

An Analytical Study of E-Vehicle Application Blue-Smart Taxis in Mumbai

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Abstract: *The introduction of the Blue Smart Cab service is truly a better initiative for managing the better business opportunity. There is further focus on eco-friendly operations and convenient base of managing the operations, which is one of the Unique selling points of blue smart service. This service has been one of the lead initiatives of the business in terms of understanding how there can be a strong base to create E-Vehicle application and also on what criteria the E-Vehicles Taxi can be helpful in managing the problem of commute in different parts of India.*

Keywords: Blue Smart Cab

I. INTRODUCTION

The Introduction of the blue -smart cab service have been a pioneer initiative for the commuters in terms of providing a eco-friendly commute and thus helping in improving the economic fares for travel in the metros of India.

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1.1 Objectives of Research

Following are the main objectives which are considered by Researcher in the present research:

1. To explore and underline the E-Taxi as a lead initiative to travel smartly and with zero pollution.
2. To appreciate the low fare system of Rs12 per kilo metre for blue smart taxi and thus increasing better and ease of travel for the common people.
3. To understand the close competition to Ola and uber with the Blue smart Taxi service which can be very useful in achieving the long term objectives.

1.2 Hypothesis

- **Null Hypotheses** There is no Innovation in the Travel Experience of the common customer, which is useful in helping to provide better customer convenience.
- **Alternative Hypotheses** There is a greater and the value added convenience to the customer by blue cab taxi service which adds value to the customer delight

1.3 Assumptions

1. There is certainly a high value addition to the customers by the Blue smart taxi utility.
2. The modern customer actually needs a constant and upgraded support for improving the utility which can be provided by blue smart service.
3. It is due to the blue smart cab service there is growth of the customer base and hence overall better business in the given market.
4. There is true experience enrichment of the customer experience due to the blue smart service.
5. The researcher assumes that better customer experience by blue smart cabs will improve the overall business efficiency in metro cities.

II. REVIEW OF LITERATURE

1. Mehta and Fahad (2019) In their research paper titled, 'The new E-taxi Operator in Metros' have given much needed push for the logical and greater push for the business operations and thus increases overall focus in creating better business operations.
2. Ganesh and Naresh(2021) In their research paper titled, 'creating support by Ola Operators in Market' have provided how the E-Taxis are a huge hit with respect to achieving the objective of eco-friendly operations in the market.
3. Shubham and Bhushan (2019) In their research paper titled, 'Increasing the presence of Cab aggregators in Indian market' is giving a clear indication of how revolutionary the concept is improving the customer benefit and convenience.
4. Suresh and Yohan (2020) In their research paper titled, 'Making the E-Taxis in ensuring greater market presence of cabs' is helping in increasing better presence of the E-Taxi cabs in improvising the overall efficiency in business operations.
5. Lonny &Mehta(2019)In their research paper titled,'Managing and creating better business innovations by E-Taxis in India' have been instrumental in ensuring better and improved customer reviews.

III. RESEARCH METHODOLOGY

The sample size of the present research is 150 samples. The researcher had identified the random sampling method as a proper base of increasing the analysis and understanding of the samples. There is 1 degree of freedom which is followed by researcher and the degrees of freedom has been maintained at 99. In addition the researcher has used method of correlation and method of regression in business.

The researcher has relied on the primary and the secondary data for the study of research and thus focuses more on making the careful choice for managing the business decision as per the purpose of the research. There is further focus on more of secondary data as it is totally based on making the realistic base for research and hence supports in achieving the various research objectives.

3.1 Data Analysis and Interpretation

The study of the data in present research has lead to the following conclusions:

1. There is greater focus of researcher in understanding how the e-taxis are increasing their presence in the market.
2. About 23% of the respondents are finding the service much better and authentic to ensure better service.
3. This data also requires the business to improve better customer service, this leads to manage a more righteous base of creating more reliable service.
4. About 15% of the respondents have found the E-taxis to be favourable options of the existing cab aggregators.

3.2 Rationale of Study

The researcher has further provided following rationale for research:

1. The researcher has focused on creating a case for introduction of the e-taxis in metros of the country.
2. The E-Taxis can be perfect substitute due to their fuel efficiency and economic cost of operation.
3. It is due to the advantage of E-Taxis there is definitely more customer mobility and more enhanced convenience.
4. The E-Taxis in market are hence a suitable option to maximise the utility for the consumer for greater and more economic returns.

3.3 Limitations

The researcher has mentioned the following limitations in the present research:

1. In Metros there is definitely surge in demand for e-taxi aggregators in different parts of India.
2. The Metros are hence one of the loyal and the most looked after bases for ensuring and promoting proper market base in the given market.

3. The researcher is creating a very strong case to promote the growth of e-aggregators for creating better market advantage.
4. There is a common focus by researcher to enhance the value of the business and thus ensuring more and sustained focus of E-taxis all over India.
5. Researcher finally assumes that E-taxis are here to stay for longer time and will provide the customer needs in the most competitive manner.

3.4 Suggestions and Recommendations

Following are suggestions by researcher:

1. The researcher hereby suggests that there can be better and more effective method to achieve market stability with help of E-Taxi aggregators
2. There is requirement to provide much needed focus on the spread of E-taxi and e-cabs in different metros of India.
3. The Govt need to provide a distinct and logical policy to promote the E-Cab aggregators in India.
4. It is hence a proven fact that the E-taxis are one of the perfect substitutes which can enrich the better customer experience.

IV. CONCLUSION

The modern customers are hence empowered and fully aware of the process of the E-Taxis and thus strong supporters of E-Revolution in India, which can transform the entire transport industry.

It thus requires a major paradigm shift in the mindset of the users of the service to manage the changes more efficiently and thus bring an overall development in the management of the travel experience in India.

In nutshell there is a strong case for developing a better and strong system of the E-taxis in India, due to their no pollution attribute and highly economical rates across all segments.

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