can also add or change your password from here to protect your account.

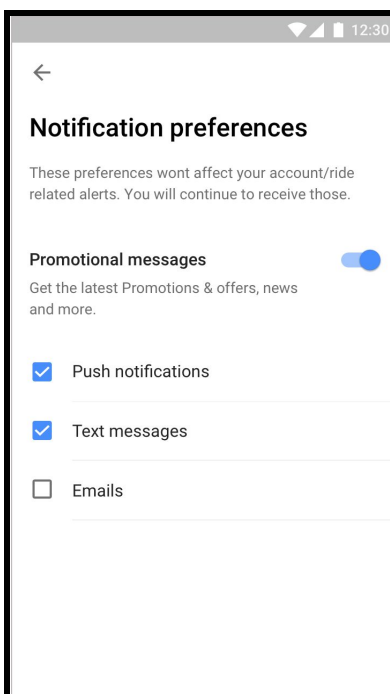
Emergency contacts

You can add up to 5 emergency contacts from your account settings and edit them anytime. You can also choose to share your ride details automatically with them.

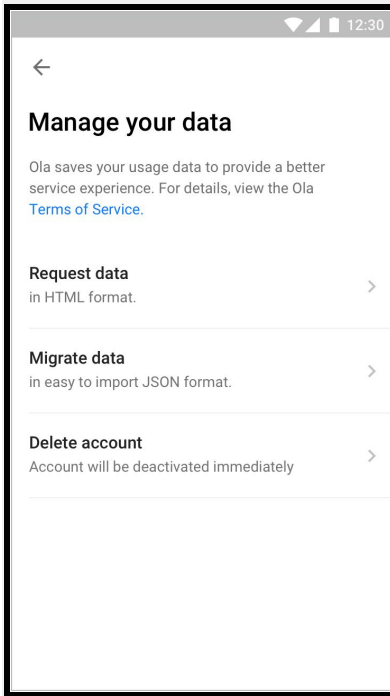


Data and privacy

You can visit the data and privacy settings to manage your notifications and data. You can choose to turn off or turn on promotional messages from Ola. You can also select the medium of receiving promotional communication viz. Push notifications, SMS messages and email.



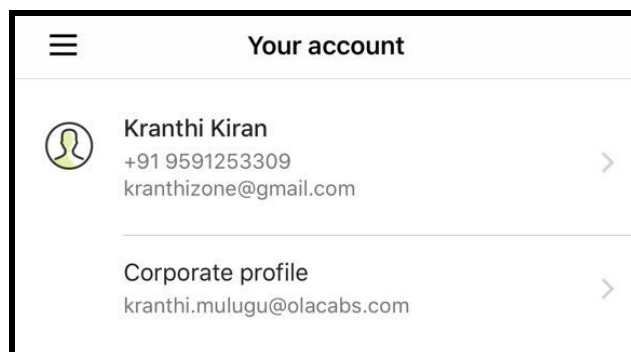
You can request to get a copy of your data stored with Ola. You can choose if you want to receive your data in an HTML file or a JSON file which will be sent by email.



You can also request to delete your Ola account. The account will then be deactivated for 30 days before being permanently deleted.

Profiles

You can view your corporate profile details in your account settings.

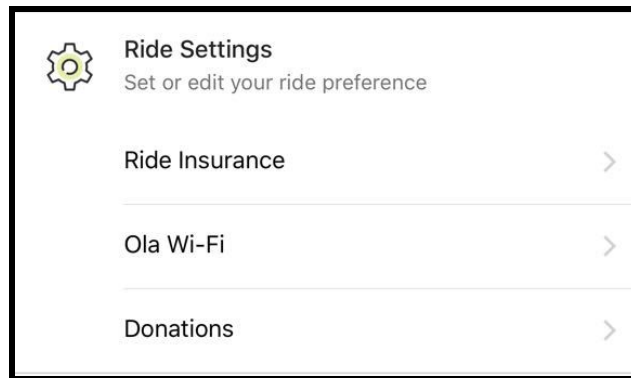


You can add a Corporate profile to receive your ride invoices in your official email. Corporate profiles help employees take rides sponsored by their companies. Corporate profile option will

not be available initially in the UK. All bookings will therefore happen on a personal profile by default.

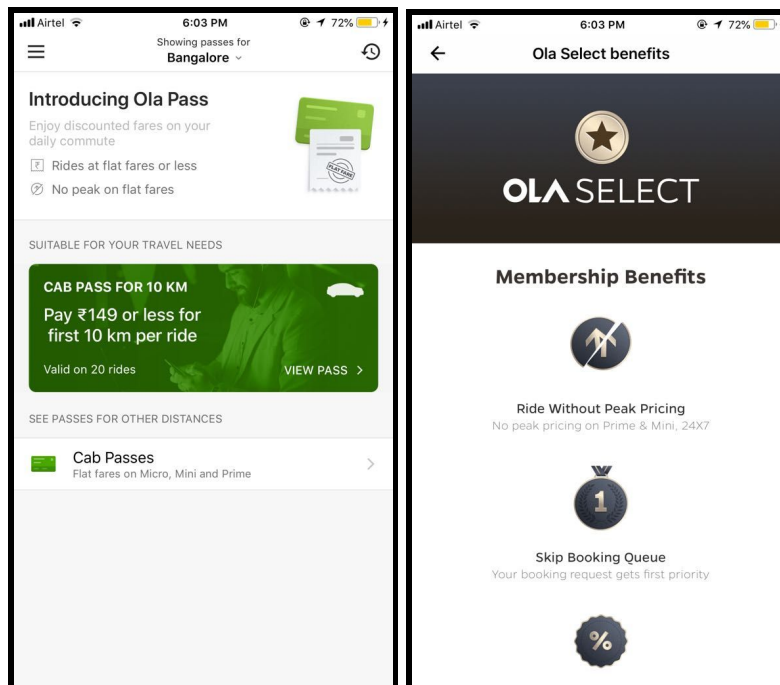
Ride preferences or add-ons

Ola offers particular add-ons for rides in India. These include in-trip Wi-Fi, ride insurance, option to add a donation for a cause and more. Information about these add-ons can be found in the account settings.



Subscriptions

Ola also offers ride-related subscriptions in India that one can purchase for discounts or added benefits on rides. These subscriptions can be purchased, cancelled or renewed from the app.



Ola support

Ola offers 24x7 customer support through multiple channels:

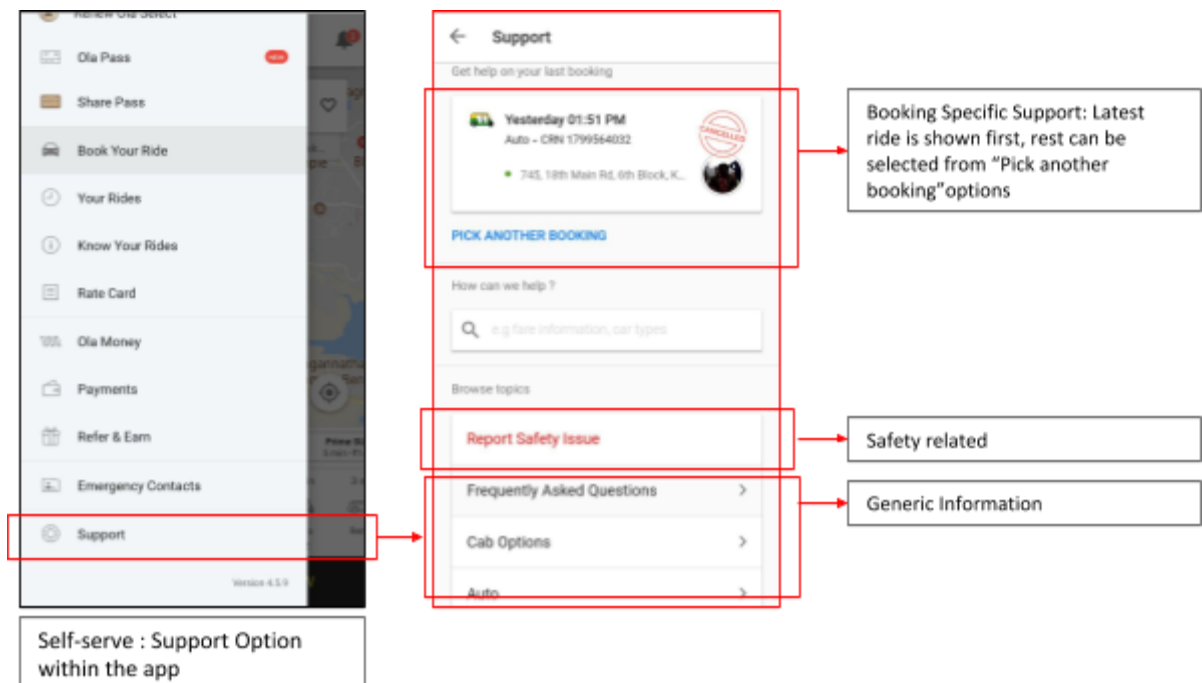
- Voice
- In-app
- Email
- Emergency alert
- Ride feedback

Voice

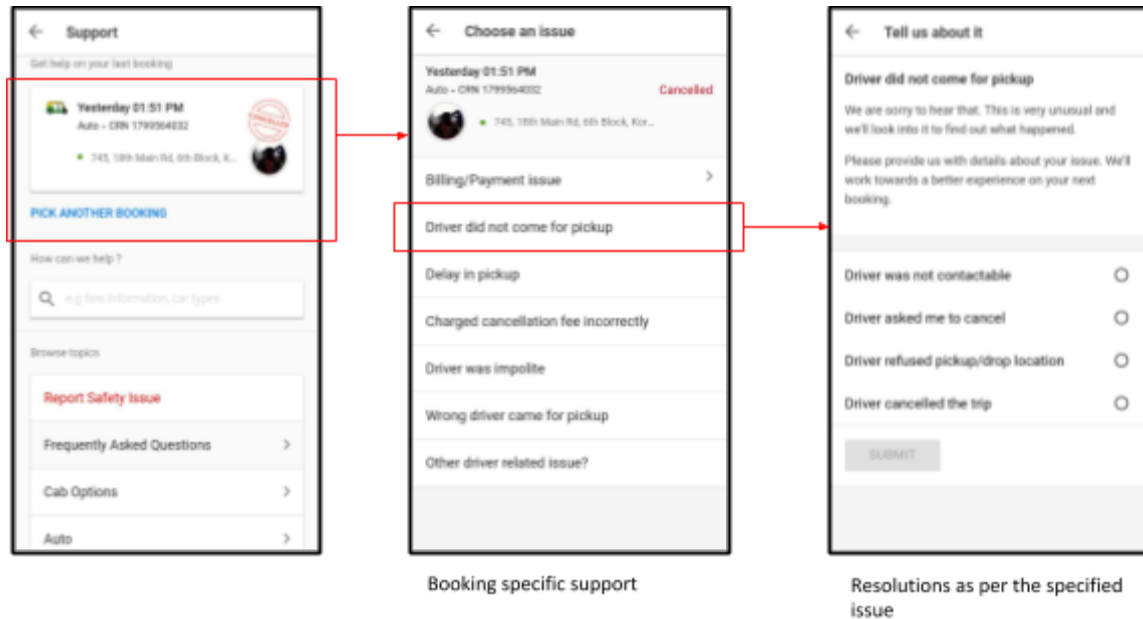
You can call our support contact centre anytime to talk to Ola's customer support agent. The number is clearly displayed in the support section of the app. You can also tap the "Call Us" button instead of dialling.

In-app

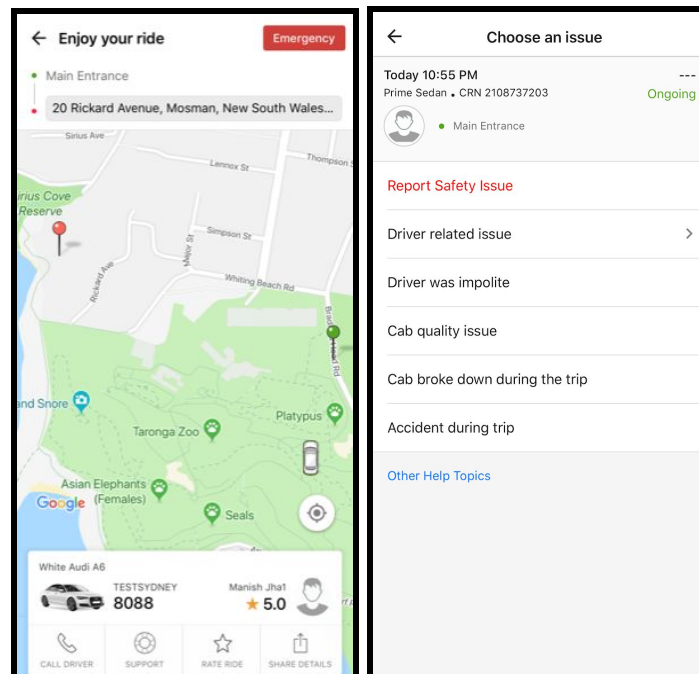
Contextual support is available across different points in the app. You can visit the support section and read the information readily available for you. You can search various topics by typing in keywords into the search bar.



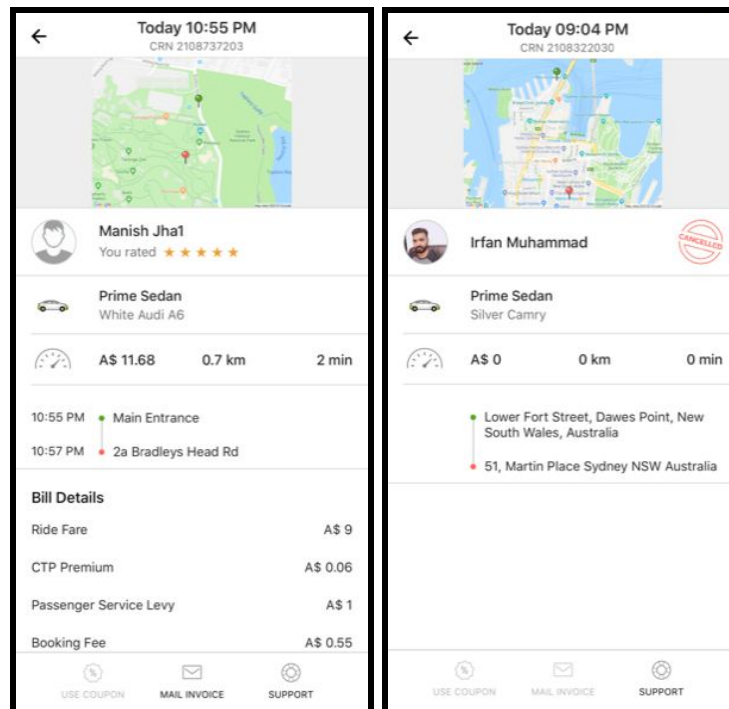
You can view your recent booking visible at the top of the section. You can tap on this for any queries or issues related to the booking. Pick an issue from the wide range of options available and easily inform us right from the app. There is no need to call the customer support centre. You can do everything right from this self-serve option in the app.



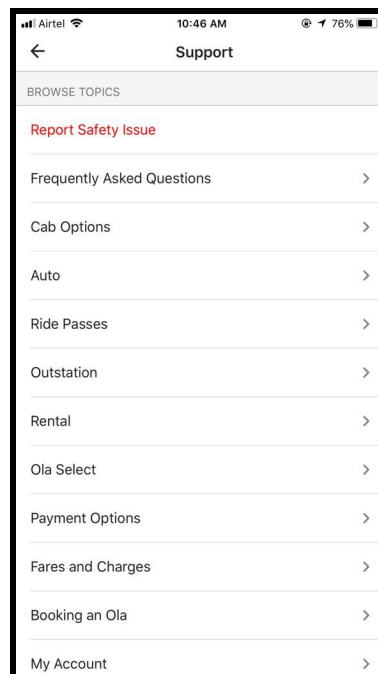
The support is contextual because you can find this button even on the screen where you track your ride. When you tap it, you'll see relevant options depending on that state of your booking - waiting for pickup or ride in progress.



You can also access support from your ride history. Visit “Your rides” and choose the booking you need help with. The state of the booking (scheduled, ongoing, cancelled or completed) is also displayed here.



The in-app support is highly automated and any non-safety related issues are automatically resolved. If an immediate resolution is available, the issue is sorted instantly. If the issue cannot be resolved immediately, it will be appropriately investigated and addressed within 48 hours.



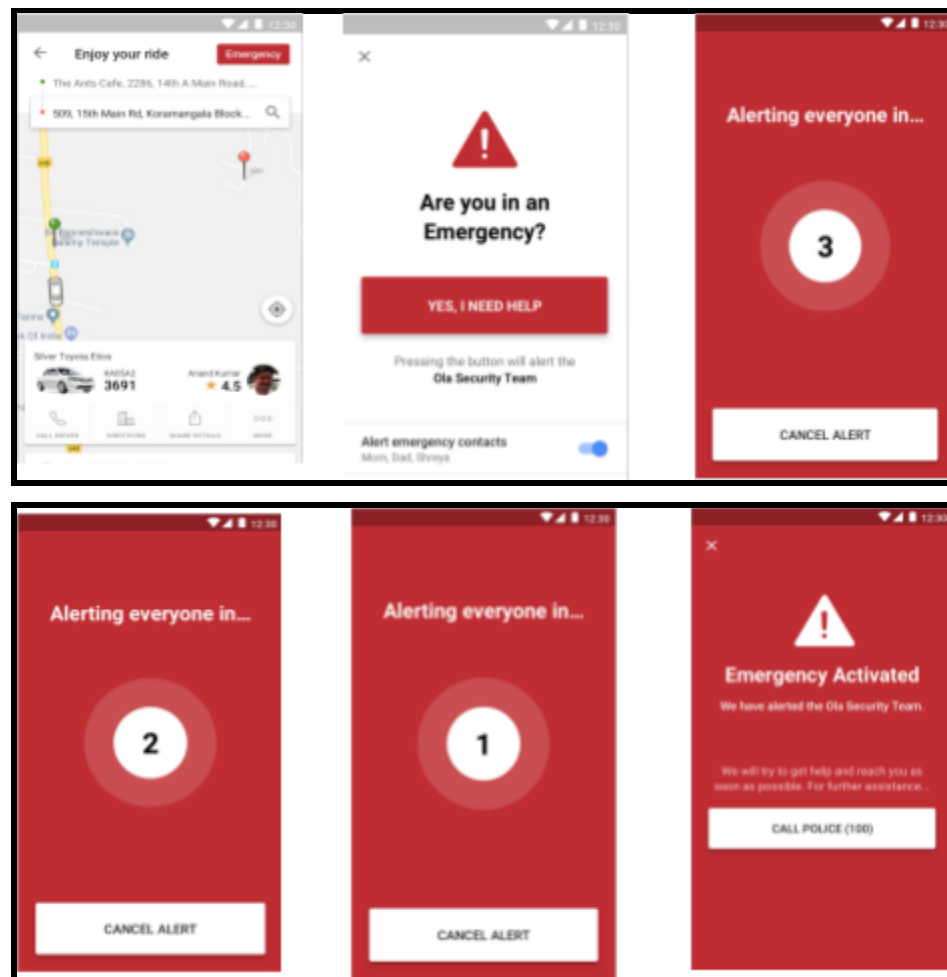
All the information about the Ola app and services is available in the in-app support section. This helps you receive instant support without having to talk to a customer support agent.

Email

You can also write an email to customer support using the email ID support.uk@olacabs.com available in the support section of the app. You can expect a response within 48 hours.

Emergency alert

You will see an emergency button in the app once the trip begins. In case of an emergency, tapping this button will give you the option to raise an alert. When an alert is raised, our Safety Response Team, trained to deal with such situations, will immediately call you to assist you. You will also have the option to alert your emergency contacts at the same time and also call the local police for help.



Ride feedback

If you've selected a safety-related issue while submitting your ride-rating, our customer support agent will call you within 15 minutes to understand more and assist you.

Getting a legal invoice

While you'll always get your bill details in an email at the end of every ride, you can also get a legal invoice with complete fare and tax breakdown. All you have to do is visit the support for the ride you want an invoice for. You will see an option "I need a copy of my invoice". Just give the email ID where you want us to send it and get it within a few minutes.

