



mapto



Map to your destination with us



KEY POINTS:

HIGH COMMISSION RATES

SURGE PRICING

RELIABILITY

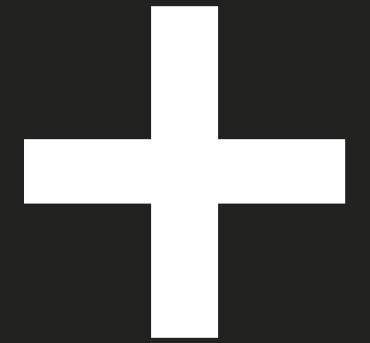
RURAL & SMALL-TOWN NEGLECT

THE PROBLEM

In urban and semi-urban India, both drivers and commuters face recurring challenges due to exploitative pricing models, unreliable ride availability, and a lack of local adaptation by major ride platforms.

- These gaps create frustration, financial strain, and reduced trust on both ends.
- India's Tier 2/3 cities and rural belts are rapidly urbanizing, but are still underserved.
- There is a growing need for a transparent, affordable, and hyperlocal ride-booking alternative.





THE SOLUTION

Mapto is a zero-commission ride-booking platform that empowers drivers with a sustainable income model and offers users reliable, surge-free travel—starting with Kerala and expanding across India.

ZERO COMMISSION

Drivers pay a simple per day subscription—they keep 100% of their fares.

SURGE FREE PRICING

Users enjoy consistent, affordable fares, even during rains or peak hours.

DRIVER FRIENDLY

Drivers can accept rides from anywhere, supporting flexibility and rural coverage.

LOCALIZED & INCLUSIVE

App supports regional languages, designed for the realities of Tier 2/3 towns and villages.



MARKET OPPORTUNITY

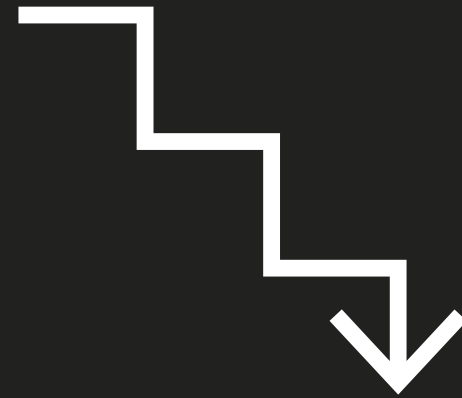
India's ride-hailing sector is rapidly expanding, especially in Tier 2 and 3 cities where digital infrastructure and urbanization are catching up—but existing platforms remain metro-focused.

KERALA'S URBANIZATION IS SET TO HIT 96% BY 2036, WITH 99% INTERNET PENETRATION—IDEAL FOR A TECH-ENABLED MODEL LIKE MAPTO.

MILLIONS OF DRIVERS IN SMALLER TOWNS SEEK SUSTAINABLE, COMMISSION-FREE PLATFORMS.

CAPTURING JUST 5% OF INDIA'S DRIVER BASE (~250K) WITH ₹10/DAY = ₹912.5 CRORE (~\$110M) ANNUAL RECURRING REVENUE.

INDIA'S TAXI/RIDES MARKET WAS ~US\$21.1 BILLION IN 2025, PROJECTED TO REACH ~US\$44.3 BILLION BY 2032 ($\approx 11.2\%$ CAGR). SMARTPHONE PENETRATION AND INTERNET ADOPTION IN SMALL CITIES ARE RISING RAPIDLY.



SERVICE OVERVIEW

Mapto is purpose-built to address the specific pain points of both commuters and drivers through a simple, intuitive ride-booking experience tailored for Indian conditions. The platform prioritizes ease of use and hyperlocal relevance, ensuring users and drivers can navigate, book, and earn without complexity or barriers.



Minimal setup for drivers and users, with guidance available in regional languages

The app evolves with user and driver behavior—highlighting frequent routes, preferred areas, and optimizing earnings.



Live ride tracking, upfront pricing, and instant earnings visibility help build trust on both sides.



BUSINESS MODEL

To ensure long-term sustainability and growth, our business model is designed to generate multiple streams of revenue while delivering value to users.

REVENUE SOURCES

Drivers pay a flat ₹10/day to use the platform—no commission taken from earnings and future plans to run advertisements in app without user distraction

PRICING STRATEGY

Offer free trial periods to encourage driver onboarding, then convert them to paying subscribers with visible earnings benefits.

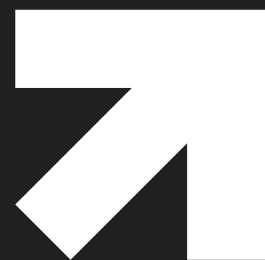
CUSTOMER ACQUISITION

Referral programs incentivize users to spread the word, run hyperlocal campaigns while partnerships with aligned organizations help extend our reach.



MARKET STRATEGY

Mapto's market strategy is to launch in a city and increase the radius of service to the whole district, starting with Kerala, using hyperlocal outreach, WhatsApp marketing, and auto-driver partnerships for trust-based growth. We focus on low-cost, high-impact tactics like referral programs, on-ground activations, and collaborations with unions, influencers and local communities to rapidly onboard both drivers and users.



SLOW

STEADY

WIN



COMPETITIVE ADVANTAGE

SUSTAINABLE MODEL

At Mapto, we operate with zero commissions to build trust with drivers, enable direct payments to reduce operational overhead, and maintain a lean team to ensure profitable unit economics from day one

WHAT ARE YOUR STRENGTHS?

Mapto's core strength lies in its zero-commission, subscription-based model that empowers drivers while offering users affordable, surge-free rides. With a focus on hyperlocal expansion, starting in Kerala—a state with 99% internet penetration and rising urbanization—Mapto is built to scale across India's underserved Tier 2 and 3 cities. Our lean, bootstrapped team has already shown strong traction with over 1,400 drivers and 3,000 users onboarded in just two months.

WHY WILL PEOPLE CHOOSE YOU?

People will choose Mapto because it offers transparent, surge-free pricing for users and a fair, zero-commission model for drivers—solving real frustrations with existing platforms. Built for local needs with multilingual support, Mapto is designed to be more reliable, inclusive, and community-driven from day one.





FUNDING REQUIRMENTS

Seeking ₹3 Crore (~\$360K) Seed Round

40%

Tech/product scaling

30%

Driver & user acquisition

20%

Team growth & operations

10%

Compliance & Misc





OUR TEAM

Mapto team consist of developers, testers and marketing executives we are 6 people team now



RAMDAS

Chief Executive Officer
(CEO)

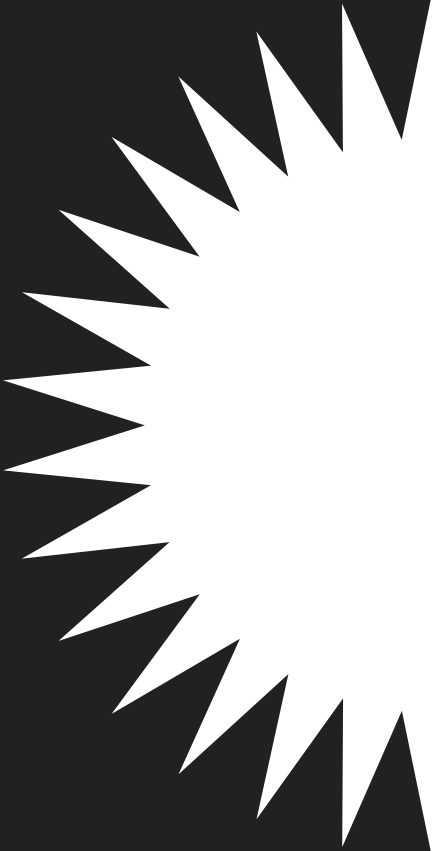


ARAVIND M

Chief Marketing Officer
(CMO)



THANK YOU.



CONTACT US:



+91 9633996606



info@laan.in



www.laan.in



www.mapto.in