

Extensive fleet

Extensive fleet

Quality car maintenance

Variety car accessories

Efficient, experienced chauffeurs

Quality car maintenance

Transparent pricing policy

Efficient, experienced chauffeurs

Smartly turned out trained chauffeurs

Transparent pricing policy

Personalized service

Personalized service

Variety car accessories

Independence

No Hidden Costs

Cost Effective

Road Assistance

Wide Range of Cars

Independence

No Hidden Costs

Cost Effective

Easy Processing

Wide Range of Cars

Inter-city Rentals

Easy Processing

Weekend Rentals

Inter-city Rentals

Road Assistance

Weekend Rentals

Smartly turned out trained chauffeurs

Road Assistance

Accident Coverage

Accident Coverage

Rental Options

Rental Options

**Entrepreneurship and  
everyday innovation  
March 18, 2012**



carzonrent

## ▶ Entrepreneurial journey



- Hindustan Motors-auto industry-learning from drivers/small operators
- International Travel House-Car Rental-India potential-global learning
- Industry potential-entrepreneurial opportunity-Carzonrent born in 2000
- Hertz relationship-Opportunity to build an Indian brand-Carzonrent/Easy Cabs
- Start-30 cars/3 cities/corporate CD/20 employees/INR 20 lakh
- Now-6500 cars/13 cities/38 units/CD/ Limo/ Airport/ SD/ Radio cabs/Operating lease/18000 trips daily/60 lakh trips last year/700 employees/2500 lakh per month

## ▶ Some of the Innovations at Carzonrent



- **Business model Innovations:**
  - Driver cum Owner-Partnership model for business operations
  - Partnership model with local operators
  - Point to point service intra city service/Pay per usage inter city services
- **Technology based innovations:**
  - Carzonrent /Easycabs on facebook
  - Easycabs Mobile application for all platforms/ tag to download application on smartphones
  - Cab Tracking on the Mobile application
  - Traffic Information on the mobile application
  - Integration with Travel Portals.
  - Modules for easy access to corporates
  - Online authentication and payment
  - In-cab payment
  - Business Intelligence frameworks allowing constant analytics and statistics based innovation
  - Direct2Chauffeur
- **Business alliances:**
  - Credit card companies/Airlines/Online travel portals
  - Media entities

# ▶ Carzonrent on facebook



Carzonrent India Pvt.Ltd

Timeline

Now

Highlights

✓ Liked

Admin Panel

**FOLLOW YOUR HEART  
AND MAKE YOUR HOLIDAYS  
EASY WITH  
CARZONRENT**



Change Cover



**Carzonrent India Pvt.Ltd**

97 likes · 30 talking about this

✓ Liked

Message



Travel/Leisure

Carzonrent (India) Pvt. Ltd. (CIPL) is India's # 1 personal ground transportation service. Call: (011)4184 1212 Email: reserve@carzonrent.com



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March

2012

2011

2010

Joined Facebook



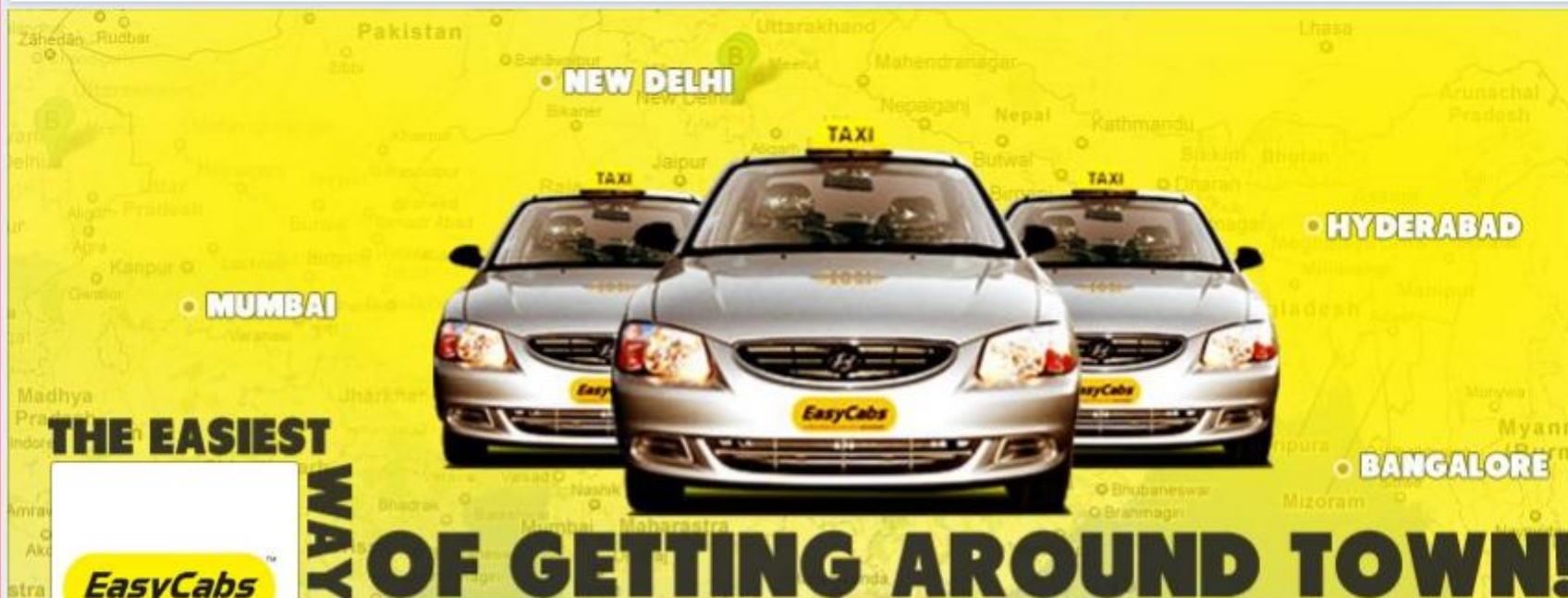
# ▶ Easycabs on facebook



EasyCabs | Easycabs | Timeline ▾ | Now ▾ | Highlights ▾

✓ Liked

Admin Panel



Now

March

2012

2011

2010

Joined Facebook



**Easycabs**

51 likes · 9 talking about this

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Message



Travel/Leisure

India's #1 Radio Taxi Service. Call: 43434343 Services available in Delhi,Bangalore,Hyderabad and Mumbai.



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About

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# ▶ Tag to download mobile application on smartphones



**WHY CALL AND WAIT WHEN YOU  
CAN BOOK IN A FEW CLICKS.**

Now Blackberry, Android or Nokia Smartphone users just need to download our application for an easier way.



Point your phone camera at the graphic and download the application.



A Radio Taxi service from carzonrent

For feedback/suggestions on our service, please write to [feedbackdel@easycabs.com](mailto:feedbackdel@easycabs.com) or call 011-43434343

## ▶ Future trends in innovation



- **Access to assets will be replacing ownership of assets:** While the earlier trend was to own assets, the new trend is only to have access to assets and use them. Even in the car rental industry, self drive and car sharing concepts are becoming very popular.
- **The tradeoff between reach and richness will continually diminish:** It is a classic truth of information technology that for a message to reach a lot of people, it has to be stripped of a great deal of rich contextual information. We will increasingly see companies develop technologies that can help re-enrich far-flung communications..
- **Mass markets will be micro-fragmenting:** More and more, markets and market segments will shatter, making life very difficult for companies accustomed to dealing with mass or blockbuster markets. That means, in turn, that companies must profit by serving niches rather than broad markets. This fracturing of mass markets will favor companies that can sense customers' particular desires and tailor production accordingly.
- **Oblique competition will become ubiquitous:** A company's most important competitors may not even be in the same industry. Who would have imagined that telecom companies would be competing with banks and credit card issuers for consumer payment streams? This expands the range of what a typical strategist will have to pay attention to.

Thank you