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

• 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
Life of rail passenger...

- Inconvenient Seat
- Uncertain Delays
- Unhygienic Food
- Missing Station
- Boring Journey
- Costly Taxi
- and many more...
Gold Mine - Indian Railways

Total: 8,000mn
Reservation: 500mn
Addressable Smartphone user: 150mn

Growing 15% YoY
Growing 26% YoY

ADDRESSABLE SEGMENT (5 YEARS)

2016-17: 150
2017-18: 189
2018-19: 238
2019-20: 300
2020-21: 378
Passenger activities & OMitra solution scope

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

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

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

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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

Train App
1000+ App

Services
10+

Social
None

Passengers Needs
OMitra – Single app for all needs

Train App

OMitra

Services

Social
## Diverse User - Diverse Revenue

<table>
<thead>
<tr>
<th>Phase - 1</th>
<th>Phase - 2</th>
<th>Phase - 3</th>
<th>Phase - 4</th>
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</thead>
<tbody>
<tr>
<td>Food (10%+)</td>
<td>Advertisements</td>
<td>Sponsored Updates, App Subscription</td>
<td>Peer to Peer Gaming</td>
</tr>
<tr>
<td>Taxi (Rental / Pickup)</td>
<td>Travel Data Analytics</td>
<td>Survey System</td>
<td>Peer to Peer parcelling</td>
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<td></td>
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<td>Content &amp; Media Engagement</td>
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<td>Personalized Journey Services</td>
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</tbody>
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Offline Travel Tracking SDK

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

Travel domain

- Long distance train
- Local Train
- Inter-city Bus
- State Bus
- Metro city travel

Commercial Domain

- Family Tracking
- Vehicle Tracking
- Employee Tracking

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. Qualcommmer, **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...

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Rail chat for passengers

How an app from the city is connecting train passengers while acting as a virtual network.

2016 Private and Confidential
RISSTA – Security App for Railways

Call RPF Security Helpline (182)
Call from anywhere in India

Connect to Secunderabad RPF
Report any issue, suspicious object/person

On Field RPF acts on this SMS
Please use only in emergency case

YOUR MMTS DETAILS

18-10-2016 Private and Confidential
Backup
Indian Railways

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

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

- Reserved
- Unreserved
- General
- Local

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