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CASELET

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Yulu

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Transportation is one of the major challenges for the people who are living in urban cities especially in metropolis cities. This is mainly due to the traffic in those cities usually caused by over population. Most of the people in those cities spend one-fourth of the day waiting for transport or waiting in traffic. The government also took several steps such as extra widening of roads, removing the road side shops, providing alternate routes, etc. But still the problem is not resolved due to continuous increase in population every single day.

People from different parts of the country, especially from rural areas, migrate to these cities in search of Job for the betterment of their lives. Even though this helps many people, it is also a problem for many. One of such problem is the transportation. It takes more time to reach a destination which is not far away. It is also more difficult for people who doesn't own a private vehicle and depend on public transport.

To overcome this problem, people were always looking for an alternative solution. During such time "YULU" was introduced in cities which became a Boon for many people residing in those cities.

Yulu is a Tech-driven mobility platform which made transportation easy within the city limits. It utilizes IOT, machine learning and Artificial intelligence for efficient demand & supply management and operations. It connects the users with MMV (Micro- Mobility Vehicle) through the Mobile phone application. This MMV's are very small vehicle in which only one passenger can travel at a time.

Since this MMV's are small, it can be easily driven in traffic. And also, it is small in size so that all age group and gender people can easily handle it. It looks more like a cycle with a motor which is more comfortable for small-size users. As it connected with users with mobile application, it is very easy to access, rather than waiting for a cab to arrive.

Next, City roads are not meant for four-wheelers since it takes a very long time to travel. Adding up to this, cabs are usually more expensive. This Yulu is a cost-friendly mobility platform which is very useful for money-conscious users. It costs comparatively very less than other platforms. The maximum speed of this vehicle is 25kms/hr which is very safe to ride in the cities. Since this comes under very light electrical vehicle category, even helmet and driving license is not mandatory. And so even younger people and senior citizens too can feel the joy of riding a bike.

And one of the most important problems in the cities is the pollution. There are different categories of pollution namely noise pollution, air pollution, Water pollution, etc. In this noise pollution and air pollution is the most important in cities. The major causes of these pollution is the Gasoline vehicles which omits more toxic gases namely the carbon monoxide into the environment. These gases are more toxic for humans and other living beings. Adding up to this the sound created by these gasoline vehicles causes the noise pollution. Yulu provides electrical vehicles which do not omit any harmful gases into the environment that eventually reduces the air pollution. And these vehicles are completely noise less which helps to reduce the sound pollution. One more huge advantage of this vehicle is we don't want to wait in the traffic signals since it comes under very light electrical vehicle category. This saves lot of time waiting in traffic signals.

There are many advantages in using this platform. The distance which can be travelled can be monitored through mobile application based on the availability of charge. They provide different varieties of vehicles. One is for the case if you have no luggage to carry and other is for if you have more luggage to carry. We can choose the vehicles accordingly.

The company which is started in the year 2018 has around 18,000 vehicles available across different cities of India such as Bengaluru, Pune, Mumbai, New Delhi, Bhubaneswar and Ahmedabad and is still growing. It is head-quartered in Bengaluru and consist of more than 400 employees. It also got lot of recognition

such as Emerge 50 Award - NASSCOM (2020), Startup of the Year - Business Connect (2019), Most Innovative Startup - Inc42 (2018), Coolest Startup of the Year - Business Today (2019), Innovation in Transportation Technology - Aegis Graham Bell Awards (2020), TechTors: Most Disruptive Startup - Business World (2020) and many more.



Picture 1 – Yulu Vehicle



Picture 2 – Yulu stand

Learnings from the caselet:

- Yulu is a Tech-driven mobility platform which made transportation easy within the city limits. It utilizes IOT, machine learning and Artificial intelligence for efficient demand & supply management and operations.
- It provides services based on the understanding of the user needs.
- It an eco-friendly mode of transportation which is very conscious about the environmental welfare.

In conclusion, Yulu is one of the best Start-up ever started in India, which understood about the needs of the user and so aware how it can help people and make money out of it.



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