



## An interaction with **PRAKASH SANGAM** CEO, RedBus

BY Manisha

**Q:- According to you how RedBus is different from rest of others?**

Ans. redBus is the country's largest online bus ticketing platform with reportedly 70% of the share in online bus ticketing. We offer 80,000 + routes with over 1,500 bus operators in India. As per the recent 'The Brand Trust Report', India Study – 2015, redBus has not only bagged the title of the 'Most

Trusted Online Bus Booking' brand of India but is the most trusted brand in the online travel category. And we emerged as the 13th most trusted internet brand in India in the overall rankings.

We make the bus ticketing experience fast, easy and transparent for our end user by offering seat selection, ratings and reviews of services, zero booking fees and a great customer support.

We believe that our role does not end merely when a ticket gets booked, so we have been constantly innovating to make a consumer's overall bus experience convenient and hassle-free with a host of new product features. Here are a few -

**Smart Boarding Point feature:** Now all our bus operators' boarding points are geo coded (available on Google Maps) for easy directions to customers. A user can also view a



**Live Bus Tracking feature: Approximately half an hour before the journey, a tracking link, with estimated delay, ETA and location details is shared with the customer for his convenience.**

picture of the boarding point on our platform.

Live Bus Tracking feature: Approximately half an hour before the journey, a tracking link, with estimated delay, ETA and location details is shared with the customer for his convenience. The tracking link can be in turn shared with family members and friends.

Smart Dropping Point feature helps the newbie in town to figure out which dropping point is closest to the location he has to go to. Our App, using Google Maps, decides the best destination based on the inputs from the traveler.

**Q:- RedBus has expanded into hotels. What is your outlook on that?**

Ans. There is a natural need among our bus travelers traveling for business, holiday and religious reasons to book hotels. And by offering this complementary service of hotel bookings on our platform, we are able to cater to a user's complete travel needs. And post-acquisition by the Ibibo Group, which already has access to a wide hotel inventory; it completely made sense to extend the redBus brand franchise to offer hotels on our platform.

The hypothesis further got proven as we received hotel bookings within the first hour of going live without a single outbound communication.

**Q:- So do you see an integration happening between redBus and Ibibo soon as they also offers hotel services?**

Ans. The integration between the two business entities on the Hotels business is already up and running,

with the inventory being aggregated by inGoibibo.com, a hotel inventory and campaign management platform.

**Q:- How do you plan to attract customers to your hotels booking platform when there are so many options such as Makemytrip and Cleartrip?**

Ans. If we look at the hotels category, it is highly under-penetrated on the internet - less than eight per cent. We need to deliver the best user experience, backed with deep technology on both the supply and demand side. If we deliver a fast and hassle-free user experience -whether in the booking process, search results, payments, refunds, customer service, etc, combined all of this would drive significant differentiation from the said competition.

And as mentioned earlier, Hotels is a complementary need for a lot of our customers. So by offering both Bus and Hotel bookings on one platform, we just make life easier for our customers.

**Q:- Is redBus going to be international soon?**

This is a possibility and an opportunity that is being considered. □