

10. Air conditioning cost saved also spoils drivers' health and mood
11. Bad habits of drinking can emerge and remain uncontrolled
12. Own cleanliness and habits like smoking paan go uncontrolled
13. Loss of market share arising out of all above factors and people preferring public transport

Now it therefore comes to what cost customer will pay for this.

1. Can we value all these intangible benefits, by easiest usage of maps google maps network and all IT and telecom investment
2. Prices get determined by demand supply
3. Average taxi usage increases by 50 to 80%
4. This improves breakeven point
5. Brand-building advantages apart
6. Group marketing happens
7. Individual efforts of selling moves to collective effort certainly 1+1 becomes 11 and big is beautiful emerges

So, entrepreneurs like ola, uber get into starts and valuer needs to generate data

1. Cities - % growth and %migrant
2. Income strata
3. Sharing models available
4. Standard routes
5. Population
6. Age-wise analysis
7. Demographics

8. Current competition with same model
9. Public transport competition
10. Offline Kali pili and auto rickshaw competition
11. Spread of digital payments
12. Google map's reliability and options available
13. Conversion probability %
14. Pickup drops in shared services companies
15. Night shift working
16. Non availability of parking
17. Non availability of drivers
18. Temperature needing air-conditioning
19. For inter-City trains planes buses availability
20. Luggage carrying requirements of moving population
21. Distance from airport, train station and bus stands to offices and residences
22. Knowledge workers needing to work on laptops
23. Density of flat system with parking lots %
24. Malls where people do bulk shopping
25. WFH % of working population, This is new super addition post covid
26. No of malls, international schools, entertainment places like gardens museum theatre drama halls hospitals religious places temples clubs' pubs
27. Bachelor population
28. Big roads, flyovers, express highways, service roads

How to quantify above and factor them into valuation exercise is coming in next month's article.

MA

Corporate Corner

Congratulations!!!



Our heartiest congratulations to CMA Anjeev Kumar Jain, Member of the Institute, for assuming the charge of Director (Finance), NBCC (India) Ltd. Earlier he served as Executive Director (Finance) at RITES Ltd.

We wish CMA Anjeev Kumar Jain, the very best for all his future endeavours.