



Pink REPORT



India's First Women Mobility Index



Executive Summary

Women are rapidly reshaping India's intercity mobility landscape. Over the past six years, the number of women travelling by bus has grown nearly twice as fast as the overall market, increasing their share of bus passengers from 23% in 2019 to 33% in 2025. What began as a gradual shift is now a nationwide phenomenon, visible across regions and increasingly driven by Tier-2 and Tier-3 towns.

A new generation of travellers is at the forefront of this change: Gen Z women now make up the majority of women bus passengers and are significantly more comfortable travelling independently, with solo trips becoming increasingly common.

At the same time, women display distinctive travel behaviours — planning journeys earlier, travelling frequently for work and education, and placing strong emphasis on trust, safety and service quality when choosing transport. Together, these trends signal a deeper transformation: intercity bus travel is becoming an increasingly important enabler of mobility, opportunity and independence for women across India.

PLEASE NOTE: This report uses redBus' platform data, broadly comparing pre pandemic (2019) and post pandemic (2025) years, to observe changes in women's intercity bus mobility. While these approximate overall industry trends, they are not an exact representation.



CEO's Quote

Women's travel in India today reflects more than just rising journeys; it signals a growing sense of independence. More women across India are choosing to travel on their own terms, for work, education, opportunity or leisure.

At redBus, we are continuously strengthening features that build trust, from better visibility of bus ratings by women, to enhanced safety information and dedicated support systems.

Our goal is to continue to make intercity travel more reliable, more accessible and more empowering for every woman - whether she is travelling alone or leading a group. We believe mobility is freedom, and freedom should be seamless.



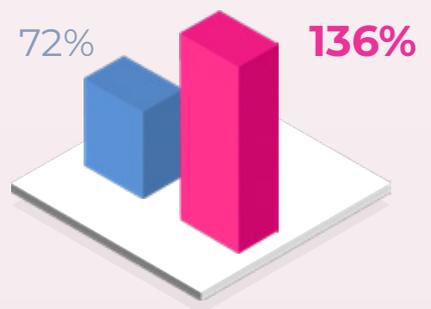
PRAKASH SANGAM
CEO, redBus

Women Are Driving the Growth of Intercity Bus Travel

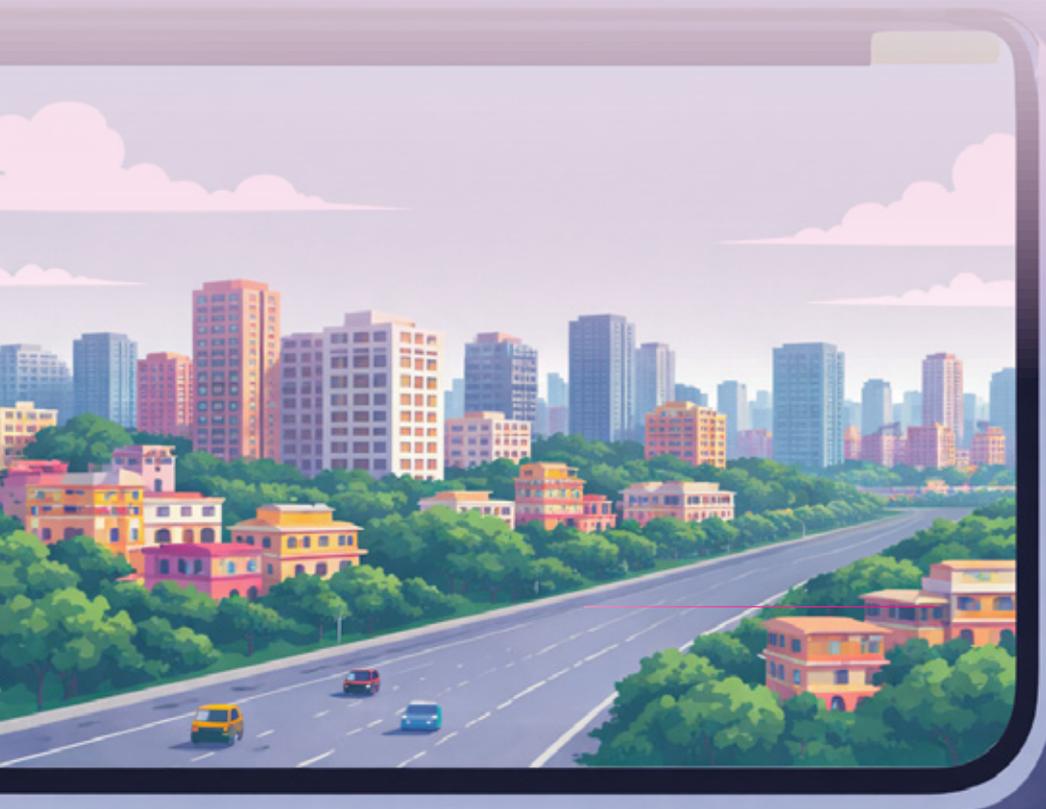
Women are emerging as one of the strongest drivers of growth in the intercity bus industry. Over the past six years, the number of women travellers has grown significantly faster than the overall market, increasing their share of bus passengers across India.

Women travellers grew 136% between 2019 and 2025

- Overall passenger growth in the same period was 72%



Women's share of bus travellers increased from 23% in 2019 to 33% in 2025

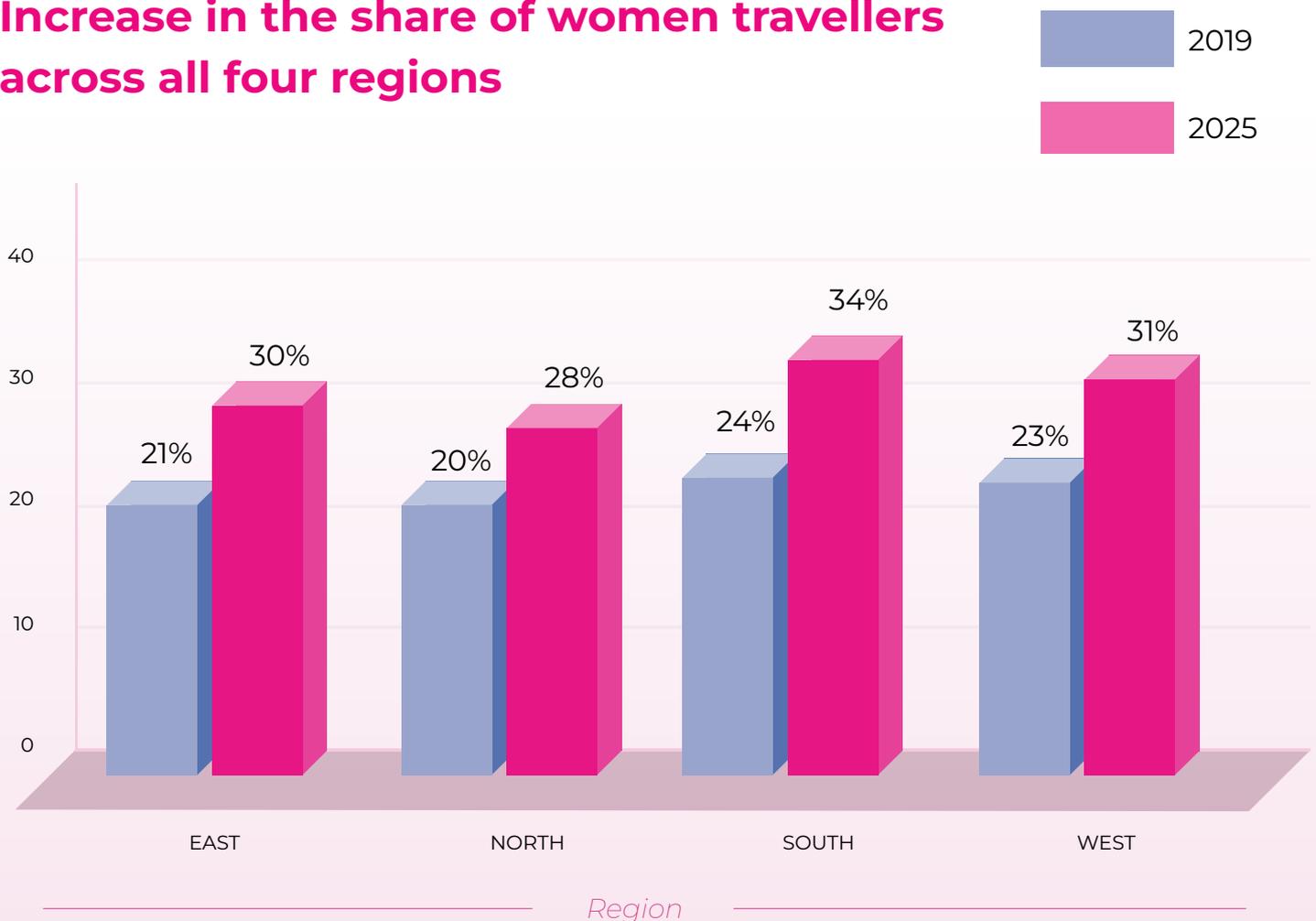


The Rise in Women Bus Travel Is a Pan-India Phenomenon

While South India continues to have the highest share of women bus travellers, the growth in women's mobility is now visible across every region of the country. Between 2019 and 2025, all regions - North, East, West and South - have seen a steady rise in women travelling by bus.

This suggests that women's intercity mobility is evolving into a **national structural shift rather than a regional trend.**

Increase in the share of women travellers across all four regions



EAST: Andaman And Nicobar Islands, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Nepal, Orissa, Sikkim, Tripura, West Bengal

WEST: Goa, Gujarat, Madhya Pradesh, Maharashtra, Rajasthan

NORTH: Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Uttar Pradesh, Uttarakhand

SOUTH: Andhra Pradesh, Karnataka, Kerala, Pondicherry, Tamil Nadu, Telangana

Gen Z Women Are Driving the Shift and Are Comfortable Travelling Solo

Young women are at the forefront of the changing mobility landscape in India. Gen Z women are not only the largest segment of women bus travellers today, but they are also far more comfortable travelling independently.

Their growing participation reflects a generational shift towards greater independence, mobility and confidence in intercity travel.

Gen Z Women Leading the Solo Travel Shift

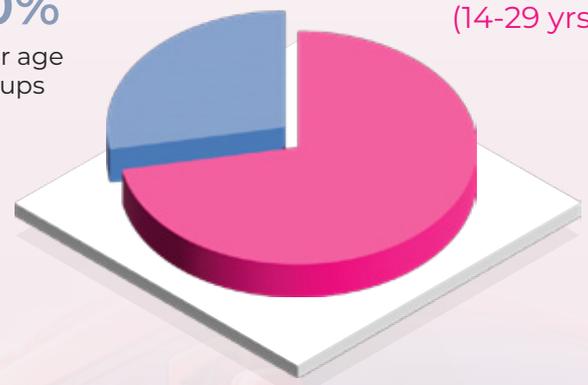
Gen Z women (14–29 years) account for **60%** of all women passengers

Gen Z women account for **68%** of all solo women trips

(Nearly 2 in 5 trips are taken by **women travelling solo**)

40%
Other age groups

60%
Gen Z
(14-29 yrs)



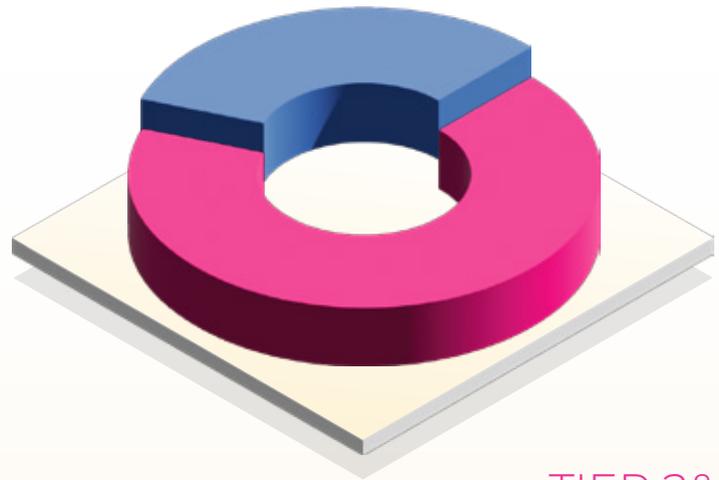
Women's Bus Travel Is Being Driven by Small-Town India

Women's mobility growth is increasingly coming from outside India's largest cities.

A significant majority of women bus travellers now originate from Tier-2 and Tier-3 towns, highlighting the importance of buses as a critical mobility infrastructure connecting smaller towns across the country.

TIER 1-
32%

India's largest metropolitan travel hubs - Delhi, Mumbai, Chennai, Bangalore, Hyderabad and Kolkata.



All other state capitals, emerging cities, and towns across India outside the six metro cities.

TIER 2&3-
68%

Women Travellers Plan Their Journeys Earlier

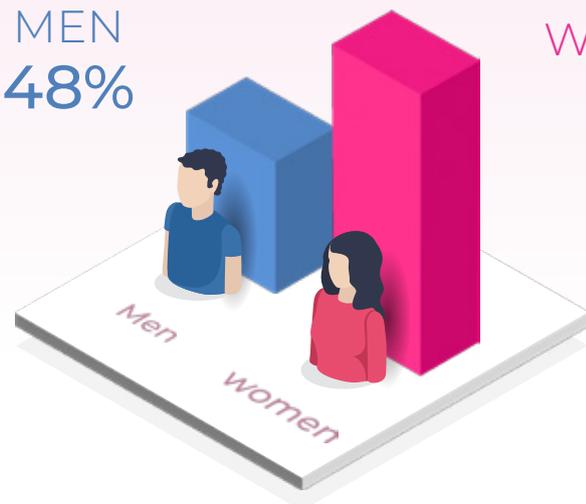
Women travellers demonstrate stronger planning behaviour compared to men.

A majority of women book their bus tickets at least a day before the journey, suggesting a higher preference for certainty and predictability while planning travel.

Tickets booked at least **1 day** before travel

MEN
48%

WOMEN
62%



Trust and Safety Signals Strongly Influence Women's Travel Choices

Trust, safety signals and service quality play a critical role in shaping women's travel decisions. Women travellers pay close attention to ratings from other women, the presence of fellow women passengers, and features such as live tracking and service quality during the journey.

Booking decision factors

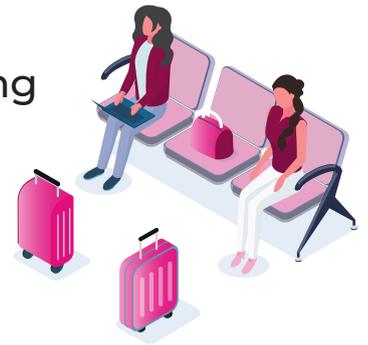
Bus Ratings
by other women
passengers:

47%



Number of
women travelling
on the bus:

33%



Travel experience factors

During the journey a survey of women passengers indicated the factors which impact the travelling experience:



Staff behaviour

50%



Live tracking

48%



Rest stop hygiene

36%

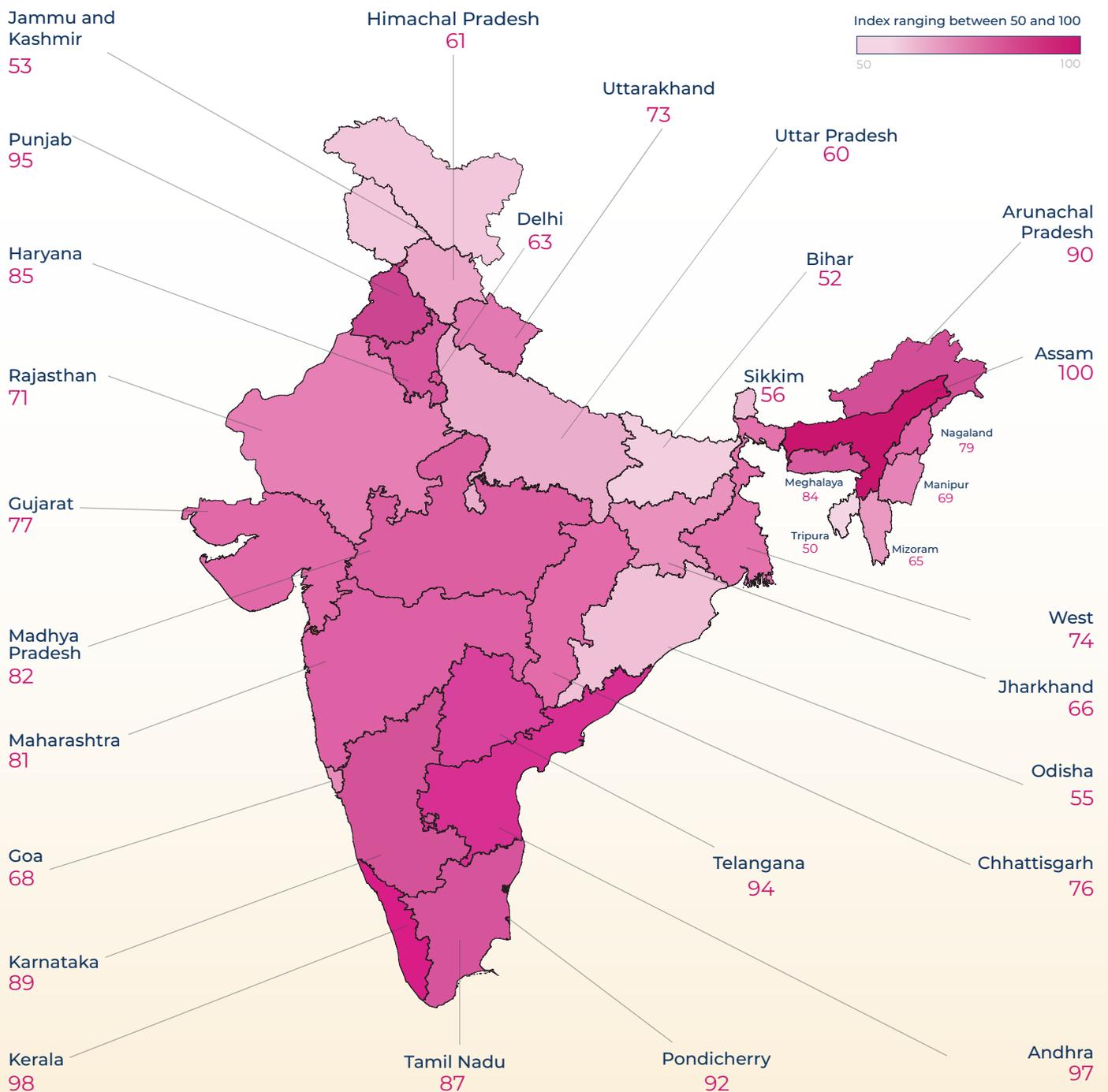


Boarding point safety

29%

Women's Mobility Index

The weighted index is based on three parameters: **the share of women travelling from a state compared to total women travellers across India (50%), the proportion of solo women travellers (35%), and the number of women undertaking journeys of more than 500 km (15%)**



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