



Reimagining the way  
the world moves for  
the better

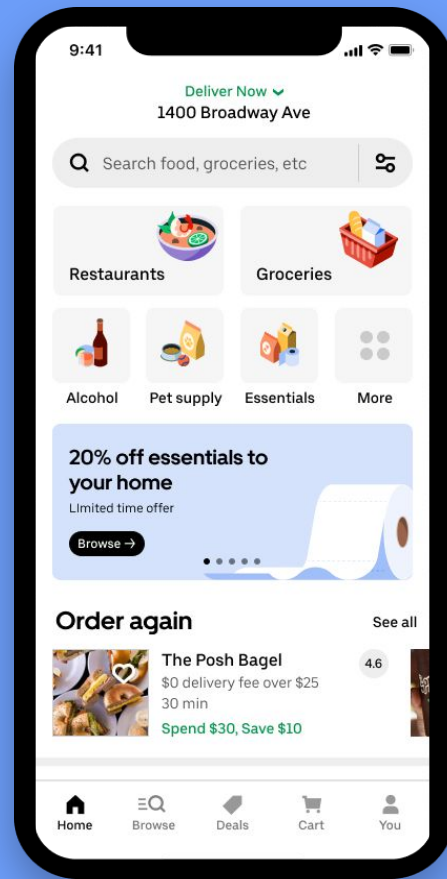
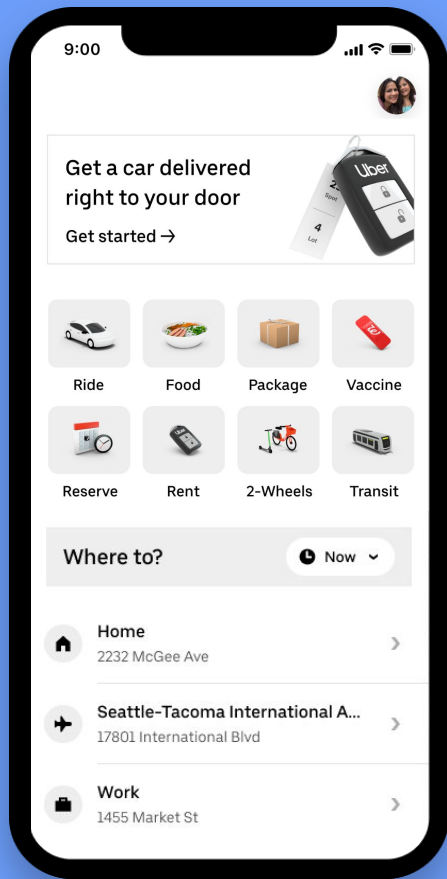
May 2025

Uber

# Go anywhere Get anything

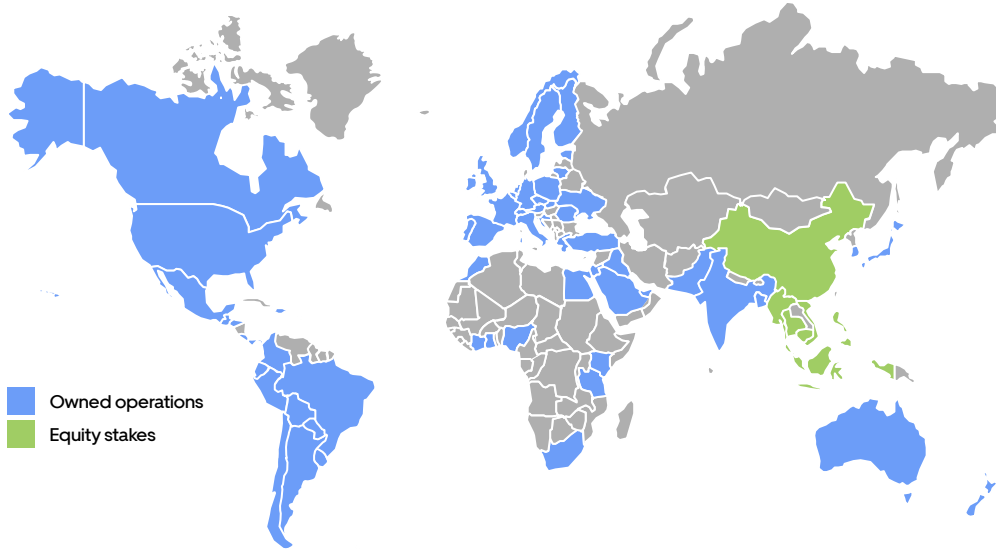
“At Uber, we wake up excited every day to reimagine movement for the better. We're the only company focused on letting you go wherever you want, get whatever you need.”

Dara Khosrowshahi, CEO Uber

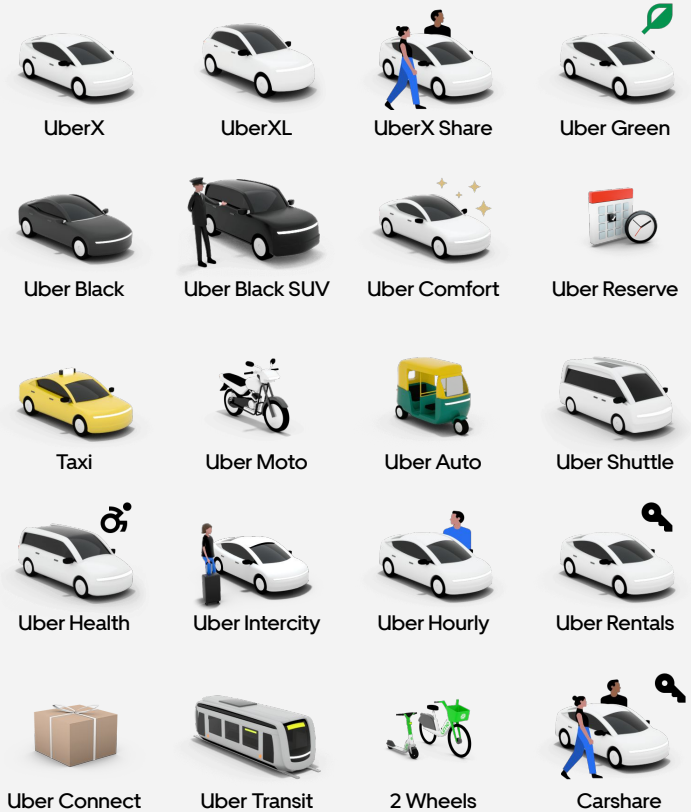


# Largest mobility platform in the world

Active in approx. 70 countries and more than 15,000 cities\*



\* Definition of cities and municipalities can vary



# Hailables

Modes of transport typically hailed on the street are accessible through the Uber app



## Taxi

Traditional street-hail taxi vehicles



## Auto

Three-wheel, open-air vehicles, also known as rickshaws or tuk tuks, that accommodate 2-3 passengers



## Moto

Two-wheel, open-air motorbikes, also known as boda bodas, used for passenger rides or deliveries

# Why Hailables?



## Drivers

- Greater **demand** than street-hail alone, higher vehicle utilization per hour
- Higher **earnings** during peak hours due to dynamic pricing
- Improved rider **matching** over street-hail alone
- Access to app **safety** features (rider ID and ratings, 24/7 support, RideCheck)
- More **predictability** through upfront pricing, destination info (where available), home-bound trips



## Riders

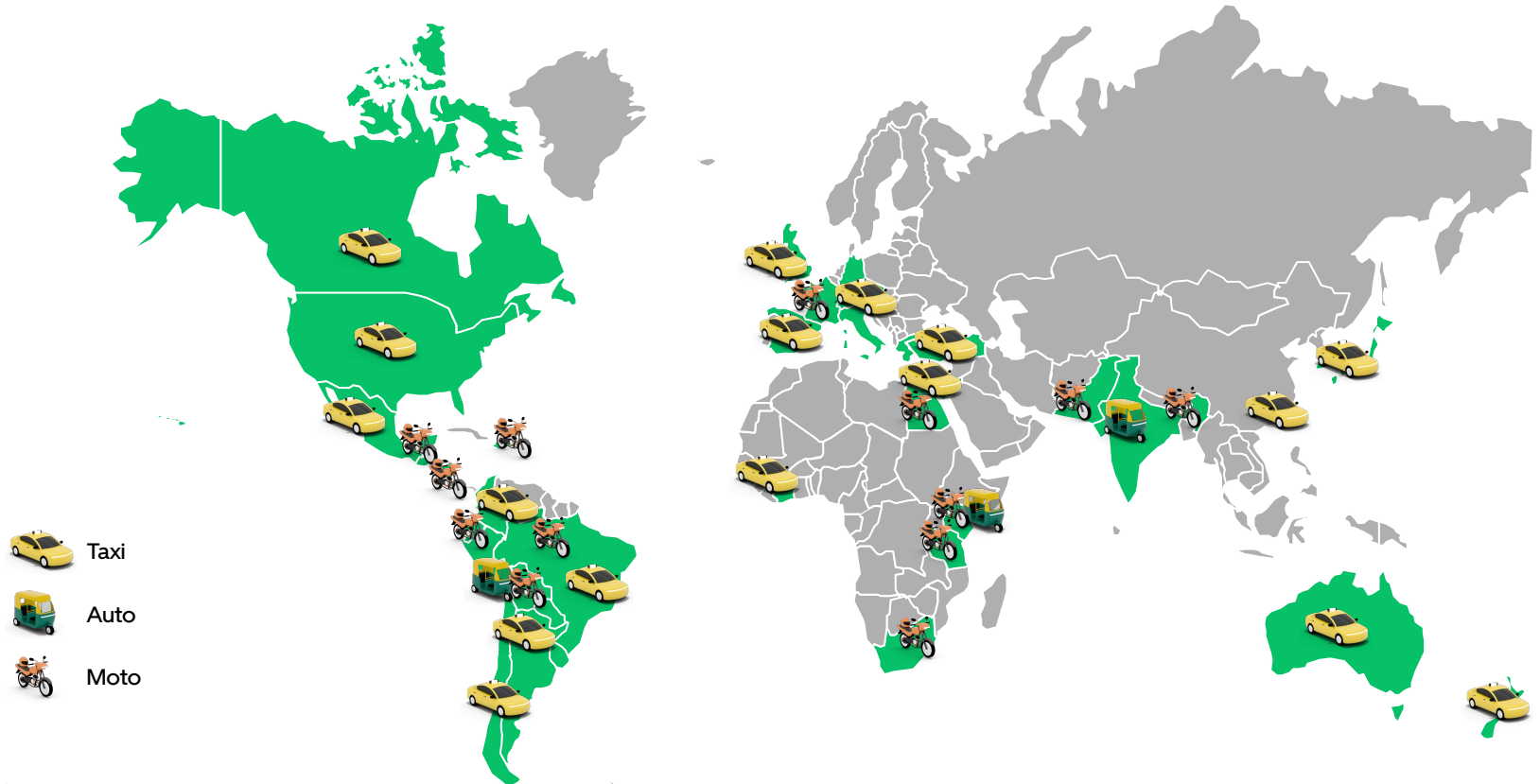
- Greater **reliability** of service, achieved through balanced supply/demand
- More **predictability** in travel through upfront pricing (where available)
- Better **affordability** through low-cost products like Auto and Moto
- More **convenience** with digital payments, point-to-point service, e-hailing
- Access to app **safety** features (driver ID and ratings, 24/7 support, RideCheck)



## Governments

- Improved **access** to transportation in underserved areas
- **Formalization** of taxi drivers' economic activity, where relevant
- **More access** to on-demand transport **without adding new vehicles** to the road
- **Fewer empty miles** driven, meaning lower congestion and emissions levels
- Expanded **earning opportunities** for drivers

# Where to e-hail a Hailable



# Global Mass Transportation Partnerships

## UK and Europe



Partnerships with major railway agencies including **Eurostar** and **London North Eastern Railway** (and many more) provide for:

- Reserving Rides upto 90 days in advance, with discounts!
- Booking railway tickets on the Uber app.
- Most popular booking being London - Paris

## USA



Partnerships geared towards solving First and last mile connectivity needs are live with:

- **Brightline:** Miami, Aventura, Fort Lauderdale, Boca Raton, and West Palm beach with more than 3 million riders.
- **Tri-Rail:** Palm Beach, Broward, and Miami-Dade counties
- **Dallas Area Rapid Transit (DART):** serving 13 cities

# Uber in India

## Scale

110+

Cities

1M

Monthly drivers

50M

Yearly riders/ customers

## Mobility for all of India



City Rides



Intercity



Reserve



Green



Auto



Moto



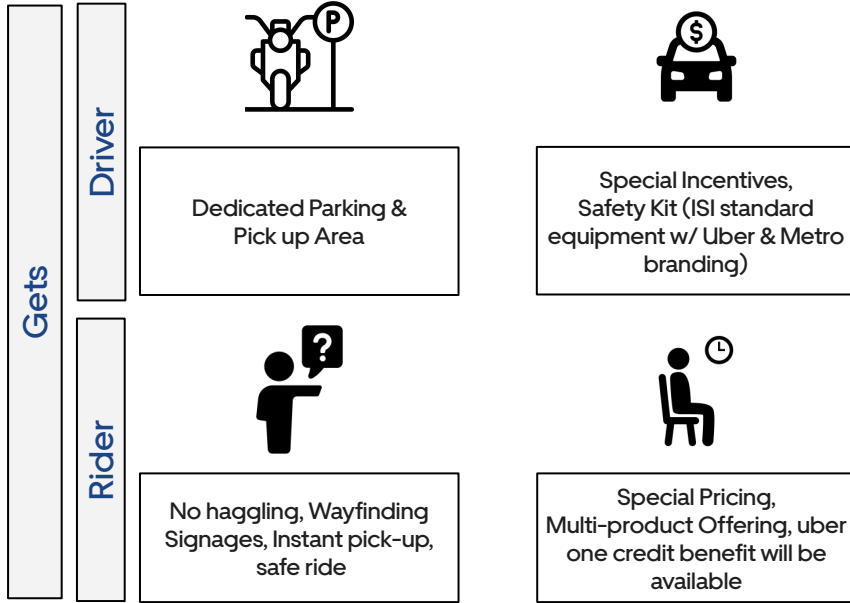
Bus/ Shuttle



Transit

 India first products

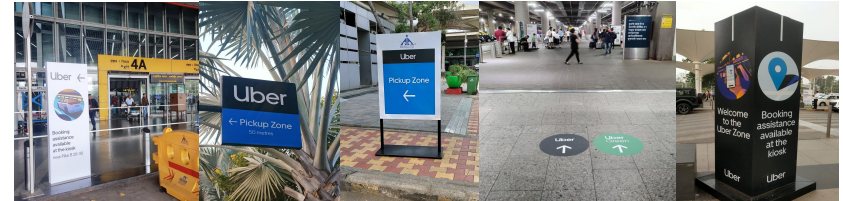
# First and Last Mile Connectivity: What's in it for the riders and drivers?



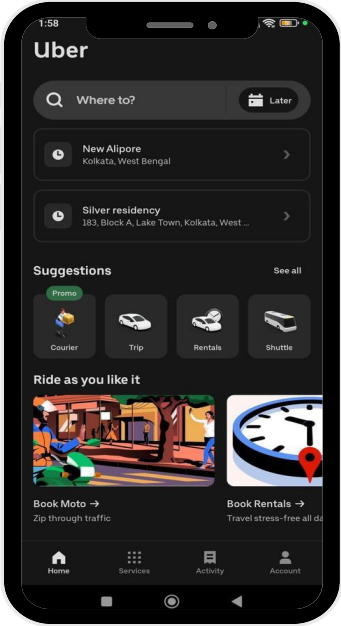
Uber Pickup Zone (sample)



Signages for Riders

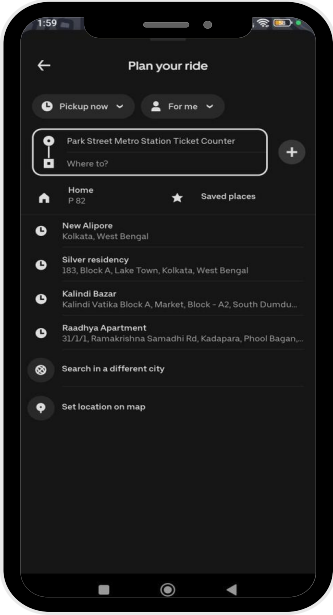


# First and Last Mile Connectivity - Rider Experience



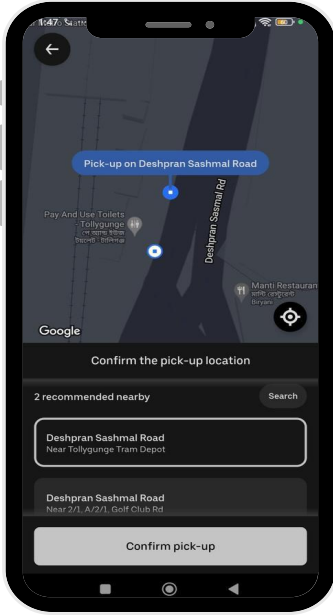
**Home Page**

Rider opens the app



**Destination Enter**

Rider enters the destination



**Pick-up point pop-up**

Rider will be shown the pick-up point, and how to get there

# We are about to go live in cities!



## Mumbai Metro

- Special product view for products being available at the Metro
- Designated Pick up and drop off zones for autos and bikes
- Special fares for trips starting from Metro stations

## Existing Partnerships



## Chennai Metro (since 2022)

- Geared towards improving first and last mile connectivity.
- Designated pick up-drop off spots at key metro stations.
- Parking space for the autos at key stations was allowed for as well.

# Building Safety into every trip



Uber

## 1 Pre-Trip



**Background & ID verification**  
Driver & vehicle eligible to go live on Uber only after mandatory background checks for: past driving violations, criminal activity and valid IDs (license, RC, vehicle age, etc)



**Real time ID checks**  
Drivers have to take a live photo of themselves, which helps verify that the properly screened driver is behind the wheel



**Training & Gender sensitisation**  
Continuous In app training on safe driving, handling conflicts, gender sensitisation



**Fraud proofing**  
Trip can only start after rider shares 4 digit trip code with driver. Both rider and driver phone numbers are anonymised to protect their personal information

## 2 On-Trip



**Insurance**  
Every trip insured by a leading insurer, right from the start to the end covering accidents and death, for the driver and the rider



**GPS Tracked & Shareable**  
All Uber trips are GPS-tracked from start to finish and riders can let friends and family easily see your trip status and location on the map



**Ride Check**  
Our industry-leading technology helps us detect if the trip has gone unusually off course, stopped midway or has had an unexpected stop.



**Safety Line & 112 Integration**  
In addition to Uber safety support (8800688666), we have an in-app Emergency Button that connects riders and drivers to their local emergency number with the simple tap of a button.  
*[MH 112 Integration Ready]*

## 3 Post Trip



**2 - way ratings**  
Every feedback matters. Low-rated trips are logged, and users may be removed.



**Post-Trip Reporting**  
Riders can also report a non-emergency safety issue in-app post a trip on the Uber platform



**Over-Speeding Actioning**  
Reports of driver demonstrating unsafe behavior like speeding, can lead to action including loss of access to the platform



**Lost & found**  
We get that losing an item can be stressful, but in Uber, we have a seamless Lost & found process so riders can reach out to the driver in-app to locate their lost item

# The future of the city is multimodal ...



... and  
multifunctional,  
where Uber  
is part of the  
fabric of  
everyday life.





# Thank you