



## BHAVISH AGGARWAL

### FOUNDER

Bhavish completed his graduation from IIT, Bombay with Computer Science as his major.

He co-founded **Ola Cabs** in 2010. Within a span of 4 years, he was listed as the youngest among the richest Indians!

**"Don't take shortcuts while building your company - keep trying for the best."**

### CONTACT DETAILS

 [www.olacabs.com](http://www.olacabs.com)

### ABOUT OLA CABS:

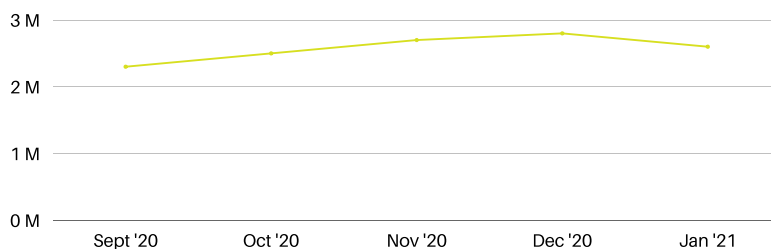
- Founded on December 3, 2010.
- Ola has its headquarters in Bangalore.
- Ola is one of the largest online Taxi services company in India.
- Started from Mumbai, Ola has a network of more than 2 lakh cars operating in more than 85 cities.
- At present Ola has extended its services overseas as well, operating in New Zealand, UK and Australia.

### ANALYTICS:

#### • OLA website rankings:

- **Global**: 22107
- **India**: 1274
- **Category (Travel, tourism)**: #7

#### • OLA traffic overview:



[Source: www.similarweb.com]

## MARKETING STRATEGY

- Collaborated with MakeMyTrip to offer cab rental facilities to their customers.
- Ola has always treated its customers with the top-notch priority. Even their campaigns have customer loyalty as the main objective.
- Collaborating with online giants like TVF to promote and grow.
- Highly active on all social media platforms.
- Efficient digital marketing strategies.

## SUCCESS STRATEGY

- Ola is India's very first online cab rental service.
- The services are well in line with the user base and their demands.
- Efficient marketing strategies created a worthy brand awareness.
- Expanding customer base, thanks to good networking facilities.
- Ola has received good investment over the years.

## OLA BUSINESS MODEL

- Ola receives 15% commission from every ride.
- Ola aspires to grow and expand more in the country to satisfy customer needs.
- They function like a marketplace, like e-commerce giants; only with the objective of cab renting service.
- Any cab owner with a legal license is eligible to work with Ola.
- Aims for a better and wider transportation network across the country.

## OVERVIEW

With time, Ola Cabs has grown and expanded not only in the country but also throughout the world.

Being a home-grown company, it has above 65% market stake in India alone. The revenue accounts to almost 110 million USD as of 2018!

Recently they have launched Ola bikes for people who want to avoid traffic and get the services at a cheaper price. They have always been modifying their plan of action and customer retaining strategies.