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# RAAHI

SaaS platform enabling  
On-demand mobility  
management solutions  
for corporates.



# Problem

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## Problem

In the post-Covid world hybrid and remote culture has reduced direct human interaction, which has increased the problem of employee engagement, management, productivity and retention.

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# 60%

Executives feel productivity is better in office

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# 5 days

50% of companies want employees back in the office, 5 days a week

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# 84%

Employees show resistance for back to the office program due to commute challenges.

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# 90%

Employees miss socializing and water cooler moments

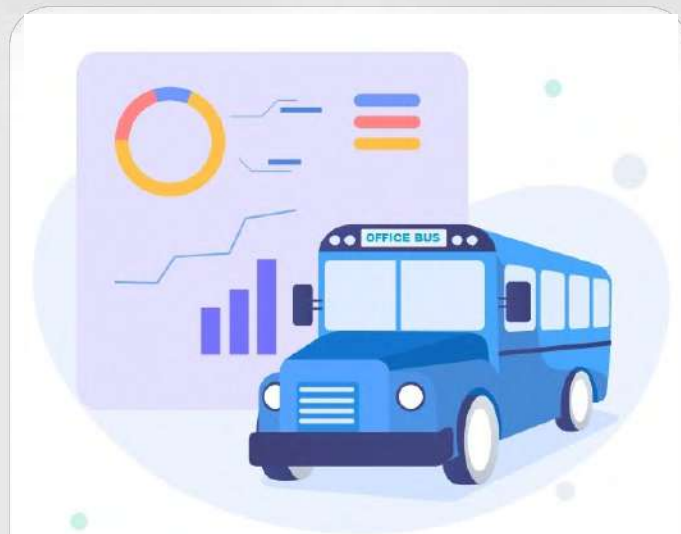
Impact on Employers



**Employee burnout  
and reduced  
productivity**



**Fear of attrition**



**Lack of options and  
commute  
management partners**

Impact on Employees



**Mental stress and  
Frustration increasing  
anxiety like health  
issues**

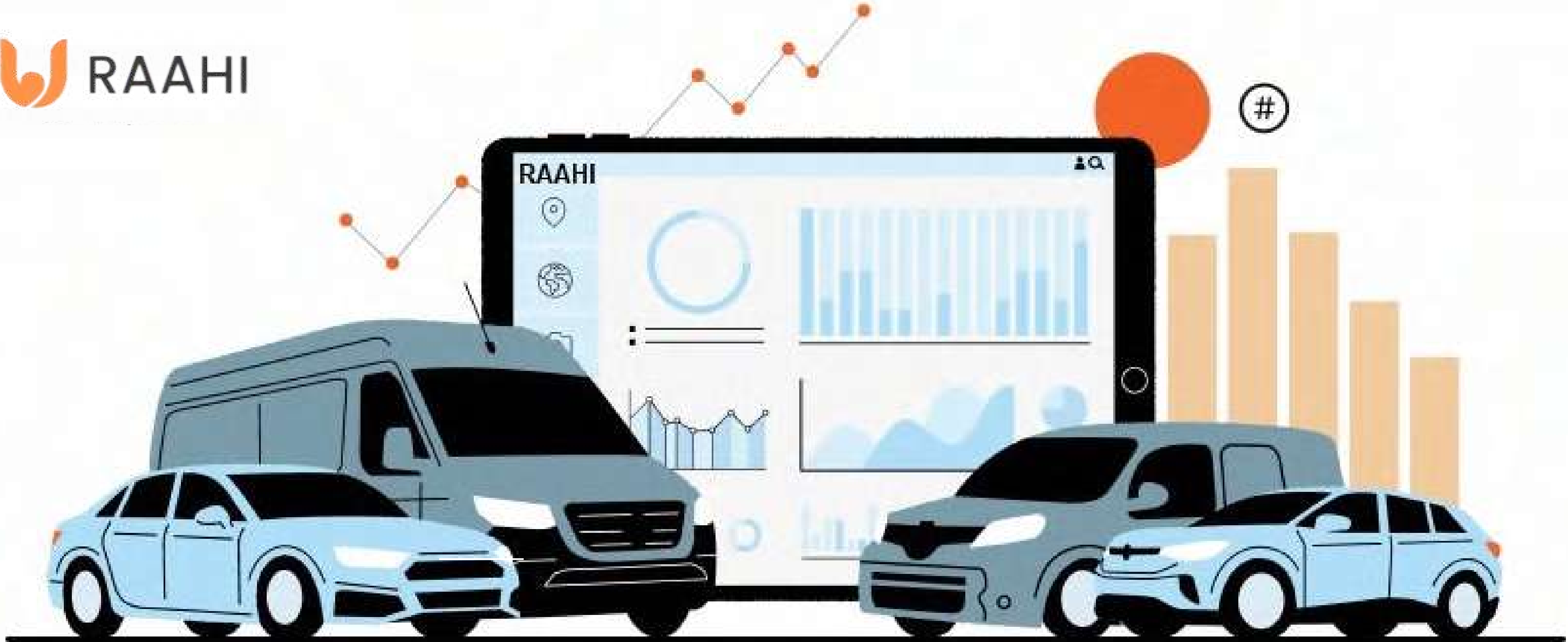


**Increased expense  
and burn to personal  
finace**



**Waste of productive  
time driving**

# Solution



**RAAHI-  
Enabling  
Office  
commute**

**Solution**

We are a MaaS (mobility as a service) platform that enables organizations to provide safe, flexible, and reliable office commute.

## Traction

We have generated demand from 20+ corporates for close to 17000 employees. With brands like Razorpay, groww, Navi and homelane in the pipeline, we have a projected revenue of 200K for the next 12 months with zero marketing cost.

We have spent 5L in doing two pilots and 2 case studies with two different companies

We have partners like locus and workspace management platforms like Hanto



Plum



PlaySimple Games



Simpl



Hanto



CnH

**For employees**

No waiting period

Zero cancellation

Flexible and reliable rides

Zero Surge

24\*7 WhatsApp Based support

**Convenience fees 5% per ride**

**For employers**

Seamless onboarding for employees

Trip Trackability

Expense and Ad-hoc bookings Management

Launch commute wellness programs

24\*7 WhatsApp Based support

**Subscription INR 100/employee/month**

**For Operators**

Assured demand for drivers and faster payouts

Data driven asset utilization

New age tech and ops solutions

Access to new revenue streams and help in saving costs using tech

24\*7 WhatsApp Based support

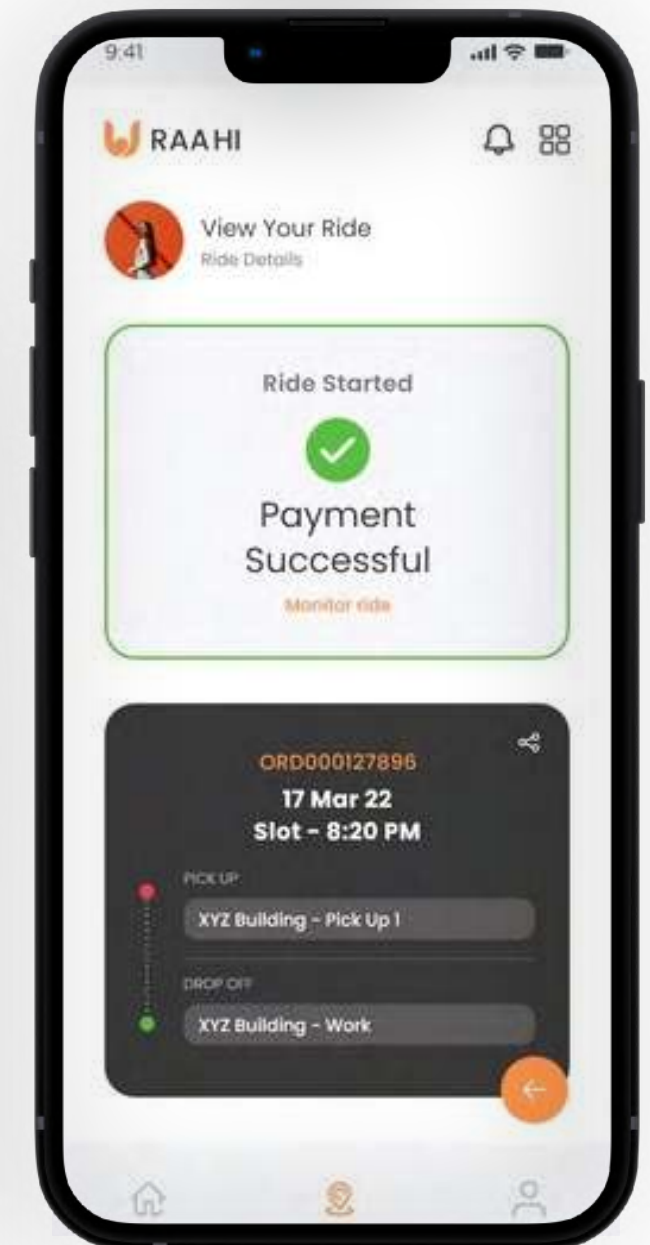
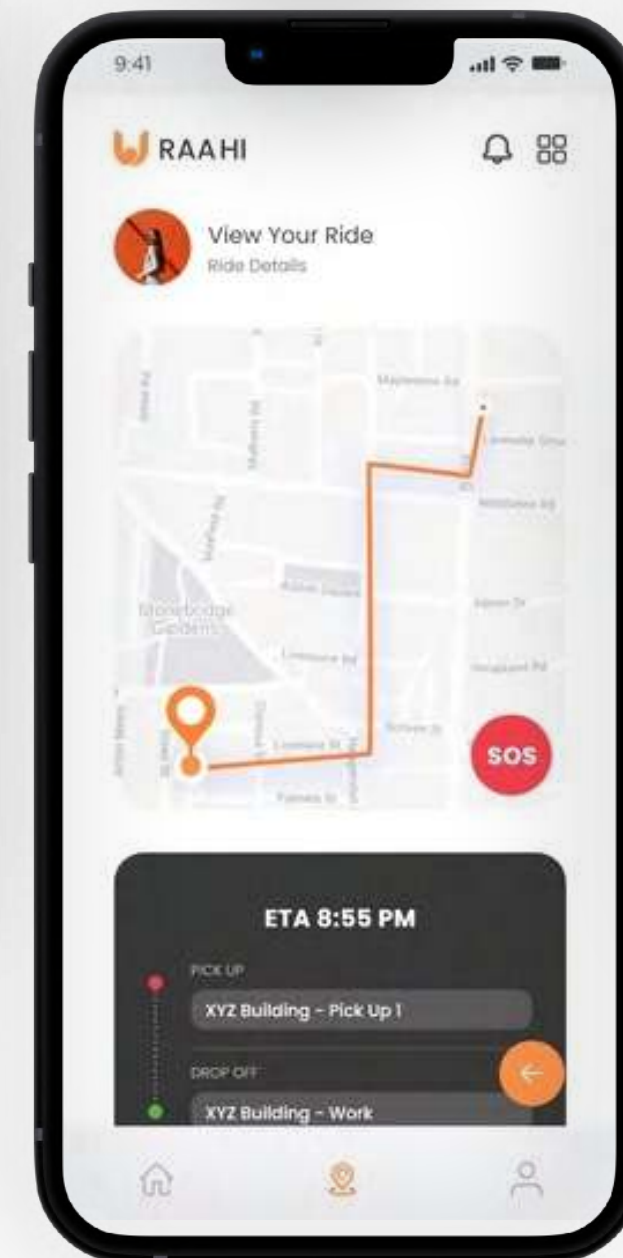
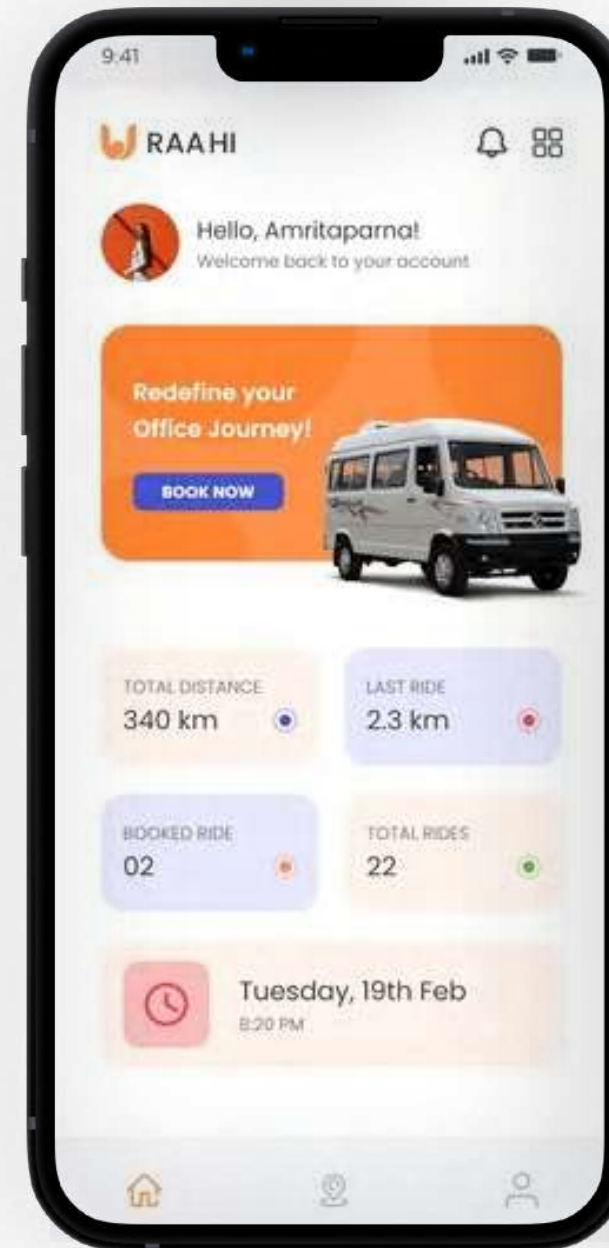
**Freemium**



## Employees

- Logs In
- Schedules rides
- Pays for the ride
- Arrives Office
- Gives Rating for the ride

The **Admin** has visibility of employee ride traceability and pro-rated addition and deletion option along with manage ad-hoc bookings.



## Driver

- Logs In
- Finds the list of pickups scheduled
- Picks the employees and drops them to the respected location
- Takes payment
- Completes the ride with feedback

The **operator** has visibility of asset movement and in case of emergency is able to resolve the same from the backend



**8.8 Mil USD**

Serviceable obtainable  
market

**16.6 % of the overall  
SOM of Bengaluru**

**237 Mil USD**

Serviceable available  
market

**SOM model applied  
across tier one tier 2  
cities (SME Market)**

**\$15B**

**140 million office commuters**

Total  
available market

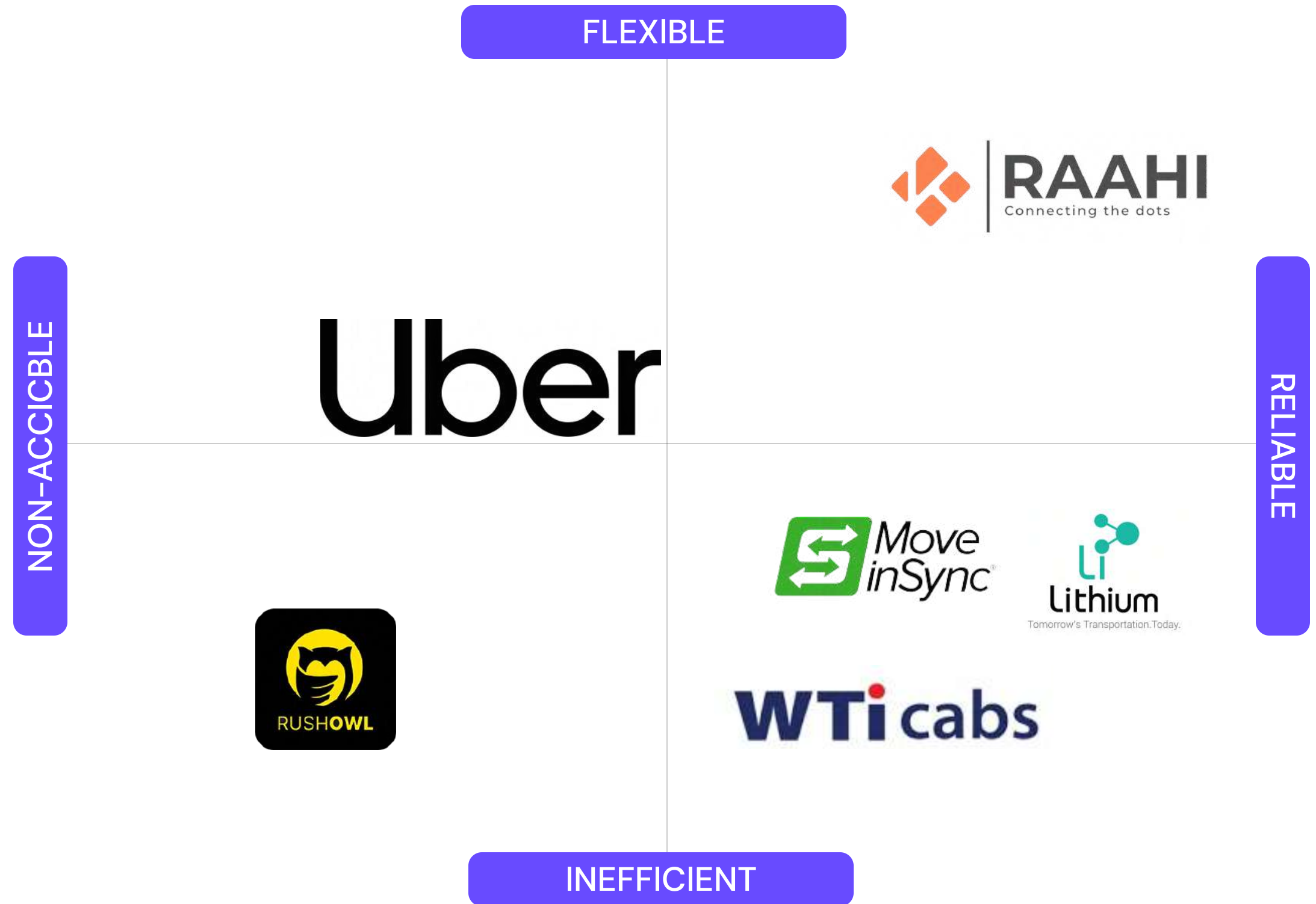
**TAM= SOM+ SAM across  
SME + Enterprise markets  
across tier-1 and tier-2  
Cities**

# Competitive Advantages

Due to following reasons...

- 01 Flexible
- 02 Options like on-demand, fixed route, and Flexi route.
- 03 Demand centric
- 04 Focus on mobility management
- 05 Demand creation and demand management.

## Competitive landscape



# GTM Strategy

Oct-Dec  
2022

## Minimum viable product

Launch the first version of the product for Plum's 200 employee.

SLA with Suppliers

Ensure 95% on time pick-up and 100% on time drops

Operational process setup for supply side.

Start conversation with Simpl for 600 employees

Jan-March  
2023

## Refine platform

Maintain 95% on time pickup and 100% on time drops

NPS for Plum evaluation

Ensuring 100% vehicle utilization

On board simpl 600 employees and take tally to 2000

Generate LoI from Razorpay and roww

Apr-Jun  
2023

## User growth

Onboard another 7500 Employees as per the LoI

Onboard Razorpay, Groww, Navi

Build the sales funnel

Build Hiring funnel

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RAAHI

# Team

## Our team has years of experience across diverse industries but all have customer obsession



**Kishan Kishore**

Founder  
3+ years of B2B Sales and  
Operations experience



**Bharath Rao(Advisor)**

8+ years of experience in  
employee transport management  
for IBM



**Tanisha Ujjain**

Co-Founder  
3+ years of Product design,  
execution and Scaling



**Ashish Verma(Advisor)**

Professor at Indian Institute  
of Science (IISc) & Convenor  
IISc Sustainable  
Transportation Lab (IST Lab)

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RAAHI

Thank you