

Bus in Public Transport

A collaboration with Asian Cities

A perspective on Intercity buses.

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GO MMT Group

NASDAQ: MMYT



MakemyTrip



Goibibo



redBus



Founded in 2000

Domestic & International  

MAUs - 40.8 M

76.6 M

1700+



Founded in 2007

Domestic  

MAUs - 22.2 M

61.3 M

800+

Founded in 2006



MAUs - 15.3 M

31.5 M

1000+

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The road ahead.

Collaboration with cities @ redBus

- **A marketplace is a rich source of data.**
 - Booking patterns - Demand forecasting.
 - Demand Heatmaps – Planning pickup points.
 - GPS - Traffic movement, highway stops etc.
- **Enable seamless online booking**
 - Less crowding at terminals / pick up points.
 - Transparency and customer friendly.
 - Creates reach to many small towns beyond metros.
- **Platform effect**
 - Aggregation - Information, Last mile, Add-ons.
 - Standardization & use of best practices on Safety, hygiene etc.



India Illustration

rZones or POLE

- **Problem statement.**

- Not standardized pick up points for Intercity Buses.
- Navigation difficult for customers.
- Traffic congestion near pick up points during peak hours.

- **Proposal**

- **rZones** as elevated poles with unique “Boarding Point” numbers and FREE wifi.

- **Execution**

- Co-opting GHMC “Greater Hyderabad Municipal Corporation”
- Identify “Grid points” using GPS data of existing pick up points.
- rZones with unique numbers & Geo Tags installed at Grid points. (with Free Wifi)
- rZone No appears along with the Boarding Point details on the App & is printed on the ticket, for easy navigation.

Illustration



A WIN WIN collaboration for all stakeholders





Malaysia Illustrations

Malacca terminal – Better boarding experience.

- Created a seamless “Bus boarding” experience at Malacca Terminal in Malaysia
- Customers can use the QR code issued during online ticket booking to board the bus with virtually no wait time at the terminal queue.
- The seamless experience is helping promote “Bus travel” over personal vehicles.

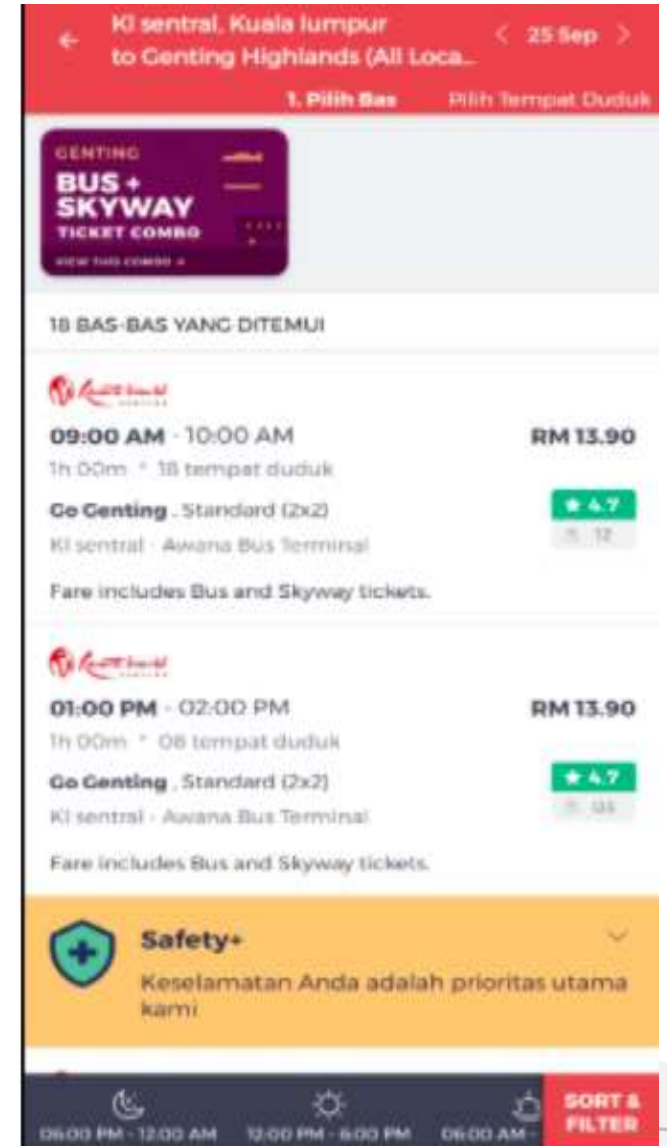
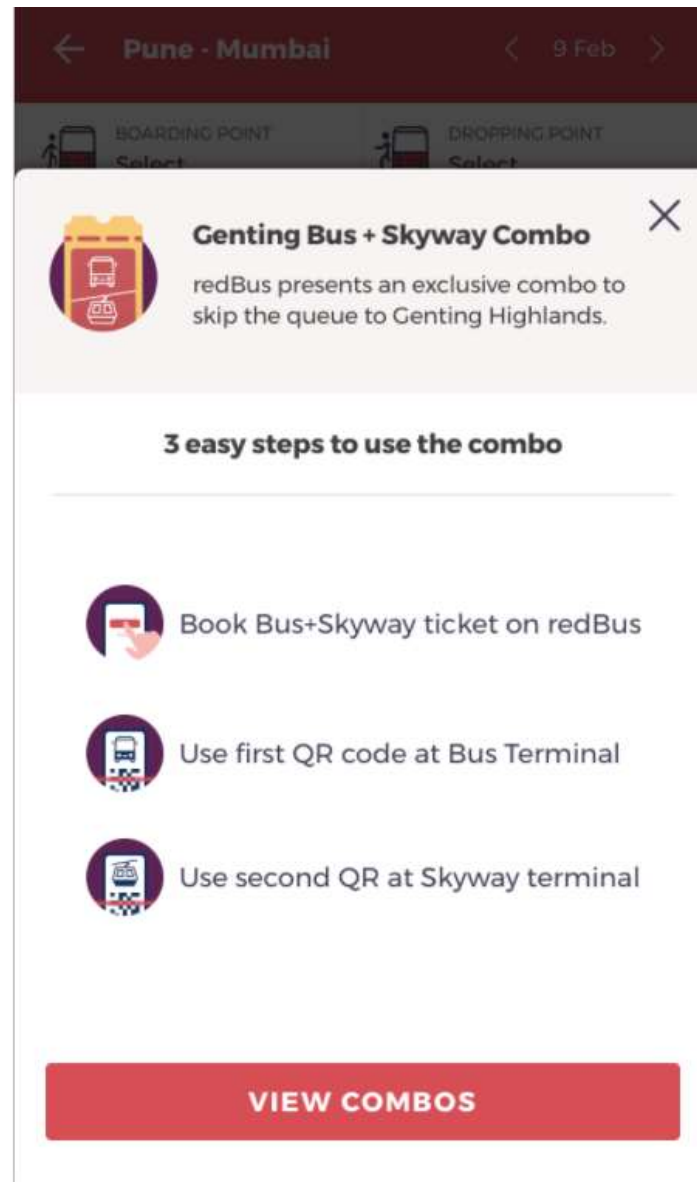


Illustration



“Bus + Skyway” @ Genting Malaysia.

- Created a seamless “Bus + Skyway” experience for Genting Highlands.
- Customers can also book Skyway tickets while booking bus upto the Skyway cable car terminal.
- “Bus + Skyway” bookings help avoid long queues for Skyway and thus promotes Bus travel.



Further areas for collaboration

- Infrastructure for boarding / de-boarding for private buses.
STU's assets can be effectively utilized with a capex / opex based model.
- Provide good quality rest stops
Partner with the help of Govt agencies and NGO's
- Work with cities to promote Green Technologies.

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Thank you

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