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 or 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
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

• 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...
Thank you!

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