Unified Platform Economy Approach

Key to unlocking India's Transport Potential

Harnessing the Platform Economy to Build a More Accessible and Sustainable Transport System

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The platform economy has brought about a fundamental shift in the transport sector, redefining how we move, who has access to mobility, and how resources are used.

At its essence, the platform economy refers to the use of digital platforms to connect service providers and consumers, facilitating the exchange of goods, services, and information. In transportation, this has led to the rise of ride-hailing services, ride-sharing programs, bike-borne quick commerce and parcel delivery services, and even new forms of delivery like drones. These innovations have not only changed the way people travel but also reshaped the economics, regulations, and social dynamics of transportation.

Consider the impact of ride-hailing services like Uber and Ola. These platforms connect passengers with drivers through a mobile app, offering convenience and flexibility that traditional taxi services struggled to match. Riders can request a car at any time, track its arrival, and pay through the app, all without needing to worry about cash or tipping. For drivers, these platforms provide an opportunity to earn income using their own vehicles, with the ability to work whenever they choose. This has increased the overall availability of transport options, particularly in areas where traditional taxi services were either scarce or prohibitively expensive.

They have also had a transformative impact on transportation policy in India, with the Ministry of Road Transport and Highways releasing the Motor Vehicles Aggregator Guidelines, 2020, which has served as a model policy for states to enact in their specific contexts. However, the speed of technological change has outpaced many governments' ability to update their regulations, resulting in a patchwork of rules that vary widely from place to place.

The platform economy has significantly impacted mass-movement vehicles as well, particularly those servicing passengers traveling intra- or inter-state by bus. Apps like redBus, AbhiBus, PayTM, etc., have become essential lifelines for regular bus users, such as students and migrant workers. Bus transport remains the primary mode of travel for a large portion of the country, especially in remote and hilly areas where four-wheelers are rare, and rail transport is prohibitive.

Unlike cab-hailing services, the public sector plays a huge role in bus transport. The largest bus fleets in the country are run by State Transport Corporations (STCs), which also service routes that would be unprofitable for private operators, making STC buses the only mode of road transport in some areas. The availability of STC buses on online platforms varies, with some having official tie-ups with private platforms and sharing APIs, while others are only accessible through their own official apps. The involvement of state governments in the platform economy has become siloed, creating major obstacles to developing the platform economy of this sector in a holistic manner, hurting both consumers and operators, both public and private.

Considering the size of the bus transport industry in India and its role as a lifeline of social and economic growth, a platform economy approach is essential. This approach can ensure the sector grows in a manner that improves services and enacts innovative solutions, increasing the accessibility, affordability, safety, security, and sustainability of the bus transport sector. Introducing electric vehicle (EV) options in bus ticketing platforms can further increase access to sustainable travel, while the rapid retrofitting of diesel buses with electric powertrains is helping to accelerate the transition to greener public transport.

As we look towards the future, it is clear that the platform economy will continue to shape the transport sector in profound ways. The convenience, efficiency, and flexibility these platforms offer have forever changed the way we think about transportation. However, it is essential to address the accompanying challenges to ensure that the benefits of this transformation are shared equitably and sustainably across society

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Executive Summary

The evolving landscape of India's transport sector, driven by rapid digitalization, presents a unique opportunity to revolutionize bus travel through a platform economy approach. With the bus transport industry projected to grow from **$10 billion in 2020** to **$13 billion by 2027**, the penetration of smartphones and online booking platforms has become a critical factor. Bus transport remains essential for most Indians, especially in rural areas, with competition between State Transport Corporations (STCs) and private operators. However, STCs are struggling with financial difficulties due to inefficiencies and competition from more agile private operators. Our detailed consumer survey reveals that over 85% of long-distance bus passengers prefer booking tickets online, reflecting a strong inclination towards digital solutions in the sector.

Major Findings

Online Booking Preference:
A significant **85.8%** of surveyed passengers favor online portals for booking long-distance bus tickets, indicating a strong shift towards digital platforms.

Consumer Trends:
Private aggregator apps are highly preferred due to their user-friendly interfaces, superior customer service, and attractive deals. However, **72.5%** of users expressed that an improved user interface in State Transport Corporation (STC) apps would make them more likely to use them, highlighting a potential growth area for STCs.

Integration Opportunity:
The survey suggests a collaborative approach between STCs and private aggregators could leverage the strengths of both sectors, combining technological advancements with the trust and reliability associated with government services.

Key Recommendations

Central Policy Framework: There is an urgent need for a national-level policy that adopts a platform economy approach, ensuring consistency and maximizing economic and developmental potential across states.

Collaboration Between STCs and Private Apps: Encouraging partnerships between STCs and private sector aggregators can enhance service offerings, improve accessibility, and drive economic growth.

Technology Adoption: Implementing intelligent transport systems, dynamic pricing, and other technology-driven solutions is essential for improving efficiency and making travel more affordable and secure.

Focus on Safety and Gender Sensitivity: Addressing safety concerns, particularly for women, through innovative app features and mandatory training for operators is crucial for building a trustworthy transport ecosystem.

Sustainability: The platform economy approach should include sustainability measures, such as promoting electric vehicles and optimizing routes to reduce fuel consumption and emissions, contributing to a greener transport infrastructure.

There is a need for a unified and forward-looking policy framework that harnesses the benefits of digital platforms to transform India's transport sector, making it more accessible, efficient, and sustainable.

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Background

India has experienced significant economic growth and development over the past few decades, establishing itself as one of the world's largest and most dynamic economies. This growth is evident not only in the rising GDP figures but also in the rapid expansion of infrastructure across the country. One of the most notable areas of progress is the transport sector, which has seen substantial advancements in recent years. The rise in air travel is a prime example of this transformation. Once considered a luxury, air travel has become increasingly accessible to a larger segment of the population, thanks to the proliferation of private airlines and the development of new airports. The private sector's involvement in aviation has been a driving force behind this accessibility, making air travel a preferred option for millions of Indians.

Despite these strides in modern transportation modes like air travel, bus transport remains the backbone of mobility for the vast majority of the Indian population. Covering the length and breadth of the country, buses are the primary means of transportation for millions, particularly in rural and semi-urban areas where other forms of transport are either unavailable or unaffordable. The bus transport industry is unique in India, as it is characterized by competition between State Transport Corporations (STCs) and private operators. This is in stark contrast to the air travel industry, which is dominated by private enterprises, and the railways, which remain under the control of the public sector.

However, the competition within the bus transport sector is not without its challenges. Many STCs, which were established with the goal of providing affordable and reliable transportation to the public, are now facing significant financial difficulties. These state-run entities are struggling with a range of issues, including low capacity utilization, operational inefficiencies, and mounting losses. While private bus operators have managed to capture a significant share of the market by offering more flexible and customer-oriented services, STCs are often hampered by bureaucratic red tape, outdated infrastructure, and an inability to adapt to changing market demands.

For instance, Maharashtra State Road Transport Corporation has been incurring sizeable losses in their annual revenue and being dependent on state government funding to continue operations. In an effort to arrest these losses, MSRTC has been forced to monetize its immoveable assets in prime locations through the state[1], an unsustainable source of revenue that can have negative impacts on the future of the corporation.
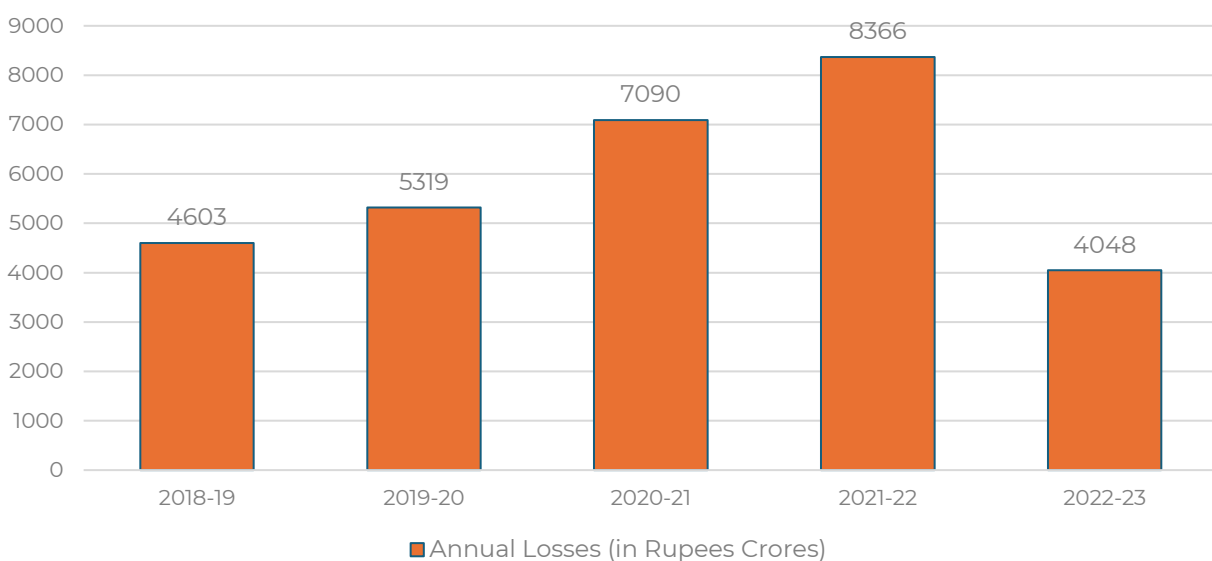
MSRTC Annual Losses (in Rupees Crores)

Fig.1 – Bar Chart: Annual losses of Maharashtra State Road Transport Corporation(2018-19 to 2022-23)

1. https://www.hindustantimes.com/cities/mumbai-news/msrtc-to-monetise-its-assets-at-prime-locations-to-overcome-financial-losses-101687115558999.html

The financial struggles of STCs are particularly concerning given their role in ensuring that affordable transportation remains accessible to all segments of society, especially in regions where private operators may not find it profitable to operate. The losses incurred by STCs not only strain state budgets but also threaten the sustainability of public transport services that millions of Indians rely on.

Addressing these challenges requires a comprehensive analysis of the current state of bus transport in India and the development of strategic interventions based on a platform economy approach that can help optimize the operations of STCs, enhance their competitiveness, and ensure that the benefits of economic growth are equitably distributed across the country.

5. ibid
6. Ibid
7. ibid

3

Long-distance passengers strongly prefer online booking of tickets for travel

In today's rapidly evolving world, the transport sector in India stands at a critical juncture. In countless aspects greater digitalization has transformed the sector.

In 2020 the Bus Transport Industry was worth approximately $10 Billion and estimated to grow to **$13 Billion** by 2027[2]. But that report underestimated the Digital Penetration that took place in India, by 2023 more than **a billion** people had access to smartphones and apps[3].

There is no better example of the success of e-commerce in this industry than the number of bookings happening through online portal, an industry report from leading service provider redBus.in estimates that in January to March 2024, **50.9 Million** travel bookings were made on online portals[4].

Our survey showed that an overwhelming majority of **85.8%** of long-distance bus passengers prefer booking their tickets through online portals rather than at physical counter/onboard[5].

Booking Prefrence
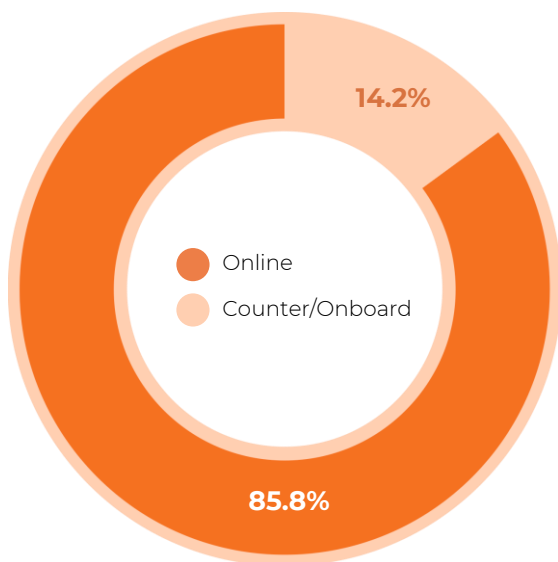

- Online
- Counter/Onboard

14.2%

85.8%

Fig.2 – Pie Chart: Passenger Preference for ticket booking methods

> Adopting e-commerce-driven innovations is crucial for the future of India's transport sector. These platforms not only improve efficiency and customer service but also promote sustainability by optimizing vehicle usage and reducing emissions. The digital transformation enabled by e-commerce can lead to a more connected, resilient, and environmentally friendly transport infrastructure.

Mr. Rohit Kumar Singh
Former Secretary
Ministry of Consumer Affairs
Government of India

Gender Based Preference

■ Counter/Onboard   ■ Online

Female: 8.5% / 91.5%
Male: 16.6% / 83.4%
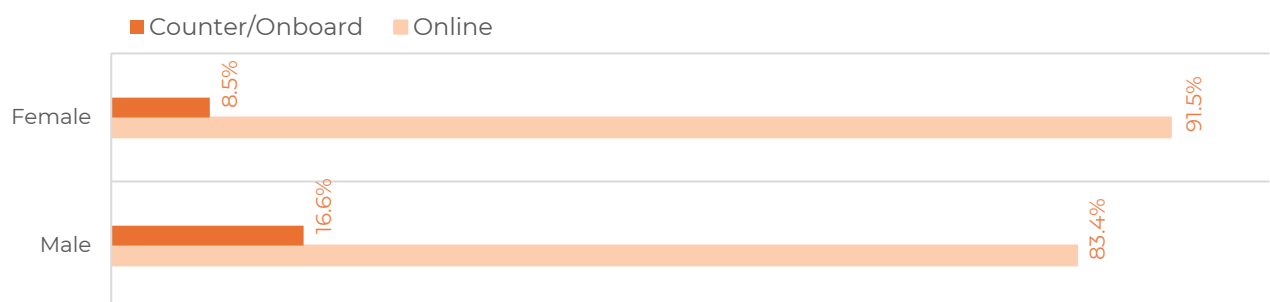
Fig.3 – Bar Graph: Gender-based Comparison of Passenger Preference for ticket booking methods

2. https://redseer.com/wp-content/themes/hello-theme-child-master/pdfjs/web/viewer.html?file=https://redseer.com/wp-content/uploads/2022/10/Travel-Market-Report.pdf

3. https://www.statista.com/statistics/467163/forecast-of-smartphone-users-in-india/

4. https://blog.redbus.in/wp-content/uploads/2024/06/JFM_India-bus-data-report.pdf

5. As per survey conducted by Primus Partners in July 2024

4

Consumer preferences for bus ticket bookings reveal distinct trends

Majority of the consumers prefer using Apps and portals of private aggregators

Improvement of State Transport Corporations (STC) Apps UI/UX would make consumers more likely to use them

A collaborative approach between STCs and Private aggregators would be a win-win, as the technological advancements in Private apps and the Trust factor that consumers have on Government would be advantageous to both

Consumers prefer using Apps and portals run by private aggregators, and a majority of users have never used a STC App
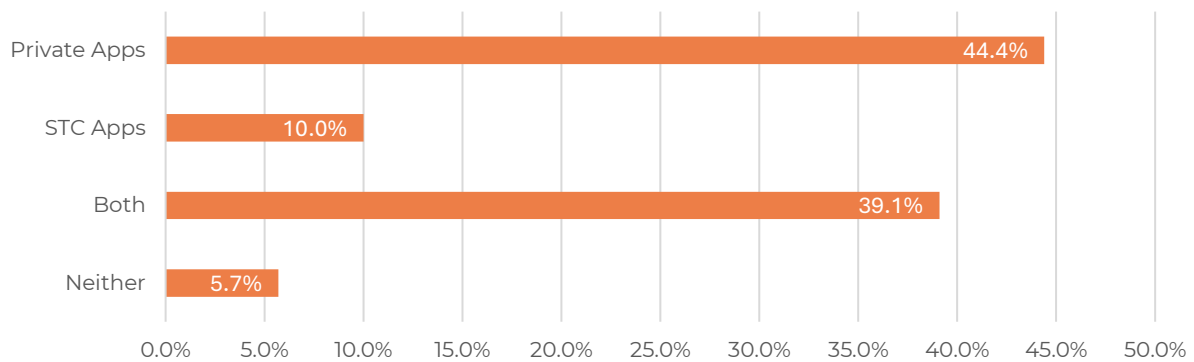
App Preference

Fig.4 – Bar Graph: Passengers preference of type of Apps for Online Booking

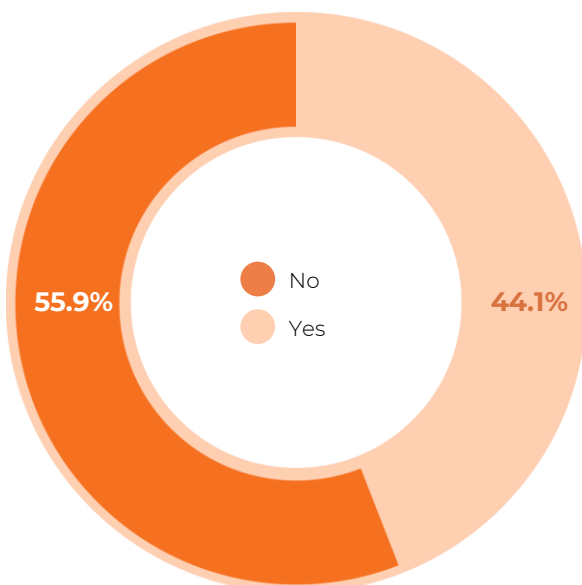### STC App Usage

- No 55.9%
- Yes 44.1%

Fig.5 – Pie Chart: Passengers who have used STC apps

Consumer preference towards Apps and Portals driven by private aggregators is due to their user-friendly interfaces, superior customer service, attractive deals and discounts, and a wide variety of options and routes[6].

Reasons to Choose Private Apps
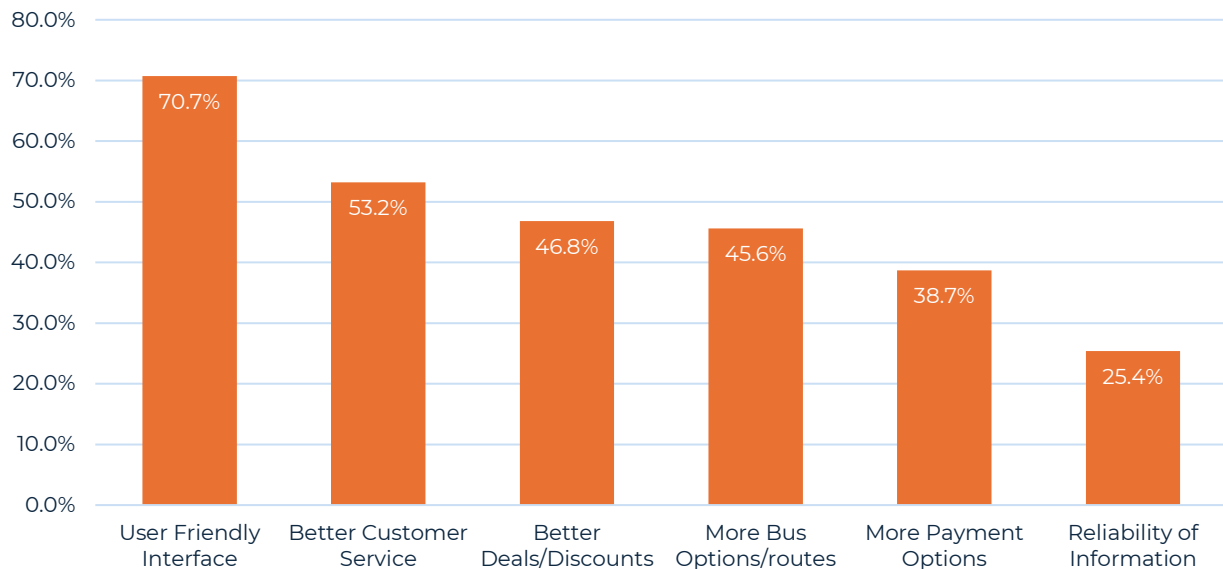
Fig.6 – Bar Graph: Factors driving passenger choice of private apps (respondents could pick multiple options)

Consumers opting for State Transport Corporation (STC) apps often do so because they trust government services, need specific route availability, appreciate better pricing, or lack other viable options[7]. However, 72.5% of consumers surveyed said that Improved User Interface in STC apps would make them more likely to use them[8], thus opening up a significant opportunity for them.

Reasons to Choose Government Apps

Fig.7 – Bar Graph: Factors driving passenger choice of STC/Government apps (respondents could pick multiple options)

6. ibid

7. Ibid

8. ibid

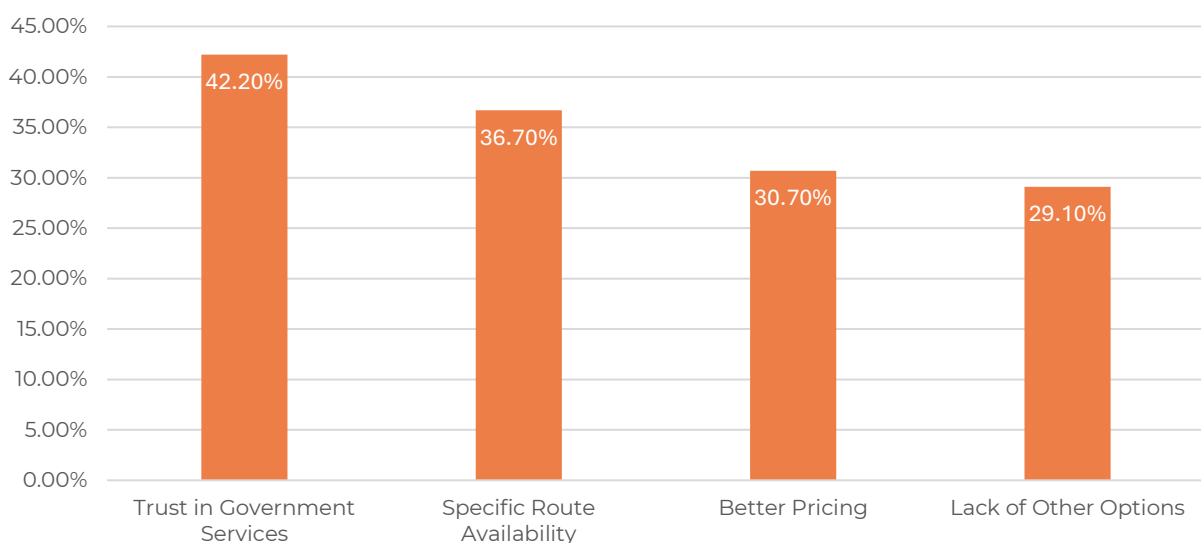## What would make it more likely for consumers to use STC Apps?
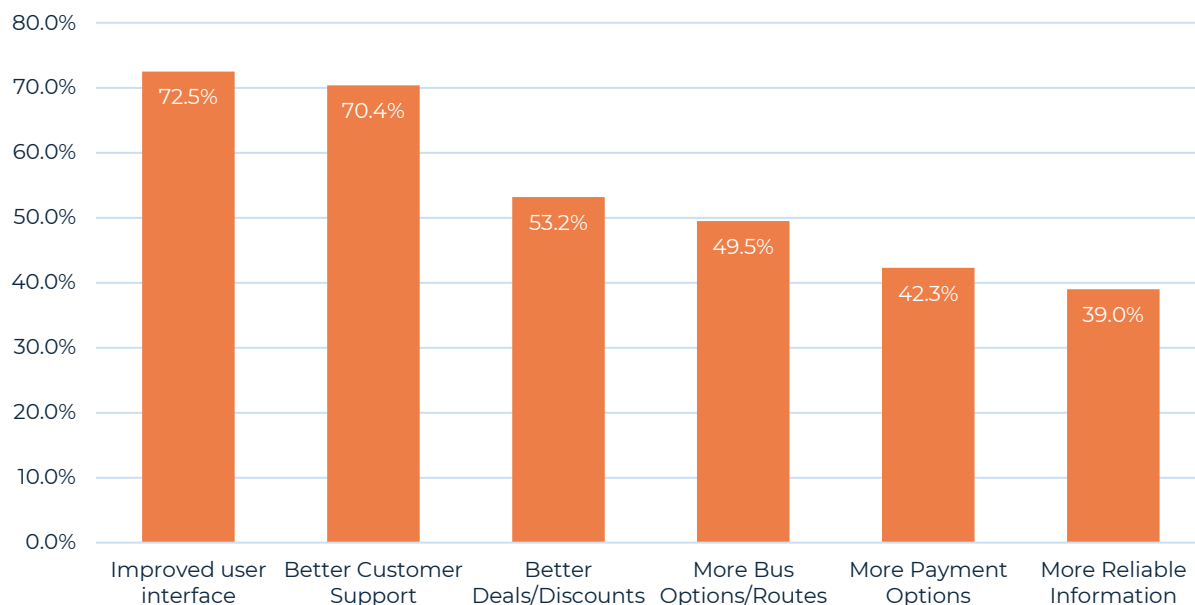
Fig.8 – Bar Graph: Factors that would drive passengers to choose STC/Government apps (respondents could pick multiple options)

💡 Our Take

This bifurcation in consumer preferences underscores the need for a more integrated approach to bus ticketing services. Private apps clearly excel in offering a seamless and appealing user experience, which is crucial in a digital-first era. However, the enduring trust in STC apps highlights a significant segment of the population that values reliability and affordability over convenience.

To bridge this gap, a collaborative strategy between private providers and state transport corporations could be beneficial. By leveraging the technological strengths of private apps and the established trust and network of STC services, a unified Platform Economy approach could be developed to enhance overall user satisfaction and accessibility, ensuring that the benefits of both systems are widely available.

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The integration of e-commerce solutions in India's transport sector is essential for addressing critical challenges such as route optimization and cargo safety. Real-time tracking systems offered by e-commerce platforms ensure transparency and security, while digital payment solutions streamline transactions and reduce administrative overheads for freight operators.

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Mr. Dilip Chenoy
Former Director General,
Society of Indian Automobile Manufacturers

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Need for a Central policy for a common framework with nationwide impact

A central guideline or framework for adoption of Platform Economy Approach in the States would be beneficial, both from an economic and developmental perspective, leading to economic growth and job creation.

Due to the topographic and demographic diversity among Indian states, Road Transport is a state subject under the **7th schedule** of the Constitution of India. The most immediate policymaking and implementation occurs at state level, which at times may lead to an inconsistent approach.

It is estimated that by 2031-32, road transport in India will grow to **168,875 Billion Passengers Kilometre (BPKM)**[9]. This will have huge impact on the economic potential of the country and needs strategic support from all levels of the state.

For future policymaking in this space and to ensure that maximum economic and developmental potential of the road transport sector is achieved, a 'Platform Economy Approach' is essential, and the policy framework at the national level must incentivise the same. The Ministry of Road Transport and Highways (MORTH), Govt. of India should take a lead in creating guidelines or an enabling framework in this regard. Niti Aayog's Infrastructure Connectivity vertical can also play a critical role in this area. The guidelines would help the States to adopt a Platform Economy Approach in their respective states. The Guideline should focus on-

A Encouraging collaborations between STCs and private sector to enhance service offerings.

B Developing the online ecosystem through existing solutions and integrate best practices.

C Developing policy formulation with a user-centric approach where consumer preferences are paramount.

D Initiate a robust regulatory framework that balances ease of use with safety and security for both passengers and operators

E Capacity building for operators, to ensure maximisation of capabilities.

The Platform Economy Approach will be beneficial to the States as it will help in -

a Enhancing accessibility

b Ensure affordability

c Boost Safety

d Enhancing Security

e Improve Sustainability

The consistent development of a platform economy around the transport sector in the European Union has proven beneficial for the development of sustainable transport solutions. This has been done through greater utilisation of available resources by consumers, operators and institutions. Innovative solutions are being developed using cutting-edge technology such as Internet of Things (IoT), AI/ML based algorithms, Blockchain based databases has allowed transport and freight operators to provide more accessible and services at quicker speeds than before[10].

9. National Transport Development Policy Committee (2014), India Transport Report, Moving India to 2031 Volume 1 Executive Summary Page 4

10. Transport Platforms in the EU towards Sustainable Development, Malgorzata Poniatowska-Jaksch, Katarzyna Nowicka, European Research Studies Journal, vol. 24, no. 2, 2021, pp. 779-797

6

Platform Economy Approach towards Road Transport to be a gamechanger

> Adoption of Platform Economy Approach would bring in five key benefits to both the consumers as well as Transport Corporations

For the transport sector, empowering development of online platforms offer many benefits for consumers and service providers.

Accessibility

One of the primary challenges facing the transport sector in India is the lack of accessibility, particularly in rural and remote areas. While states like Himachal Pradesh has a rate of 40 busses per Lakh population, the corresponding figure for the state of Bihar is 1 per Lakh population[10]. Millions of people across the country struggle to access essential services and opportunities due to limited transportation options.

53.1% of consumers choose online apps based on availability of bus routes, while 81.7% do so based on availability of Bus Types (AC/Non-AC, Sleeper coach etc.)[11].

Reasons behind choosing online booking
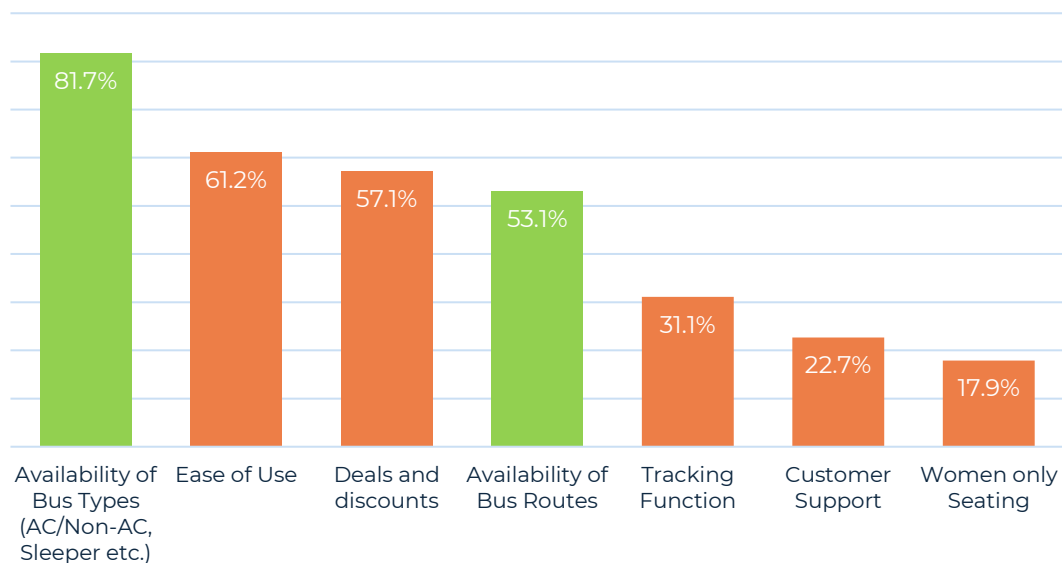
Fig.9 – Bar Graph: Factors driving passenger choice of private apps (respondents could pick multiple options)

Developing Intelligent Transport Systems (ITS) through online platforms.

With data analysis gleaned through their sales and popularity, bus operators can design more bespoke routes and bus types covering underserved regions. ITS can aid operators in planning and scheduling, fare maximisation, monitoring driver behaviour, rationalizing routes and schedules, increase Earnings Per KM (EPKM) and reducing Cost Per KM (CPKM) etc.

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10. Ministry of Road Transport and Highways (2019), Road Transport Yearbook

11. Id. Footnote 4

Affordability

The issue of affordability is another pressing concern in India's transport sector, with many individuals facing financial constraints when it comes to accessing transportation services. High fuel prices and higher maintenance costs often lead to higher fare, and pose significant challenges consumers.

Online apps and portals enable consumers to plan for the most economical / affordable trip, thus enabling them to travel. 46.8% of surveyed consumers base their online booking on availability of discounts and deals, while 30.7% of the users who use STC run apps do so due to better pricing that is available[12].

Reasons to Choose Private Apps
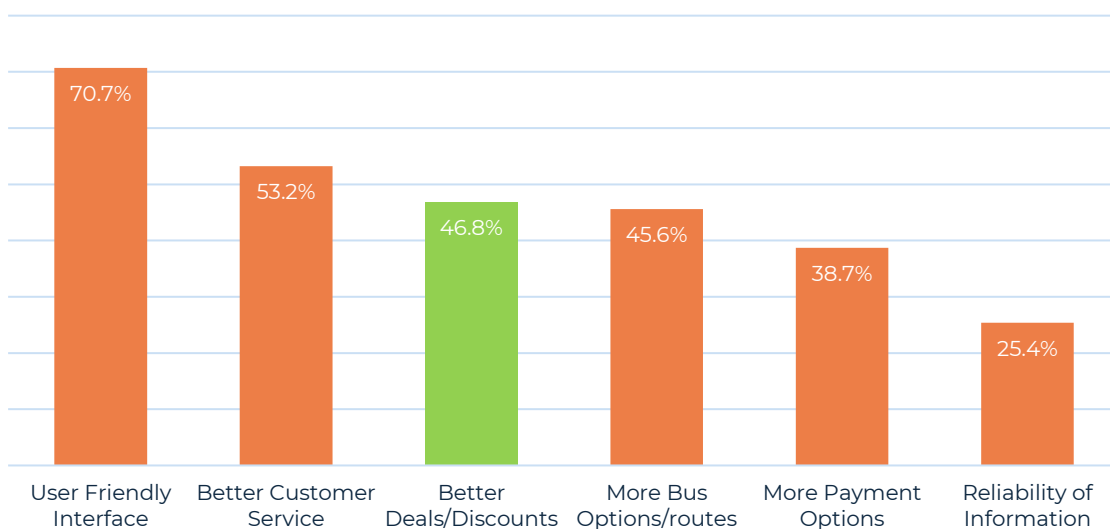
Fig.9 – Bar Graph: Standing of Better Deals/Discounts as a factor driving passenger choice of private apps (respondents could pick multiple options)

Reasons to Choose STC/Government Apps

Fig.10 – Bar Graph: Standing of Better Pricing as a factor driving passenger choice of STC/Government apps (respondents could pick multiple options)

Thus, the use of integrated apps can bring in affordability. Innovative concepts such as dynamic pricing, optimized route planning, and incentivized shared mobility can help reduce costs for passengers[13].

12. Id. Footnote 4

13. The Boston Consulting Group (2018). Unlocking Cities, The impact of ridesharing across India

Onboarding of Online Travel Agencies can mitigate costs and reduce prices.

Government-run State Transport Undertakings (STUs) often struggle with an average cost recovery rate of 74%, with some urban STU recovering as low as 47%. The largest costs are due to staff salaries which represents 46% of all annual costs on average[14].

If STU's and private operators onboard online partners and aggregators, they can reduce costs by handing over duties such as ticketing, customer service etc. to the online platforms and aggregators. The savings from this can be passed on to end consumers and can also improve the bottom-line of STCs.

Safety

Safety is paramount in any transportation system, yet India continues to grapple with alarming rates of road accidents and fatalities. Inadequate infrastructure and enforcement of traffic laws, and reckless driving behaviours contribute to this ongoing crisis. The estimated economic loss due to road accidents in India is $58 Billion[15].

Online service providers can train operators and ensure compliance with safety protocols.

A consumer survey shows that 44.9% of women choose their app based on the availability of women-only seating[16], highlighting the importance of women's safety in the travel industry.

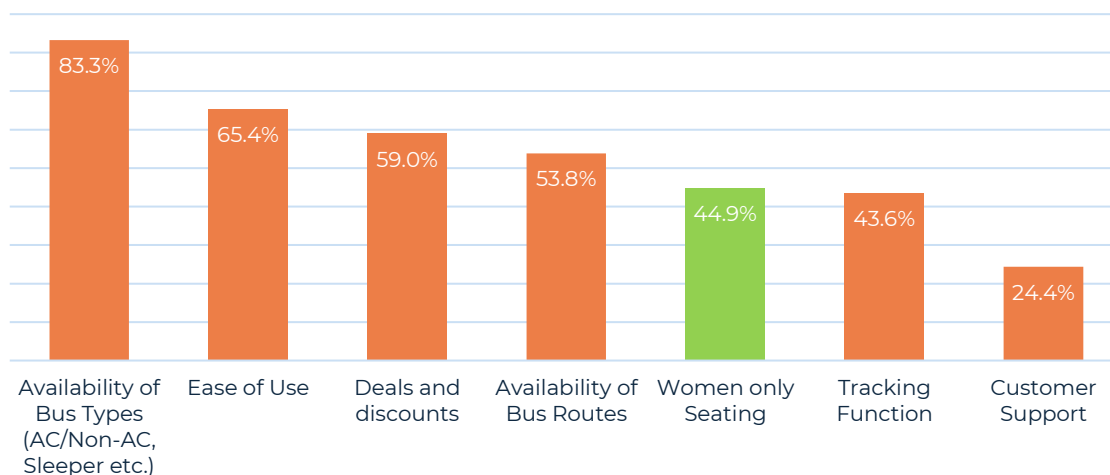### Reasons to choose online booking (Women only)

Fig.11 – Bar Graph: Standing of Women-Only Seating as a factor driving Women only passengers choice of online booking (respondents could pick multiple options)

App based solutions or Aggregators can further enhance safety through targeted interventions and mandatory driver training programs[17], such as those by the Institute of Road Traffic Education or vehicle-specific courses by Volvo and Mahindra, ensuring operators stay updated on best practices and fostering accountability among stakeholders.

14. Central Institute of Road Transport (2018). State Transport Undertaking Profile and Performance (2016- 17)

15. WRI India (2019). India has the worst road safety record in the world. A new law aims to change that.

16. Id. Footnote 4

17. https://www.irte.com/department-of-driver-training

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Implementing a common policy platform for transport across India is essential for achieving consistency and efficiency in the sector. A unified policy framework can streamline regulations, reduce administrative burdens, and foster interoperability among various modes of transport. By standardizing procedures and practices, we can ensure that both passengers and freight operators benefit from improved service quality, enhanced safety standards, and reduced operational costs.

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Mr. Dilip Chenoy
Former Director General,
Society of Indian Automobile Manufacturers

Security

Ensuring the security of passengers, cargo, and infrastructure is essential for building trust and confidence in the transport sector. However, the prevalence of theft, vandalism, and other criminal activities poses significant challenges to the security of transportation services in India.

Online platforms can mitigate security concerns for vulnerable populations and goods.

For consumers, certain aspects of security are extremely important; 31.1% of users will book tickets with a tracking function enabled, while 53.2% prefer private apps due to better customer support.
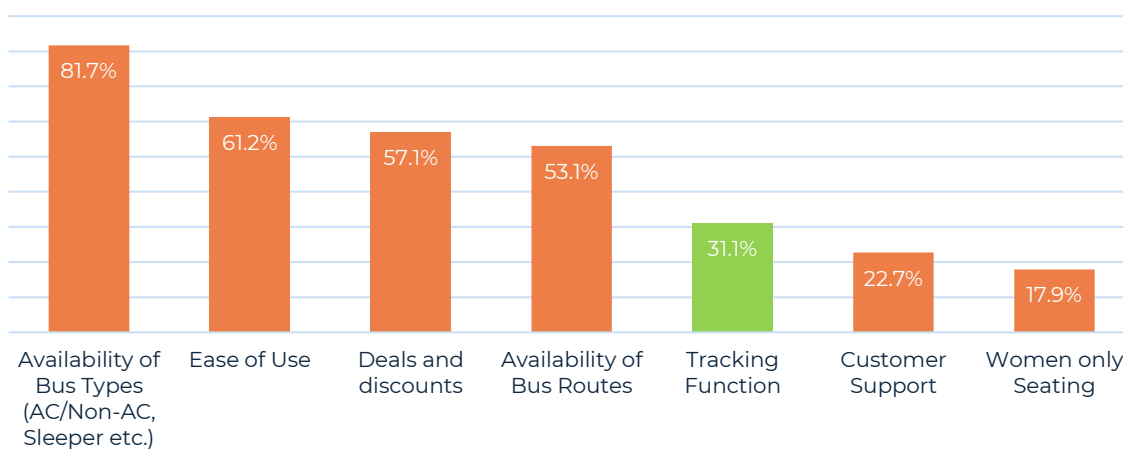
Reasons behind choosing online booking

Fig.12 – Bar Graph: Standing of Tracking Function as a factor driving passenger choice of online booking (respondents could pick multiple options)

Reasons to Choose Private Apps
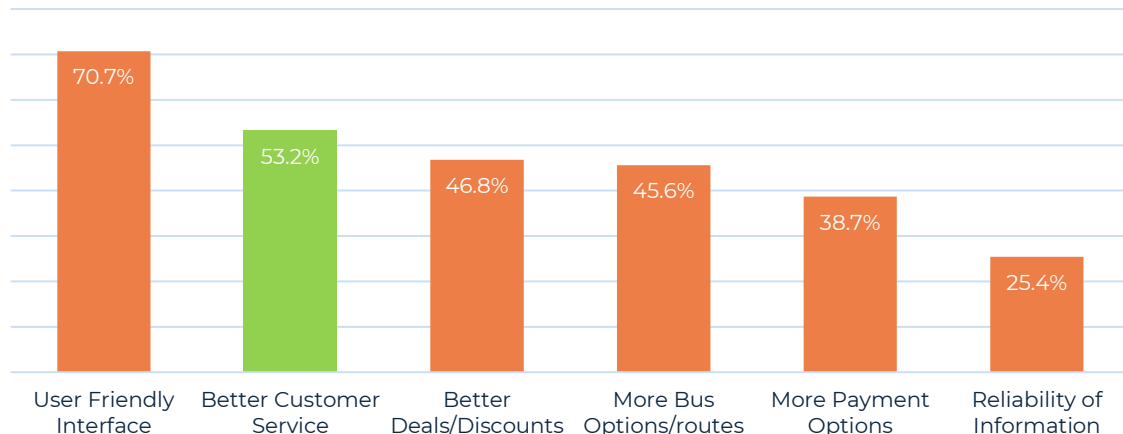
Fig.13 – Bar Graph: Standing of Better Customer Service as a factor driving passenger choice of online booking (respondents could pick multiple options)

To address these concerns, policymakers must adopt a multi-faceted approach leveraging technology and collaboration. Government STCs can benefit by collaborating with Aggregator platforms as many of them invest heavily into security features such as secure digital payment systems, GPS tracking, enhanced customer service etc. Additionally, partnerships between government agencies, law enforcement authorities, and private sector stakeholders can facilitate information sharing and coordinated responses to security threats.

19. World Resources Institute (2018). Sustainable & Safe. A vision and guidance for Zero Road Deaths

Sustainability

As the world grapples with the impacts of climate change and environmental degradation, sustainability has emerged as a critical imperative for the transport sector. India's transport industry is a significant contributor to greenhouse gas emissions, air pollution, and resource depletion[20].

Online portals are strategic enablers of decarbonisation in the road transport sector.

The aggregator platforms can play a pivotal role in advancing sustainability goals by facilitating the adoption of electric vehicles and incentivizing eco-friendly practices. By integrating sustainability principles into transport policy frameworks, India can transition towards a low-carbon and more resilient transportation system[21].

> Platform economy in the bus transport sector can significantly enhance sustainability. Innovations such as route optimization can reduce fuel consumption and reduce bus attrition rates caused by wear and tear. By integrating digital solutions, we can minimize environmental impact and support the transition to greener modes of transportation.

Mr. Prakash Sangam
CEO, Redbus

20. CSTEP, CEEW, IRADe, PNNL, and TERI (2019). Comparison of Decarbonisation Strategies for India's Land Transport Sector: An Inter Model Assessment. New Delhi: TERI.

21. Prabhu A., & Pai M. (2011). Buses as Low Carbon Mobility Solutions for Urban India: Evidence from Two Cities

Recommendations | Transformative growth through a common policy driving Platform Economy Approach in Road Transport

The key recommendations for driving economic and developmental growth of the road transport segment are -

The need for **a common policy framework** for the transport sector in India has never been more apparent. By embracing a platform economy approach and harnessing the power of e-commerce-based solutions or aggregator apps, policymakers can address key challenges related to accessibility, affordability, safety, security, and sustainability.

Collaboration between State Transport Corporations (STCs) and private apps and aggregators can be a win-win for the sector and is the need of the hour. It would provide ease of travel for passengers, create more jobs and be overall beneficial for the economy.

Passengers today look forward to Innovation in pricing and therefore all STCs and aggregators need to adopt **dynamic pricing** mechanism.

Implementation of technology solutions such as **ITMS, Automated Ticketing System** is essential for improving the efficiency of STCs and other Transport operators.

Gender sensitiveness is critical, and STCs and Transport operators need to think innovatively in bringing solutions for the ease of travel and safety of women passengers. Solutions such as options to select seats next to women passengers, tracking of the journey etc. would be extremely essential.

The transport sector is a crucial element that needs to be addressed, for India to reduce its dependence on fossil fuels. Platforms can help mitigate the same through **route optimisation, promotion of EV options, and through an increased digital ecosystem.**

Road safety is the need of the hour, with India's high rate of casualties and damages through road accidents policy intervention at all levels can help save lives and livelihoods. The digital ecosystem can introduce transformative solutions such as **operator training and verification of the same, digital speed limiters, rapid response systems for police and first responders etc.**

A robust policy framework that builds the e-commerce industry with balanced regulations is essential to unlock the full potential of India's transport sector and drive inclusive growth.

With concerted efforts and collaboration between government agencies, private sector stakeholders, and civil society organizations, India can build a transport ecosystem that is efficient, equitable, and sustainable for generations to come.

Mr. Rohit Kumar Singh
Former Secretary
Ministry of Consumer Affairs
Government of India

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Adoption of a common policy platform for the public transport sector in India would be a transformative step towards creating a more integrated and efficient transport system. This framework can address critical issues such as congestion, pollution, and safety by implementing standardized regulations and promoting best practices across states. Furthermore, a unified policy can facilitate the deployment of advanced technologies, such as AI-driven traffic management and IoT-enabled logistics, improving operational efficiency and service reliability. By fostering collaboration among government agencies, industry stakeholders, and technology providers, a common transport policy can pave the way for a modern, sustainable, and user-centric transport ecosystem in India

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Annexure: Survey details and methodology

Survey Overview

This survey was conducted to gather insights on consumer preferences and behaviours related to bus ticket bookings in India, particularly focusing on the use of online platforms. The survey was designed with comprehensive questions covering various aspects of the user experience, including preferences for private versus government-run apps, factors influencing app choice, and overall satisfaction with current offerings.

Survey Methodology

↪ **Survey Type:** Online

↪ **Survey Duration:** 22nd July 2024 to 27th July 2024

↪ **Respondents:** A total of 331 respondents participated in the survey. 52.3% of respondents were in the age range of 25-34 forming the largest group of respondents. 68.4% of the respondents were male, while 31.6% were female.

↪ **Target Audience:** The survey targeted regular bus travellers, particularly those who frequently use long-distance bus services and book tickets through online platforms.

↪ **Questionnaire Structure:**
- ↪ Multiple-choice questions to capture preferences and behaviours.
- ↪ Likert scale questions to gauge satisfaction levels.
- ↪ Open-ended questions to explore user experiences and suggestions.

Data Analysis

The collected data was analyzed to identify key trends and insights that informed the recommendations in the article. Both quantitative analysis and qualitative analysis were employed to draw meaningful conclusions.

Limitations

While the survey provided valuable insights, it should be noted that the sample size, though significant, may not represent the entire population of bus travelers in India. Additionally, as the survey was conducted online, it primarily reached individuals with internet access, potentially skewing results towards more tech-savvy users.

PRIMUS

PASSION

for providing solutions to help clients achieve their goals

RESPECT

for all and alternate viewpoints

INTEGRITY

of thoughts and actions

MASTERY

of our chosen subject to drive innovative and insightful solutions

US

representing the Primus collective, where each individual matters

STEWARDSHIP

for building a better tomorrow

Navigating India

BENGALURU

91 Springboard Business Hub 175, 176 Bannerghatta Rd, Dollars Colony, Bengaluru – 560076

CHANDIGARH

2nd Floor, Netsmartz, Plot No. 10, Rajiv Gandhi Chandigarh Technology Park, Chandigarh – 160019

DELHI

Upper Ground Floor, ALPS Building, 56 Janpath, New Delhi – 110001

KOLKATA

Siddhartha Apartments 4th Floor, 188/2, Block J, New Alipore, Kolkata - 700053

MUMBAI

601, 6th floor, Raheja Centre, Nariman Point, Mumbai - 400021

CHENNAI

WorkEz Hansa Building, RK Swamy Centre, Thousand Lights, Chennai, Tamil Nadu - 600006