GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS

CHALLENGES AND OPPORTUNITIES OF MOBILITY AS A SERVICE IN INDIAN CITIES

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15th Urban Mobility India Conference & Expo2022

OUTLINE

- **MaaS Globally : Latest Development and Business Evolution**
- **Challenges and Opportunities in Indian Cities : Stakeholders Consultation Fundings**
- **Suggested Framework for MaaS in Indian Context**

MAAS PROJECT UNDERSTANDING

We have conducted Multiple stakeholder's consultations with transport authorities globally on how do they see MaaS Project implementation.

MAAS MARKET

MaaS market is expected to grow from $3.3 Billion in 2021 to $40.1 Billion in 2030

The key market is forecasted to be developing countries in Asia – Oceania Region with strong growth potential in China, India, Australia and Singapore

Currently the market is dominated by not more than ten companies and startup originated mainly from Europe

Source MarketandMarket Forecast

NEW PROJECT LAUNCHES IN MAAS

RMV in Germany launches new MaaS application RMVgo. Focus on intermodal transport

The Rhein-Main-Verkehrsverbund (RMV) has launched a new app on October 17th, 20
technology from Hacon. The mobile app "RMVgo" is an expandable MaaS solution with
planner, optional ticket purchase and various traffic information. Hacon MaaS app for
"RMVgo" is precisely tailored to the multimodal and intermodal transport concept of t

New MaaS platform to launch in 27 Spanish cities

12 August 2021
by Christopher Carey

Spain's national railway operator **Renfe** has awarded tech firms Siemens Mobility and Everis a five-year contract to develop a countrywide mobility-as-a-service (MaaS) platform.

The digital platform will integrate transport modes including train, bike, metro, bus, car-sharing and e-scooter services, enabling passengers to identify and book the option that best suits their needs.

na, Madrid, Bilbao,

Toyota's Kinto launches new MaaS project in UK

Toyota | MaaS

Toyota's mobility brand, Kinto, has launched a new Mobility as a Service trial in the English city of Derby.

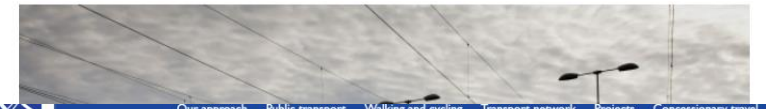
The app-based 'DerbyGo by Kinto' allows users to plan, book and pay for journeys via their smartphone. One of its key objectives is to reduce the number of car journeys in the city, easing congestion, improving air quality and reducing the city's carbon emissions.

Initially, DerbyGo includes bus and train services, and will target Derby's 10,000-strong student

SkedGo launches its fifth Australian MaaS project

Vy launches Scandinavian-wide MaaS project

VY, formerly Norwegian State Railways (NSB), has awarded SkedGo a contract to develop a new Mobility as a Service (MaaS) journey planner for the Scandinavian region.



TRANSPORT SCOTLAND
CÒMHDHAIL ALBA

Our approach | Public transport | Walking and cycling | Transport network | Projects | Concessionary travel

Home > Our approach > Mobility as a Service

MaaS Investment Fund - Mobility as a Service

1. Overview
2. Criteria
3. Funding
4. Stakeholder engagement
5. Projects

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MAAS A CHANGING BUSINESS MODEL

Pioneering MaaS Start-Up Seeks Buyer, New Investors as Cash Crunch Worsens

Finland-based MaaS Global has solicited offers from major mobility companies as it pursues options to stay afloat.

Exclusive Dan Balaban September 2, 2022 MaaS MaaS Global

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TYPICAL MAAS MODEL

Seamless Travel across various modes

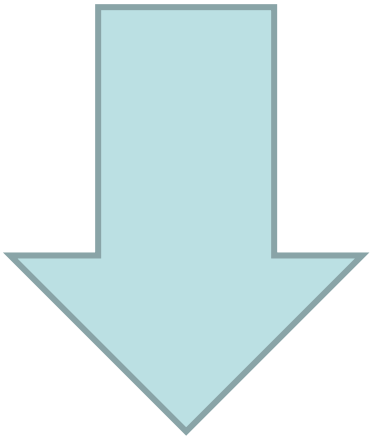
Integrated discovery, booking, ticketing and reporting platform

Typical MaaS Solution Coverage

MaaS Platform

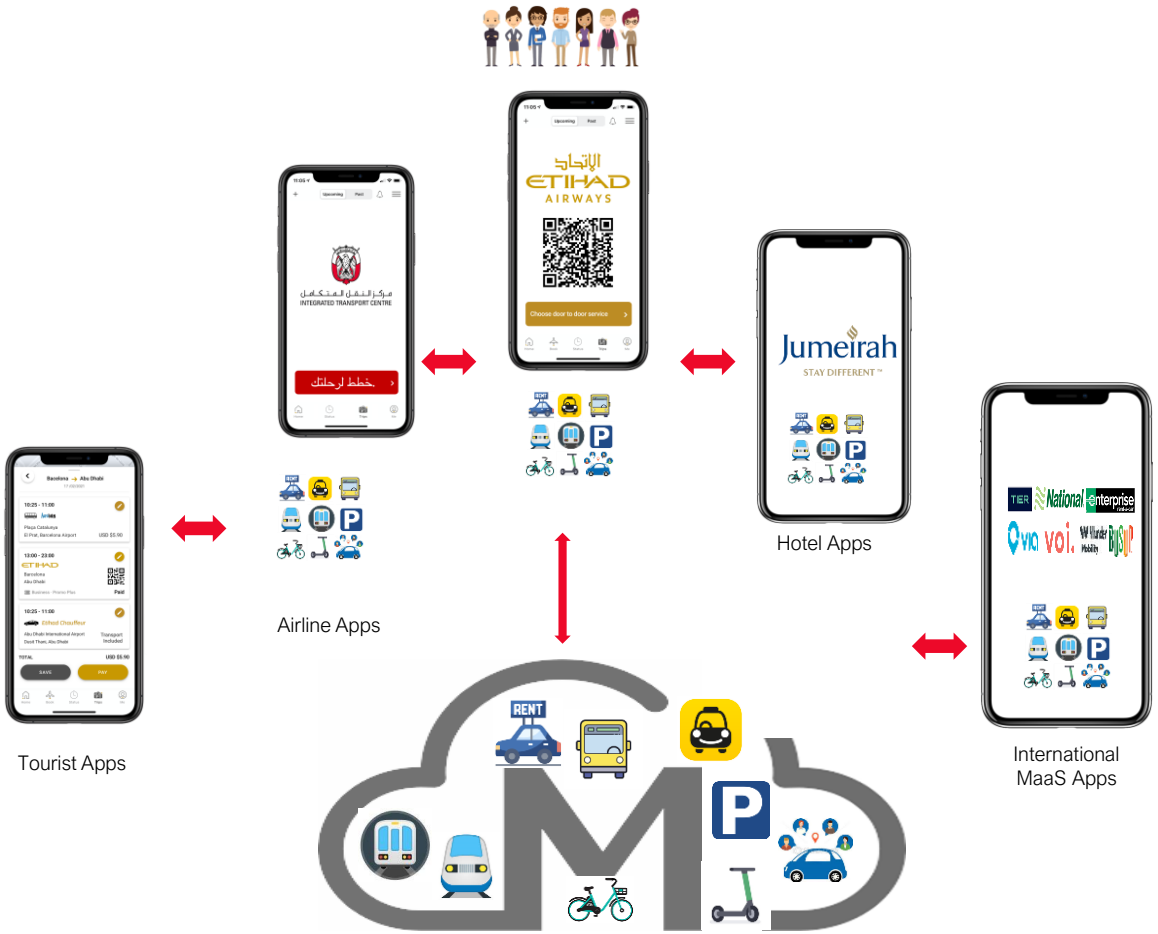
MAAS A CHANGING BUSINESS MODEL

MOBILITY SERVICE



+ MOBILITY SERVICE

INTEGRATED MARKETPLACE MODEL



MAAS PROJECTS : INDIAN PERSPECTIVE

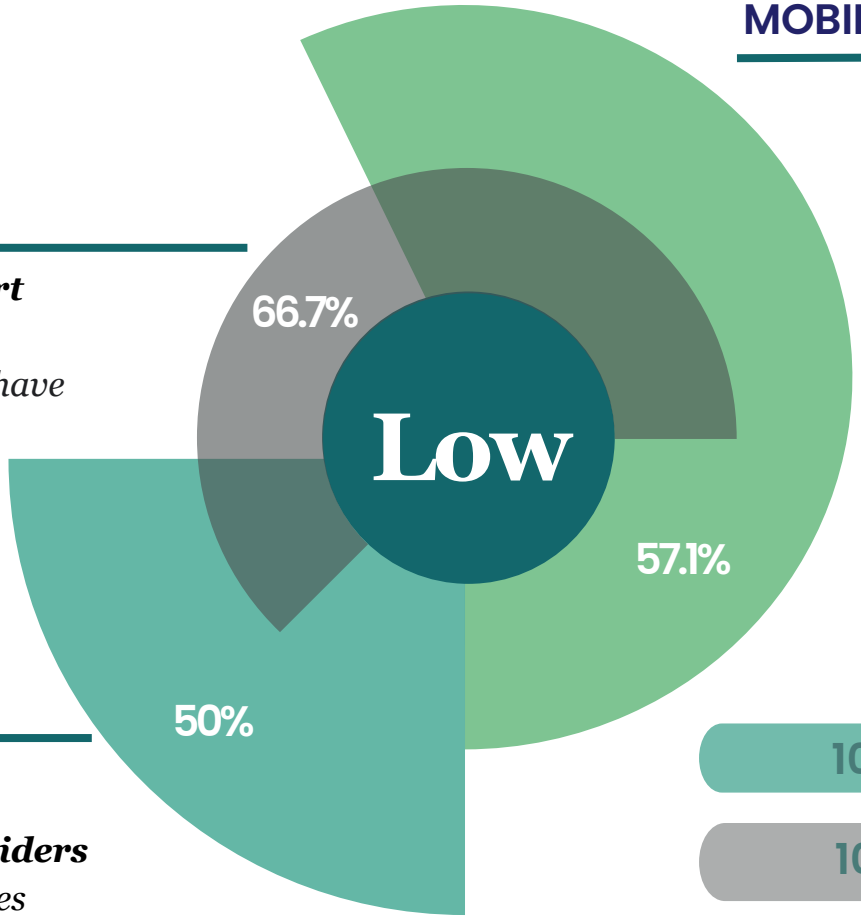
MaaS Readiness of Indian Cities ?

MOBILITY EXPERT

***57.1 %** of the **Mobility sector experts** believe that Indian cities need to take certain steps to move to MaaS.*

PRIVATE TSP

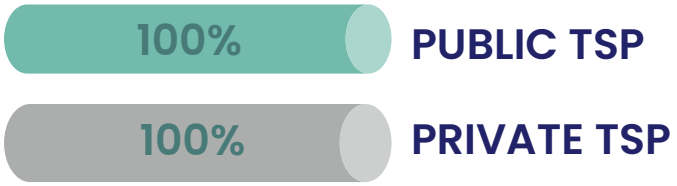
***66.7% of private transport service** provider consider that currently Indian cities have low level of **MaaS**.*



PUBLIC TSP

***50 % percent of public Transport Service Providers** were **uncertain** about cities preparedness for MaaS .*

WILLINGNESS TO BE ASSOCIATED



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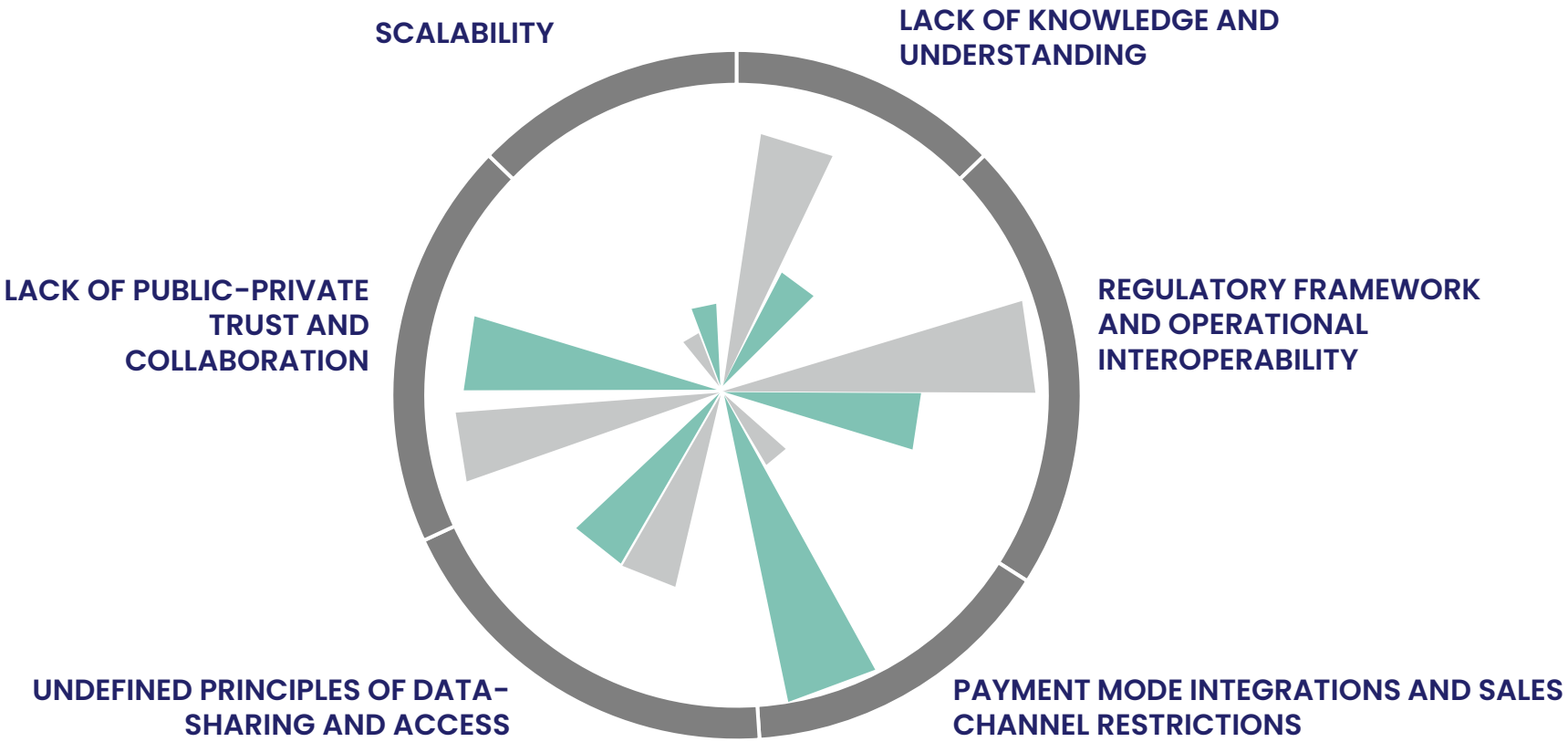
MAAS PROJECTS : INDIAN PERSPECTIVE

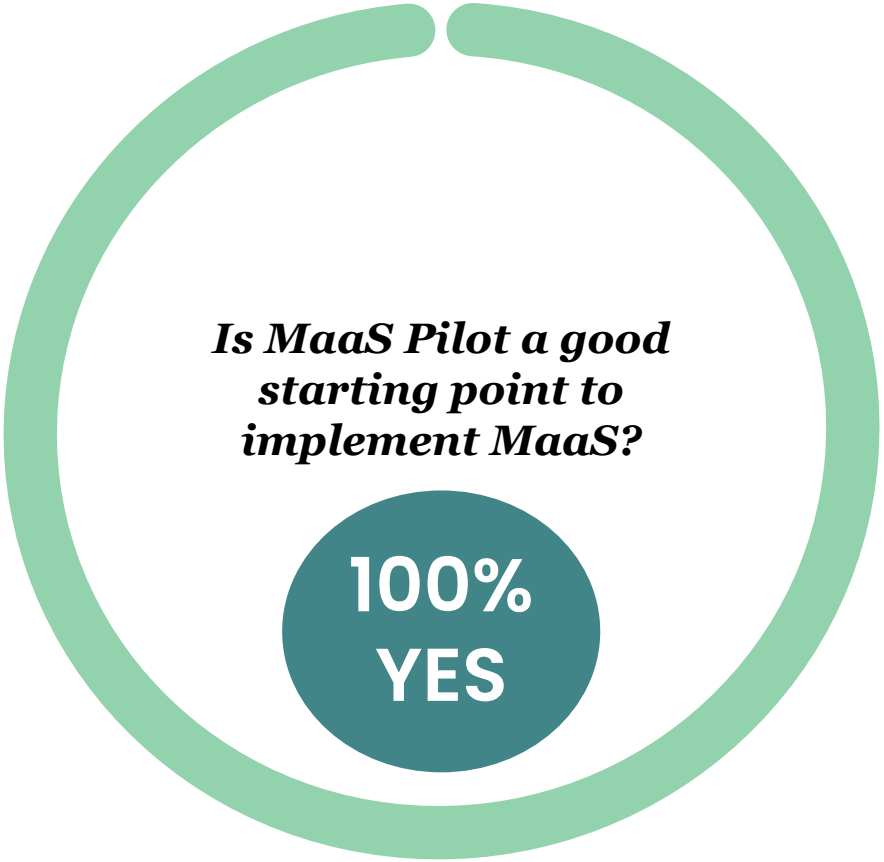
The key challenges for MaaS implementation

MAAS PROJECTS : INDIAN PERSPECTIVE

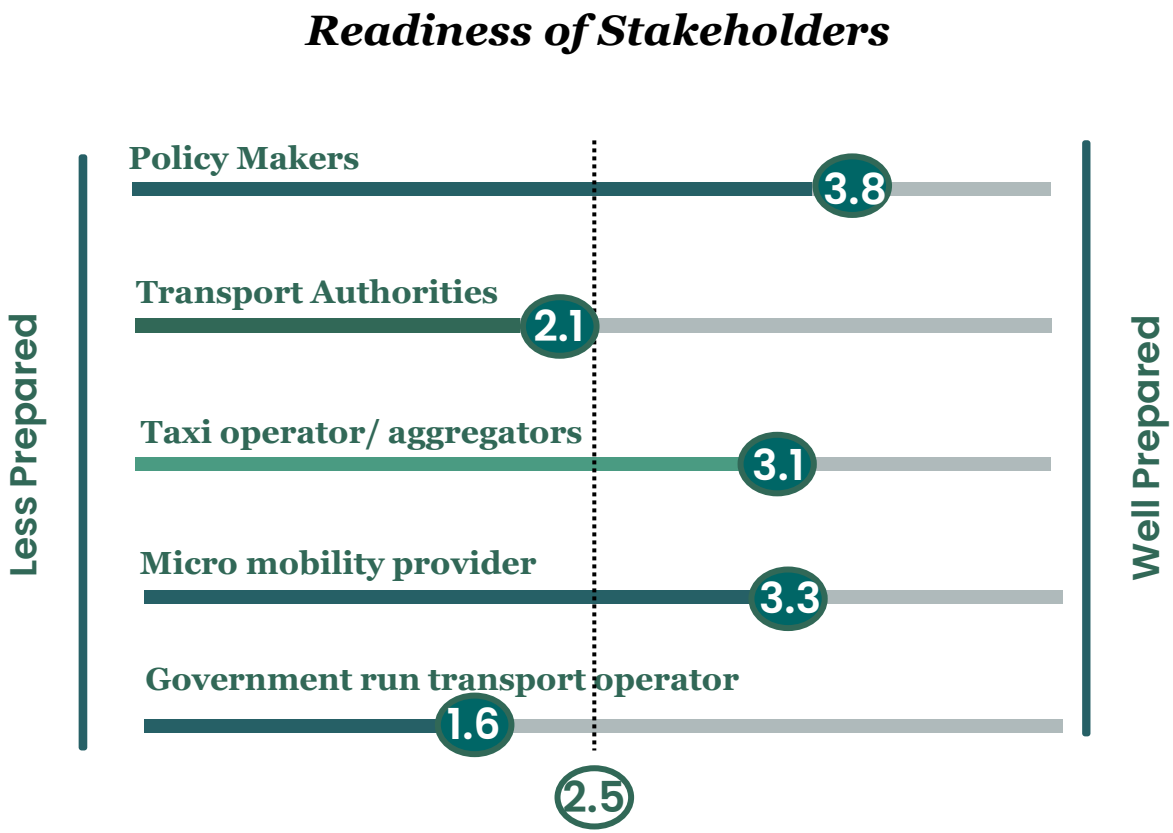
What do you think are the major barriers for MaaS in Indian Context?



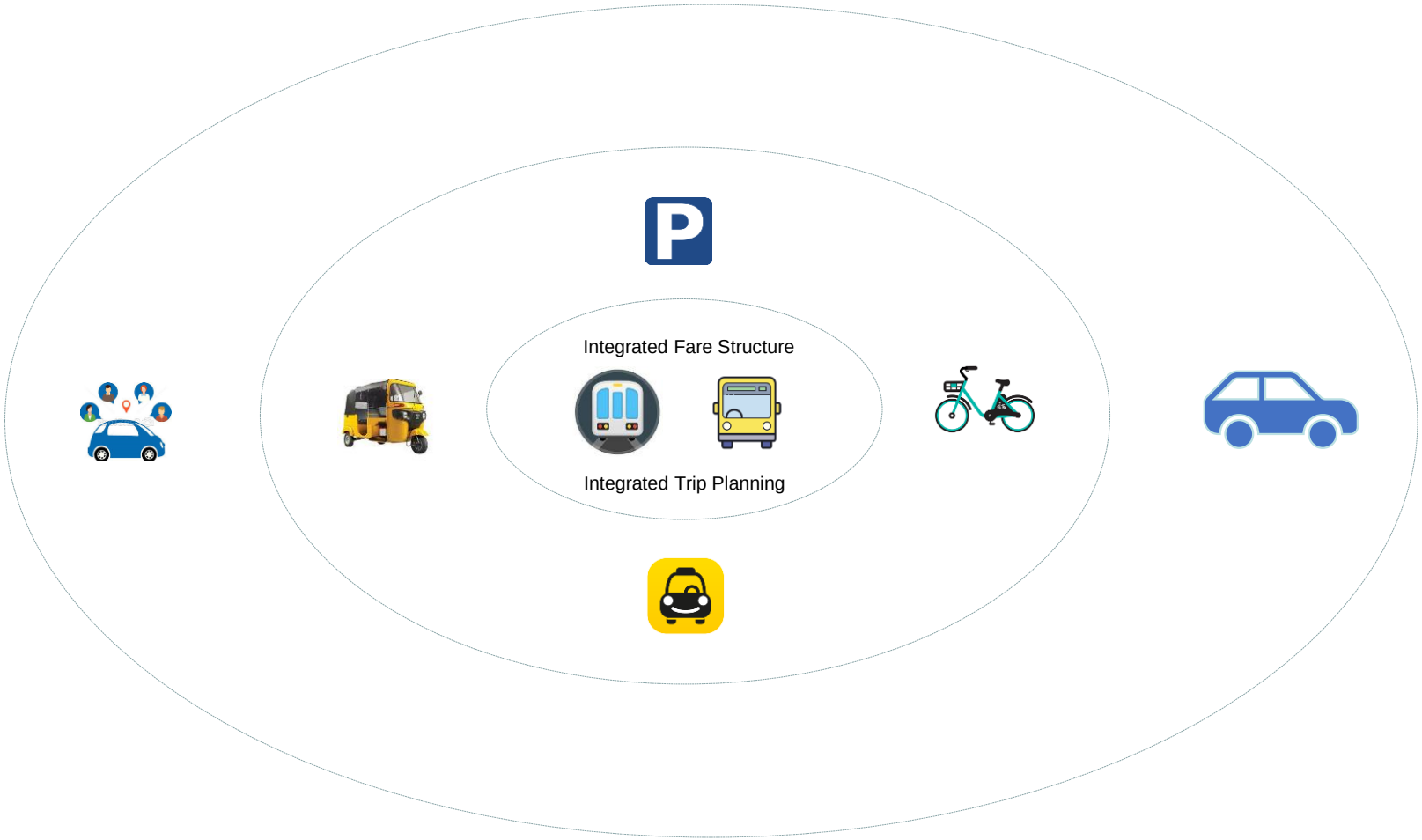
MAAS PROJECTS : INDIAN PERSPECTIVE



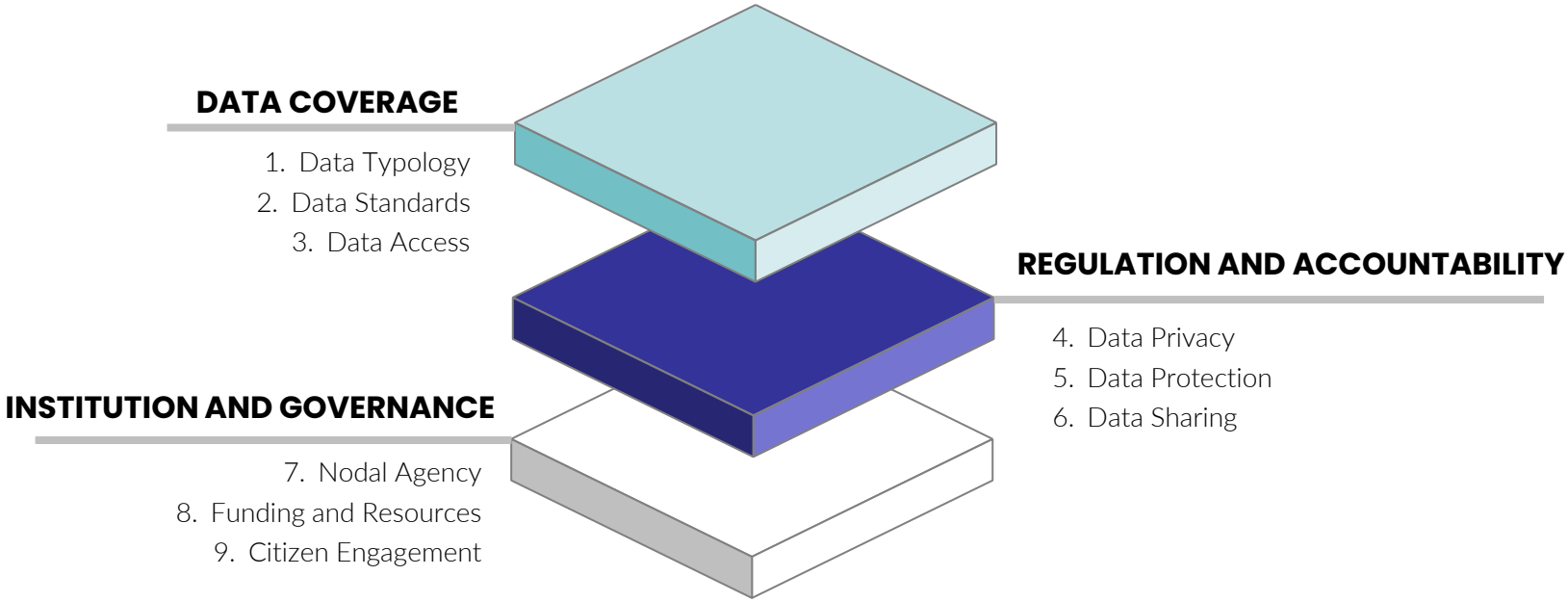
MAAS PROJECTS : INDIAN PERSPECTIVE



PROPOSED APPROACH FOR INDIAN CITIES



NEXT STEP : OPEN MOBILITY DATA POLICY



GIZ has launched a MaaS toolkit for Indian Cities and one of the product is proposed structure of an open mobility data policy. This policy document identifies 40 Policy measures across 9 Policy Areas

www.maastoolkit.org