



India's largest bus ticketing company

Phanindra Sama, CEO, redBus

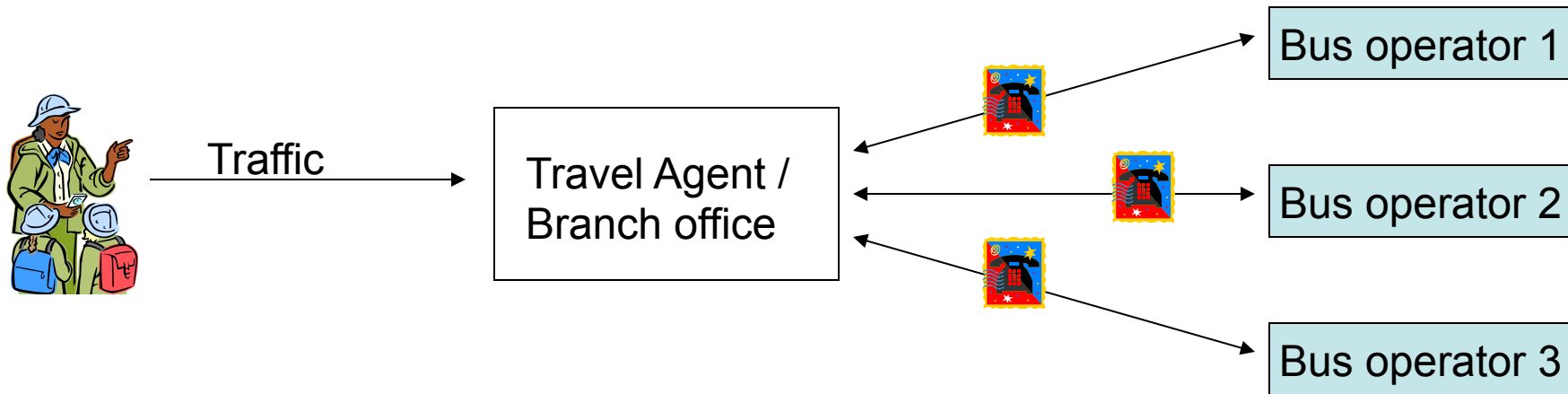


Who We Are

We are India's largest bus ticketing company with
the **highest bus operator partners,**
largest distribution network &
highest sales!

We enable customers to book bus tickets
online, offline & through partners

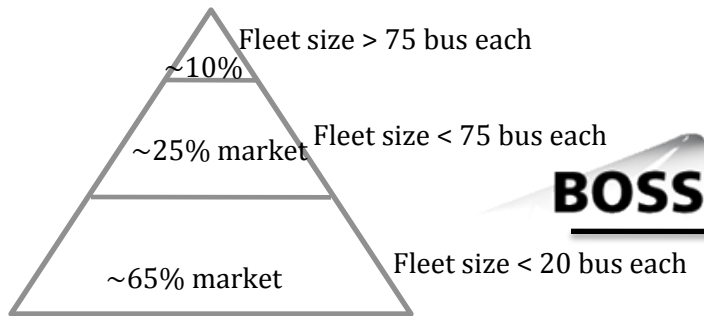
Operations (Prior to redBus)



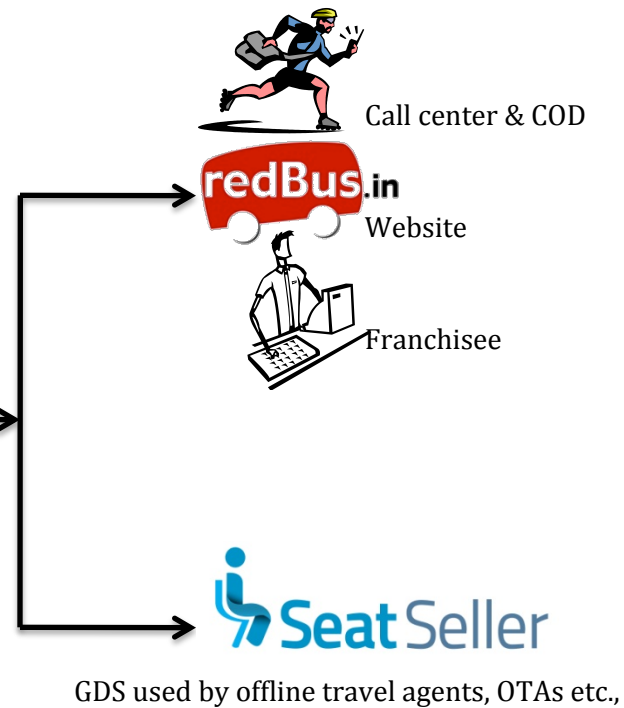
- Prior to redBus, the ticket booking process was manual, based on phone calls
- Passengers go to travel agents shop
- Travel Agent calls up his choice operator's office to find out ticket availability
- Travel agent gives a receipt against the payment for ticket

Our Products

Highly Fragmented Industry



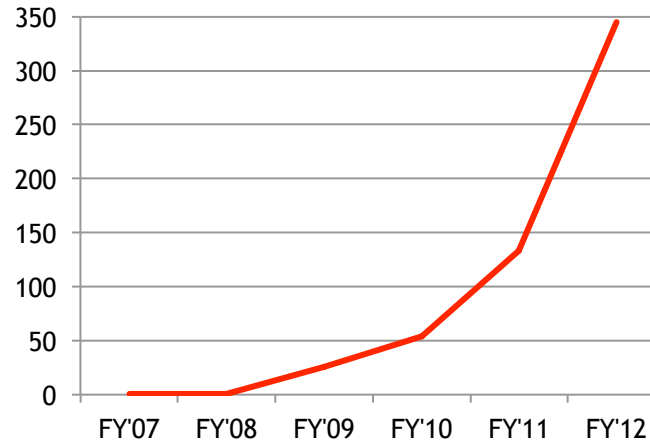
- Market size @ ~2.5B USD; ~220M tickets/year
- Growing at 25% per annum



Company Snapshot

- Aggressive growth (GMV, INR)

- FY '07 0.03 Billion
- FY '08 0.04 Billion
- FY '09 0.26 Billion
- FY '10 0.54 Billion
- FY '11 1.33 Billion
- FY '12 3.45 Billion
- FY'13 ~6.0 Billion



- ~6 year old. HQ in Bangalore – 26 Regional Offices. ~580 Employees
- 1000+ bus operators on our network/system. 800+ on BOSS™
- 19,000+ bus services every day, across 24 states. 3 Govt. RTCs
- 40,000 point of sale outlets- 10,000 direct. ~200 partners
- Amongst the top portals in terms of no# of customers served/day in India

What's Exciting

- Level playing field for bus operators.
 - Small and Large operators access same distribution network
 - Our research helps bus operators operate new routes
 - Helps increase market size
 - Our technology enables supply-demand match.
 - Helps bus operators & customers
 - Our business has huge network effect.
 - And we enjoy high trust from bus operators
 - Format independent (online, call center, franchisee) organized travel company in India
 - Profitable at low revenue per ticket – company culture
 - Tap into India's middle class travel consumer; non overlapping consumer base with other OTAs
 - Future products like package tours, chartered bus etc.,
 - We have our first installation of BOSS™ in neighboring countries like Bangladesh and Malaysia
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Recognition

Awards:

- Ranked No.1 amongst India's fastest growing companies
 - ~4,823% growth rate
- Amongst the Forbes™ list of top 5 startups to watch out for in 2010
- Amongst the Business world top 3 most promising entrepreneurs in India
- Best travel portal of the year award by IAMAI in 2012