



DEEPESH AGARWAL,
founder and CEO, RideInSync.com

Deepesh Agarwal comes from a traditional middle class family where no one has ever heard about entrepreneurship, let alone venturing into it. Hence, support was his biggest apprehension. But as luck would have it, he got the emotional support from his family and the much needed intellectual one from his school, ISB. Talking about his venture, he adds, "Call it a coincidence, but most of the times that I took a cab to the airport or railway station, I saw someone I knew, either at work or personally, getting down from another cab. Later, I thought it would be lucrative as well as fun had we shared our journey to the same destination together. We could have saved some money and enjoyed a good time together. Traffic jams would have been less frustrating too!" He believes that while the benefits seem too obvious, not many of us share cabs. Following issues make it difficult to do so, according to Agarwal: 1) it is not easy to find a co-passenger, travelling on the same route at the same time, 2) the reliability factor, especially when women passengers are involved and 3) also, answers related to who books the cab and co-ordinates with the other person, are major concerns.

To address these issues and a few others, Agarwal & Co. have designed RideInSync.com (a mobile/web based service for sharing cabs). It was launched commercially in Hyderabad on 15th September 2009 and since then, they have several registered users from different companies who regularly use this service to save money and contribute to the environment.

- Viren Naidu