

# Bicycle Sharing System of India





# Concept

- A public transport system based on bicycles stored in a closely spaced network of stations. With an access card a user can check out and check in bicycles between any stations thereby completing his first or last kilometres of routine commuting.



# Cycle Chalao!™



- Successful Research and Pilot Testing completed over last two years
- Won the DBOOT contract from Pune Municipality.
- 25 stations and 300 bicycles on fleet.

# Value Proposition



# Value Proposition

- Users
  - Targeted at low-income groups the prime reasons for subscriptions were savings in time and money spent over other modes of transport
  - Marketed to students over fitness and green conscious issues as well
- Corporations
  - Exclusive Branding rights were sold over bicycle stations and bicycles.
- Our Company
  - Revenues from Branding rights, retail sales at stations, merchandizing, user fees and government gap funding in the public private partnership model

# National Scope

- Over ten cities to have bicycle sharing programs as per the announcement of support from Ministry of Urban Development.
- After Pune, three other cities have already reached various stages of planning
- We have experience, networks and passion to act at national level in partnership with a major corporation for business development.

# Current Challenges

- Financial capacity to become eligible for municipal contracts for developing the systems and avail gap funds via Bank Guarantee arrangements.
- Partnership with Out of Home advertising OR Corporate Sponsorships for a National level branding rights over the systems.



# Bicycle



# Bicycle

- **Unique Shape and Color**
- **Space over**
  - Rear Wheel
  - Bicycle Frame
  - Basket &
  - Handle Bar
- **High visible background color**
- **Sponsor Logo integrated with the service name**
- **Expected cycle routes to be in most congested parts of the city.**

# Bicycle Station



# **Bicycle Station**

- **Features:**

- 100 Sq.ft of illuminated Advertisement Space
- Co-branding with the official logo over key space of the station
- Stations to be up and operational 24 hours round the year
- Locations of the stations to be decided keeping in view maximum exposure plus best of operational potential
- These station advertisements differ from other hoarding spaces which are standalone media assets without any other operational value.
- Each Station to have a manned kiosk where promotional offers, discounts and other forms of marketing can be channeled



# Redistribution Vans





# **Redistribution Vans**

- **Features:**
  - **3 Redistribution vehicles with branding capacity of more than 1500 sq.ft will keep moving between all the 25 stations all through day and night.**
  - **Van design to help loading and unloading of the bicycles provides unique and eye catching media opportunity on streets**

# Access Cards



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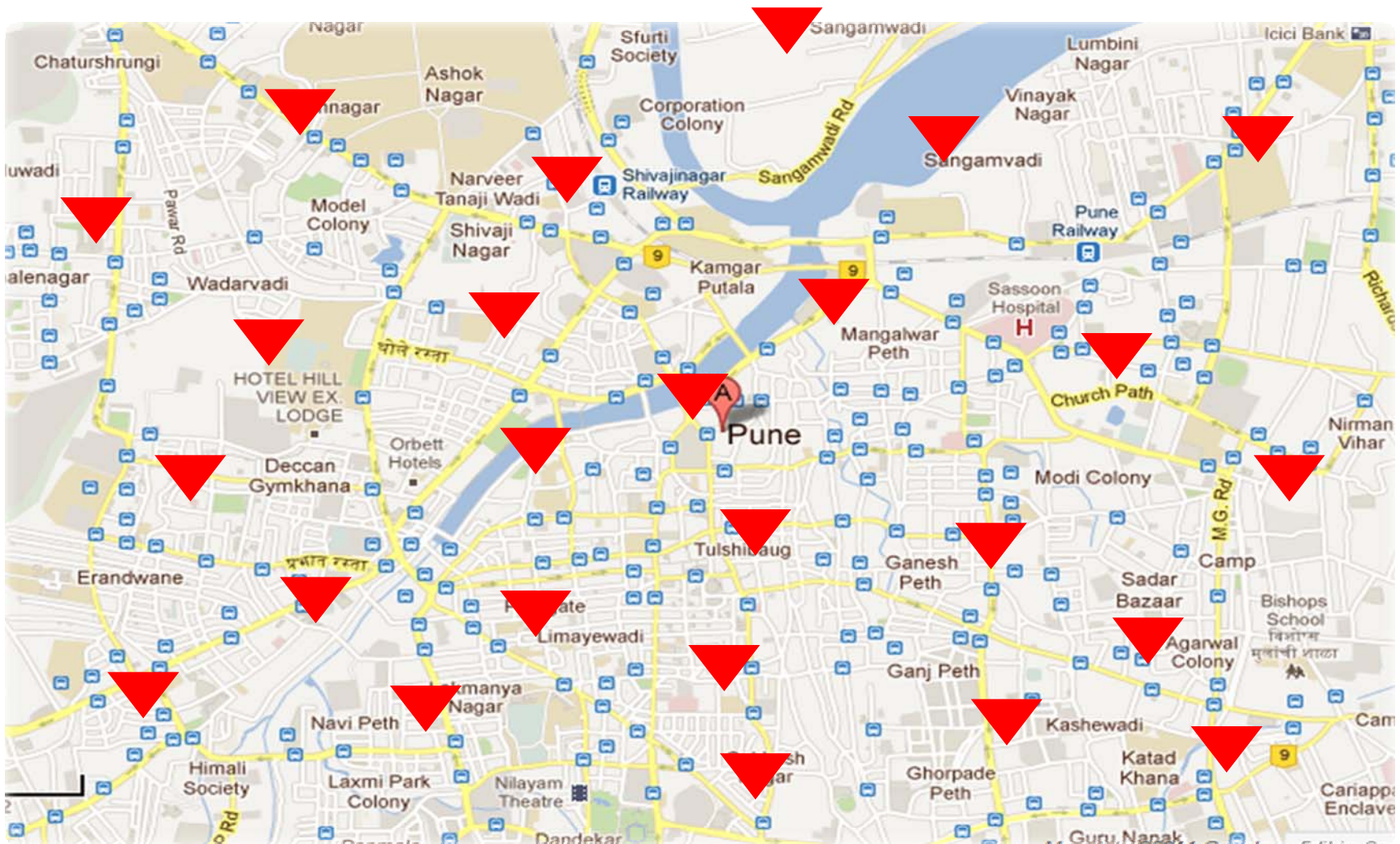
SPONSOR  
LOGO



# **Access Cards**

- **Features:**
  - Unique customer cards for validation and fare collection
  - Every card to have the brand logo with a green message
  - Card to provide customer demographics and intelligence required for targeted marketing

# Station Locations



# **Station Locations**

- **The location of the stations will be finalized after a user preference and brand value research and with mutual consent of Pune Municipal Corporation**
- **Distance between each station to be not more than 400-500 meters. Thus making the locations the most dense media and operational network of the city**
- **The prime locations like Major transport hubs, markets, office places and universities**

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*Thank you!*

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