Enhancing the Future of Rideshare in India: Trends and Required Improvements

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Abstract: *The Indian ridesharing industry is rapidly evolving, reshaping urban transportation by providing flexible, affordable alternatives to traditional travel options. This research investigates key trends driving this transformation, focusing on the role of technology, user experience, and regulatory frameworks. Companies like Ola and Uber are enhancing services with innovations such as artificial intelligence (AI) for dynamic pricing and Internet of Things (IoT) applications for real-time tracking and safety features. Despite these advancements, challenges persist, including the need for improved infrastructure in congested cities, affordable pricing for diverse user bases, and regulatory measures that ensure safety and data privacy. This study aims to identify critical areas for improvement to create a more reliable, user-centric, and sustainable rideshare ecosystem, positioning the industry to better serve India's urbanizing population.*

Keywords: Electrification, Multimodal Transport, Sustainability, Rural Access, Micro-mobility, Safety

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