Bus in Public Transport

A collaboration with Asian Cities

A perspective on Intercity buses.

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MakemyTrip
Founded in 2000
Domestic & International
MAUs - 40.8 M
76.6 M
1700+

Goibibo
Founded in 2007
Domestic
MAUs - 22.2 M
61.3 M
800+

redBus
Founded in 2006
MAUs - 15.3 M
31.5 M
1000+
| 01 | Collaboration with cities– Intercity Bus. |
| 02 | India Illustration.                     |
| 03 | Malaysia Illustrations.                 |
| 04 | The road ahead.                         |
Collaboration with cities @ redBus

• A marketplace is a rich source of data.
  • Booking patterns - Demand forecasting.
  • Demand Heatmaps – Planning pickup points.
  • GPS - Traffic movement, highway stops etc.

• Enable seamless online booking
  • Less crowding at terminals / pick up points.
  • Transparency and customer friendly.
  • Creates reach to many small towns beyond metros.

• Platform effect
  • Aggregation - Information, Last mile, Add-ons.
  • Standardization & use of best practices on Safety, hygiene etc.
India Illustration
rZones or POLE

• Problem statement.
  • Not standardized pick up points for Intercity Buses.
  • Navigation difficult for customers.
  • Traffic congestion near pick up points during peak hours.

• Proposal
  • rZones as elevated poles with unique “Boarding Point” numbers and FREE wifi.

• Execution
  • Co-opting GHMC “Greater Hyderabad Municipal Corporation”
  • Identify “Grid points” using GPS data of existing pick up points.
  • rZones with unique numbers & Geo Tags installed at Grid points. (with Free Wifi)
  • rZone No appears along with the Boarding Point details on the App & is printed on the ticket, for easy navigation.
A WIN WIN collaboration for all stakeholders
Malacca terminal – Better boarding experience.

- Created a seamless “Bus boarding” experience at Malacca Terminal in Malaysia
- Customers can use the QR code issued during online ticket booking to board the bus with virtually no wait time at the terminal queue.
- The seamless experience is helping promote “Bus travel” over personal vehicles.
Illustration
“Bus + Skyway” @ Genting Malaysia.

- Created a seamless “Bus + Skyway” experience for Genting Highlands.
- Customers can also book Skyway tickets while booking bus upto the Skyway cable car terminal.
- “Bus + Skyway” bookings help avoid long queues for Skyway and thus promotes Bus travel.
Further areas for collaboration

- Infrastructure for boarding / de-boarding for private buses.  
  *STU’s assets can be effectively utilized with a capex / opex based model.*

- Provide good quality rest stops  
  *Partner with the help of Govt agencies and NGO’s*

- Work with cities to promote Green Technologies.
Thank you

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