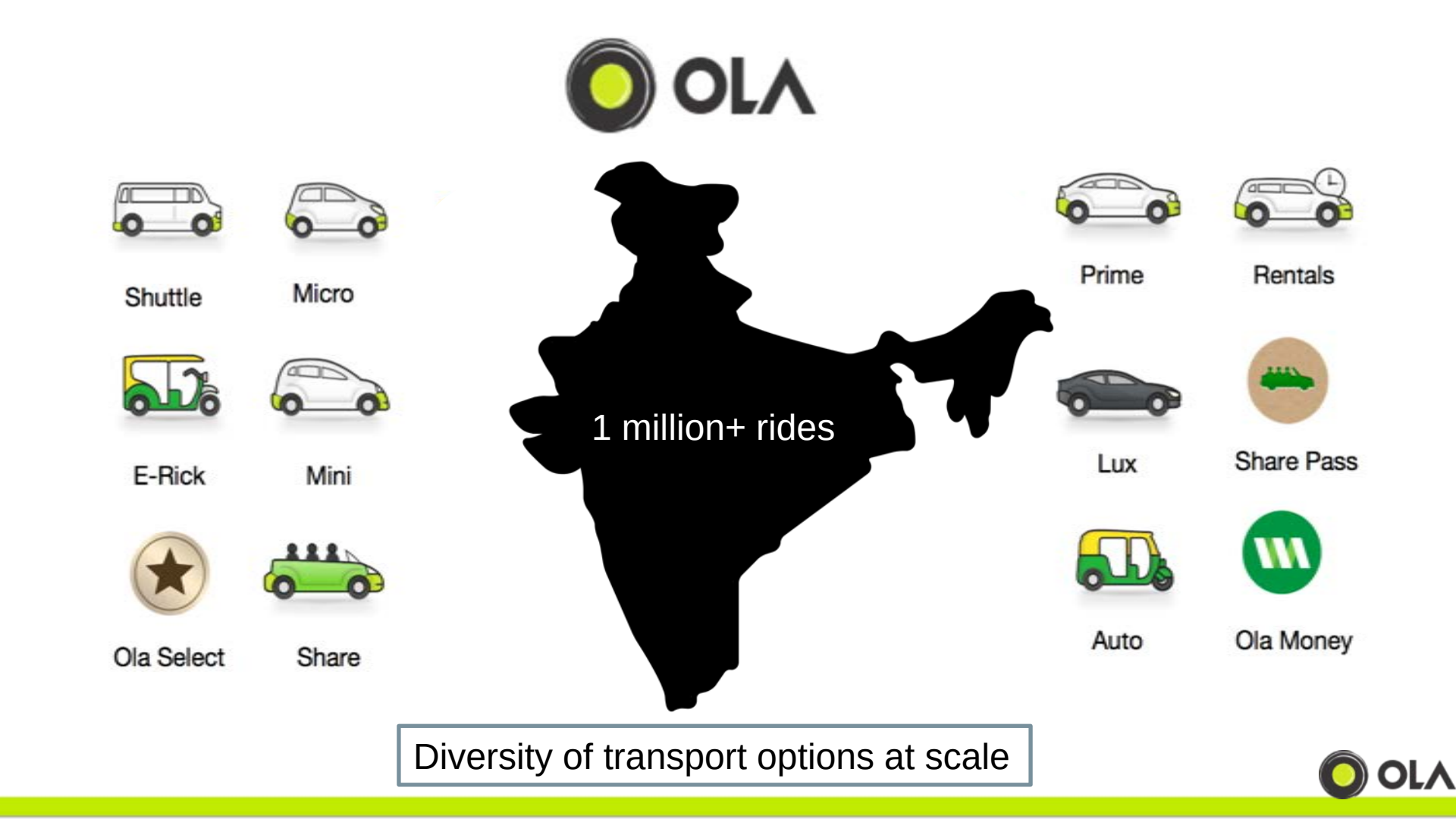
Mobility Management in Mega Cities using Shared Mobility Options

About Ola

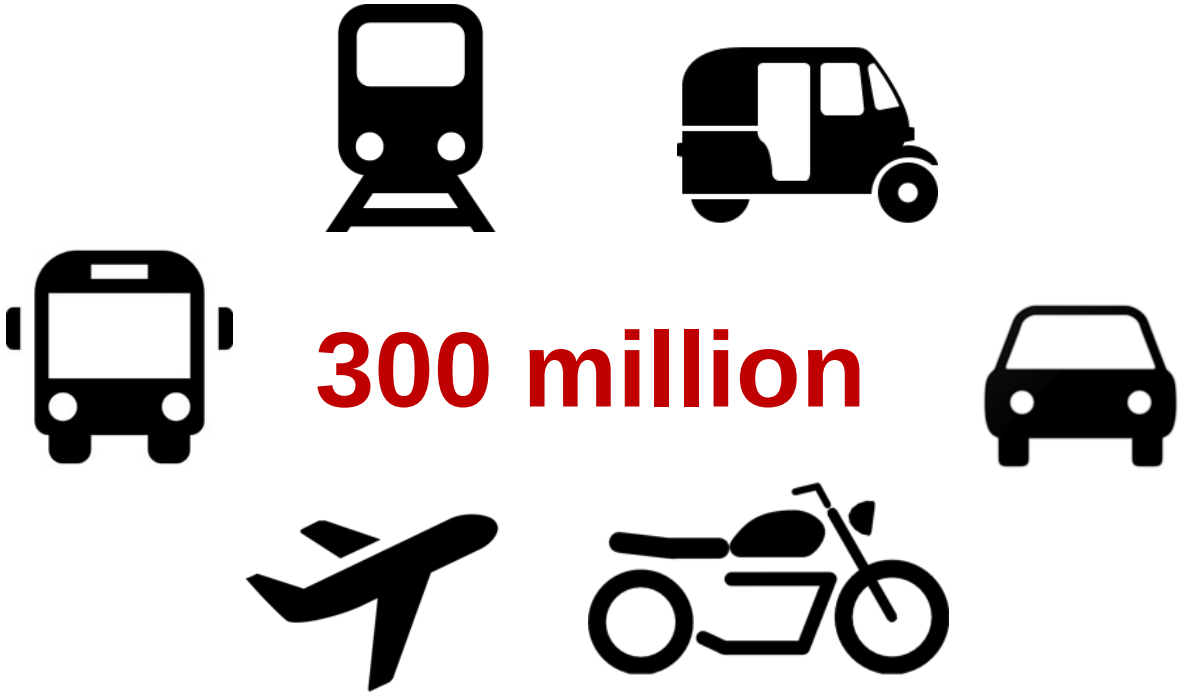
Mobility for a billion Indians

- Founded in Jan 2011
- India's most popular transportation app
- Presence in 110+ cities
- Over 800k vehicles + 900k driver partners
- Average 3 min ETAs across the country
- 6000+ employees
- Used by over a million customers everyday!



Diversity of transport options at scale

Mobility ecosystem in India



Share and Public Transport are **NECESSARY**

Number of Cars per 1000 people

United States of America

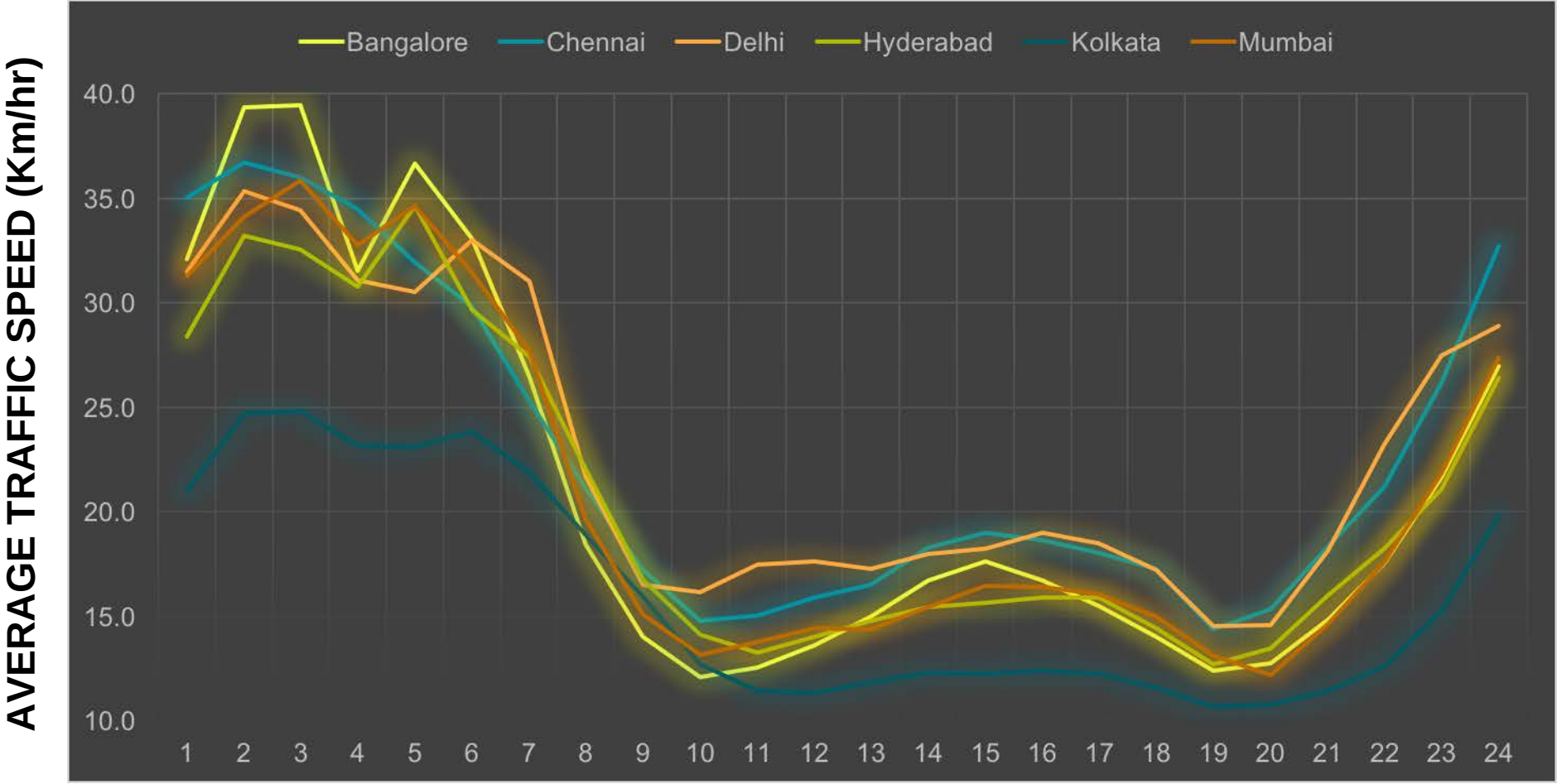
People's Republic of China

India

Rethinking Mobility : **An URGENT need**

60 million minutes a day in traffic

10 of 20 most polluted cities in the world are in India.


Bangalore
Chennai
Delhi
Hyderabad
Kolkata
Mumbai
AVERAGE TRAFFIC SPEED (Km/hr)
40.0
35.0
30.0
25.0
20.0
15.0
10.0
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
HOUR-of-DAY

Why Fleet Management is a Complex Problem?

- URL’s don’t disappear once retrieved!
- Cabs disappear once allocated!

- Products don’t rate/deny a customer
- Drivers do rate/can cancel a customer request

- Doctors don’t change location after each appointment
- Cabs appear at different location/time after each ride!

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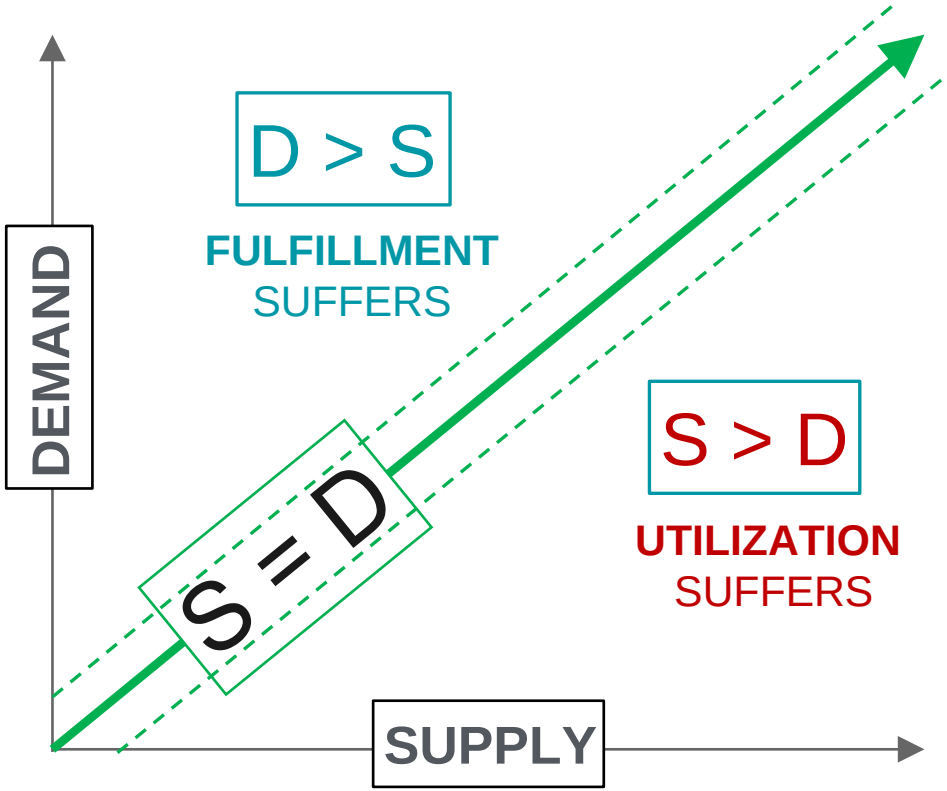
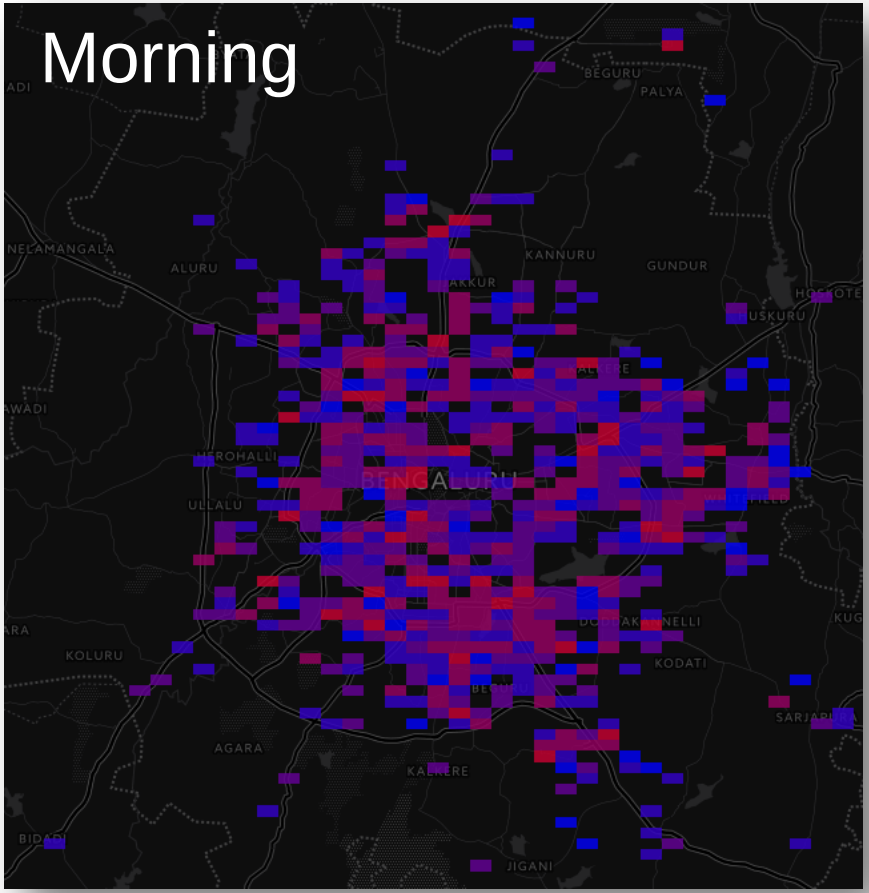
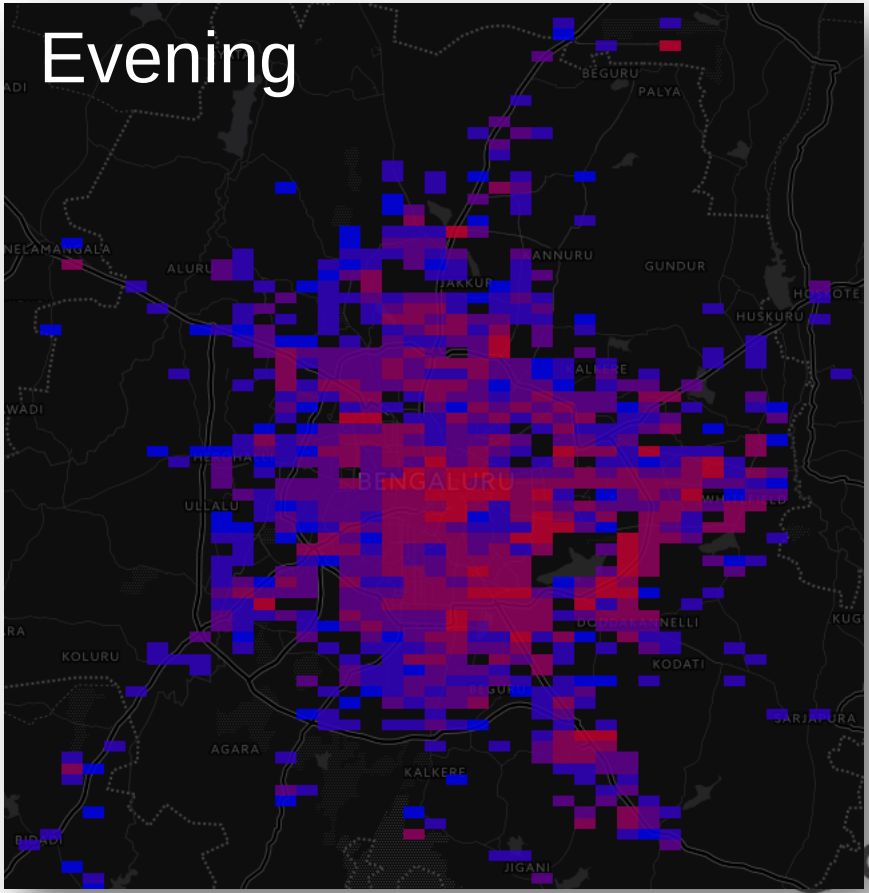
Mobility in a Nut-Shell

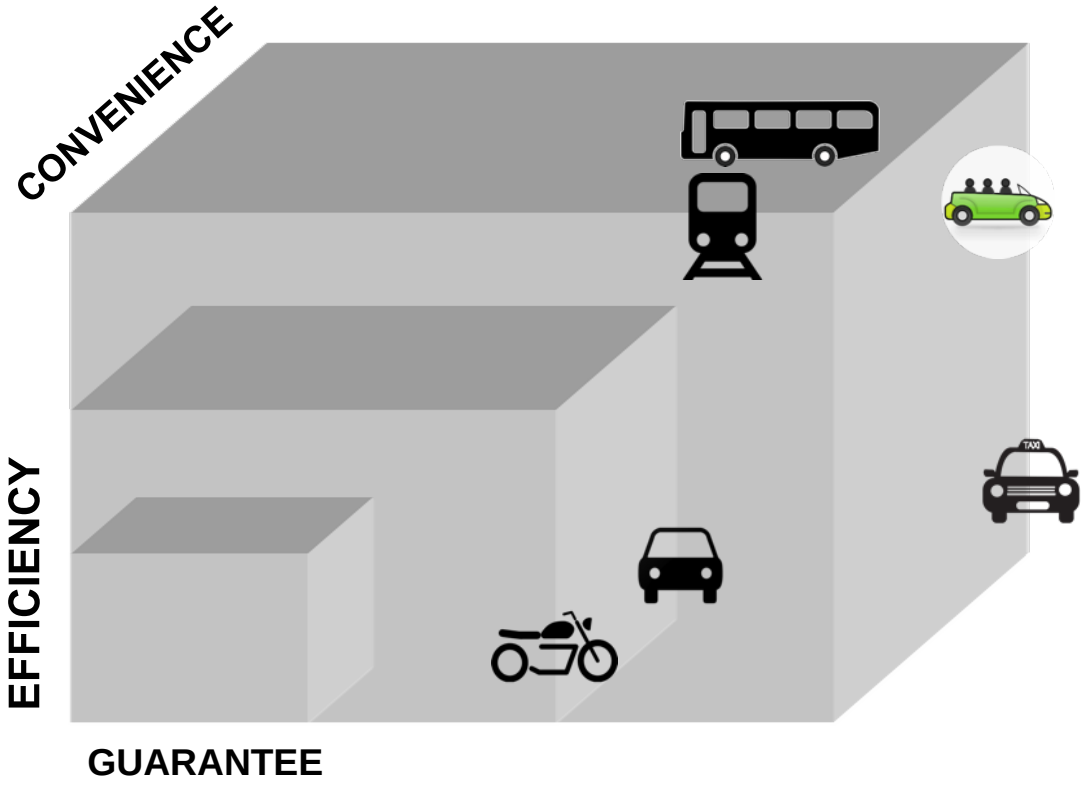


Dynamic Nature of Demand Patterns





The Anatomy of Ground Mobility



Point-to-Point SHARE

Route-based SHARE

Random SHARE

SHARE Routing

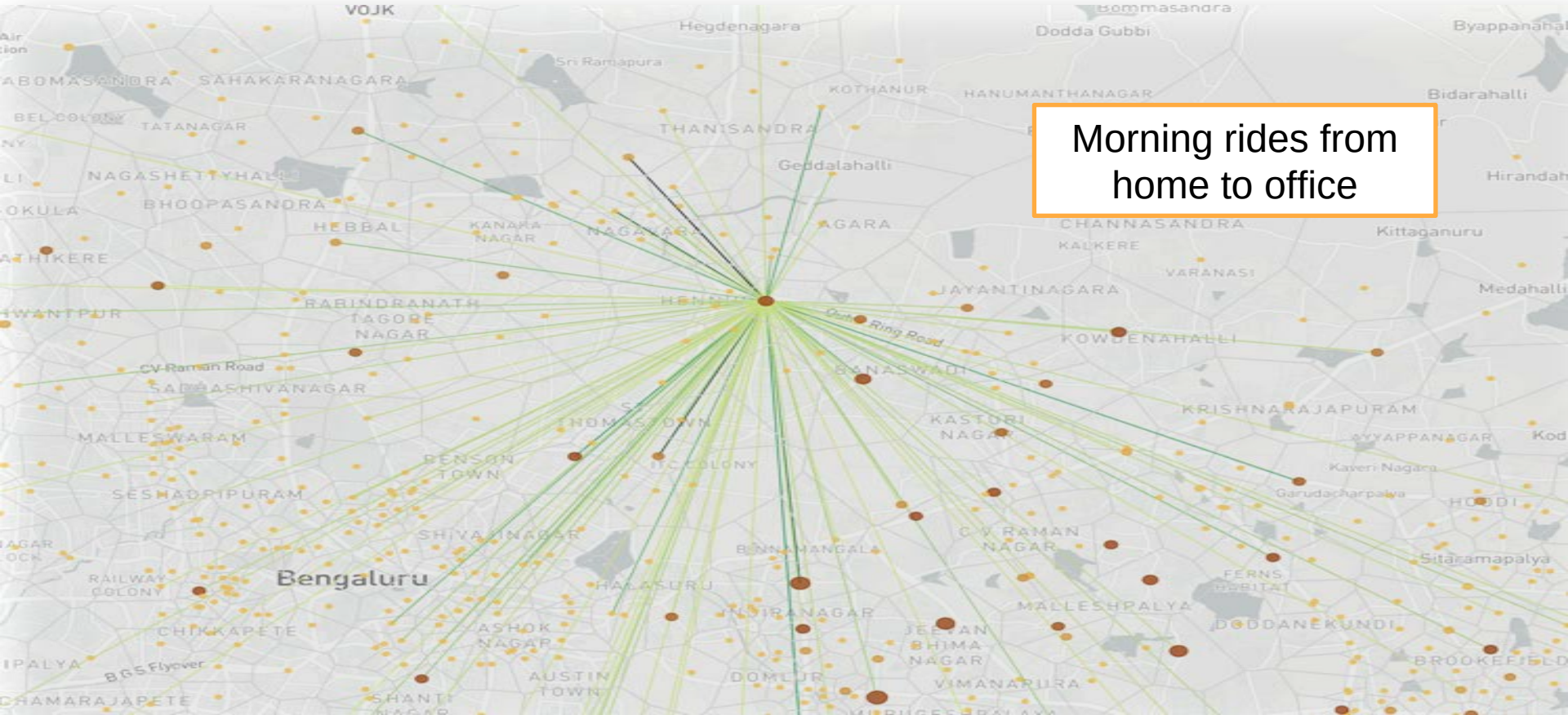
Point-to-Point Share: Cities are becoming Clustered

Clustered **HOMES**

Clustered **WORK**

(1) Point-to-Point Shares

No Detours. No Wait time. Shortest Route. Maximum Occupancy.



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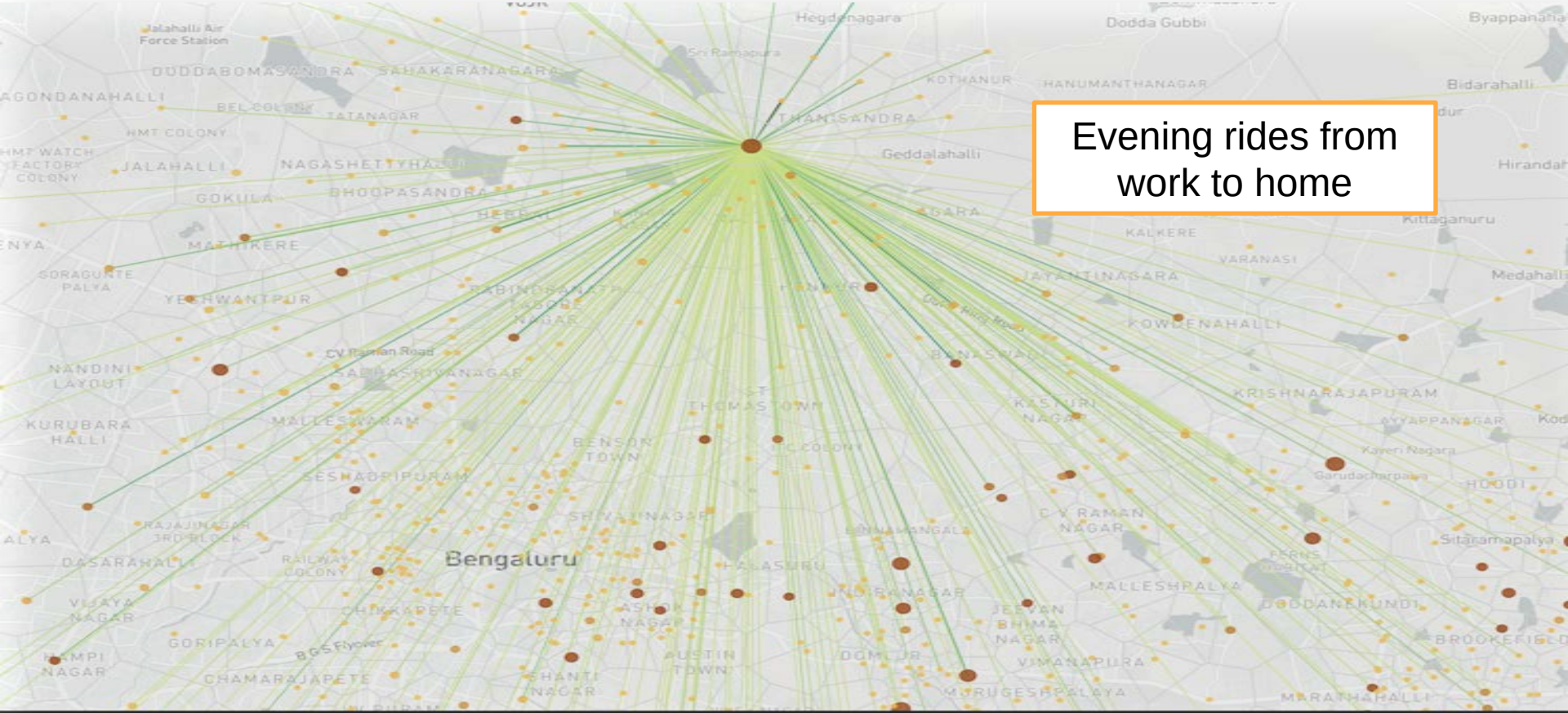
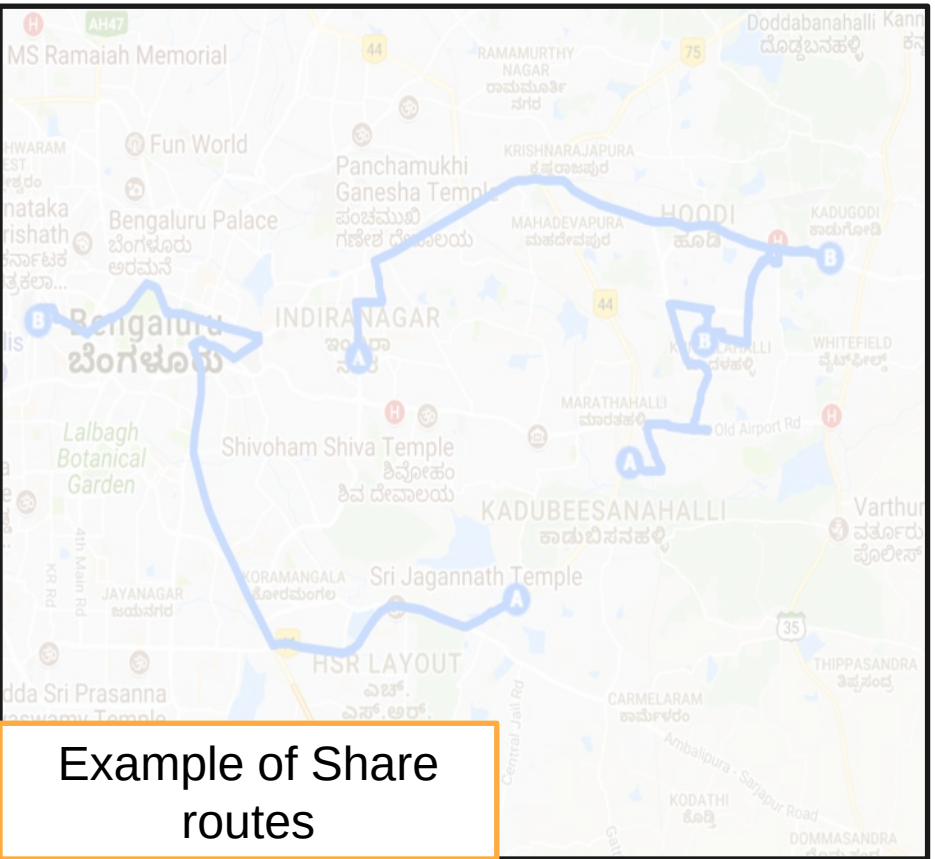
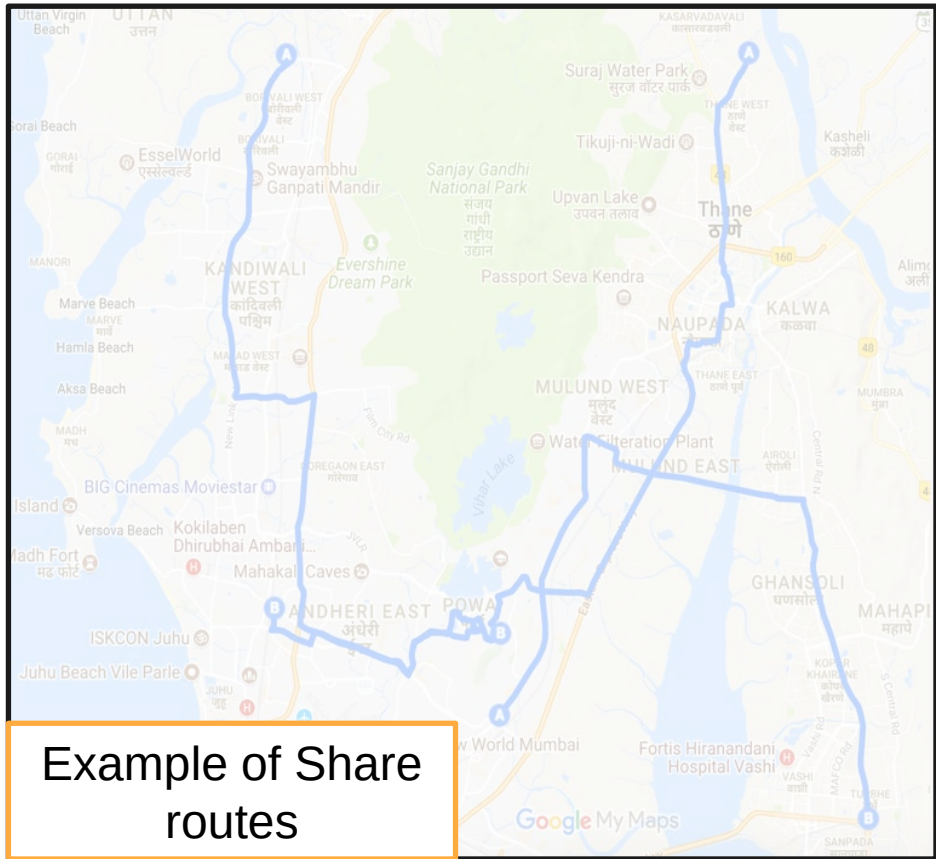


(2) Route Based Shares

Discovering popular routes from data of Shared cabs



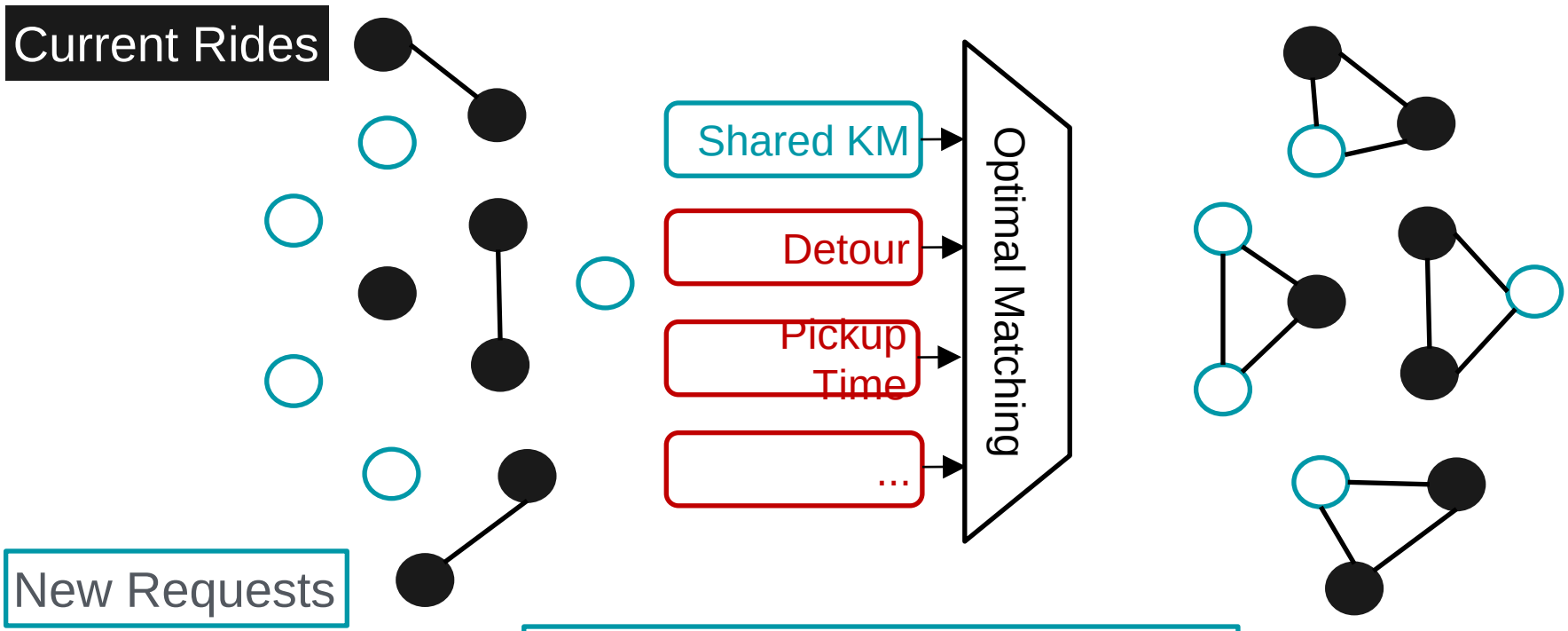
Example of Share routes



Example of Share routes

(3) Asynchronous Shares

Large Scale. Real-Time. Multi-objective Optimization Problem.



EVERY MINUTE : THROUGHOUT THE CITY

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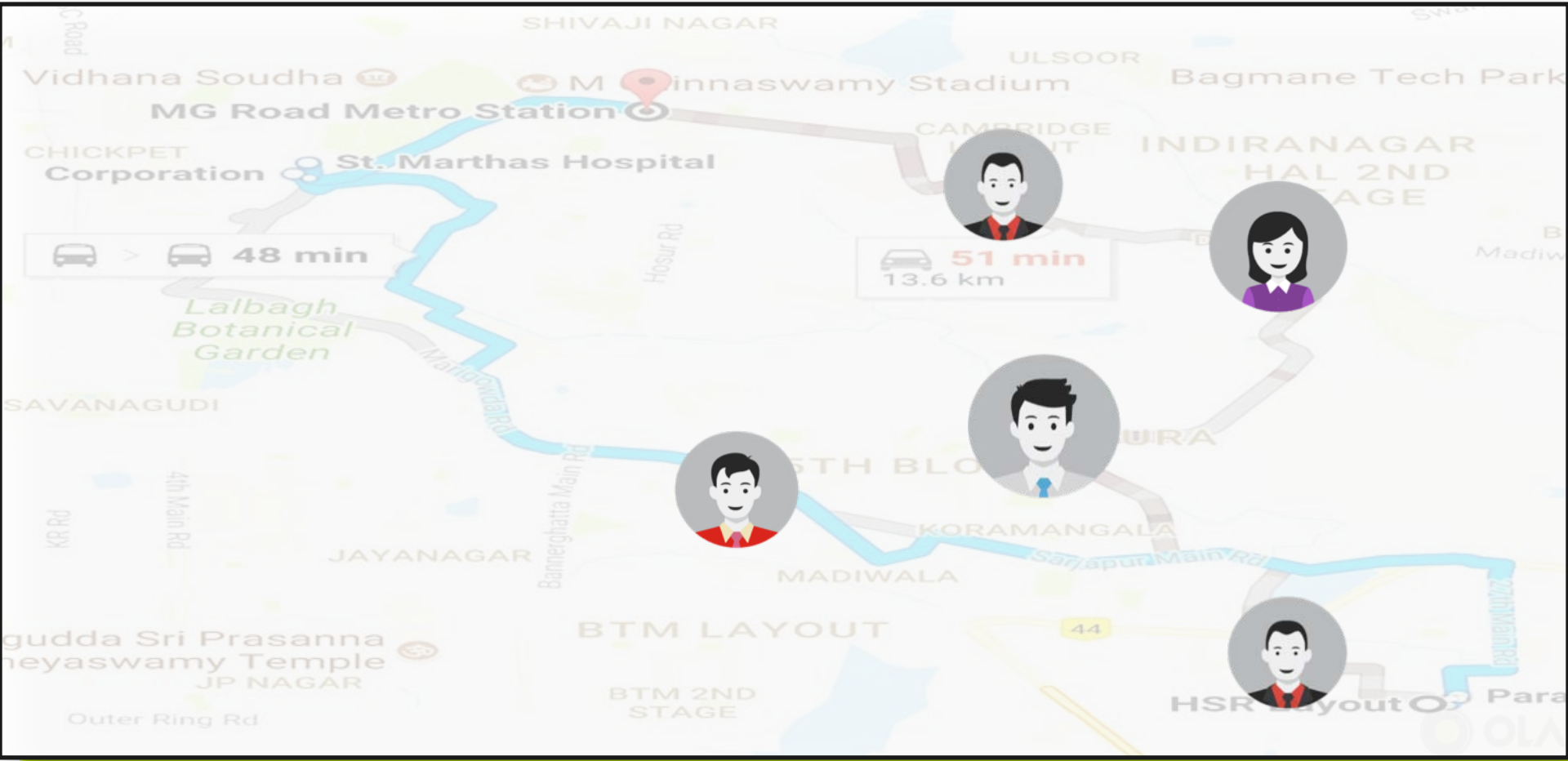
(4) Share Routing: Maximize Compatible Demand

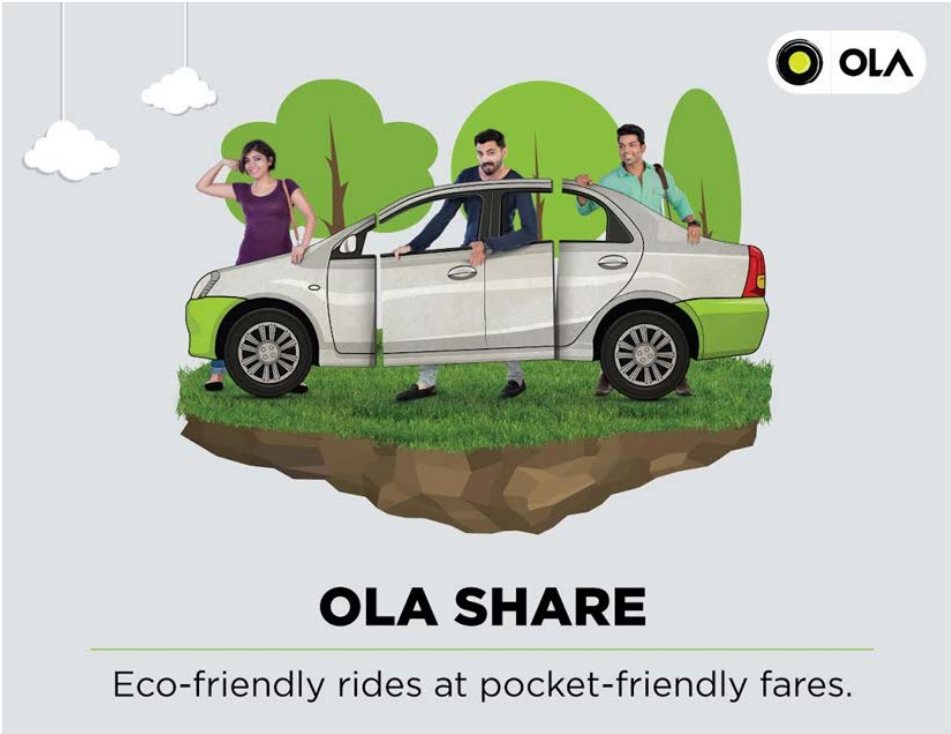


Share Impact so far... and counting...

12 Million Kg
Reduced in CO_2 emissions

7 Million Liters
Fuel saved

84 Million Kms
Reduced Cab Traffic

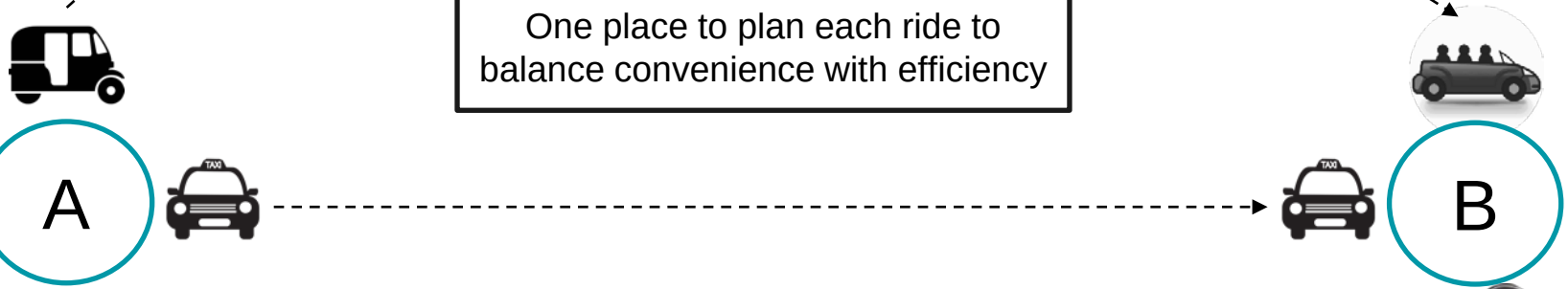


A vision for the Future

OPTIMIZE SHARE
Maximize occupancy, reduce no. of cars on road.

CONNECTED CARS
Maximize value of each ride and Fleet

HYBRID TRANSPORTATION
One place to plan each ride to balance convenience with efficiency



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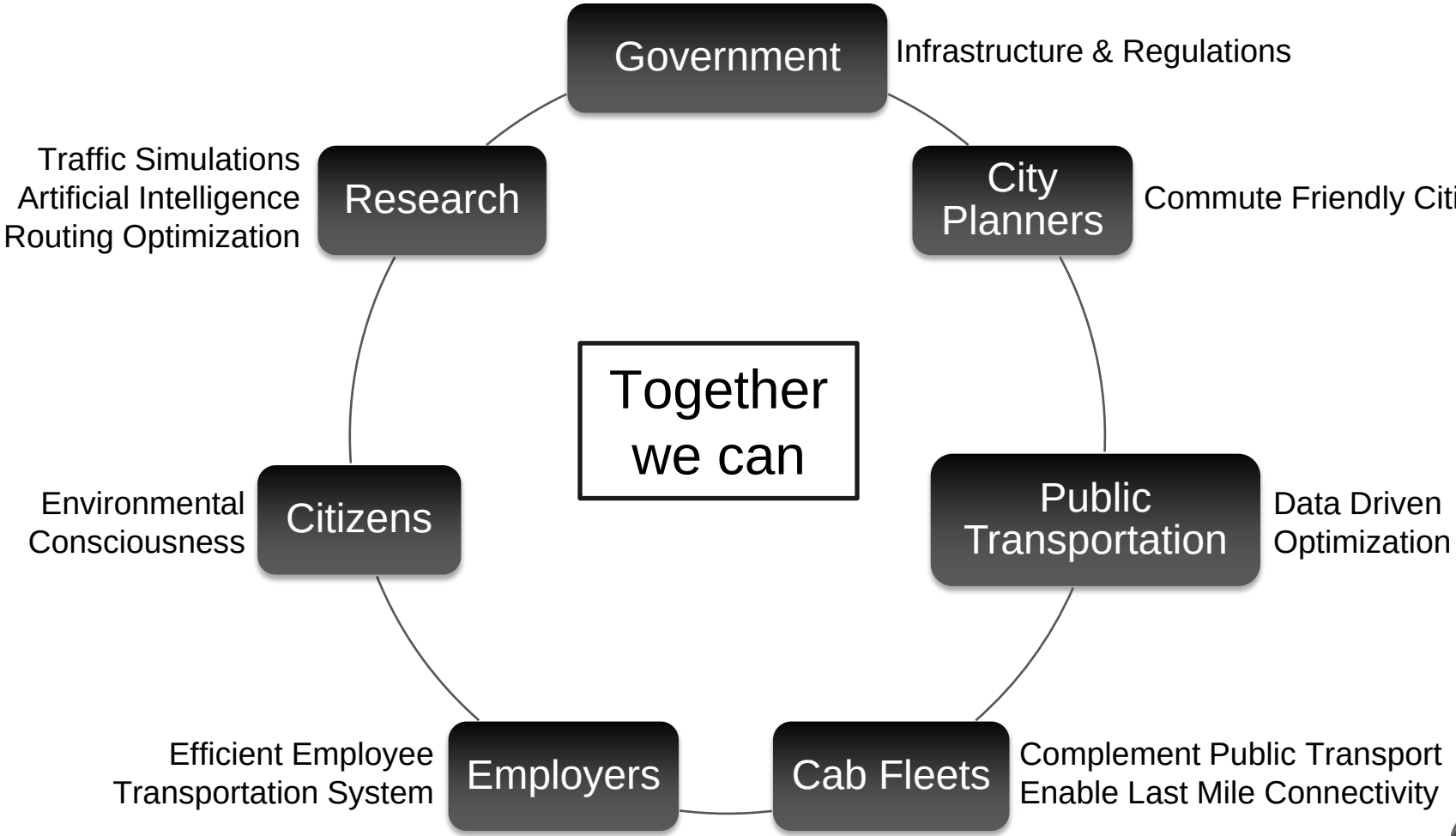
Government
Infrastructure & Regulations
City Planners
Commute Friendly Cities
Public Transportation
Data Driven Optimization
Cab Fleets
Complement Public Transport
Enable Last Mile Connectivity
Employers
Efficient Employee Transportation System
Citizens
Environmental Consciousness
Research
Traffic Simulations
Artificial Intelligence
Routing Optimization
Together we can

THANK YOU!