



redBus **INDIA BUS TRACK**

Intercity Bus Travel Trends in India by
passengers, regions and private operators.

FIRST EDITION

OVERVIEW OF INDIAN BUS INDUSTRY

01

Representation of major trends in the Indian bus industry in November & December 2023. This is indicative of all India bus data, it showcases volume and scale across the industry. These estimates pertain to the full intercity bus market derived from the redBus database and does not pertain only to sales on the redbus platforms. This market estimate is restricted to private bus operators and does not include SRTCs (State Road Transport Corporations)

Number of passengers travelling

Number of seats sold in the November & December 2023

36.06 Mn



Gross Ticketing Value

Transaction value of all the seats sold in November & December 2023

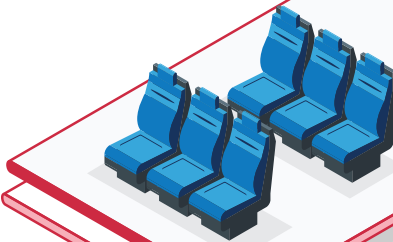
INR 36.37 Bn



Average seat price

(Gross Ticketing Value / Total seats)

Rs. 1008



Active Pvt Bus Operators

Count of bus operators who have sold at least 1 seat in November & December 2023

4468



CEO's Quote

The intercity private bus industry, being decentralized and fragmented, is crippled from a lack of access to reliable and in-depth data on market size and growth. This is in contrast to the other parallel modes of intercity transport such as rail and airlines. As a leader in the intercity bus transport sector, we wanted to provide a reliable, pan India database which could be freely used by any stakeholder of the bus ecosystem. Towards this objective, I am very pleased to announce the launch of redBus BusTrack. I hope it will be of use to bus operators, transport bodies and any interested person, not only in providing an overview but to also help them move from back of the envelope calculations to informed decision making.

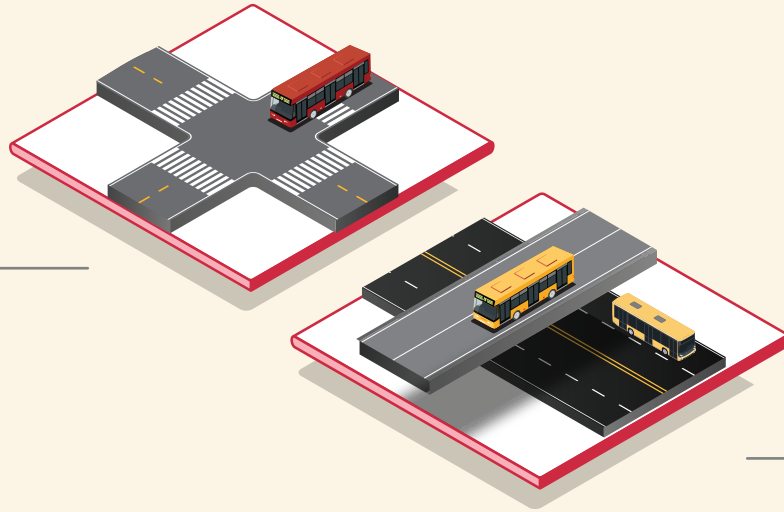
- Prakash Sangam



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Unique bus routes in India

363918



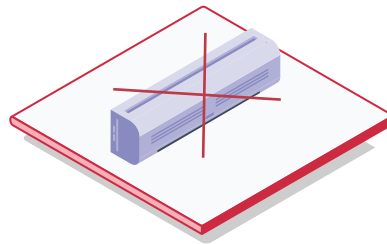
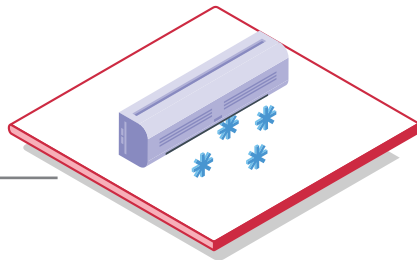
Unique towns connected

8530

Journeys split by AC & Non-AC

AC

62%



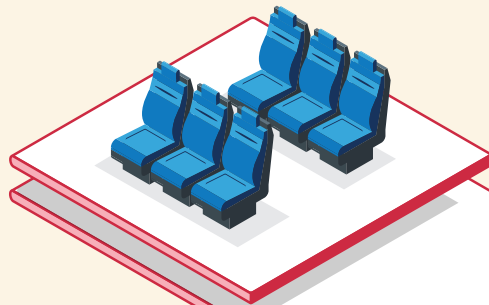
Non-AC

38%

Journeys split by bus type

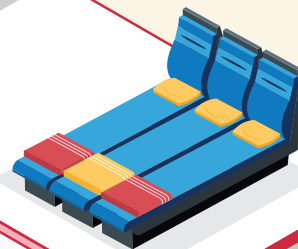
Seater

17%



Sleeper

50%



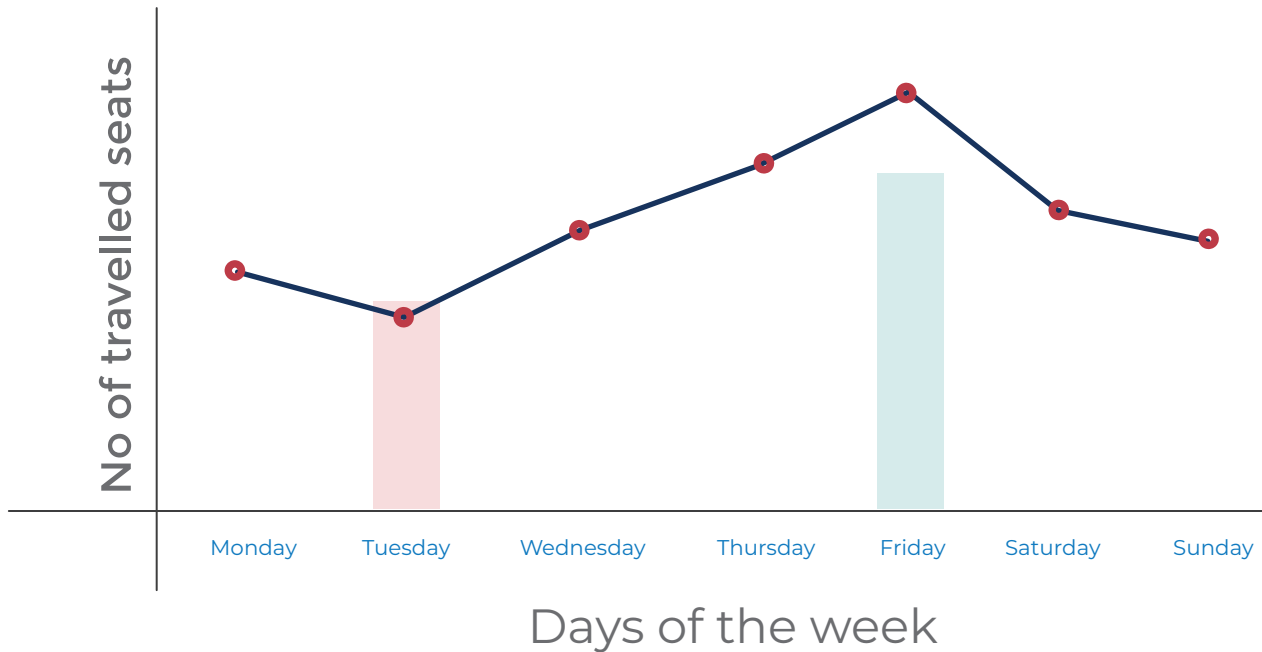
Hybrid

33%



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Bus occupancy trends by day of the week



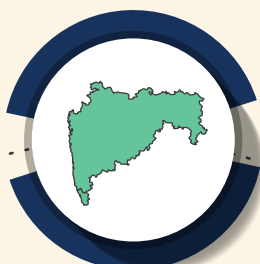
Bus occupancy trends



All India
77%

Maharashtra & Goa - highest occupancy

82%

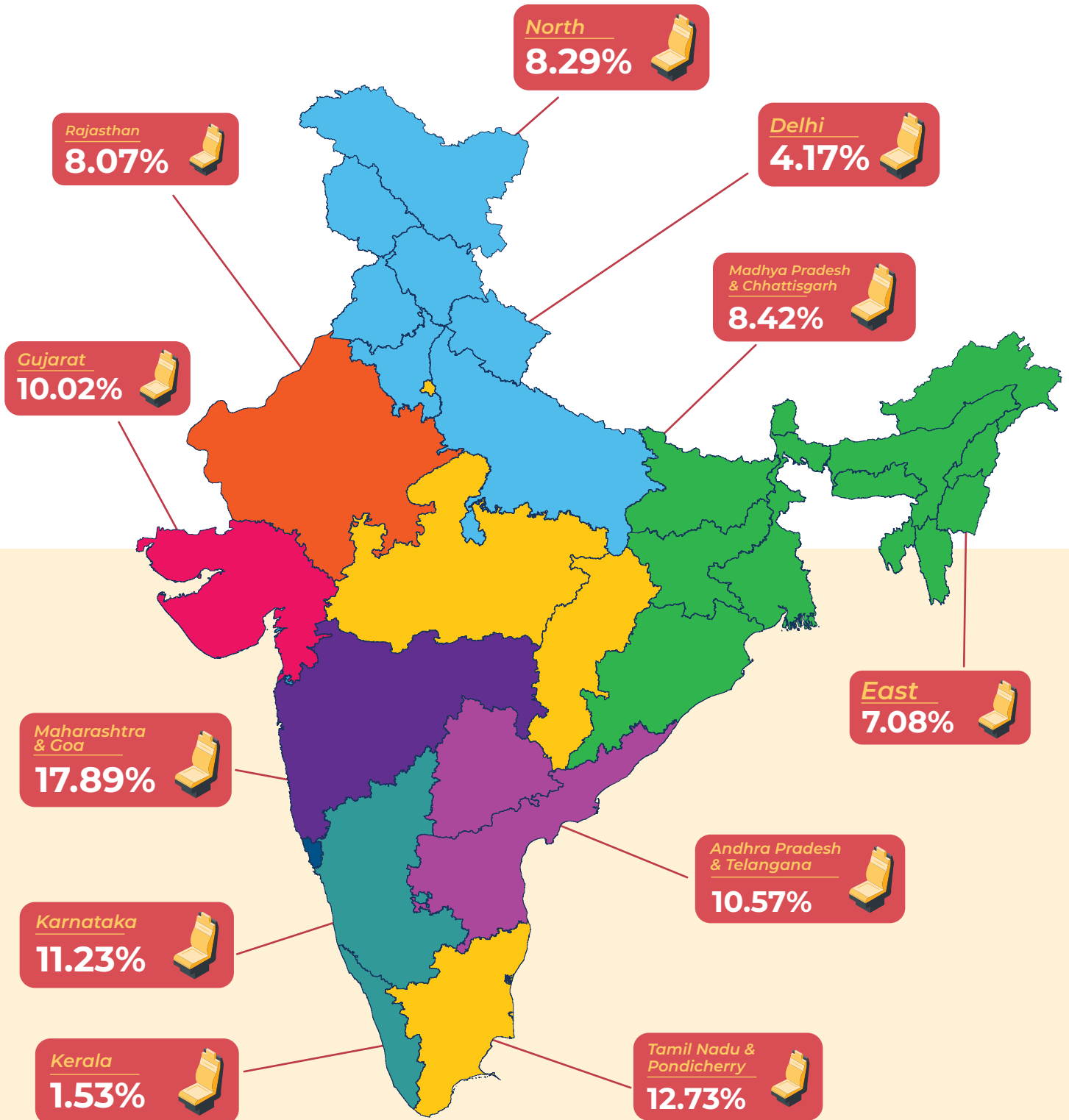


Madhya Pradesh & Chhattisgarh - lowest occupancy

67%

Seats By Region

This page shows a comparison of different regions in terms of bus seat bookings.



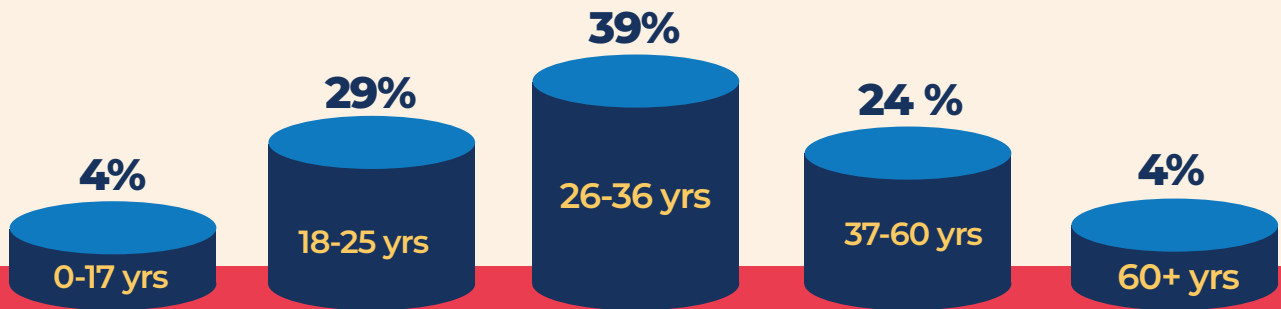
North - Jammu & Kashmir, Ladakh, Uttarakhand, Himachal Pradesh, Punjab, Haryana, Uttar Pradesh

East - Arunachal Pradesh, Assam, Nagaland, Manipur, Meghalaya, Tripura, Mizoram, Sikkim, Odisha, West Bengal, Jharkhand, Bihar

PASSENGER TRENDS FOR BOOKINGS THROUGH REDBUS:

This section details out how Indians travelled, showcasing dominant demographic trends in November & December 2023. For deeper insights, redBus has highlighted some aspects of its sales. While these approximate overall industry trends, they are not an exact representation.

AGE OF BUS PASSENGERS

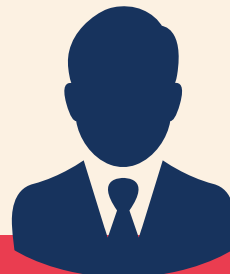


Age of passenger(s) traveling

GENDER OF BUS PASSENGERS



Females
33%



Males
67%

Gender of passenger(s) traveling

SINGLE VS. GROUP BOOKINGS



Single Bookings
52%



Group Bookings
48%

More than one seat booked is classified as 'Group booking'

GEOGRAPHIC STATS

This section details how Indians travelled, showcasing dominant geographic trends in November & December 2023. For deeper insights, redBus has highlighted some aspects of its sales. While these approximate overall industry trends, they are not an exact representation.

From where are people booking buses?

33%

Metros

Delhi, Mumbai, Chennai, Bangalore, Hyderabad and Kolkata

6%

Other State Capitals

All state capitals and Union Territories other than the 6 Metros

61%

Other Cities

All cities and towns not covered in the above two categories

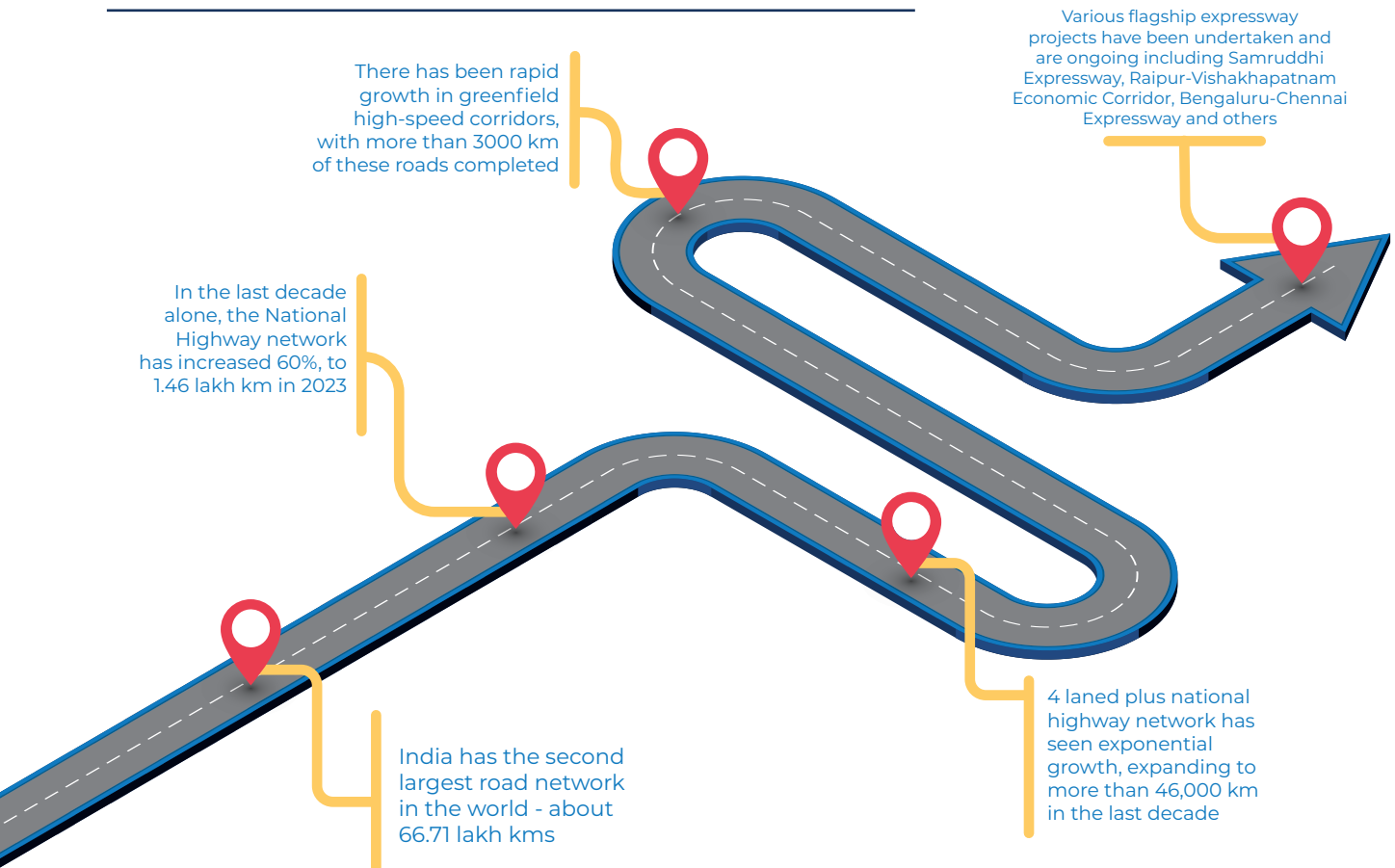


ROAD INFRASTRUCTURE & IMPROVED BUS TRAVEL

07

The expansion and infrastructural improvement of Indian roads has greatly improved the experience of intercity bus travel. This page shows some of the metrics that highlight this.

The 'road' to success



Impact on intercity bus travel

Improved road and expressway infrastructure has a direct correlation with faster bus journeys, lower bus ticket prices and consequently, increased number of people booking bus seats.

Samruddhi Expressway	Seats Growth (2022 vs 2023)	Average Seat Price (2022 vs 2023)	Reduction In Travel Time
Mumbai-Nagpur Nagpur -Mumbai	176% 215%	-15% -16%	2hr 31mn 2hr 50mn
Shirdi - Nagpur Nagpur - Shirdi	30% 30%	-9% -8%	1hr 30mn 2 hr
Nashik - Nagpur Nagpur - Nashik	42% 43%	-4% 0%	1hr 45mn 1hr 40mn

ABOUT redBus

redBus was founded in 2006 in India and today is the world's largest online bus ticketing platform.

After having solved the complex problems of bus customers in India, redBus also launched operations in Singapore, Indonesia and Malaysia in 2015 and acquired a majority stake in Peru-based bus ticketing platform Busportal (now redBus.Pe) in the subsequent year. With this acquisition, redBus successfully launched operations in Latin America markets, Peru & shortly thereafter, Colombia.

In 2023, redBus launched operations in Cambodia and Vietnam. redBus has globally sold more than 466 million bus tickets to date and has a customer base of around 52 million users. redBus is now part of the MakeMyTrip group (Nasdaq, MMYT) which is the largest travel aggregator in India with offerings across categories such as Flights, Hotels, Holiday Packages, etc. The business owns three products - redBusTM, redProTM and Seat Seller/redBus PartnerTM, which come together to serve and address the fragmented bus industry across geographies.

METHODOLOGY

The India Bus Track report is a bi-monthly property representing the state of the Indian intercity bus market. It showcases overall industry metrics and reflects travel trends across multiple geographies and consumer segments. Calculations pertain to the full intercity bus market estimated and derived from the redBus database and do not pertain to sales on redBus platforms. Scenarios such as blocked seats, offline seats and service inclusions have been accounted for, to ensure that the validity of the data is not compromised and that the report is a highly robust and reliable indicator of intercity bus travel.

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