



OMitra

A Train Social App

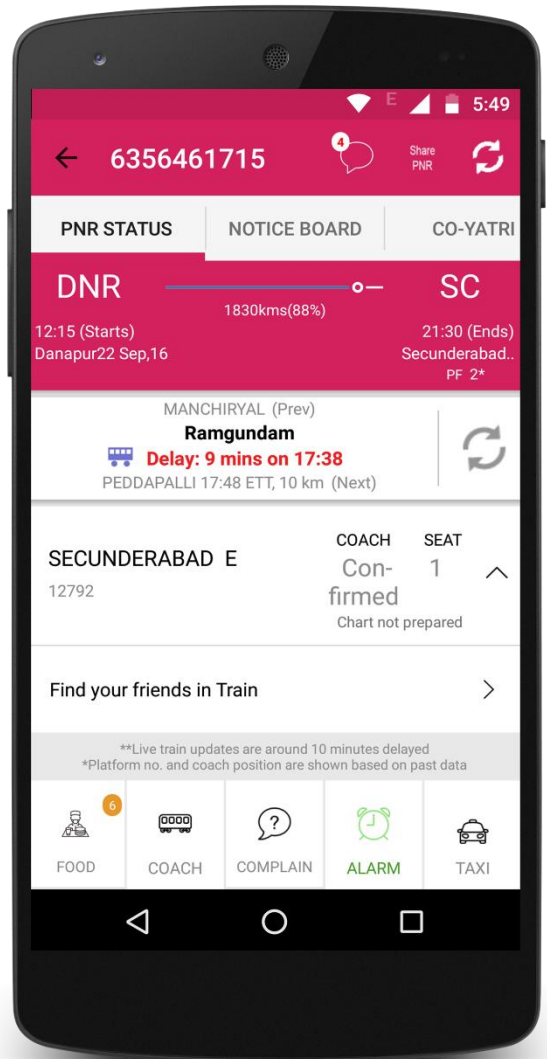


T-Hub, Hyderabad

OMitra - A Train Social App

OMitra mission is to make train traveller **happier** by providing **personalized** travel information, **quality services** and **engage** them with their **travelling friends and like minded** folks

OMitra Snapshot as on 15TH Sept 2016



18-10-2016

- India's First multi-function, social platform for Rail passengers
- Indian Railways at transformation phase
- Covers the entire journey & aspects
- 1 patent Filed for offline train tracking
- Revenue generating by integrated food services, API and Ads

Number of downloads

1,00,000+

New app downloads
Last month

25, 000

Monthly active users

35,000

Monthly Revenue

INR 65K+

Life of rail passenger...



Inconvenient Seat



Uncertain Delays



Unhygienic Food



Missing Station



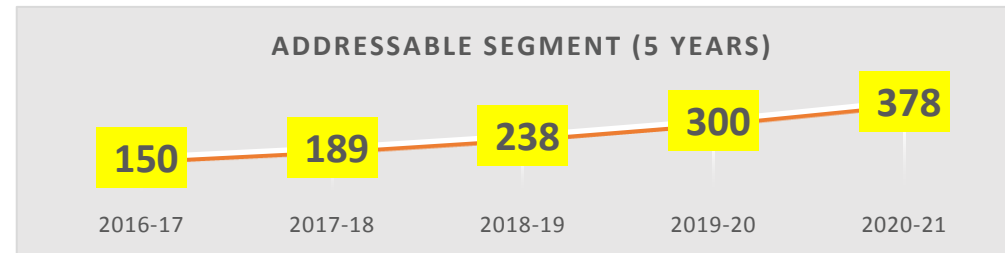
Boring Journey

and many more...



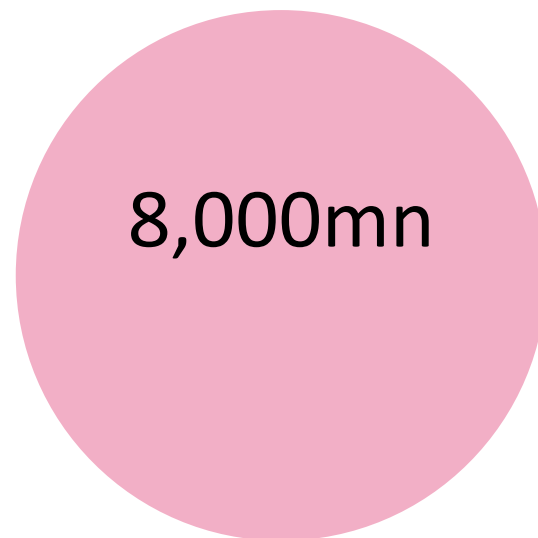
Costly Taxi

Gold Mine - Indian Railways

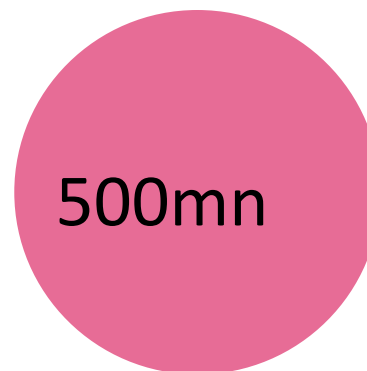


↑ Growing 15% YoY

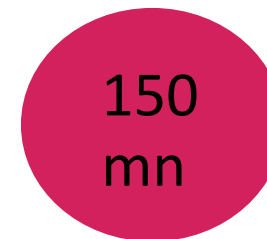
↑ Growing 26% YoY



Total

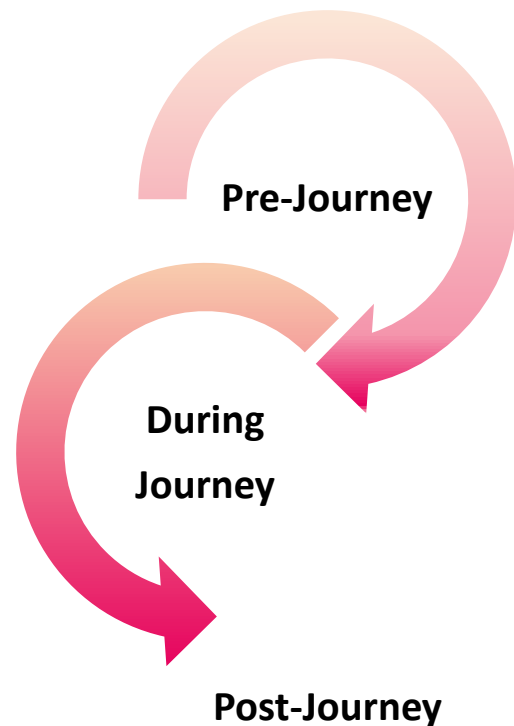


Reservation



Addressable
Smartphone user

Passenger activities & OMitra solution scope



- **Train Search and availability**
- **Pre-Journey reminders**
- **Live train updates (eg. delay)**
- **Ride to station**

- Check Platform no and coach position
- Identification of family, friends, co-passengers

- **Order Food**
- **Live Train updates**
- **Alarm prior to destination**
- **Explore Seat exchange**
- Post complaint on train amenities

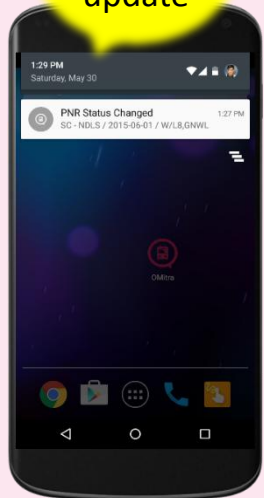
- Interact with co-passengers
- Intimate family for pickup
- Seek emergency assistance (medical, security)
- Alternative contact mechanism

- **Ride to destination**
- **Identify lost baggage**
- Post feedback to Railways
- Being connected with travellers

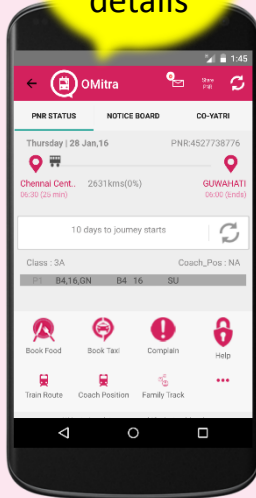
OMitra...we got your entire train journey covered!

Pre-Journey

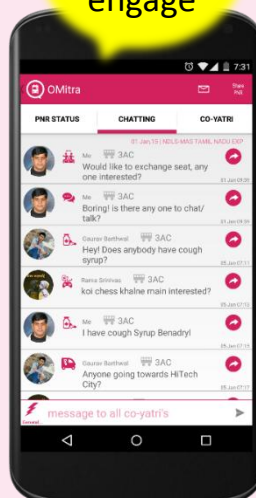
PNR update



Trip details

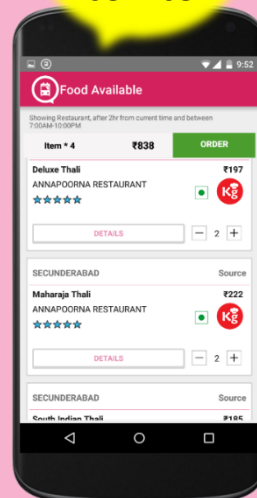


Social engage



During-Journey

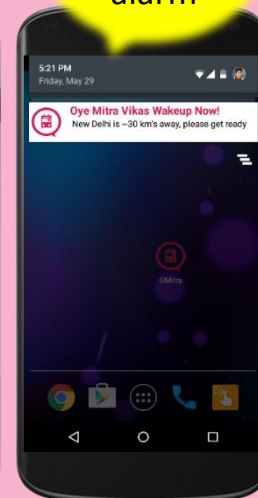
Food service



Live update

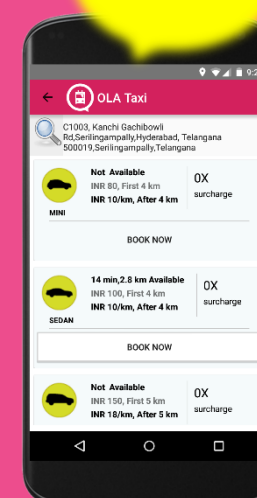


Wakeup alarm

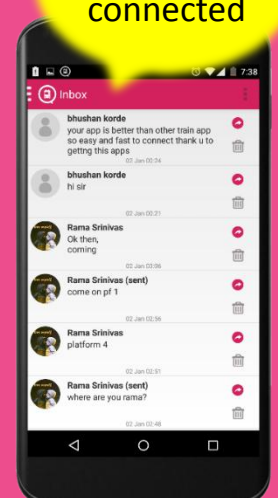


Post-Journey

Taxi



Being connected



One app... many usages

Social



Seat exchange



Networking



Chatting



Auto sharing



Gaming partner



Taxi sharing

Personalized



Live train updates



Wakeup Alarm

and many innovative products

Services



food



Taxi

Life of rail passenger...transformed!



Explore seat
options



Planned
Departure



Quality Choice



Never miss
Station



Journey
Companion



Shared Taxi

and many more..

Train Travel Social

Planning

- Plan and book tickets on same train as friends and acquaintance travelling
- Find companion for old parents/ females/ alone young traveller

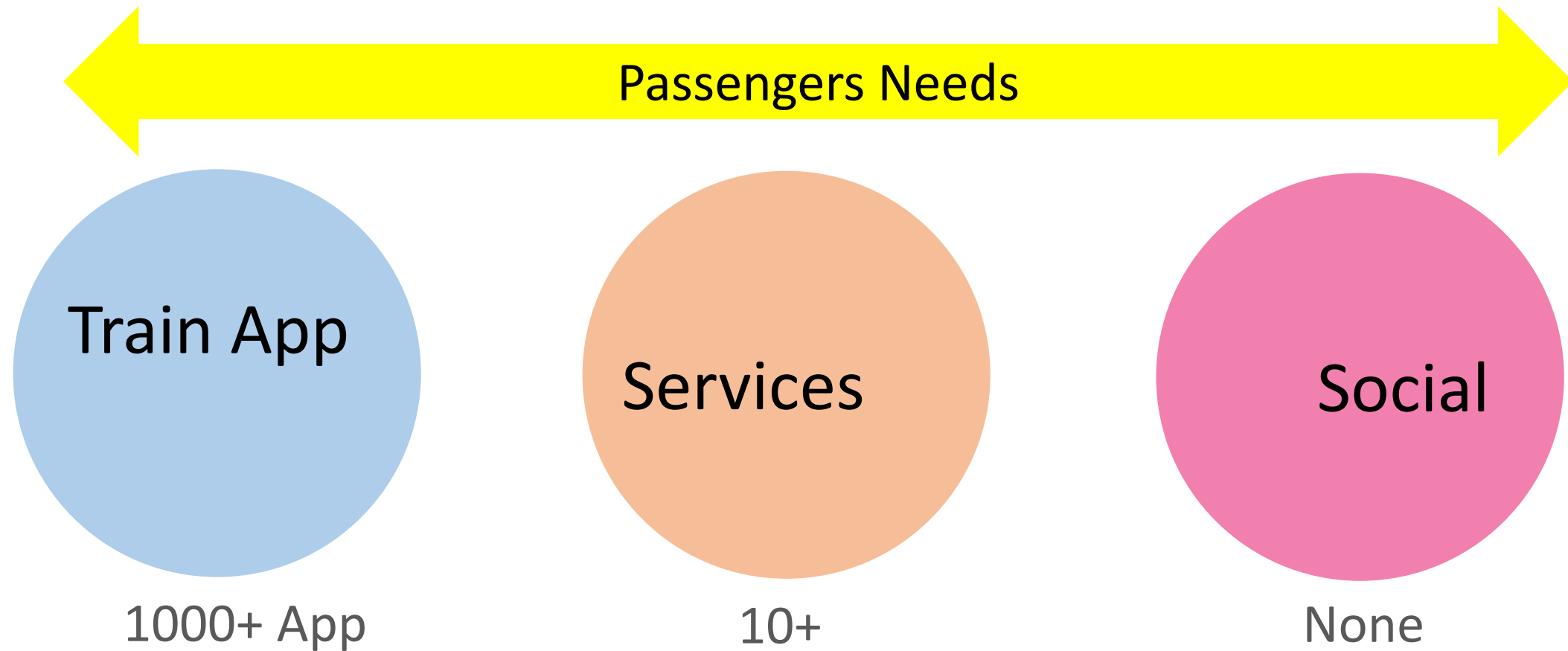
Journey

- Discover friends and acquaintance
- Greet & Meet like mind folks
- Interact diverse type of folks

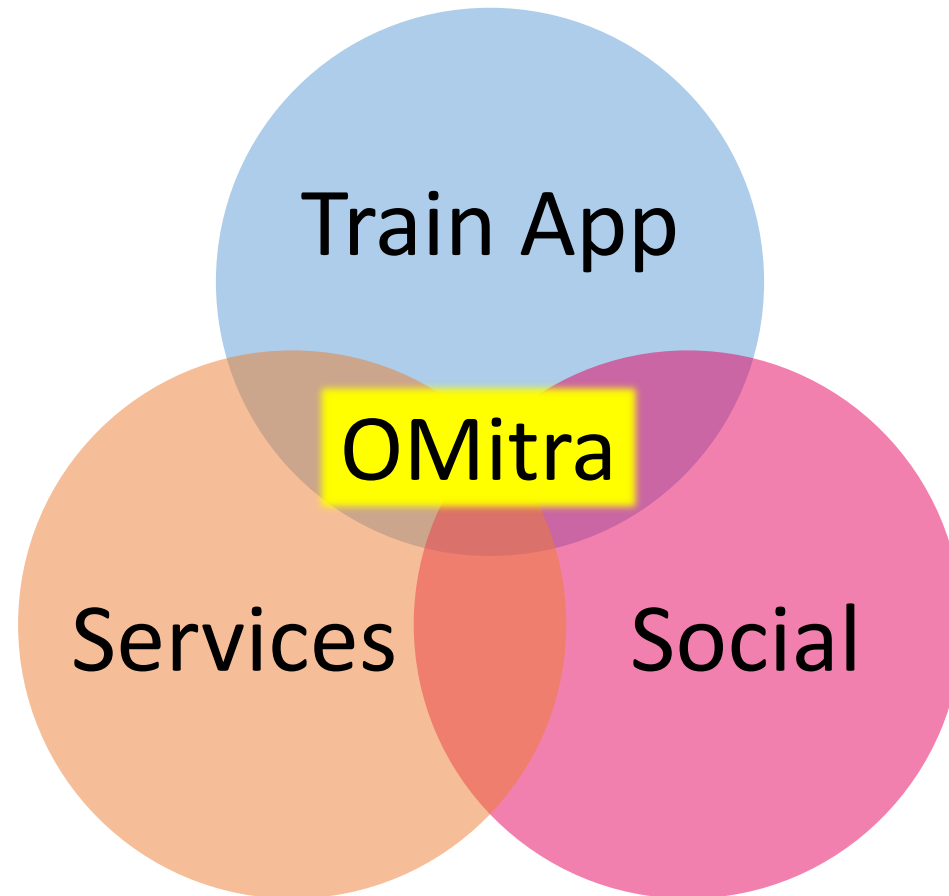
Collaboration

- Shared Taxi/ Auto
- Medical/ emergency needs
- Exchanging Seats, old person/ scatter seats

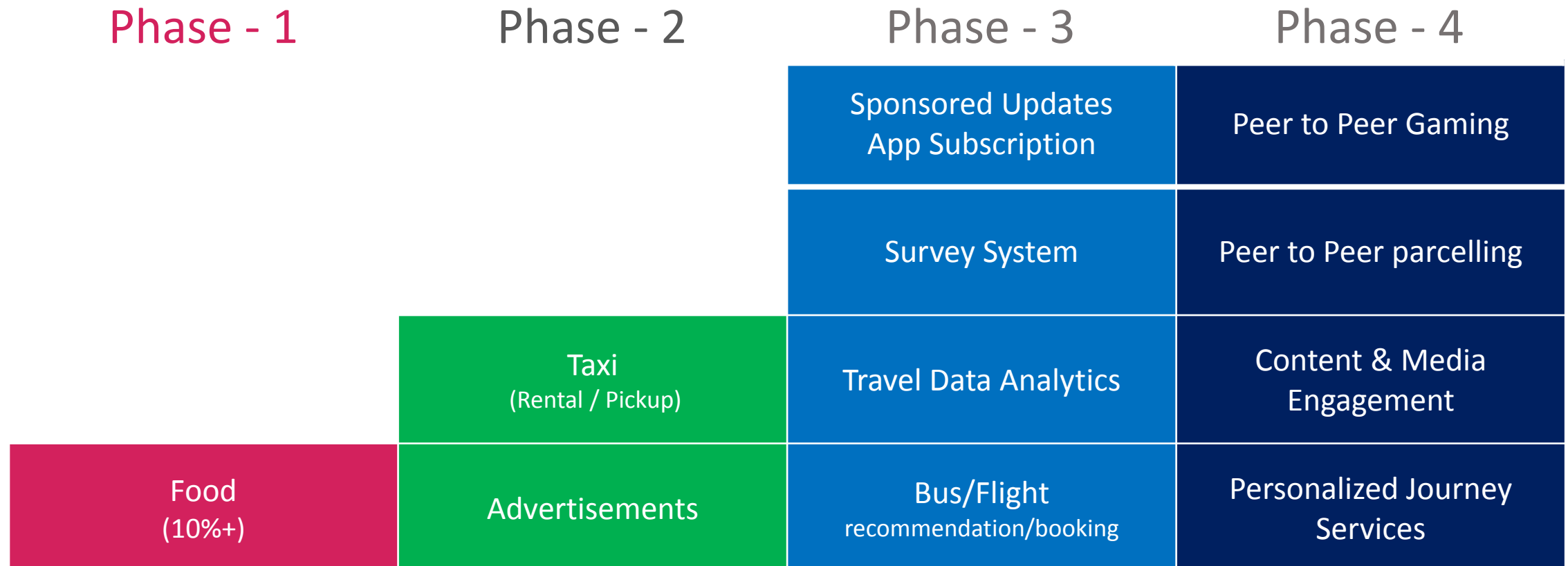
Dis-joint Indian Railways App market



OMitra – Single app for all needs



Diverse User - Diverse Revenue



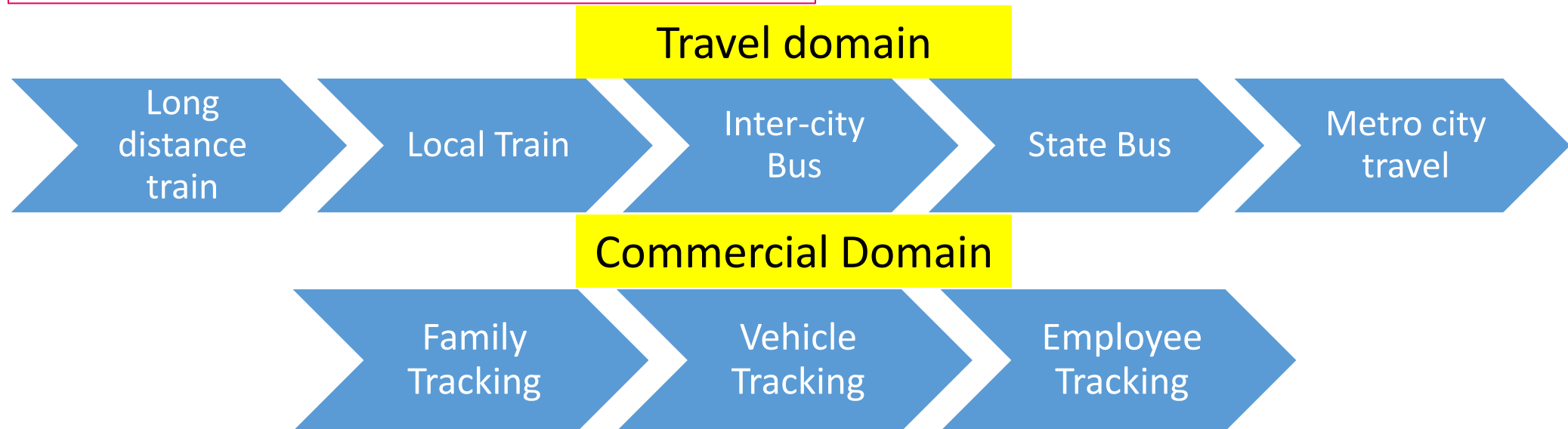
Offline Travel Tracking SDK



- Delay of train
- Next Station
- Distance to Next Station
- Previous Station
- Current Station/location

1 Patent filed

Technology used in
RISSTA Railways
Security App



Rail Social SDK

- Ride Sharing to railway station — 4 types of user(to, from, pickup, drop)
- Explore Seat exchange before boarding
- Business Networking during journey
- Peer to Peer Gaming/Chatting, without internet
- Local train/ routes/ trains groups
- Many more use cases

Peer Parcelling

Goal – Reduce 20% travel cost of 10% of travellers

- Problem & Opportunity
 - High courier/transport small envelope/parcel cost
 - Not all type of items can't be couriers, like pickle, sweets etc.
 - Higher weight items costly to ship
 - Students/ Folks migrated to far away city, misses their local flavoured pickle/ sweets/ homemade dishes
 - Local / regional Festival Needs – Rakhi / Diwali/ Teej, sweets/gift transportation
 - Potential to become India's Biggest private Courier company without a courier boy
- Opportunity
 - Train Passes through across India every days
 - Every day, every route lots of folks travelling
 - Travel Cost everyone like reduce
- Challenges
 - Security, Privacy and Reliability
 - Execution end to end

OMitra Achievement so far

- Top 5 company in India impacting Railway Travel Better – ToI Article
 - <http://www.gadgetsnow.com/tech-news/These-startups-are-making-train-travels-joyful/articleshow/53250139.cms>
- Start-up India Certificate to OMitra
- Selected in Mobile 10X- IAMAI (PayTM/Google/VMAX)
- RISSTA Security App well appreciated by RPF
 - All India Railway Security App, presented solution to India Railway Board, New Delhi, to Railway Security Group (but couldn't make due to CRIS taking up)

Partnerships



In talks with ...



Team



Vikas Jagetiya (Founder & CEO)

Ex. Qualcomm, **Granted 5 patents**, mobile technologist
12 year experience. MTech – NITW



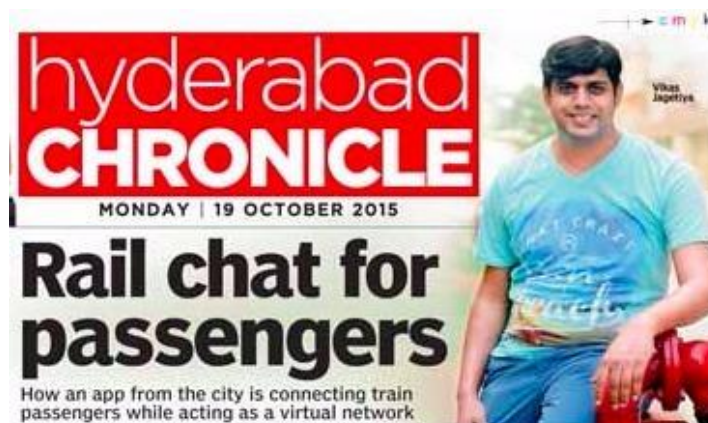
Sri Hari Kolusu (Co-Founder)

Sales, marketing, retention and revenue. Reliance,
Videocon, Tata. 14 year experience
MBA, MTech (IT), Ph.D



Krishna – Android
Mukesh – Server
Durga - Food Ops

OMitra media journey...



ओमित्रा मोबाइल एप

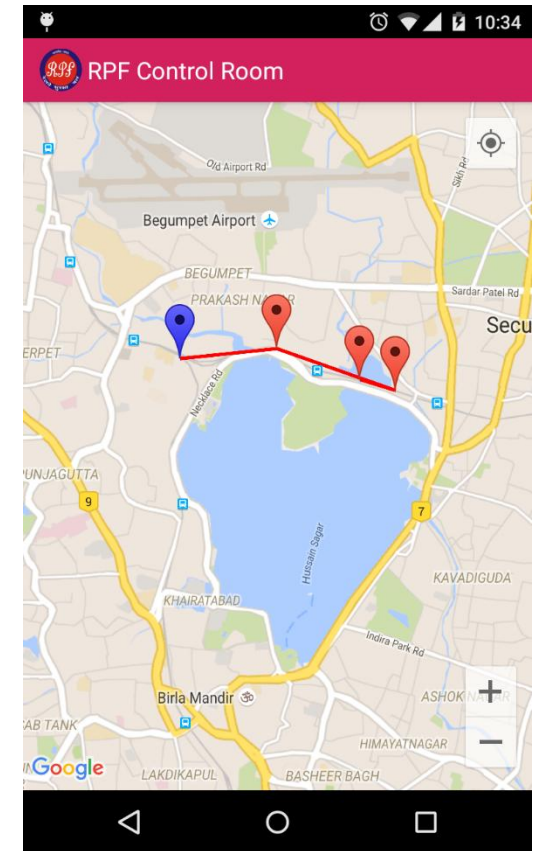
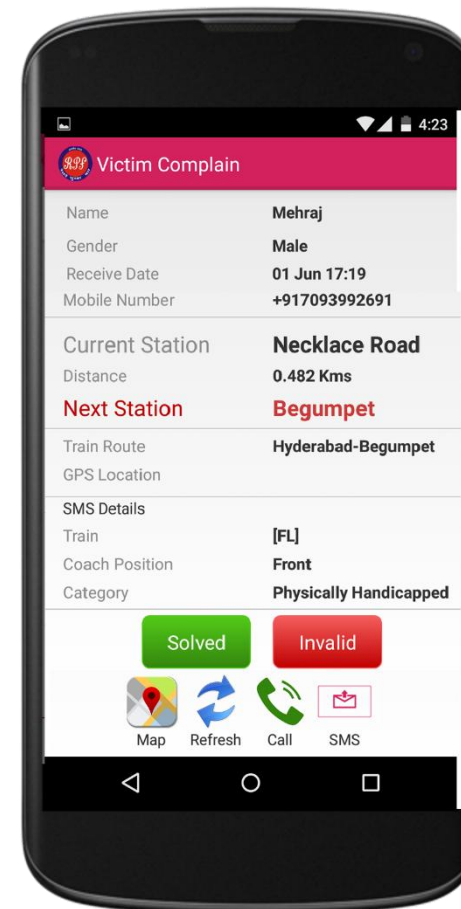
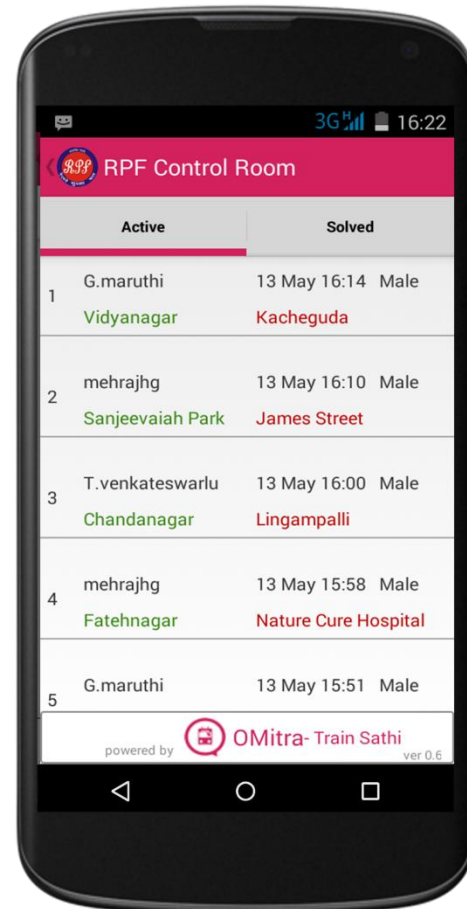
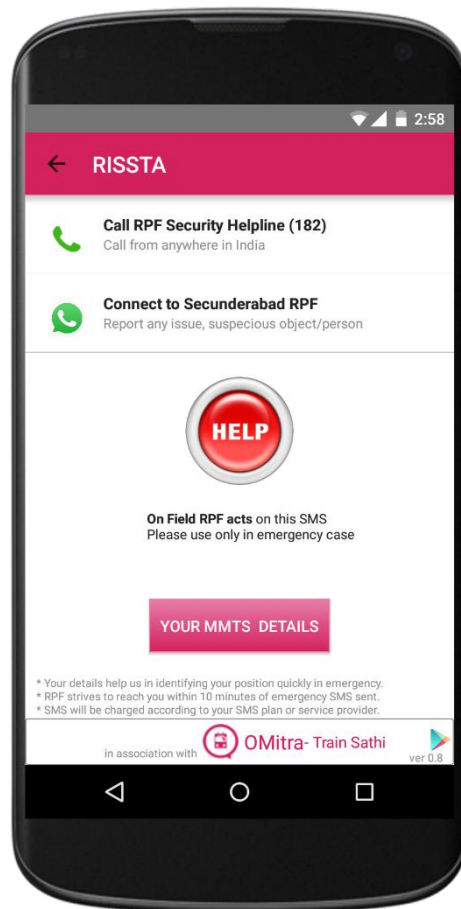
सफर हो जाएगा आसान

विकास जगोडिया जो कि भोलबाड़ा से हैं। उन्होंने एनआईटी से अपनी इंजीनियरिंग करके हैदराबाद में ही एक मोबाइल कंपनी में कार्य किया है। कुछ समय पूर्व उन्होंने अपनी इंजीनियरिंग की जॉब छोड़कर एक मोबाइल एप बनाया है। इस एप का नाम ओमित्रा है। यह एप ट्रेन में सफर करने वालों के लिए बड़ा ही काम का है। विकास ने बताया कि एक बार वो अपनी पत्नी को लेने



ट्रेन में बैठे लोग ही ट्रेन के आने की सही इंफॉर्मेशन को मुहैया करा देते हैं। जिससे काफी लोगों को मदद मिल जाती है। लोगों को बहुत ज्यादा इंतजार नहीं करना पड़ता और वो इसकी मदद से टैक्सी की भी बुकिंग करा लेते हैं। यही नहीं इस एप की मदद से लोग उन पहचान के लोगों से मिल लेते हैं जो उसी ट्रेन में सफर कर रहे होते हैं, पर मालूम नहीं होता। ऐसे में सफर भी आराम से कट जाता है। ओमित्रा एप की वजह से

RISSTA – Security App for Railways



Backup

Indian Railways

- Long Distance + Over night (500 mn)
- Short Distance (2000 mn)
- Local (4000mn)

- AC / Premium (70 mn)
- Sleeper (430mn)
- General (1000mn)
- Local (4000 mn)

- Reserved
- Unreserved
- General
- Local

- Premium Trains
- Superfast/ Duranto
- Mail/Express
- Passengers
- Local