Uber Cab Ride Hailing Users

Key User Groups

1. Daily commuters

Office people, students going to school etc

2. Tourist

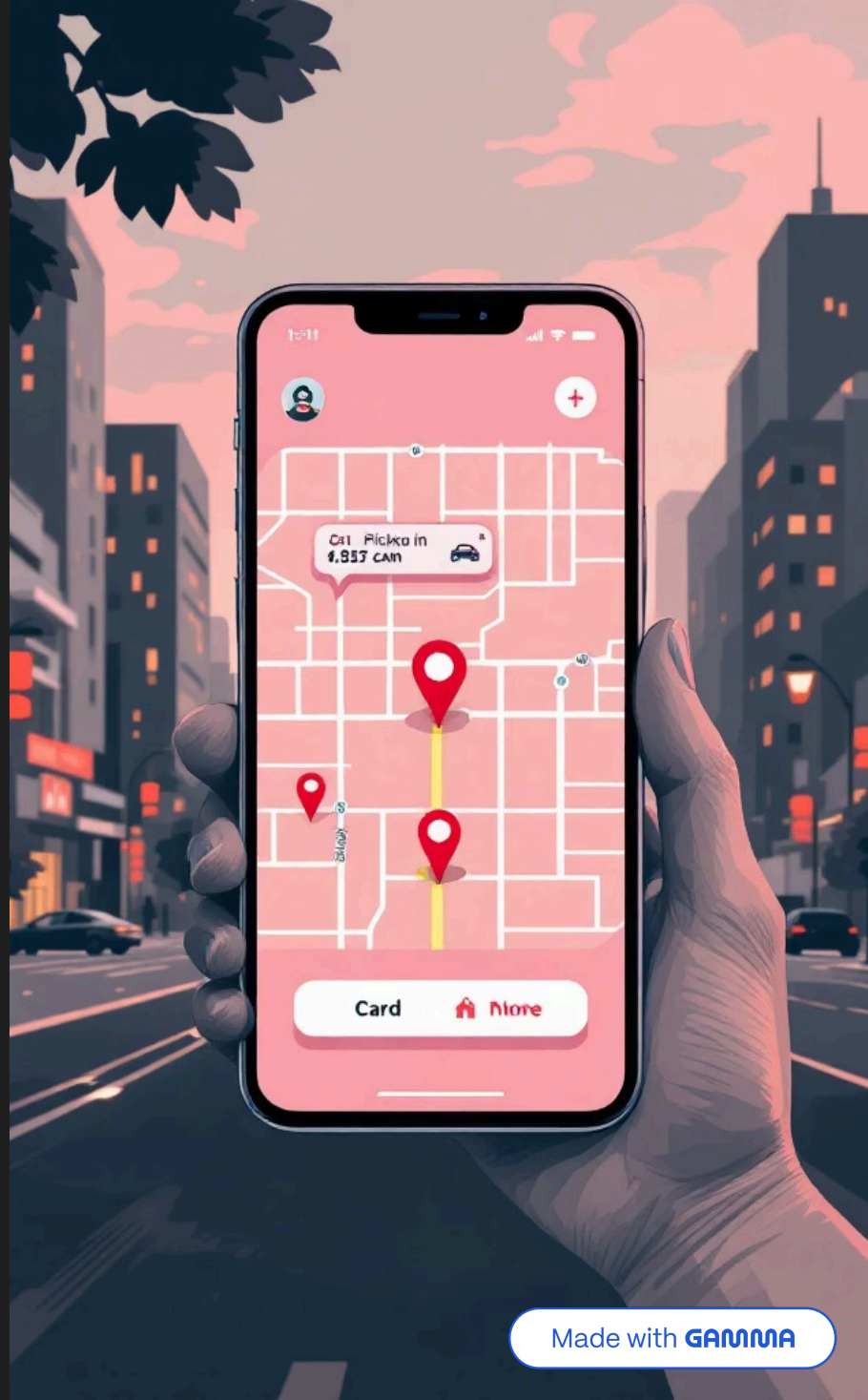
People travelling from other states/country. Domestic Tourists International Tourists

3. Users in high-density urban areas

Malls, Events, etc

Personas that could come out of these key user groups

- **Unfamiliar travellers** - travellers from another country or state.
- **Complex environment user** - mall, music concerts, traveller etc
- **Time sensitive commuter** - airport travelers, train travellers, office traveller etc



Market Research

India Taxi Market size in 2026 is estimated at USD 23.98 billion, growing from 2025 value of USD 22.25 billion with 2031 projections showing USD 34.87 billion, growing at 7.78% CAGR over 2026-2031.

$22.25B
TAM (2025)

$23.98B
TAM (2026)

$34.87B
Projected TAM (2031)

Large market with consistent year-on-year growing trends till 2031.

Enablers are -->

1. higher smartphone adoption and UPI based payments.
2. high fuel charges
3. Digital ecosystem Seamless booking experience.

Total uber rides in India across all states in 2025 - 3.2 million trips, covering 11.6 billion kilometres yearly

2025 trends

Delhi emerged as the largest market by ride volume, followed by Mumbai, Hyderabad, Pune and Bengaluru. Mumbai and Kolkata stood out as the most active late-night cities

Market Share Breakdown

In the cab category, Uber leads with 50% market share, followed by Ola at 34%, and Rapido trailing with a 14% share.

The auto-rickshaw segment paints a different picture, with Uber holding 40%, Ola at 26%, and Rapido emerging as the second-largest player with 31%.

Rapido dominates the bike-taxi category with a commanding 56% market share, leaving Ola and Uber far behind.

Rapido's revenue model was a bit different than that of Ola and Uber. Ola and Uber charged commission on fares but rapido brought in a subscription based model which allows driver to pay a fixed fee which was usually lower than what they had to pay if they were using Ola/Uber.

Driver Attraction

Lower subscription fees encourage drivers to join, reducing their operational costs.

Cheaper Fares

With reduced overheads, Rapido offers fares that are 10%-15% cheaper, attracting cost-conscious riders.

Market Disruption

This model has disrupted the three-wheeler and bike-taxi categories and is gradually impacting the cab segment.

https://www.equentis.com/blog/14-cabs-31-autorickshaws-56-bike-taxis-is-rapido-set-to-outpace-ola-uber/#:~:text=In%20the%20cab%20category%2C%20Uber,Source:%20Economic%20Times

Source: https://www.mordorintelligence.com/industry-reports/india-taxi-market

High Friction Pickup Environments

Airports

Multiple terminals, fixed pickup zones, long walking distances, strict regulations

Malls

Multiple entry/exit gates, basement parking confusion, unclear pickup points

Tech Parks

Security restrictions, multiple buildings, limited stopping zones

Railway Stations / Bus Terminals

High crowd density, chaotic exits, traffic congestion

Events / Concerts / Stadiums

Temporary traffic diversions, crowd surge, dynamic pickup locations

Current Alternatives / User Workarounds

- Calling driver to explain location
- Chatting with driver with instructions
- Sharing live location link
- Walking to a nearby landmark or main road
- Adjusting pickup pin manually
- Waiting at visible locations hoping driver spots them

Limitations of Current Alternatives

- Time consuming coordination
- High dependency on communication (language/accent issues)
- Increased cognitive effort for users
- Not reliable in crowded or noisy environments
- Leads to delays, cancellations, and frustration

Competitive Analysis (Pickup Experience Focus)

Uber

- Suggested pickup points in airports and high-density areas
- Pickup location change feature
- Uber uses google maps.
- Better quality cars and trained drivers.

Ola

- High dependency on call/chat
- Ola uses ola maps hence accuracy is not as good as that of google maps.

Rapido

- Pickup location change feature
- Heavy reliance on call/chat
- Rapido uses google maps which Improves rider tracking accuracy from about 60% to about 95%.
- Focus is on pricing.

Comparative View

Pickup Guidance

Uber - Moderate
Ola - Low (not of best quality)
Rapido - Moderate

Dependency on Calls

Uber - Medium
Ola - High
Rapido - Low

Handling Complex Environments

Uber - Moderate (best for airports)
Ola - Weak
Rapido - Weak

External Constraints

- No-parking / No-stopping zones
- Traffic police enforcement
- Safety concerns (dark areas, isolated pickup points)
- Driver restrictions in certain zones

Market Trends

- Rapid urbanization leading to increased congestion
- Growth in ride-hailing adoption across Tier 1 and Tier 2 cities
- Increasing user expectation for seamless and frictionless experiences
- Advancements in real-time navigation and AI-driven recommendations

Key Insights

- Pickup problem is most severe in high-density and complex environments
- Users are currently acting as the coordination layer between driver and rider
- Existing solutions are reactive (calls/chat) rather than proactive
- No platform fully solves last 50-meter navigation
- Mismatch in pickup points leads to delays, cancellations, and poor user trust
- Different user personas experience different types of pickup friction
- High ride volume amplifies even small inefficiencies

Problem Statement

> Users lack clarity and confidence in identifying the correct pickup location and coordinating with drivers, especially in complex and high-density environments, resulting in delays, cancellations, and a suboptimal ride experience.

Proposed Solution Approach

Smart Pickup Point Recommendation System

suggests optimal pickup points based on traffic, accessibility, and historical success rates

Last Mile (50m) Navigation

Step-by-step navigation to guide users to exact pickup point
Indoor + outdoor navigation support

Zone-Based Pickup System

Defined pickup zones in airports, malls, and high-density areas
Clear labeling and structured flow

Predictive Nudges

Proactive suggestions like "Move 50m ahead for faster pickup"
"Driver cannot stop here, suggested alternate location"