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## OLA CABS SWOT & PESTLE ANALYSIS

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**Company Name :** Ola Cabs

**Company Sector :** Ride-Hailing

**Operating Geography :** India, Asia, Global

**About the Company :** Ola Cabs is an international ridesharing firm based in India that provides services such as vehicle rental and food delivery. The firm is headquartered in Bengaluru, India. In December 2010, Bhavish Aggarwal and Ankit Bhati established Ola with the goal of bringing mobility to a billion people. Ola provides a range of services, from low-cost to high-end. Cabs can be booked using a smartphone app or a website, and the service allows cash and cashless payments using Ola money. It claims to have over 150,000 daily bookings. Ola's primary mobility product in India is complemented by its electric-vehicle subsidiary, Ola Electric; India's largest fleet management company, Ola Fleet Technologies; and Ola Skilling, which seeks to provide millions of job opportunities for India's youth. Ola also offers consumer services such as micro insurance and credit-based payments through Ola Financial Services, as well as a variety of owned food brands through India's largest network of kitchens. In May 2021, the Ola Foundation signed a collaboration with GiveIndia to give out free oxygen concentrators to Ola app users.

Ola Cabs's Unique Selling Point or USP lies in it being India's largest mobility platform and one of the largest ride-hailing companies in the world, with 250+ cities in India, Australia, New Zealand, and the United Kingdom. Ola Cabs's mission statement reads, "Ola integrates city transportation for customers and driver-partners onto a mobile technology platform ensuring convenient, transparent, and quick service fulfilment. Ola is focused on leveraging the best of technology and building innovative solutions ground-up, that are relevant at global scale".

**Revenue :**

INR 25,436 million - FY ending 31st March 2019 (y-o-y growth 37.64%)

INR 18,480 million - FY ending 31st March 2018

**SWOT Analysis :**

The SWOT Analysis for Ola Cabs is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Successful diversification into related businesses</li> <li>2.Market leader in India in app-based ride hailing</li> <li>3.High penetration in tier-II cities compared to rivals</li> <li>4.Strategic collaborations with prominent players in financial business help in growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Business model that puts heavy financial burden on partner drivers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion into international geographies</li> <li>2.Boom in cloud kitchen orders</li> <li>3.Increased internet penetration during Covid</li> </ul>	<ul style="list-style-type: none"> <li>1.Failing to renew London license</li> <li>2.Stiff competition from rivals</li> <li>3.Repeated Covid waves may crumble the core business</li> <li>4.Work from home may become a norm</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Ola Cabs is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.FAME II scheme promotes adoption of e-vehicles 2.China-India clashes affected the fund raising negatively</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Surge in fuel prices is leading to negligible profits</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Work from home trend hindering recovery 2.Trend of buying used vehicles instead of booking cabs</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Progressive web app facilitates booking through minimum bandwidth</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.SC wants government to impose stringent regulations regarding women's safety 2.Government capped fares and commissions 3.Motor vehicle Aggregator Guidelines issued to regulate cab aggregators</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Cab aggregators can reduce emissions through electric vehicles mass transition</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Ola Cabs** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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