



PRODUCT TEARDOWN

Mobility made



rapido

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Simple, by



*India's bike-taxi & multimodal
mobility super-app*



By : APOORV KATHWAR

 Overview

Rapido is India's largest bike-taxi platform and a fast-growing multimodal mobility super-app. Founded in 2015 in Hyderabad, it connects riders with independent "Captains" for affordable bike, auto and cab rides plus parcel logistics — on an asset-light aggregator model.

Key Features

-  Bike Taxi
-  Auto Rides
-  Cab Rides
-  Rapido Box
-  Ownly food delivery
-  Safety & SOS

Stats — by the numbers

VALUATION

\$3 B

May 2026 — \$240M round led by Prosus

INDIA RIDE-HAILING SHARE

Bike Taxi	#1 / Majority
Auto Rickshaw	~33%
Cabs	~20%

Highest new-user downloads in the category

 Business Model

-  **Captain Subscription (SaaS)**
Autos pay a ₹9–29/day login fee; cabs ₹500/mo — Captains keep 100% of fares.
-  **Ride Commission**
15–20% take on bike-taxi rides — still the largest single revenue line (45%).
-  **Delivery & B2B Logistics**
Rapido Box & last-mile tie-ups monetise idle Captain hours between rides.
-  **Ads & Merchant Promotions**
In-app placements and sponsored merchant promotions.
-  **Surge & Convenience Fees**
Dynamic-pricing share captured during peak demand windows.

 Competitors

Ola

Uber

Namma Yatri

inDrive

Yulu

Competes on affordability against Ola & Uber — and on a captain-first model against Namma Yatri and Yulu.

74 M Monthly users	5 M+ Rides / day (peak ~8M)	100+ Cities covered
₹648 Cr FY24 revenue (+46% YoY)	\$800 M Total funding raised	2015 Founded · Hyderabad



User Persona



Ankit Verma

Age 26

Software Engineer, Bengaluru

CORE NEEDS & GOAL

A fast, fixed-cost daily commute between home and office without re-booking the same trip every morning.

PAIN POINTS

Repetitive booking, surge pricing at peak hours, and unpredictable monthly travel spend.



Priya Nair

Age 20

College Student, Pune

CORE NEEDS & GOAL

Cheap last-mile rides from the metro station to campus, multiple times a day.

PAIN POINTS

Long match wait times, fares that swing daily, and no clear view of weekly spend on a tight budget.



Sohail Khan

Age 31

Freelancer / Gig Worker, Delhi

CORE NEEDS & GOAL

Quick point-to-point travel for client meetings plus occasional parcel pick-and-drop.

PAIN POINTS

Cancellations, captain no-shows, and hard-to-track travel expenses for reimbursements.

 User Flow

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Steps	1. Open Rapido	2. Set Pickup & Drop	3. Choose Ride Type	4. Confirm & Match	5. Ride & Pay
Action	Sign in with mobile number + OTP	Allow location, enter destination	Pick Bike / Auto / Cab, see upfront fare	Captain assigned, share ride OTP, track live	Reach drop, pay via UPI / cash, rate captain
Thoughts	<i>"Sign-up was quick and simple."</i>	<i>"It already knows my saved places."</i>	<i>"I can see the price before I book."</i>	<i>"Captain is close, I can track him."</i>	<i>"Fast, cheap and cashless — easy."</i>
Emotion	Curious	Reassured	In control	Confident	Satisfied

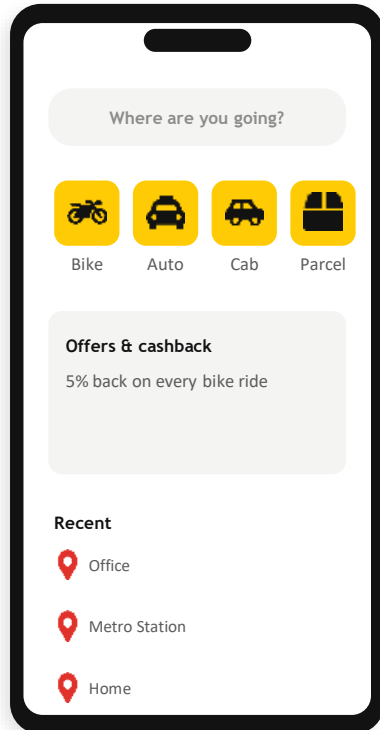
The core ride-booking journey — from open to paid in five steps. Simple by design, but Stages 1–3 repeat identically for every daily commuter.



User Interface of a Ride

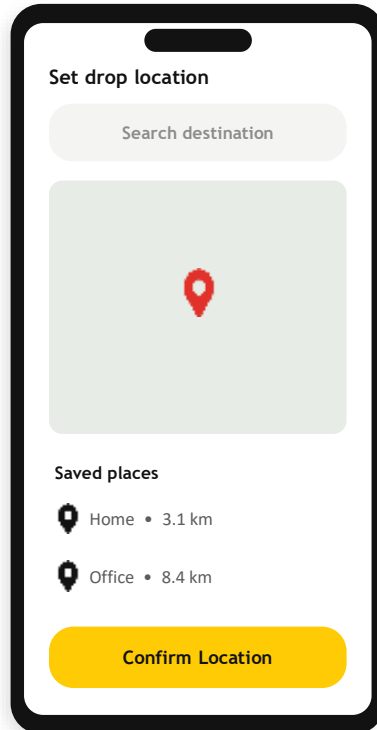


Rapido's USP: A clean, fast booking flow with upfront fares — affordability + speed make it the default last-mile choice across 100+ Indian cities.



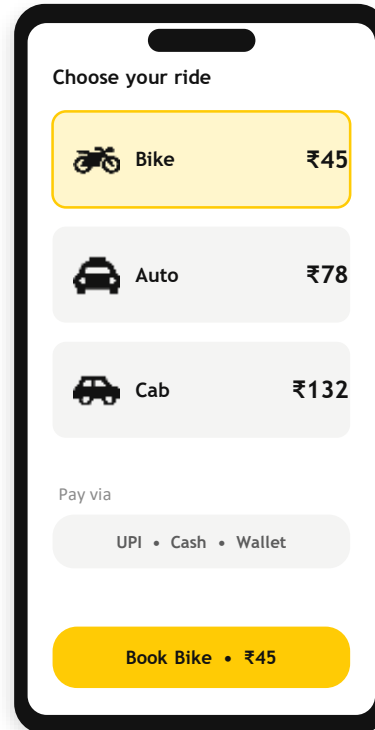
Home screen

All services and recent trips in one tap.



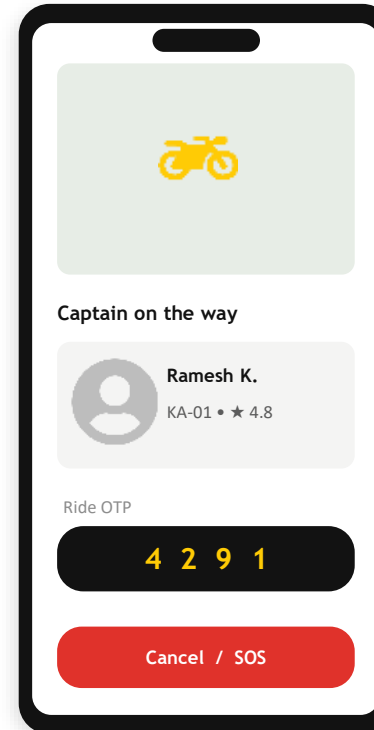
Set destination

App suggests saved places to speed it up.



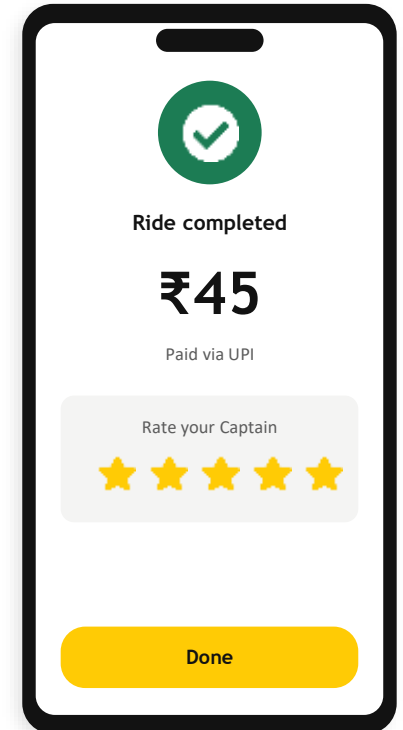
Upfront fares

Compare Bike / Auto / Cab before booking.



Captain & OTP

Live tracking, ride OTP and an SOS button.



Pay & rate

Cashless payment, then rate the captain.



The same commute, every day — why re-book it?



Problem: Daily commuters repeat Stages 1–3 of the flow identically every morning — same drop, fresh match wait, surprise surge.

Solution:

NEW FEATURE

Rapido Daily Commute

Save your regular routes once — then book, schedule and budget your home–office trips in a single tap.



Saved Routes

Pin Home → Work → Home as one-tap rides — no re-typing the destination.



Scheduled Rides

Pre-book the morning ride or set a recurring weekday schedule — a captain is ready before you leave.



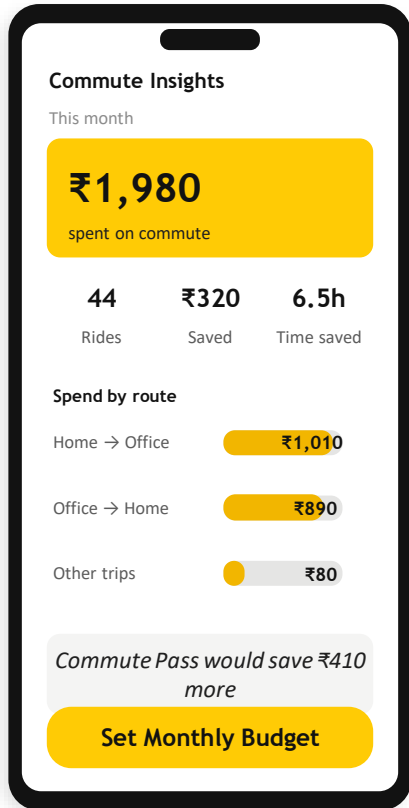
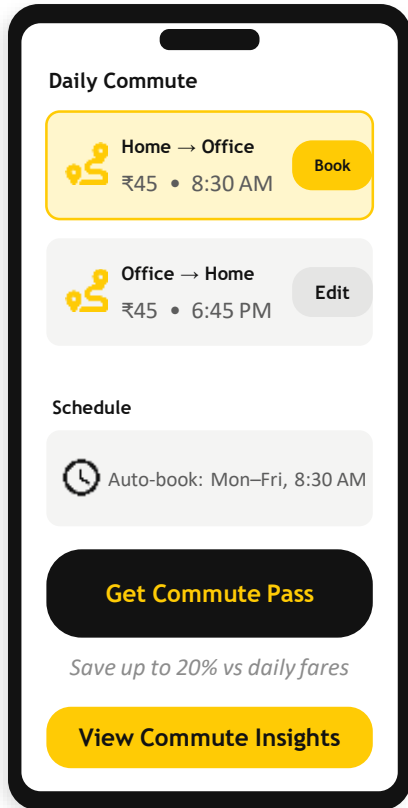
Commute Pass

A monthly pass with a fare locked against surge, plus bundled ride credits at a discount.



Commute Insights

A monthly view of spend, rides taken, ₹ saved vs surge and time saved.





MILESTONE 01

Faster daily booking

- One tap to book a saved route
- No re-typing the same destination
- Stages 1–3 collapse into one action



MILESTONE 02

Predictable, fair cost

- Commute Pass locks fares against surge
- Bundled credits cut per-ride cost
- No peak-hour price surprises



MILESTONE 03

Reliable rides + clear insights

- Scheduled rides secure a captain at peak
- Monthly spend & time-saved analysis
- Easier budgeting and expense tracking

How is this beneficial to **users**?

Turning a repeated chore into a one-tap, predictable, trackable routine.

rapido

A smoother, time-saving commute — built on the trust of India's largest bike-taxi network.

rapido Key Metrics

Daily Commute — measuring whether the feature is genuinely used and trusted

Supporting Metrics

- Daily active users of the feature
- Repeat scheduled / recurring rides
- Commute Pass subscriptions
- Lift in weekday ride frequency
- Feature retention (4-week)
- Avg booking time saved per ride

North Star Metric

NORTH STAR METRIC

Rides booked through Saved & Scheduled Commute Routes

the clearest signal the feature replaces manual daily re-booking

Guardrail Metrics

- Ride match / fulfilment rate
- Scheduled-ride cancellation rate
- Captain no-show rate
- Fare-dispute & surge complaints
- ETA accuracy for scheduled rides
- Feature crash / error rate

Summary

Rapido Daily Commute turns the most repeated journey — the daily home–office trip — into a one-tap routine. Riders save regular routes, schedule recurring rides, and lock fares against surge with a Commute Pass. Commute Insights then tracks spend, savings and time saved, so a predictable trip finally has a predictable cost. The feature deepens habit and retention for Rapido while making everyday mobility genuinely effortless.

Thanks...

Mobility made Simple, by rapido