

**ELECTRIC
MOBILITY
FORUM**



Technology, financing and commercialization aspects: Lessons from Indian EV Startup

June 30 , 2020
3:00 PM - 4:00 PM (IST)
WRI India Delhi

Speaker:

Gargi Ghosh

Lead - Strategic Business Alliances - Yulu

Moderator:

Shravani Sharma

WRI India



Yulu's Vision for Future of Urban Mobility

Urban Mobility As Service (UMAS)

“

Future of transportation will be sustainable, multimodal, on-demand and highly scalable. People will take multiple modes of transportation to go from A to B to save time, money and hassle.

For the first mile, last miles and the short commute they will use small vehicles designed for a single rider and for long distance they will use shared vehicles or public transportation.

”



Use Cases for Solo Mobility

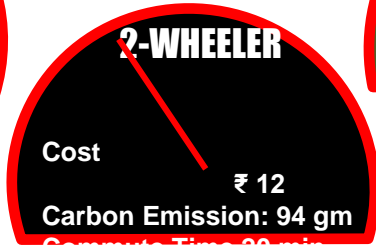
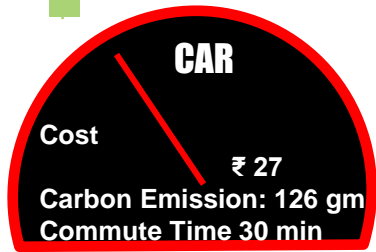
Typical consumer runs through **several use cases of commute**



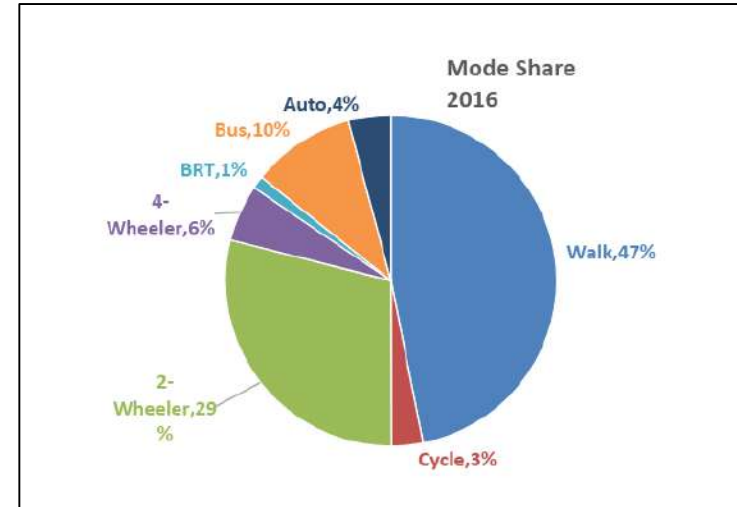
Commuting to Work the World over



Most people commute 30 mins – 45 hours each way to work – the world



**For a 3 KM one way commute



Corporate Parks : Early adopters

Yulu has seen a tremendous growth from people working *in Corporate Parks* and has been a reliable medium for work commute

14.2

Lacs Users

Users Demographics

70%

Male Users

75%

Users from Tech Parks

80%

Users aged 18-40 years

Bangalore



*We are innovating
and building a
full stack eco-system
for **Micro-Mobility**..*



FRUGAL INNOVATION FOR MICRO MOBILITY



MOVE

Only company in India to design a India centric pedal powered shared bicycle.
Made in India



MIRACLE

One of its own kind, built for durability, ease and swappable batteries. No helmet or License.



ATOM

Vehicle for Relocations of the assets, optimized for capacity and operational efficiency



MAX

Highly scalable In-house design of Battery Charging Station that can do various form factors





Yulu Zones



TECHNOLOGY DRIVEN OPS

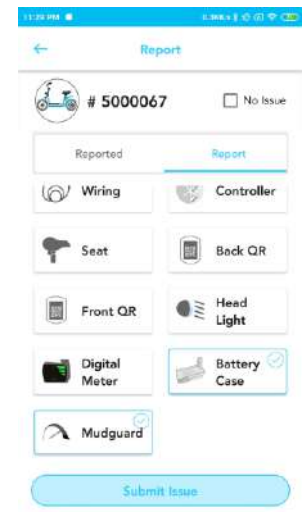
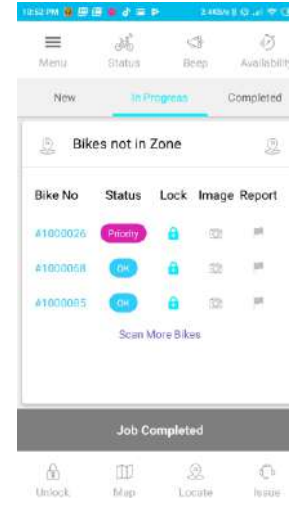
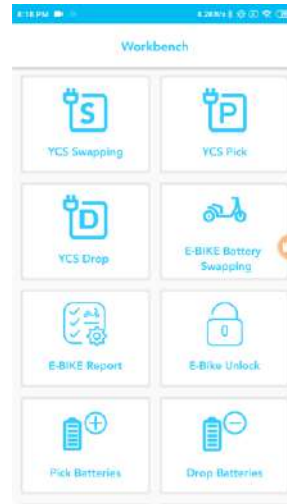
ON-GROUND OPS MANAGEMENT

Not only we have live tracking of our assets (Move & Miracle), we have real time visibility for our on-ground resources like Yulu Pilots, Relocation vehicles, etc. We track the tasks performed by our team and overlay with the customers ratings and yield of the network. This helps in tracking the performance of the blue collar workers.

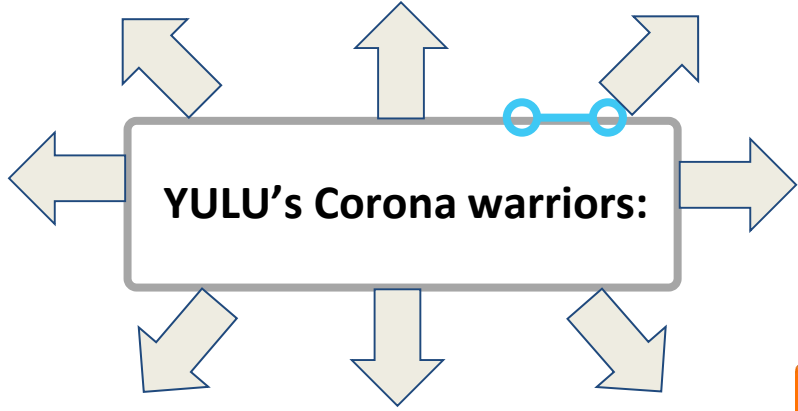
ML/AI FOR EFFICIENCY ACTIONABLE INSIGHTS

ML & AI play an integral role. We extensively use Demand-Supply Prediction models, Route Optimization and Battery Swapping Operations to bring efficiency in our operations.

Every team member has actionable insights with a mobile friendly dashboard. They see real time situation of demand & supply, get alerts for critical events like theft & vandalism.



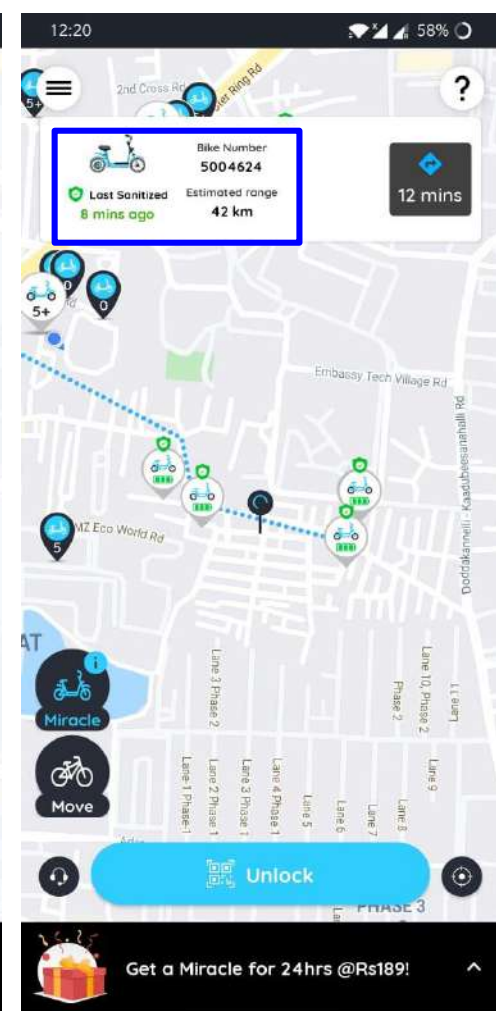
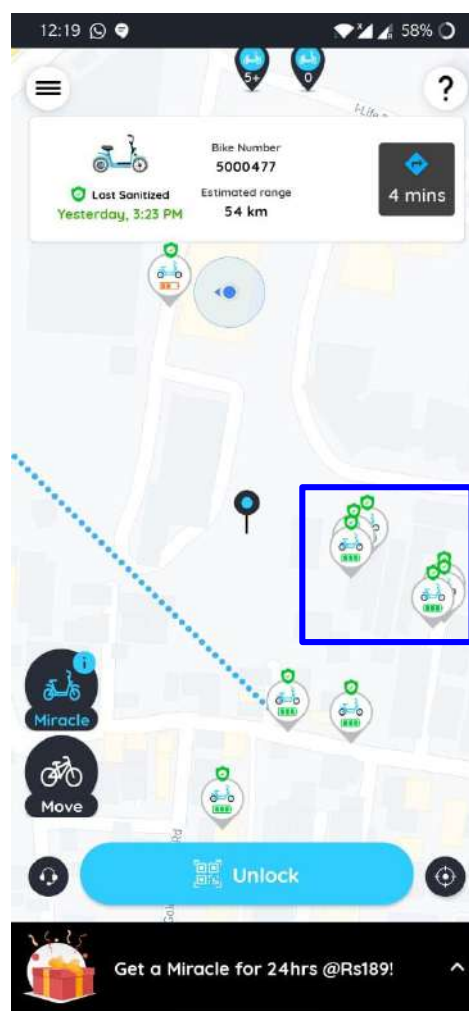
Tough Times because of Corona? - Yulu is here to help



POST COVID-19 SCENARIO:

1. Solo and Sanitized ridership:

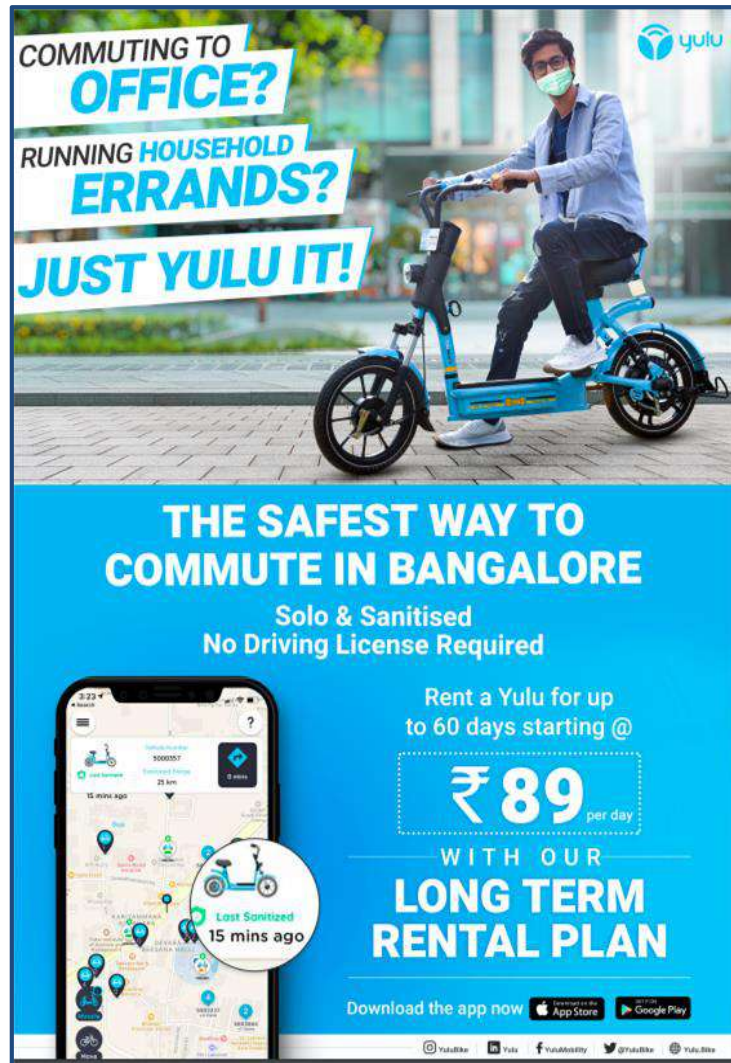
- For all the bikes that are made available for the usage of the users at the public places, work places, residential societies, etc, are being sanitized after every ride.
- The bikes that are sanitized show in green
- Also once tapped on the bike, it shows the last time that the bike was sanitized.



POST COVID-19 UTILIZATION:

2. Long Term Rental:

- Users can avail bikes for their personal use for a month or above that.
- The batteries can be swapped by the users at the Yulu Max Points.
- The batteries can be swapped on request, by the Yulu operations team with a buffer of 4 hrs time.





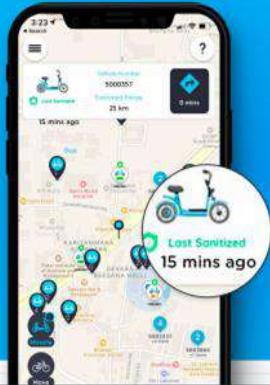
COMMUTING TO OFFICE?
RUNNING HOUSEHOLD ERRANDS?
JUST YULU IT!


THE SAFEST WAY TO COMMUTE IN BANGALORE
Solo & Sanitised
No Driving License Required


Rent a Yulu for up to 60 days starting @
₹ 89 per day

WITH OUR
LONG TERM RENTAL PLAN

Download the app now  









INFLUENCING THE POLICY MAKERS

DEFINING PBS POLICY FOR INDIA

Yulu team influenced the PBS policy for Bangalore, Pune, Navi Mumbai, Nagpur, Ahmedabad, Vadodara. They moved from a Tender based monopoly system to much efficient Permit system, allowed startups like Yulu to have a much level playing field.

INFRASTRUCTURE

Actively working with local governments and advocacy groups to build an infrastructure for parking, dedicated lanes for NMT and charging station for EVs

INTEGRATED MOBILITY

We were able to break the monopoly of parking space at Metro station and convinced Bangalore City officials to provide FREE parking for Yulu at Metro and Bus stands.



Mr DS Mishra – Secretary, MoHUA



Former CS of Govt of Karnataka



Mrs Supriya Sule – Member of Parliament



Mr. Mangu Singh – MD, DMRC



Urban Dev Chief; MD Bangalore Metro



Yogi Adityanath – CM of Uttar Pradesh



Mr. Uddhav Thackeray – CM of Maharashtra



Mr. HD Kumaraswamy – CM of Karnataka



Mr. Vijay Rupani – CM of Gujarat



GOVERNMENT: Interventions Required



- Provide **Footpaths & NMT Lanes** within 5 Km of all current/future metro stations (Metro Rail Policy, 2017)
- Provide dedicated and accessible **Parking Space** for shared mobility vehicles at all metro stations (to enable MMI and First/Last Mile connectivity), including retrofitting at the existing metro stations
- Opt for a **Permit based PBS System** (and not tendering), to allow multiple players to offer their services
- **De-link Advertisement Rights from PBS** services to ensure PBS is the priority, and not the Ad Revenue
- **Provide VGF Support in Tier 2 Cities** (wherever needed), to make shared-mobility available and viable





GOVERNMENT: Metro & More – Suit The Solution



For Tier II and Tier III cities, where cost/ridership of Metro cannot be justified, an EBL / BRTS should be planned with proper First & Last Mile connectivity, and integrating well with the system; not just for user convenience; but to bring a shift from private transport to PT as well as reducing the pollution and congestion in those cities.

Let's set a world –wide example for affordable, self sufficient, and sustainable multimodal transport system in India!



Contact Us

We would love to Hear Back



gargi.ghosh@yulu.bike



+91 7488245409