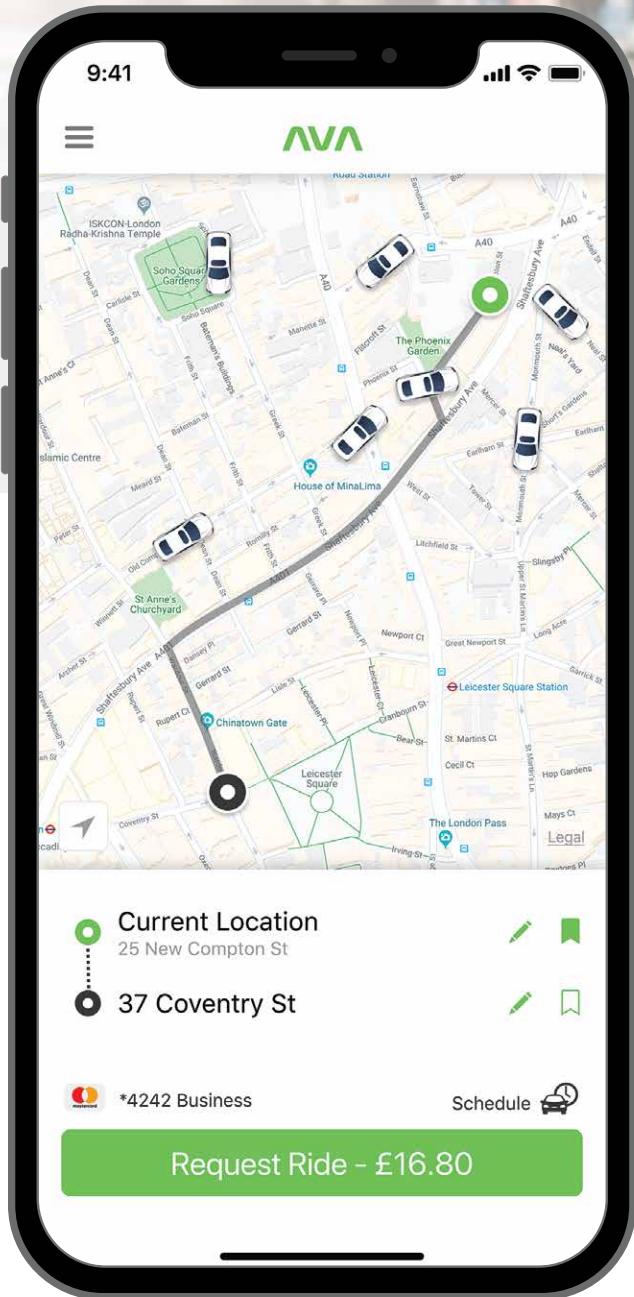


# RIDECELL

## The Intelligent Platform for Ridesharing Services



Ridecell offers the best way to launch a complete ridesharing service. Our configurable platform enables your service to attract and retain customers, operate efficiently and scale seamlessly.

### Built for the most demanding use case: yours.

- **Traditional taxi / ride-hailing** services with time and distance-based pricing along with fixed fees to support tolls and airport fees.
- **Scheduled rides** for airport drop off and other scheduled use cases.
- **Chauffeured services** with time-based packages for weddings, parties and executive travel.
- **Campus rides** for universities and corporations, requesting rides from apps or kiosks.
- **B2B Portal.** Dedicated portal for your corporate customers or hotel concierge allowing them to create and pay for rides.
- **Multi-service.** The same fleet of vehicles can be used for both carsharing and ridesharing to maximize vehicle utilization as demand for each mode varies through the day.

Learn more

[www.ridecell.com](http://www.ridecell.com)  
[info@ridecell.com](mailto:info@ridecell.com)



# Ridesharing Features

## Service Regions

- Define where your service operates.
- Define a time when a region is operational.
- Region can be set as pick up only, drop off only, pick up OR drop off but not both (e.g. airport), only within the region or only for use by a specific group of users.

## Payments

- Multiple credit cards per account or pay by cash to driver, by wallet (Paytm) or by invoice.

## Ride Requests

- Multiple ways including app, kiosk, phone, business portal, walk-on or PIN match.

## Pricing Engine

- Distance and time just like a taxi or pricing based on distance tiers.
- Time-based packages for a fixed time irrespective of distance.
- Region-to-region pricing and toll regions.
- Fares by rider type. (e.g. adults, children, students, seniors)
- Pooled discounts and pricing by vehicle type.

## Promotions Engine

- Award a credit to encourage use.
- Apply to a segmented group of users with set a time and budget for the promotion.
- Many models, including a one-time credit, a credit upon registration, or a discount after a set number of trips.

## Rider App

- White label app easily customized to your brand.
- SDK to allow building your own app.
- Provides fare estimate, ETA of driver, ETD when picked up.
- Rider security including calling the driver from the app with phone number masked, sharing destination with a friend and an SOS button.

## Driver App

- White label app easily customized to your brand.
- Build your own app with our SDK.

## EV Ready

- EVs range checked before matching car to rider.



Carsharing



Ridesharing



Short-term Offerings



Fleet Operations