



Roshni Rides

Creating Brighter Lives, One Ride at a Time

Our Mission:

Roshni Rides is a carpooling platform that connects commuters to a network of reliable nearby riders and dependable drivers. We are a transportation solution that provides reliable, affordable, and safe transportation for working women and female University students in Karachi, Pakistan. We are a smart solution to a widespread problem. Roshni Rides creates brighter lives, one ride at a time.

Our Company:

Roshni Rides recognizes that women in Karachi are four times less mobile than men leading to a decrease in independence and job participation. We believe we can close this gap by formalizing the current pick & drop system through our digital platform. Roshni Rides partners with businesses and educational institutions to aggregate their employees and students based on geographical locations. Riders are matched within a 5 km radius to create more efficient, timely, and reliable routes. Organizations can select our dynamically priced packages that are tailored to three major customer segments: labor workers, office workers, and students. We understand that our customers have different needs- this is why our tiered packages allow our customers flexibility to ride on a quality service within an affordable range. Safety is a priority at Roshni Rides, where we carefully select and train our drivers through a 4 point extensive vetting process. Having trained drivers is a top priority for Roshni Rides as they, along with our technology, distinguishes our solution as the optimal transportation choice.

Our Platform:

Using our service is as easy as downloading an app. After receiving a company or university code, employees or students can access the Roshni Rides app on any smartphone device. Answering a short set of profile questions matches the user with a set route and schedule, thanks to our unique algorithm. Our users are then provided detailed information on their route, driver, and accompanying passengers to ensure safety and transparency for all. This creates a Roshni community for our passengers and their specific Roshni Network. At Roshni Rides, we believe in making sure our customers are provided with a comfortable and hassle free ride from start to finish.

Our Model:

Our business model is one that isn't asset heavy. We do not own the vehicles on our platform but instead leverage our superior technology and strategic partnerships. Our model provides reliability, affordability, and safety through a three-step solution: Subscribe, Select, Match.

1. Subscribe - Company or Education Institution signs up with Roshni Rides allowing their employees or students to subscribe to Roshni Rides
2. Route + Schedule - Employees or students select their route and schedule by inputting their pick up and drop off locations as desired.

3. Matched! - Customers are now matched to nearby riders on similar commute with expert drivers and a higher quality service than anything else in the market.