

## FOUNDERS

### ▶ RAJESH YABAJI

- Co-founder and CEO of the company
- He is alumnus of IIT, Kharagpur

### ▶ CHANAKYA HRIDAYA

- Completed his Bachelor's as well as his Master's degree from the IIT, Kharagpur in Mechanical and Manufacturing Engineering respectively

### ▶ RAMASUBRAMANIAM B

- Co-founder of the company
- He is the Product Manager at BlackBuck

## WEBSITE



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

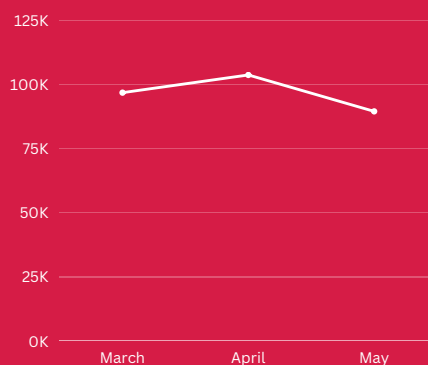


## ABOUT

- It is a logistics technology company that operates an online marketplace for freight transportation.
- It combines data science and logistic services to create a smart supply chain.
- It is founded on April 20, 2015.
- It is headquartered in Bangalore, India.
- They have more than 10000+ shippers and 60000+ fleet operators registered under their platform.
- Around 300000+ trucks are serving thousands of locations around the country.

## ANALYTICS

### • WEBSITE TRAFFIC



### • WEBSITE RANKING

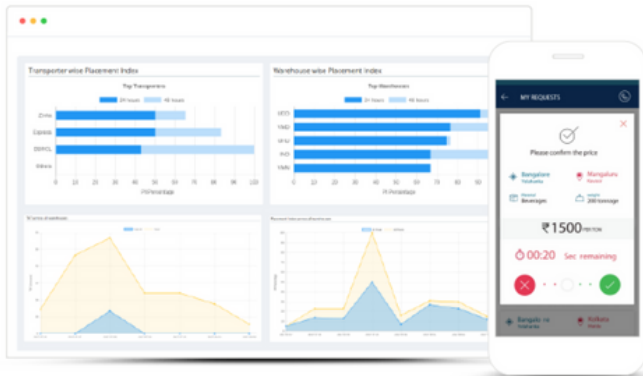
- Global Rank: 671994
- Country Rank: 55703
- Category Rank(Finance):1065

source: similarweb.com

# Tech Integrated Products of BlackBuck

**BlackBuck** serves both the **shippers and fleet operators** with products and services designed for both.

- **For Shippers**



## Our products and services for Shippers

Manage all your shipments on one smart and convenient platform. Locate the available trucks across India without any requirement to make multiple phone calls and monitor your shipment at every mile. Our machine learning algorithms connect you with the most suitable fleet operator at any given point of time depending on your source, destination, material to be shipped and other details.

KNOW MORE

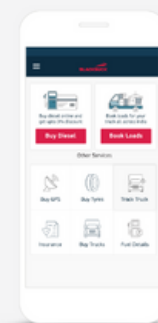
**Overview:** Their machine learning algorithms connect you with the most suitable fleet operator at any given point of time depending on your source, destination, material to be shipped and other details.

- **For Fleet Operators**

## Our products and services for Fleet Operators

Find and book daily loads for your fleet with ease, along with fair and transparent pricing. Attach your trucks with BlackBuck and ensure higher truck utilization that helps you to earn more. An efficient route planning helps optimise time and reduce fuel expenses of your fleet.

KNOW MORE



**Overview:** Operators can find and book daily loads for your fleet with ease, along with fair and transparent pricing.

# BUSINESS MODEL

- The company follows both B2B and B2C business models.
- It generates a huge fraction of its money by charging the customers as well as the truck owners a commission of around 15-20% that depends on the Freight value.
- It charges a fixed rate from its customers for their contract business.
- They generate over 93% of their revenue from contract trucking services.
- It offers its clients telematic services for real-time truck tracking, which continuously keeps an eye on their shipments.
- In Telematic services, they charge a one-time fee for hardware installation, and then a recurring payment for the use of software.
- The loads business is split into two parts
  - one where BlackBuck charges a direct take rate on every transaction, targeted at enterprise customers
  - second one is a subscription business for Small and Medium Enterprises (SMEs)
- It handles the management and distribution of radio frequency identification (RFID) tags and receives a commission for doing so.
- They have also introduced payments for FASTag and they also tie-up with many Petrol product marketers for fuel payments.
- They also have the feature of financing services for truck owners.

# MARKETING STRATEGY



## Online Presence:

- It maintains a strong online presence through its website and social media channels.
- They showcase their services, expertise, and success stories, and engage with their audience through informative content, industry insights, and customer testimonials.



## Content Marketing:

- They publish informative blog posts, whitepapers, and case studies that provide valuable insights and solutions to logistics challenges, positioning themselves as industry experts.
- Creative experiment to leverage various trending formats like- Reels and animated videos to enhance performance marketing.



## Targeted Advertising:

- They utilize targeted advertising campaigns on digital platforms to reach specific audiences, such as logistics professionals, trucking companies, and shippers.
- They leverage data-driven insights to deliver personalized messages and optimize their ad campaigns for maximum effectiveness.



## Personalized Customer Engagement:

- Leveraging Micro-local Influencers and creating performance videos that helped to scale the campaign 2x.
- Multilingual Marketing strategy is used in over 8 languages- including Marathi, Tamil, Kannada, Telugu, Bengali, Hindi, Punjabi, and Gujarati to reach out to the audience in their language and own the market.