



### **About Ola**

Founded in 2011 by Bhavish Aggarwal and Ankit Bhati, Ola is one of the world's largest ridehailing companies. Having risen to market leader status in India and expanding services internationally to Australia and New Zealand, Ola arrived in the UK in 2018, bringing vast experience in delivering world-class solutions to everyday mobility needs.

### **Ola in the UK**

Ola launched its ridehailing services in the UK last year and is now operational in several major UK cities including London, Cardiff, Bristol, Exeter, Liverpool and Birmingham. We integrate transportation for customers and driver-partners onto a mobile technology platform ensuring convenient and quick service fulfilment through our app. We offer passengers the choice of both Private Hire Vehicles and Hackney Carriages on one easily accessible app-based platform.

Ola currently holds Private Hire Operator Licences from 80 licensing authorities across the UK and we continue to engage with regulators and local licensing procedures to expand our services to reach full nationwide coverage across the UK by 2021. Ola holds a licence and has a physical premises and direct relationship with the licensing officers in every borough in which we operate.

There are now more than 500,000 Ola customers in the UK and our 30,000 driver-partners have enabled them to make over 4 million rides to date across five different regions.

### **Ola values**

Passenger and driver-partner safety is our priority and we will always assist local authorities on matters of safety for drivers and riders. We are committed to providing safe and affordable travel for passengers and we have a zero-tolerance policy regarding any inappropriate or offensive behaviour for any of our passengers or drivers. Indeed, we have put in place processes to make rides safer for passengers and drivers including in-app emergency features, 24/7 customer care and an option to share ride details with emergency contacts, among others.

Our business is literally driven by our driver-partners. We place them at the heart of our approach and provide them with the best commission in the industry, so that driver-partners earn more from each trip with Ola than any of our competitors.

Ola is recognised for its collaborative approach, working with national governments and local authorities, to help solve transport mobility issues in innovative and meaningful ways. We look

forward to working with the council during the Private Hire Operator licence application process, and as we develop our investment plans for the area.