NAMMA CYCLE

25-Sept-2013

NAMMA CYCLE ?

WHAT IS NAMMA CYCLE?

Namma Cycle is a **bicycle sharing system** being implemented in the Indian Institute of Science (IISc, Bangalore) campus and the surrounding neighborhood.

A public bicycle sharing system is an increasingly popular system, whereby bicycles are made **available at select locations** in a community/city allowing people to have ready access to these public bicycles.

Bicycle sharing is an economical and convenient system to use bicycles as public transport for **last mile connectivity and short trips**. Unlimited free short rides are available upon registration.

HOW DOES IT WORK?

SIGN IN

User registers online at www.nammacycle.in or at a registration desk and receives an ID. Upon paying a nominal subscription charge, the user is ready to rent a cycle.

SELECT

On producing the Namma Cycle ID, the node manager issues a cycle and starts a trip.

RIDE

User rides the bicycle to the desired destination

RETURN

On completing the trip, user returns the bicycle to the nearest station and the node manager ends the transaction. The first half hour of every trip is free. Trips exceeding 30 minutes are charged by the hour.

HIGHLIGHTS

12000 Trips
- Increasing trend over the last 12 months

Registration trend – Sudden Spurt in Subscription
- Equally popular with Members and Visitors

80% free trips
- 65% of all trips completed within 30 minutes

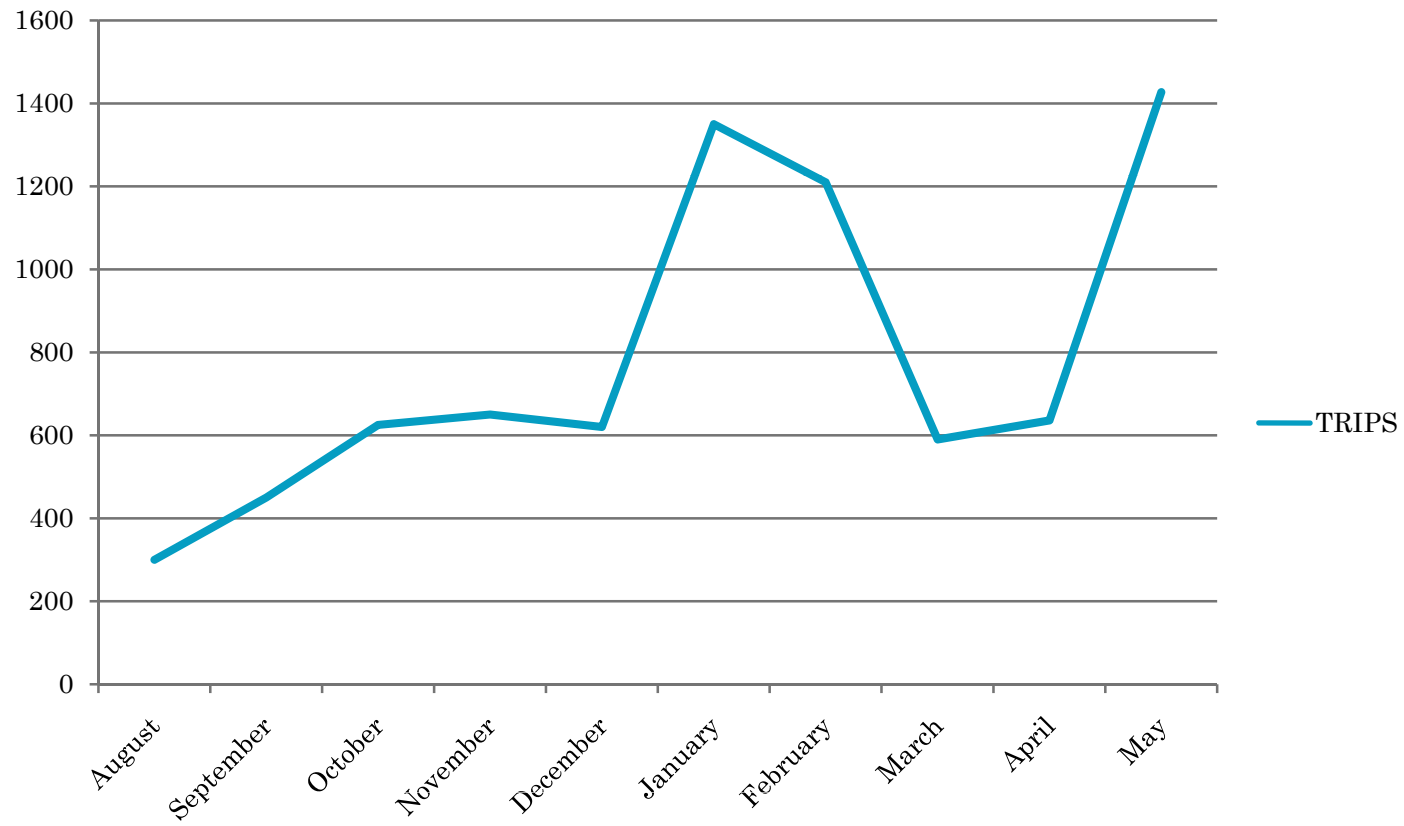## Rs.1,20,000 revenue
- Slight increase in revenue from usage

20,000 km covered

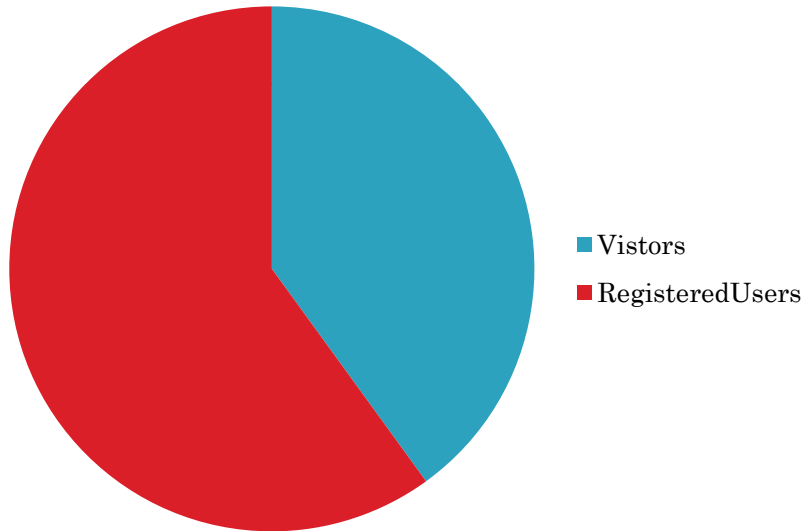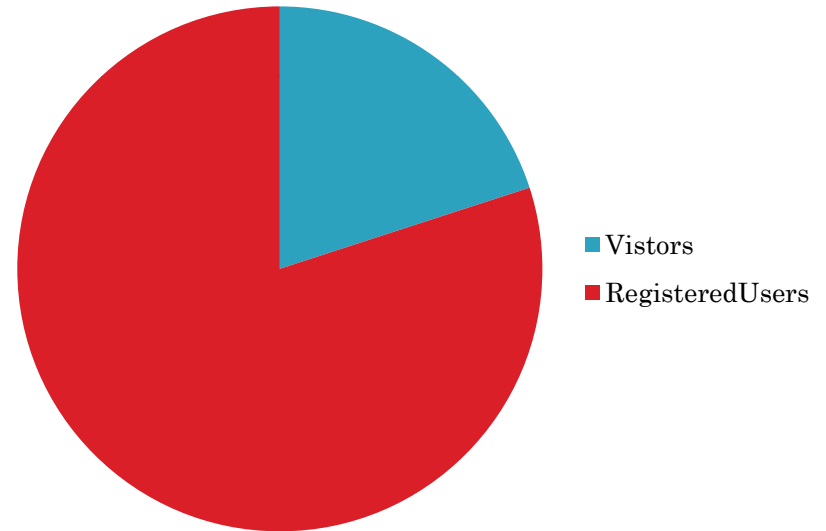## Sigma And Rich Committed for Advertisement on Bicycles

STATION

TRIPS

USER PROFILE

Before March

After March

Vistors
RegisteredUsers

Vistors
RegisteredUsers
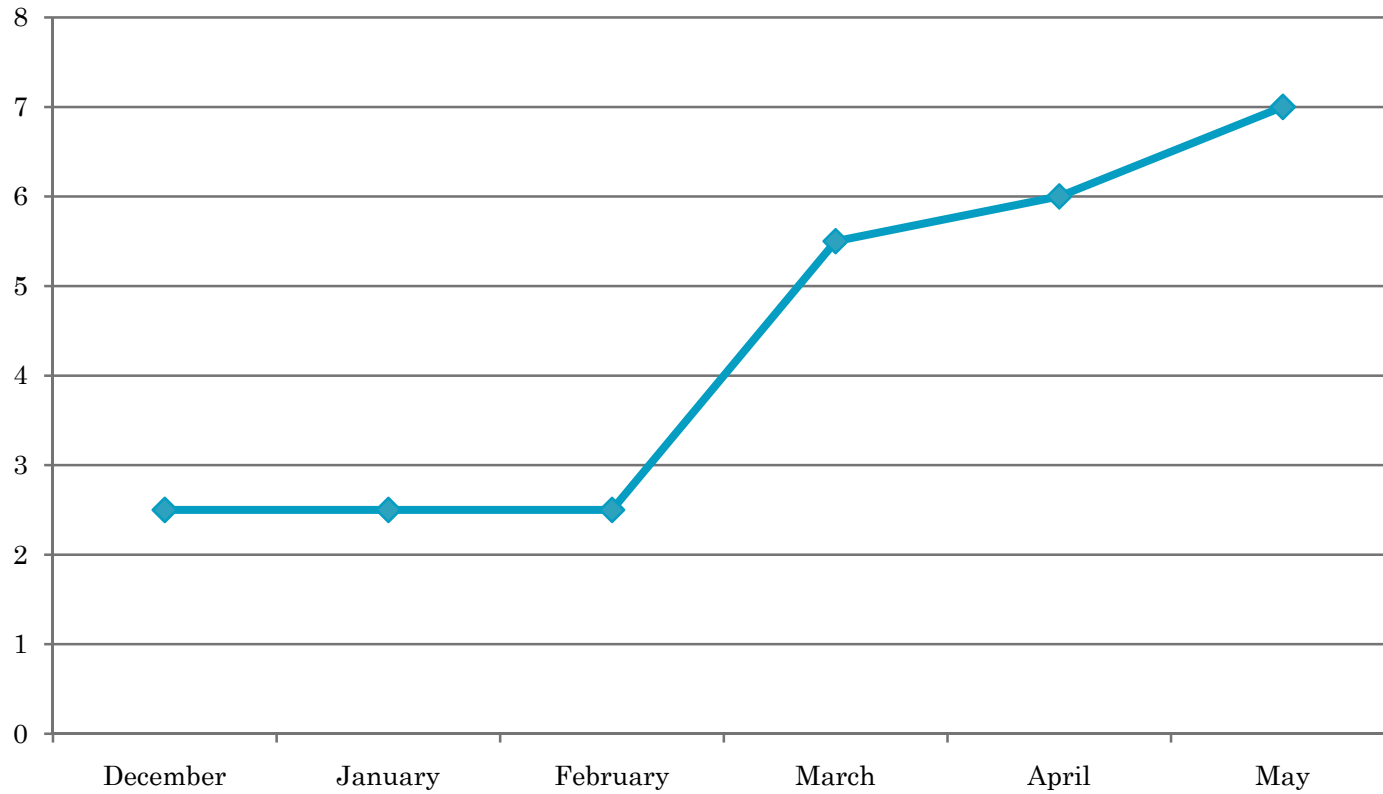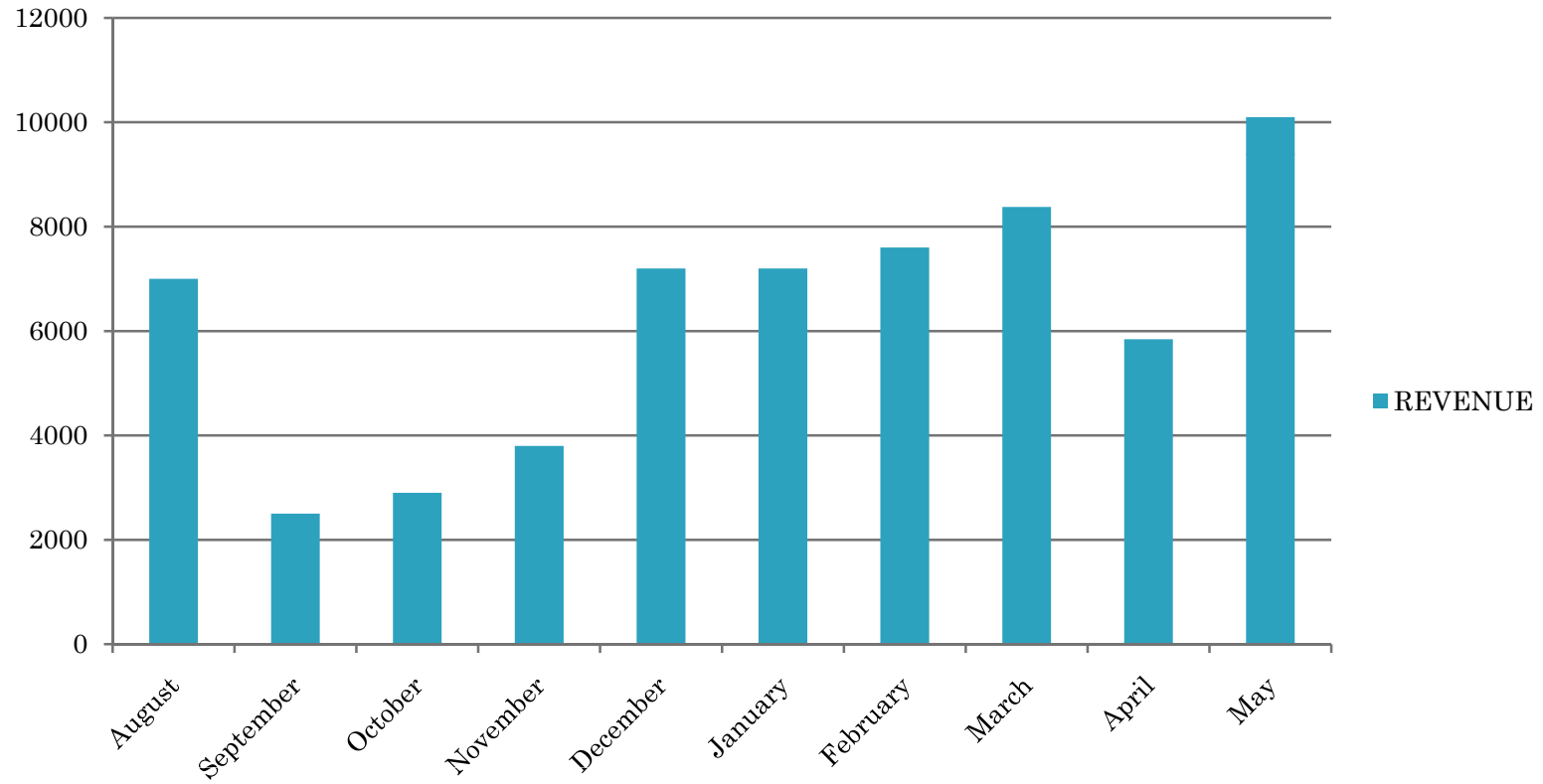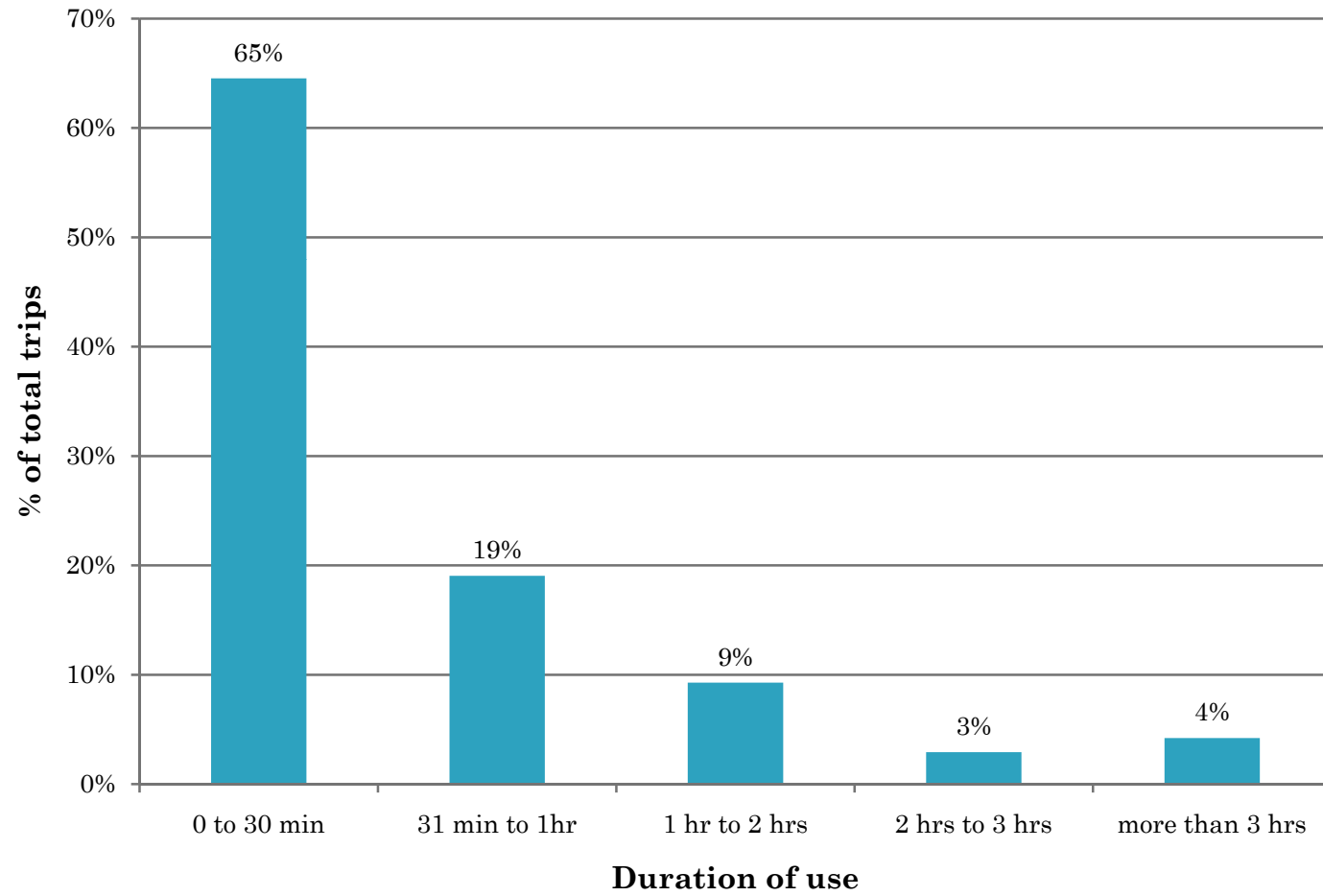
CYCLE UTILIZATION

Average number of trips per cycle per day

REVENUE

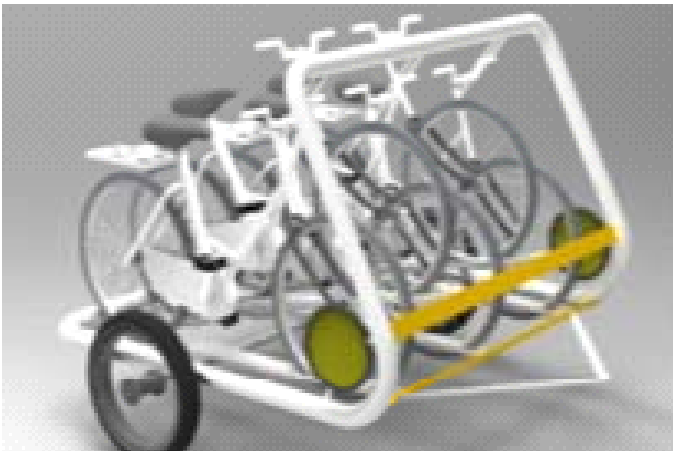# DURATION OF CYCLE USE

RACKS

STATION DESIGN

BICYCLE BRANDING

COLOR OPTIONS

TRAILER

IN PROGRESS

NFC Android Programming

Bicycle Design / Trailer Design.

Setting up Center @ DIVECHA

Sigma And Rich Ad Sponsorship Deal Sign Off

NEXT STEPS

Speak to BSA and get new parts for bicycles – Maintenance Request Every Six Months.

Finalize the specification for the Bicycle. Get the new batch of Bicycles from BSA

Build a New Trailer to be pulled by a Electric Vehicle.

Expand to RRI, NIAS and Two BMTC Bus Stops – malleswaram/yeshwantpur.

NFC Android Integration to reduce rental transactions from 30 s to 5 s.

DESIGN COLLABORATION

DESIGN BETTER STATIONS

- We need to design better stations that can accommodate atleast 20 – 25 cycles in a space of 10ft X 5 ft.
- We are in the process of designing the stations.

DESIGN BICYCLE FOR PUBLIC USE

- Share the specs with GOI once the bicycle is designed and tested.

Optimize Sharing Process

- Optimize Rental Transactions and standardize the process.
- Optimize the Bicycle Relocation effort.

THANK YOU