



## FOUNDER

### PRANAV GOEL

- He is the Co-founder & CEO of the company
- He has graduated from IIT, Kharagpur

### UTTAM DIGGA

- Co-founder and COO of the company
- He earned his M.Sc from IIT, Kharagpur

### VIKAS CHOUDHARY

- Co-founder and Former CTO of the company
- He completed B.Tech from IIT, Kharagpur

## WEBSITE

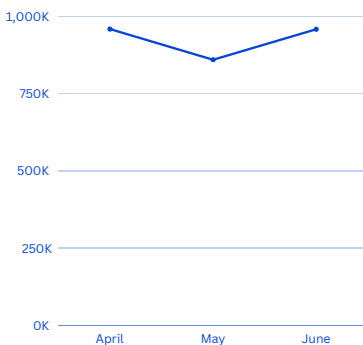
 [porter.in](https://porter.in)

## ABOUT

- It is a **technology-enabled logistics platform** that connects businesses and individuals with **on-demand trucking and logistics services**.
- It was founded by Pranav Goel, Uttam Digga & Vikas Choudhary in 2014.
- The company is headquartered in **Bangalore, Karnataka, India**.
- The company has serviced over 1 crore+ customers across 19+ cities in India.
- More than 5 lakh drivers have registered under the Porter app.

## EXPERIENCE

### Website Traffic



### Website Ranking

- Global Rank: 60298
- Country Rank (US): 4309
- Category Rank (Shipping & Logistics): 14

source: [www.similarweb.com](https://www.similarweb.com)

# SERVICES OF PORTER

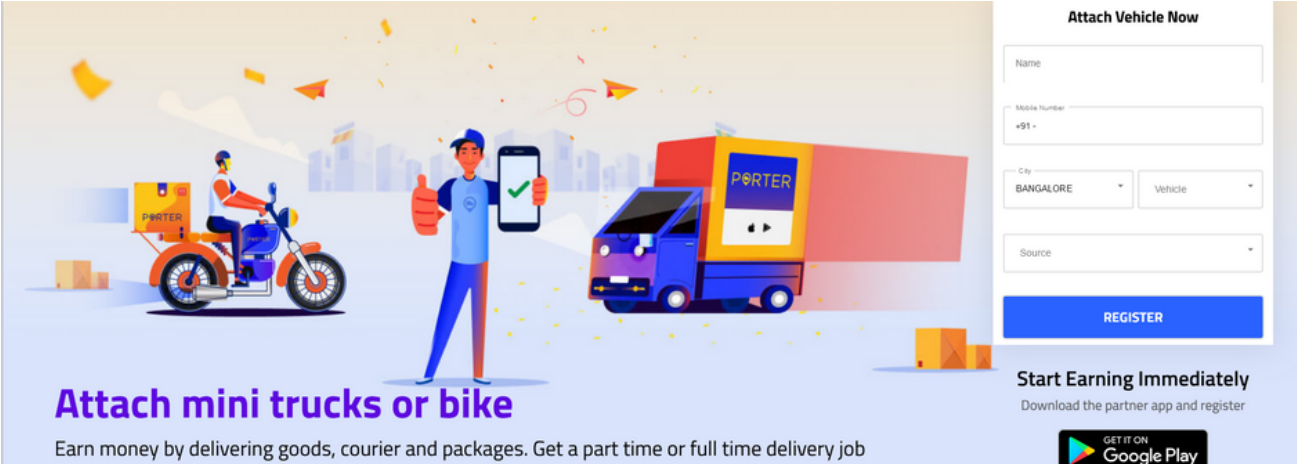
## For Enterprise:



- Porter provides logistic solutions for businesses by providing mini trucks, tempos, and bikes on demand for bulk delivery, business parcel delivery, and bulk courier services for small and medium businesses.
- Truck transport services from Porter aim to take the headache out of the process and get the work done smoothly.
- Porter provides logistic & delivery services for both **b2b & b2c** sectors.
- Porter offers **on-demand logistic services** and provides transport services for single as well as multiple consignments.
- The process is simple: Choose the vehicle you require, set your pick-up and drop location, choose multiple drop locations, and pay for only a one-way trip.
- It also helps in **tracking live orders, adding multiple waypoints, can add receiver details, making online payments, activate voice recognition feature with a feasible user-friendly app** for all types of customers.

# SERVICES OF PORTER

## For Delivery Partners:



The banner features an illustration of a Porter delivery partner on a blue and orange motorcycle, a person holding a smartphone with a green checkmark, and a red and blue Porter mini truck. The background is light blue with yellow confetti. On the right, there is a registration form titled 'Attach Vehicle Now' with fields for Name, Mobile Number (with a +91 prefix), City (set to BANGALORE), Vehicle, and Source. A blue 'REGISTER' button is at the bottom of the form. Below the form, it says 'Start Earning Immediately' and 'Download the partner app and register' with a 'GET IT ON Google Play' button.

**Attach mini trucks or bike**

Earn money by delivering goods, courier and packages. Get a part time or full time delivery job

**Attach Vehicle Now**

Name

Mobile Number  +91 -

City  BANGALORE  Vehicle

Source

**REGISTER**

**Start Earning Immediately**  
Download the partner app and register

GET IT ON  
**Google Play**

- Porter provides an Uber-like facility for vehicle drivers.
- Anyone who has a mini truck, bike, or any goods vehicle can register in the Porter app and get delivery rides across the city.
- If you have multiple vehicles or if you are a fleet owner then Porter offers to partner with your business to help keep track of your vehicle fleet and optimize their efficiency.
- The process is simple for vehicle owners: Download the Porter Partner Driver App, Register with Porter, and submit all your documents within the app, once the documents are verified do a dummy order, and then you are good to go.
- It helps the delivery partners in Hassle Free Navigation, Standard Rates (No more bargaining), No more waiting on the stand.

## BUSINESS MODEL

- Porter helps companies with last-mile & first-mile deliveries.
- Porter has a subscription-based as well as an on-demand revenue model.
- It earns 70% of its revenue **through the on-demand model**.
- Under the on-demand model, it charges base fare, per kilometer charge, and time charge, earning 20% commission on every trip.
- It has introduced per-minute pricing. so the customer takes less time and that allows the driver to take multiple trips
- Its clients include e-commerce players such as Amazon, Delhivery, Myntra, and Furlenco.
- In the FMCG space, it has ITC, and in logistics, GATI and DHL are among its clients.

## INDUSTRIES THEY SERVE

- Electronics & Appliances
- Chemical & Pharmaceuticals
- Courier & Logistics
- F&Vs and Processed Foods
- Furnitures
- Construction Materials
- E-Commerce
- FMCG

## MARKETING STRATEGY

### ⇒ Targeted Digital Advertising:

- Porter utilizes various digital advertising channels, such as **search engine advertising (Google Ads), display advertising, and social media advertising**, to reach its target audience.

### ⇒ Content Marketing:

- They create blog posts, whitepapers, case studies, and industry reports that cover topics like **fleet management, compliance, and industry trends**.

### ⇒ Brand Campaigns

- They have launched their Brand Campaign '*Delivery Hai? Ho Jayega*', '*Heroes of Ho Jayega*'.
- The campaign showcases the experience of the consumers using the brand service to send anything, anywhere, anytime with just two words of assurance 'Ho Jayega'.

### ⇒ Social Media Marketing:

- It maintains an active presence on social media platforms like **LinkedIn, Twitter, Facebook, and YouTube**.
- The company shares Funny memes, Industry trends, Catchy lines, and Reels to showcase its brand presence.

### ⇒ Customer Success and Testimonials:

- It highlights **customer success stories and testimonials** to demonstrate the value and effectiveness of its solutions.