

Onboarding Teardown

BlueSmart (Airport Pickups)

Channels of Acquisition

Instagram

What Worked:

- Consistent branding.
- First line in description, stories all line up to key value proposition
- Proper CTA with link to download the app

What can be done better:

- Add more highlights with each value prop and UGC videos for increased trust
- A small video showing the easy booking process. Walk through

blusmartindia Following Message ...

1,393 posts 15.3K followers 2 following

BluSmart

blusmartindia

Reliable, zero cancellation rides. Always.
📍 Delhi NCR & Bengaluru
Book your electric ride 📲
bit.ly/3GTF5JL + 2

Followed by [shubhangi.nagaria](#)

CO2 Savings #EVictoryLap #SaferRide

POSTS REELS TAGGED

BluSmart

Ride With **Trust**

Equality. Justice. Fraternity.
Guided by our Republic's values,
we strive for a safer tomorrow.

nation's pride

New in town?

BluSmart Darshan is
your tour guide!

Ads - Meta

What Works:

- Value 50% off offer
- Showing the zero cab cancellation value prop
- On-time value prop

What Doesn't Work:

- Most of the traveller are domestic - add some frequently travelled places


What to change:

1. Add how many people used to increase the social validation

Priming people

BLU SMART INDIA
Sponsored
Library ID: 321111564286147

Up to 50% OFF* on the first ride to the airport. Head to the airport with zero cab cancellations in a BluSmart.
*T&C apply



BluSmart

Flight	Destination	Gate	Time
3 0 8	NEW YORK	B 2	1 0 : 1 5
1 4 7	LONDON	C 1	1 1 : 1 5
2 5 9	PARIS	A 3	1 1 : 4 0
6 2 4	MADRID	C 2	1 2 : 1 5

Reach on time
for your flight
Everytime

Get it on Google Play | Download on the App Store

First ride @ 50% OFF [Book Now](#)

Ads - Meta

What Works:

- No need to prebook - hop and go
- Express rides within minutes

What Doesn't Work:

- The photo of the professional can be more realistic
- Can add females in the mix in other versions

What to change:

1. How many uses use expresses till now
2. Add all the proper value props used - zero cancellation and no-surge price

BLU SMART INDIA
Sponsored
Library ID: 1786532135165598

BluSmart's Express Rides will be at your doorstep within minutes.
No need to pre-book – just hop on and go!



BluSmart
Now get a BluSmart within minutes.
Express Rides
are just a tap away

Instant, Hassle-Free Cab [Book Now](#)

This ad has multiple versions ⓘ 3 of 3



Ads - Meta

What Works:

- Showing the premium value prop rightly in copy and creative
- Giving the leg room, chauffeur driven experience

What Doesn't Work:

- No other CVP mentioned
- Doesn't show any user or professional experiencing the product

What to change:

1. Add people enjoying the experience
2. Give reasons on book now in terms experience/off or deals
3. Add CVP of no cancellation, your personal premium luxury experience

BLU SMART INDIA
Sponsored
Library ID: 732843755627397

Premium Cabs offer plush SUVs, ample leg room & a chauffeur-driven experience. Elevate your commute to unmatched luxury.

BluSmart

**This isn't
a cab.**

It's a **PREMIUM
BluSmart!**

**Chauffer-driven,
luxurious SUVs**

[Premium Electric SUVs](#) [Book Now](#)

Google Search


+

electric cabs

All Images News Shopping Videos Maps Web More ▾


Price Open now In india To Bangalore airport In Bangalore In hyderabad App Be


Results for **Koramangala, Bengaluru** [Use precise location](#) ⋮

 BluSmart
<https://blu-smart.com> › en-IN › rider ⋮

Book Safe & Sanitized Electric Cabs ✓

Schedule your rides in three easy steps through our app and enjoy noiseless cabs with punctual pickups.





 BluSmart
<https://blu-smart.com> ⋮

BluSmart ✓

100% **Electric** Rides. Reliable, Safe & Premium. Zero Driver Cancellations. Zero Emissions. Reliable Pricing. Zero Cancellations. On Time Pickup & Drop.

[Ride with us](#) · [Drive with us](#) · [Invest with us](#) · [BluSmart For Business](#)



 The Hindu
<https://www.thehindu.com> › News › Cities › Bengaluru ⋮

Why Bengaluru commuters are shifting to electric cab ... ✓

13 Oct 2024 — Bengaluru commuters switch to EV cabs for reliability, despite higher cost, eco-friendly appeal, and limited availability during peak hours.

Website

- All ads and links direct to the website so; lets look at the website

Simplicity, perfected.
Peace of mind, guaranteed.



1.80 Million +

Happy Riders



650 Million+

Clean Kms Covered



43k+ tonnes

Carbon Dioxide Saved

Download App -
Button too small of
web

Trust Building to improve
chances of downloading from
Web

What is Working:

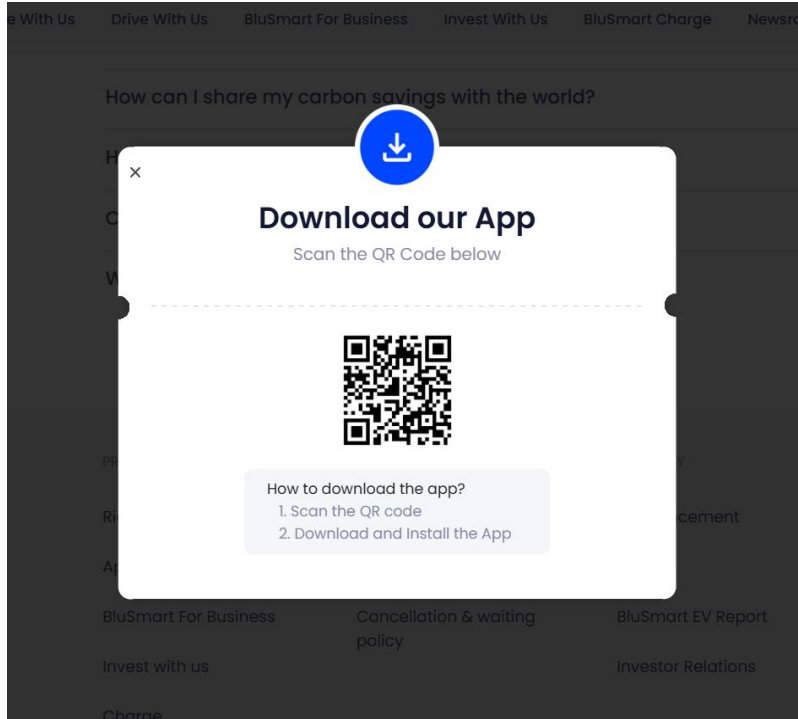
MVP - Guaranteed, proper fleet is visible, proper stats to improve the conversion ratio to downloading the app - Why/ Improves trust and make it easier for you to download

What is Not Working:

- Download button is too small and the navigation guides are super confusing on web - Need to check the Mweb version to see accessibility

Suggested Improvements:

- Create different pages for different use cases to optimise the user flow and increase the number of conversion leading to the app install



What is Working:

Direct link to app - To shift the user from web to app - which is the primary medium where the customer will use the app

What is Not Working:

- A preview would have helped - A working gif would have improved the conversion rate. Seems too static

Suggested Improvements:

- Can add why to download their app. Like : Get Premium cabs at Zero surge with zero cancellation guaranteed.

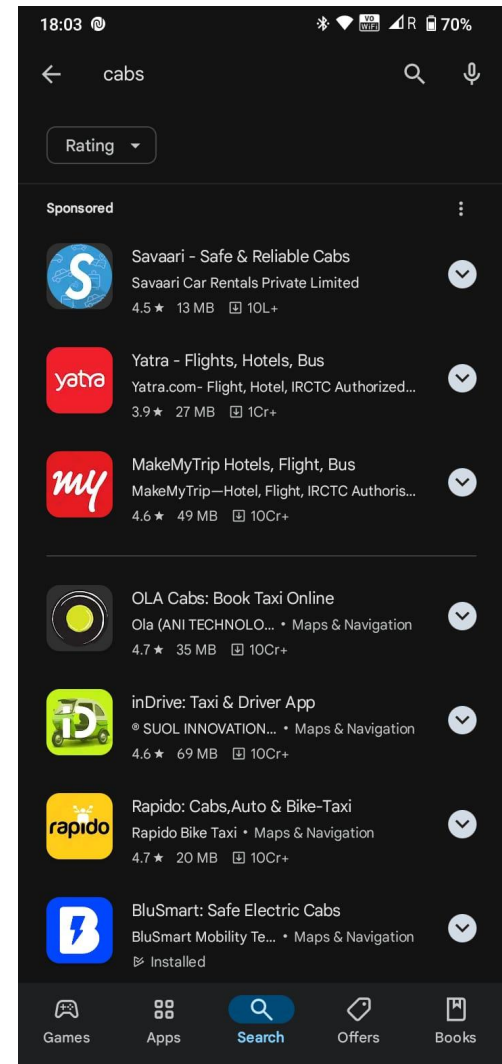
Ultimately the CVP is experience in mobile app store

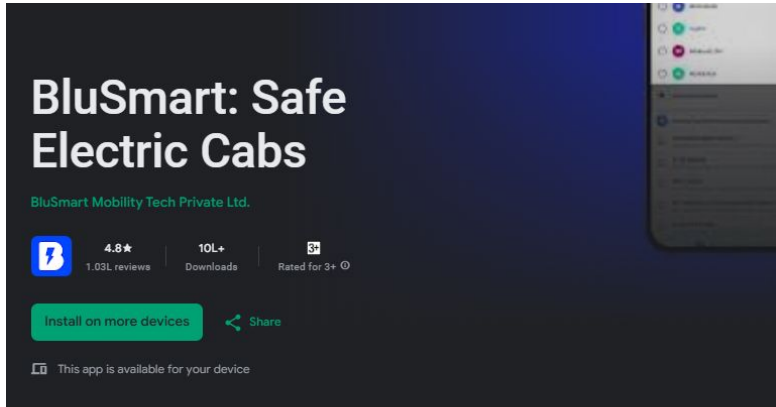
What is working:

- It is ranking in the top 5 for cabs
- It is ranking on the top 1 for electric cabs
- It has clear CVP - safe electric cabs

What is not working:

- Can do better with placement
- Can check for other most searched keywords by their ICPs





Working Well

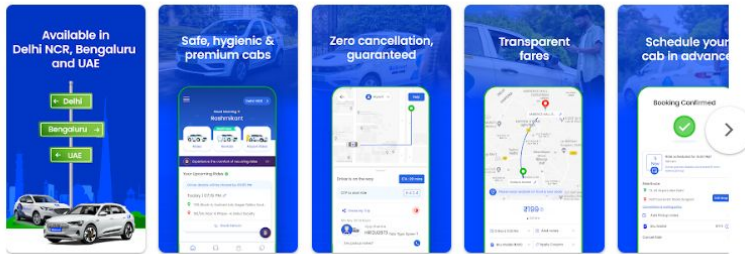
- The clear UX , and use of blue colours - Helps find their user who are city people who love premium services

Not Working Well

- Their video on blusmart. It is soulless and boring - losing out on an opportunity to prime the user for its first purchase and feel like a part of the community

Suggested Improvements

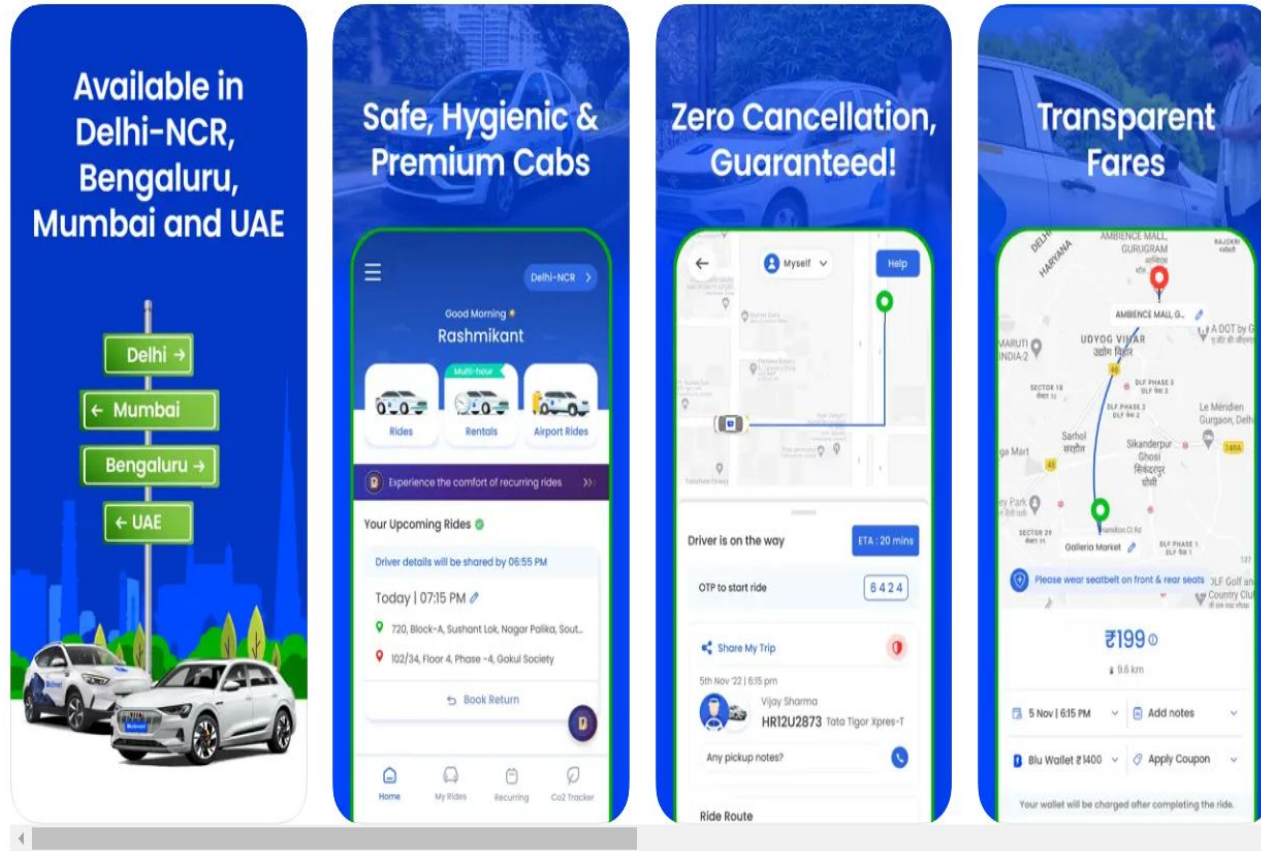
- Add MVP - Zero Surge / Zero Cancellation for rides within the city - It's not highlighted enough in the first few glances
- The video can be more interactive - right not it seems like less personalised, less in action - users are not connected to the organisation



What's new

Amazing weather. Nice food. Filter coffee. All of these are great. But, the main reason why we've come to Bengaluru is YOU! After revolutionizing the way people travel in Delhi NCR, we are all set to bring the EV revolution to Bengaluru. Get ready to experience zero surge & zero cancellation rides in your city. Get ready to experience #BluinBengaluru!

iPhone Screenshots



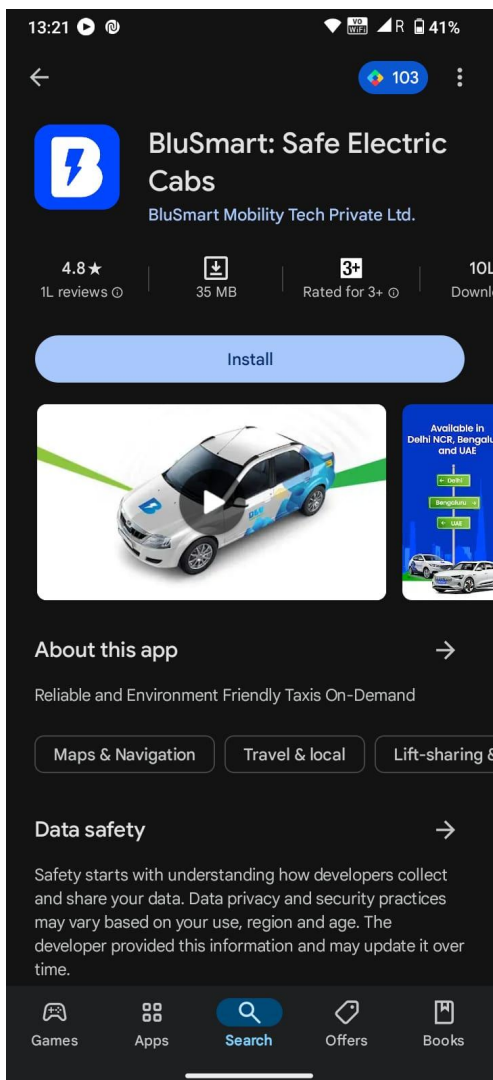
Working Well:

- Stating cities where they are active - helps reduce confusion and customer frustration when they don't find the services in their locality.
- 3 CVPs on the first 4 slides - Reducing anxiety, giving users confidence on the frequent issues faced by other competitors they are using

Not Working Well:

- They can have different screenshots for different areas - In screenshot 2
- Can add people who used the services / or CO2 emissions reduced for customers who value environment friendliness.

Suggested Improvements:



What Worked:

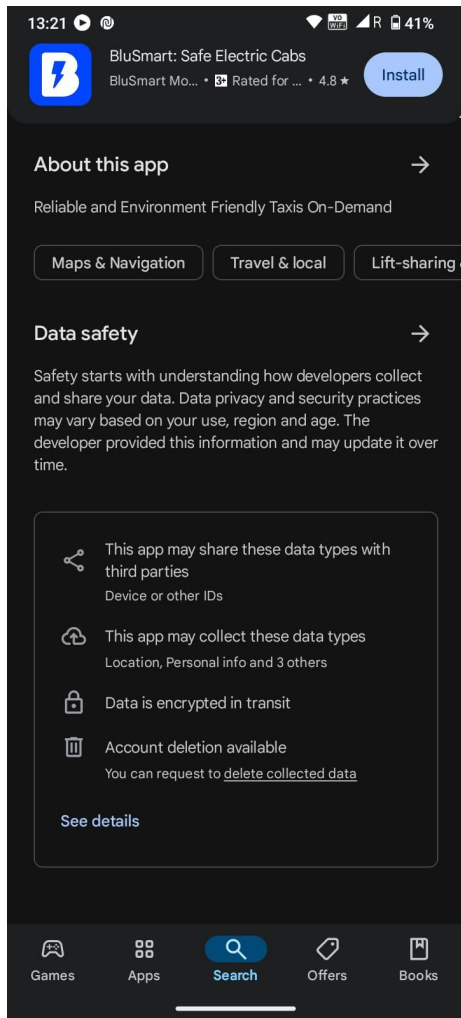
- Consistent colours - BluSmart in all - increases trust

What Does not Work:

- The CVP according to their user base is not properly shown

Suggested Improvements:

- The categories for the app has Maps and Navigation - Which can be changed to other closer app groups to increase the discoverability



What Worked:

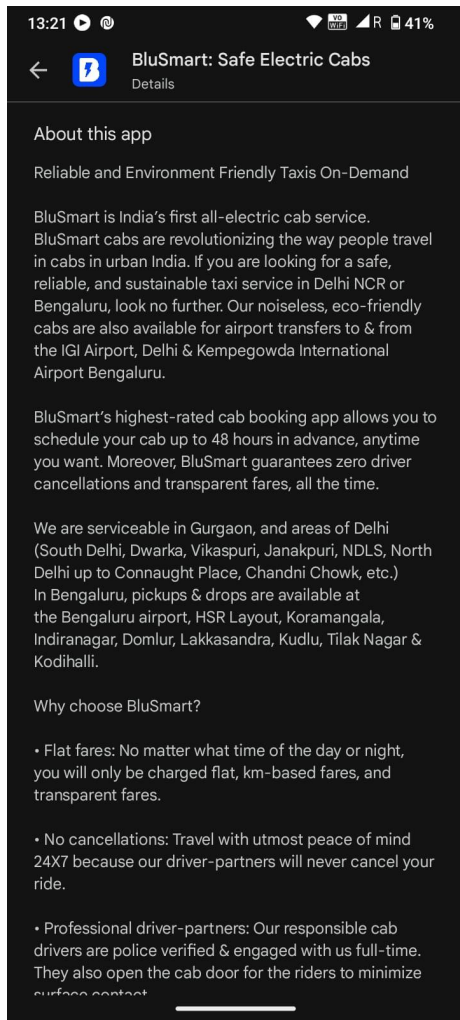
- Short and simple way to explain the work of the application
- Data safety measures and account deletion helps increase trust

What Does not Work:

- The MVP can be shown in a more user friendly way

Suggested Improvements:

- Premium cab at Zero Cancellation and no surge pricing - Reliable

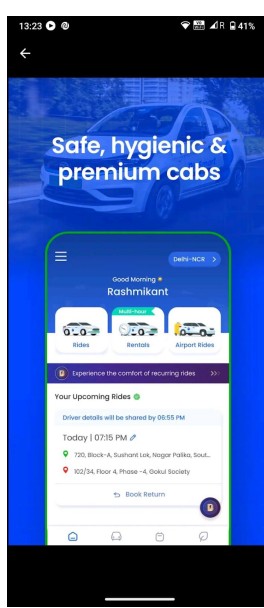
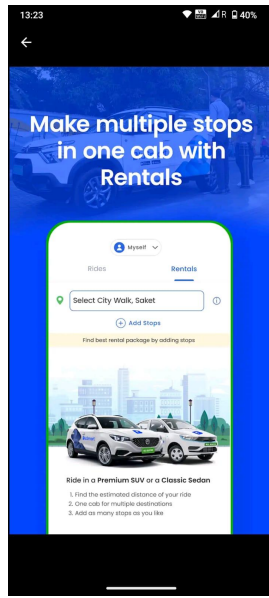
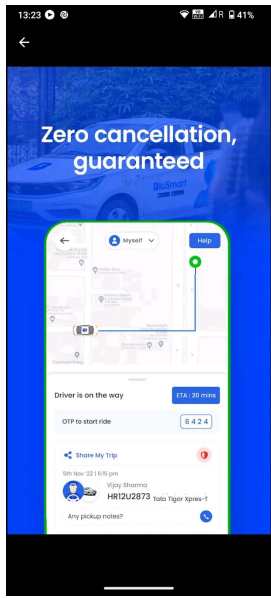


What Worked:

- Clear description about BluSmart in points for additional details

What Does not Work:

- The words used can be simpler avoiding jargon and getting to the point to highlight the CVP

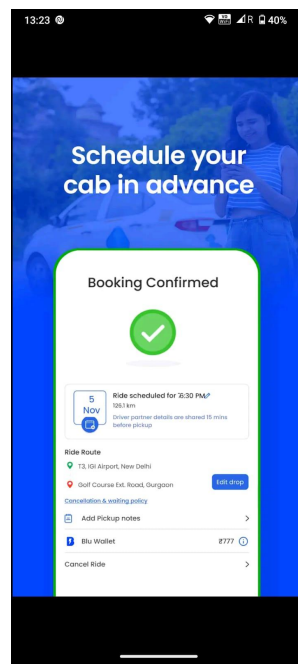
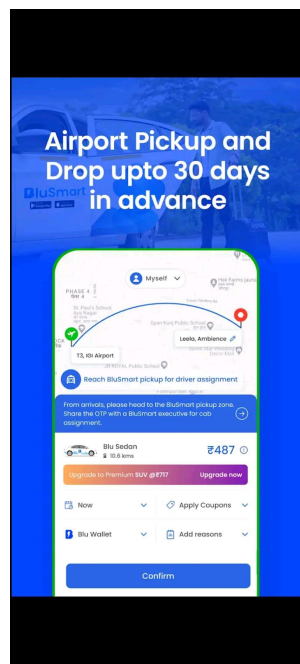
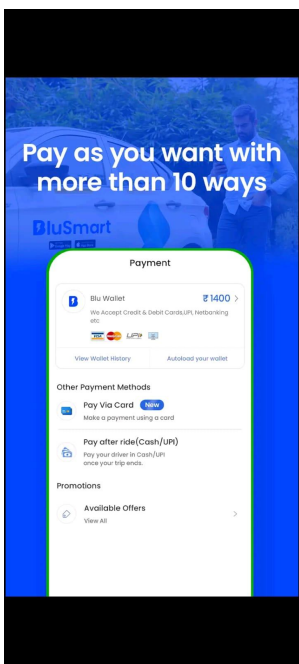


What Worked:

- Clear MVP in each slides
- Showing app interface in the screenshots

What Does not Work:

- Can add No Cancellation, Airport pick and drop testing



What Worked:

- Giving multiple payment options
- Airport pick and drop usp

What Does not Work:

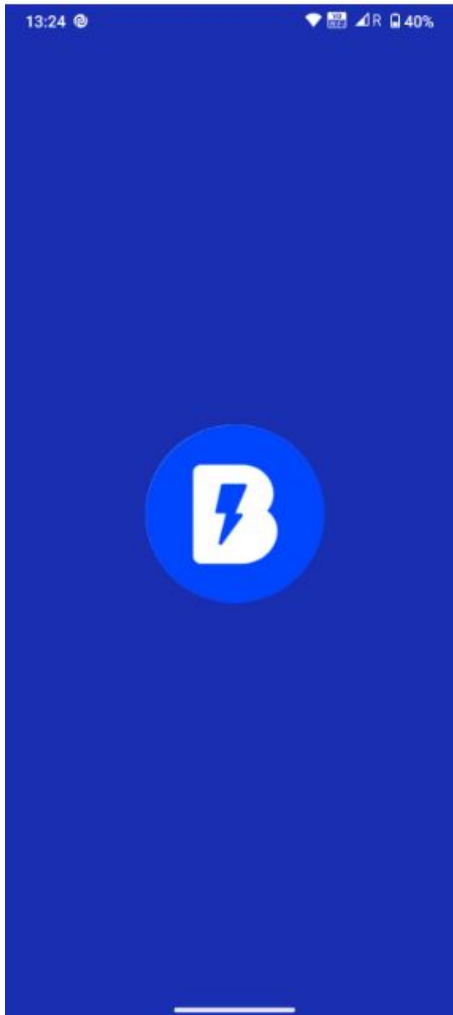
- Schedule cab in advance used twice

Suggested Improvements:

- Can add other MVP to showcase the scheduling function

Cognitive biases:

- Variety of options/confusion



What Worked:

- Initial screen contains blusmart logo

What Does not Work:

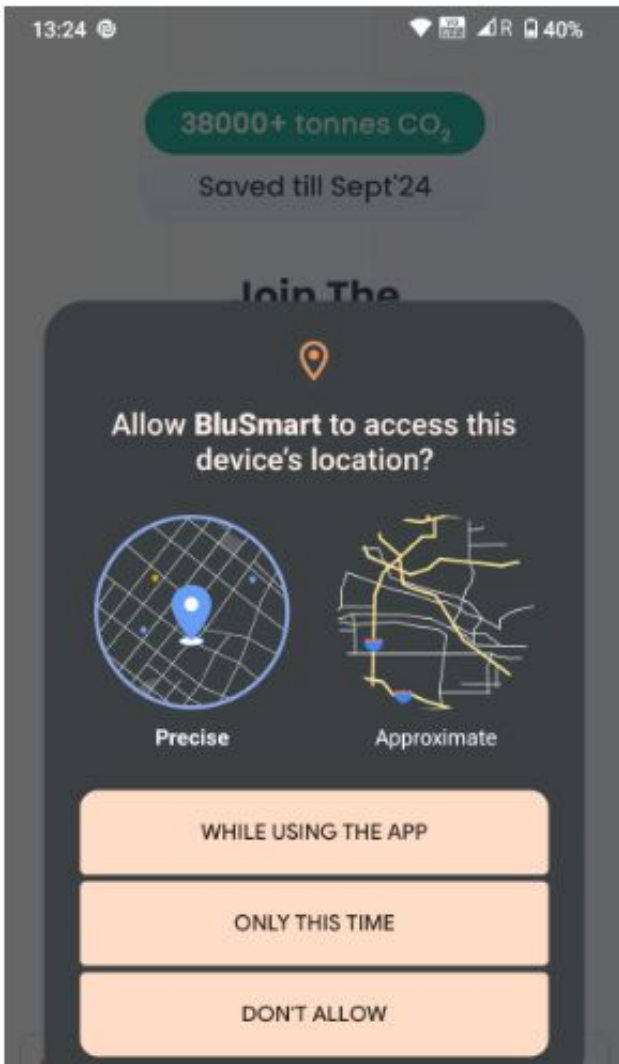
- Doesn't contain "Blusmart" word. Company name

Suggested Improvements:

- Add Bluesmart company name
- Prime used for CVP of the App

Cognitive biases:

- Trust



What Worked:

- Location access asked with multiple options based on user preference

What Does not Work:

- First screen after download - Can prime before asking to improve the user experience

38000+ tonnes CO₂

Saved till Sept'24

Join The Electric Revolution!

Zero Cancellation | Reliable Pricing



 +91 9876543210

Or Continue with

truecaller

By continuing, you agree that you have read and accepted
our [Terms of Use](#) and [Privacy Policy](#)

What Worked:

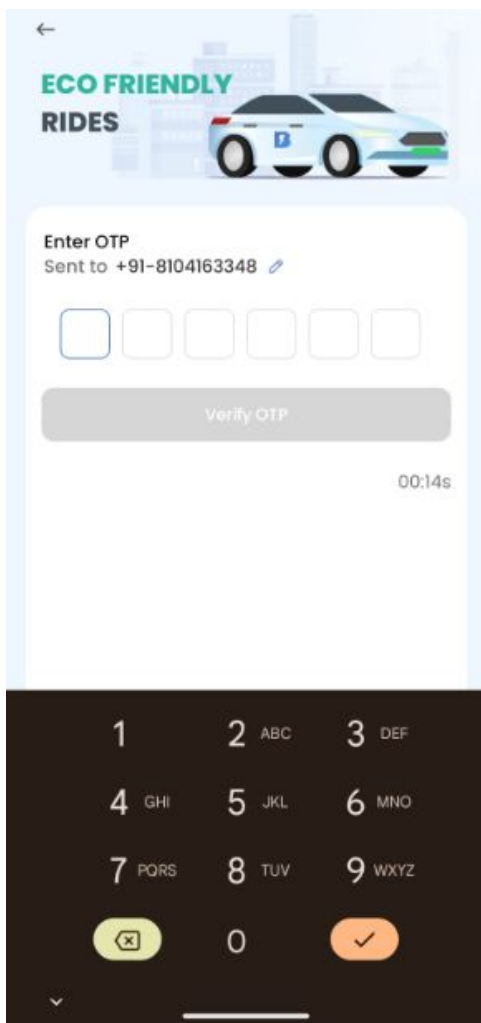
- Creating a community
- Showing their environment friendly savings
- Easy onboarding with truecaller and phone number

What Does not Work:

- Offer to get first rides shown on the first screen - adds friction

Suggested Improvements:

- Add just clean UX - remove coupon on this stage



What Worked:

- Showing eco-friendly rides and using the OTP screen
- Giving editing the phone number if done by mistake

What Does not Work:

- Instead of Eco-friendly - Can do user friendly rides - Zero cancellation, zero surge

Suggested Improvements:

- Can improve premium UI/UX

←

**TRANSPARENT
FARE**

Enter Your Personal Details

Name*

Email ID*

Business Email ID

Create Account

What Worked:

- Transparent fare - Gives minimal details

What Does not Work:

- Can be a turning point/ Can gradually ask them for information to reduce the friction

Suggested Improvements:

- No Surge / Flat Pricing with Transparency

Cognitive biases:

- Gives comfort and trust on MVP



On-Time Pickups and Drop-Offs

Enjoy reliable, on-time rides every day with BluSmart Electric Cabs.

Now in Delhi-NCR, Bangalore and Dubai, with more cities coming soon.

What Worked:

- MVP in slides

What Does not Work:

- The words can be improved and become bigger
- The image is targeting a modern family - travelling together

Suggested Improvements:

- Add better suited images based on your core-users



Get fares you can rely on: Reliable Pricing

- ✓ **City Rides.** Most reliable travel starting @ ₹199.
- ✓ **Hourly Rentals.** One car for multiple stops starting @ ₹489.

[See pricing](#)



[Next](#)

What Worked:

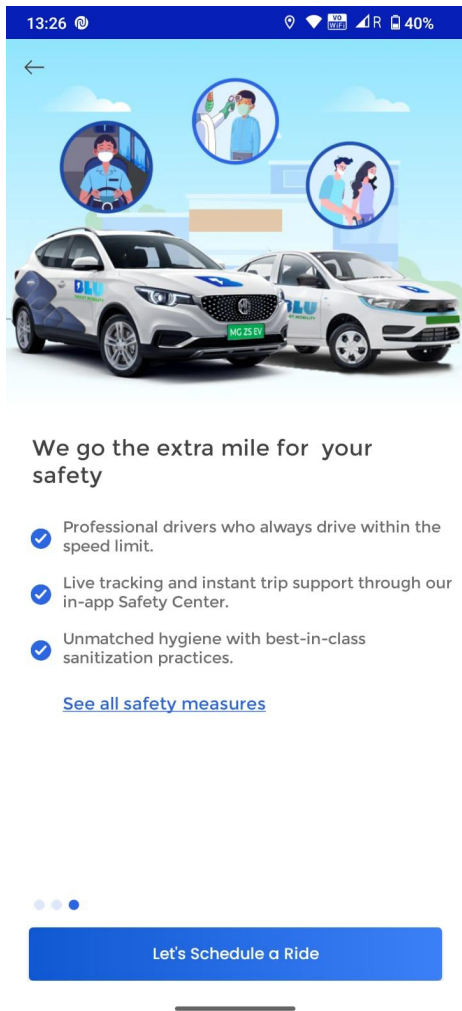
- Get city rides and hourly rentals
- Pricing page

What Does not Work:

- The pricing page disturbs the user flow

Suggested Improvements:

- Remove see pricing as it block the user flow, try to add better graphic



What Worked:

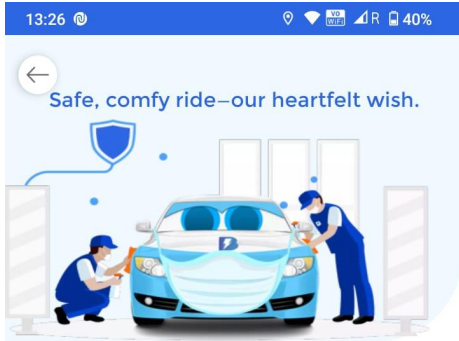
- Core value prop - in bullet points
- Showing extra mile safety checks

What Does not Work:

- Can reduce the safety measures checklist to other screen

Suggested Improvements:

- Remove the safety measures outlook
- Use simpler user friendly words for premium customers



Guidelines for a Safe Journey

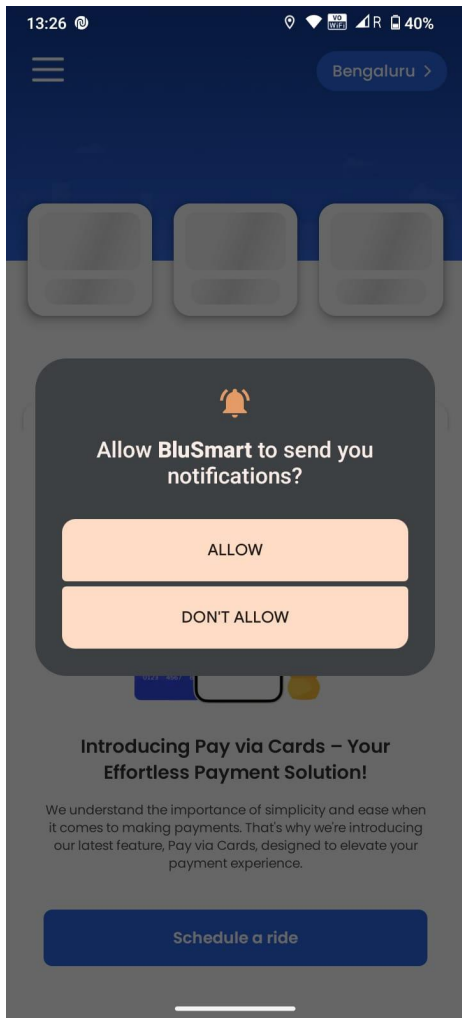
-  **No alcohol or drugs. Ever!**
Begin your journey with our strict policy: no alcohol or drugs.
-  **Respect local laws**
Never request law violations. Follow rules and always wear a seatbelt for safety.
-  **Be respectful to driver partners**
Be mindful of inappropriate language or offensive gestures.
-  **Maintain hygiene**
Kindly avoid spilling food, littering inside the cab or banging the door.
-  **No smoking**
Smoking is prohibited inside the car as it could be injurious to your co-passengers or the driver partner.
-  **Be ready on time**
Kindly be ready on time and avoid unnecessary cancellations.

What Worked:

- Better headlines to show the point

What Does not Work:

- Too many points leading to cognitive overload



What Worked:

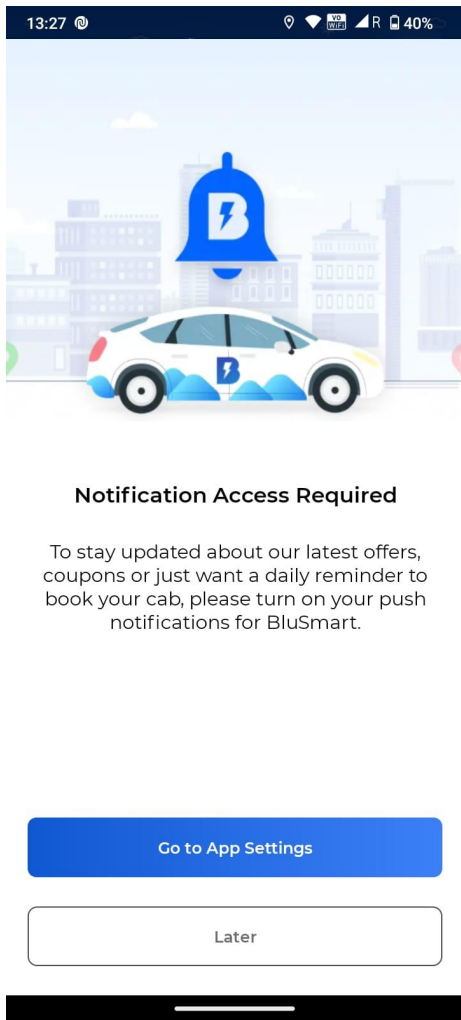
- Direct Ask for BluSmart for sending the notifications

What Does not Work:

- Give better reasons for people to enable the notifications

Suggested Improvements:

- Add - Enjoy better way to ride or something

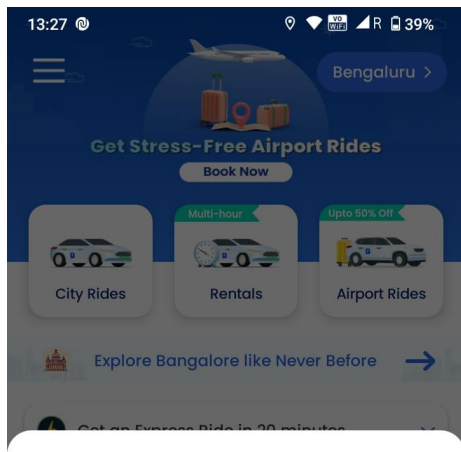


What Worked:

- Reason for why notification access is required

What Does not Work:

- The answer can be better talking to the people in their language and giving them the benefits based on user research



Introducing Pay via Cards – Your Effortless Payment Solution!

We understand the importance of simplicity and ease when it comes to making payments. That's why we're introducing our latest feature, Pay via Cards, designed to elevate your payment experience.

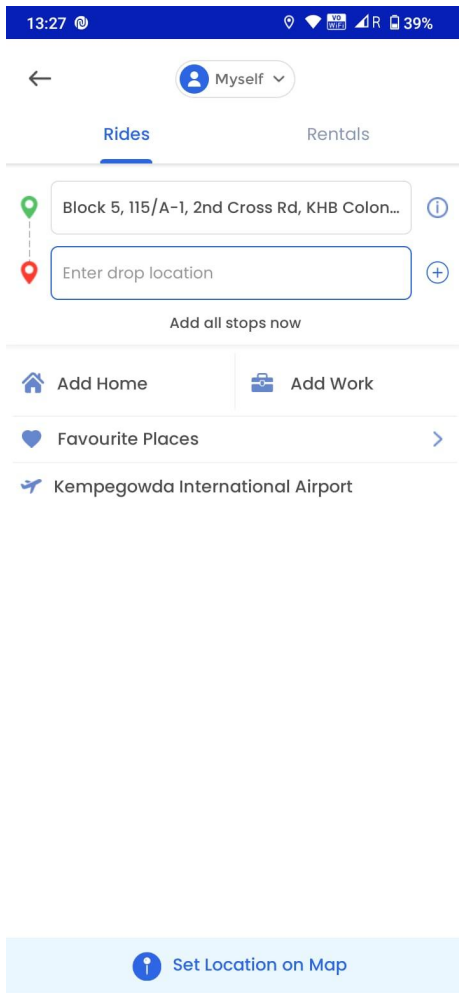
Schedule a ride

What Worked:

- The schedule a ride button

What Does not Work:

- Extra payment options can be used after booking it is reducing the onboarding flow

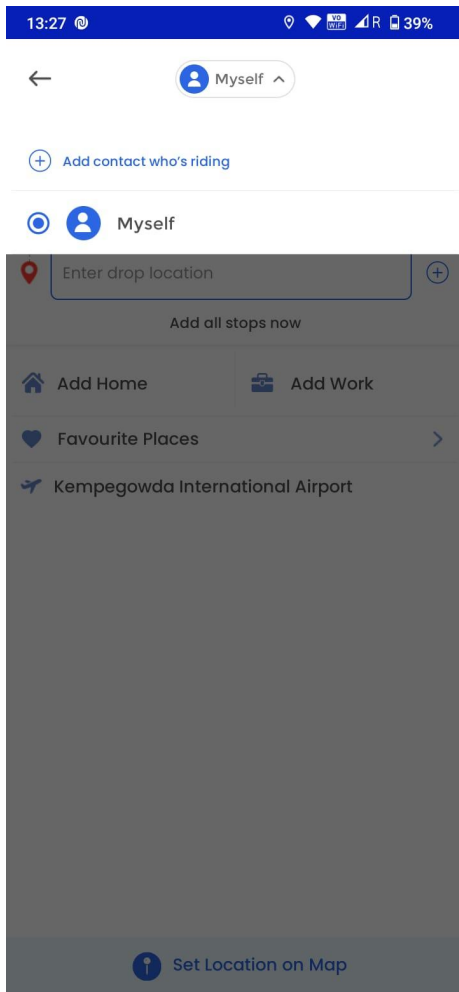


What Worked:

- Auto-upload of the address based on the location access

What Does not Work:

- Can collaborate with google to get the home and work address



What Worked:

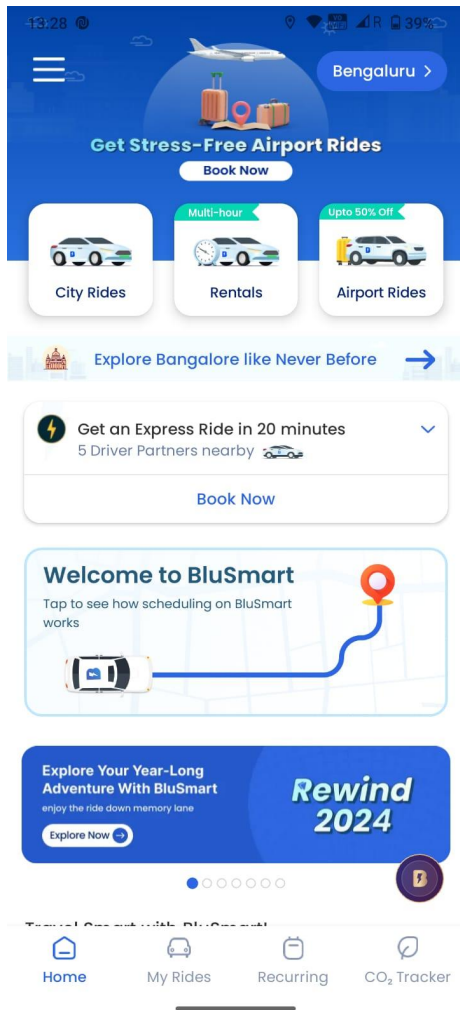
- Give options to add contact of the person who is riding or yourself

What Does not Work:

- Instead of myself - the name can make it look personalised

Suggested Improvements:

- Can add photos for better profile and personalisation



What Worked:

- Can see all the features at the same time

What Does not Work:

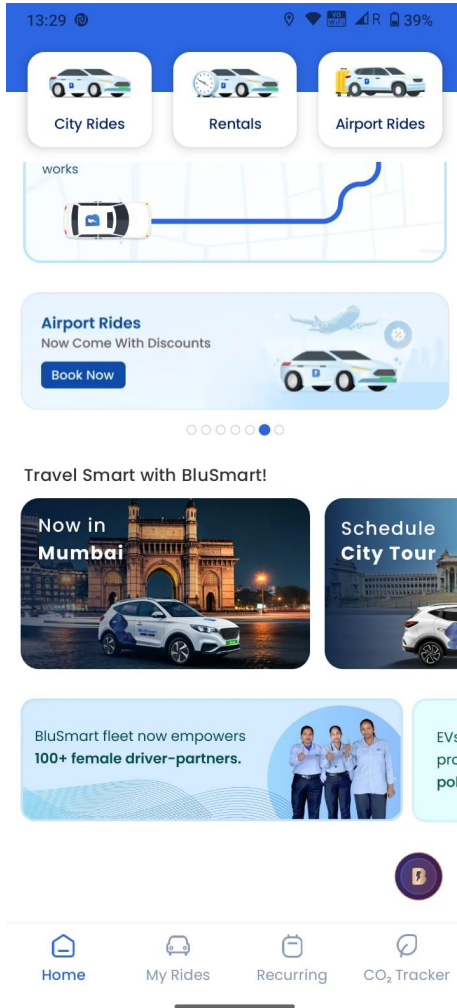
- Too crowded can lead to overwhelm

Suggested Improvements:

- Clean the UI and try to make it simpler for user to discover features gradually

Cognitive biases:

- Cognitive overload

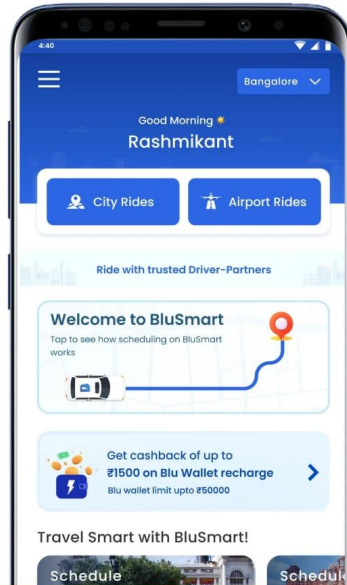


What Worked:

What Does not Work:

Suggested Improvements:

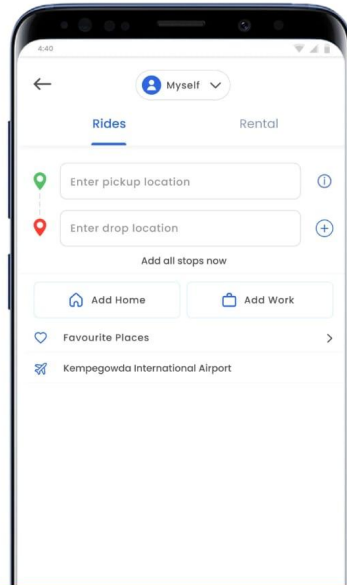
Cognitive biases:



Schedule city rides and rentals for Bengaluru & Kempegowda Int'l Airport



Next



Enter your pickup and drop locations, or add multiple stops



Next

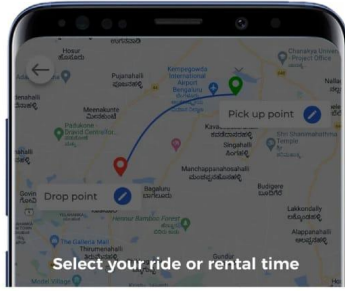
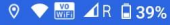
What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

13:30



Select your ride or rental time

Select Pickup Time

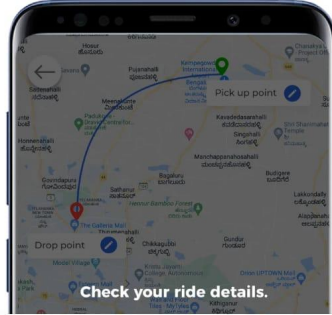
06	00
06	15
Fri, 28 May	06 30 AM <small>2 slots left</small>
Sat, 29 May	06 45 PM
Sun, 30 May	07 00

Schedule your ride between 30 minutes and 48 hours in advance



Next

13:31



Check your ride details.

₹149 ⓘ

4.5kms 4

Now Add notes

Blu Wallet ₹2000 Apply Coupon

2 more rides to get 10% off on the next 2 rides!

Confirm

Fares starting at ₹199. Check your fare before scheduling your ride



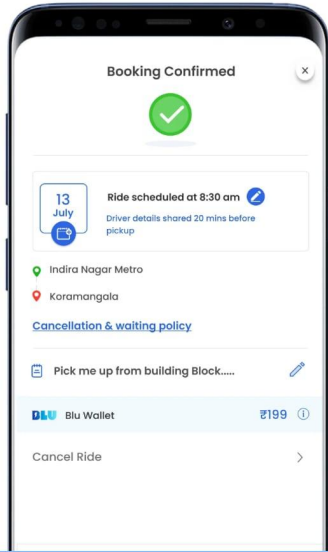
Next

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



Receive your driver details up to 15 minutes prior to pickup



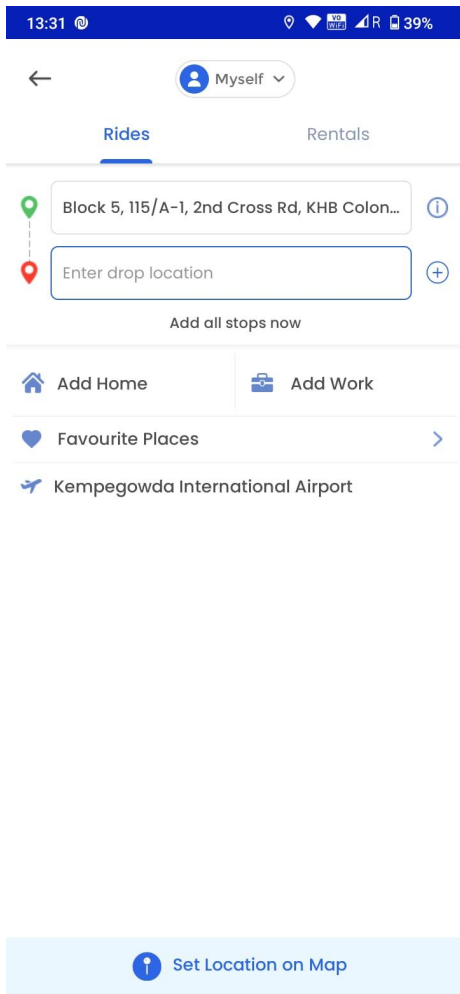
Schedule now

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

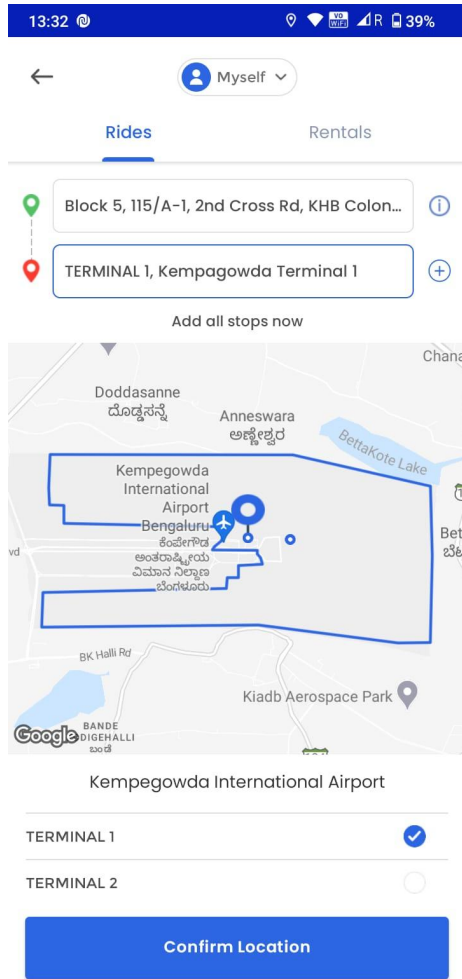


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

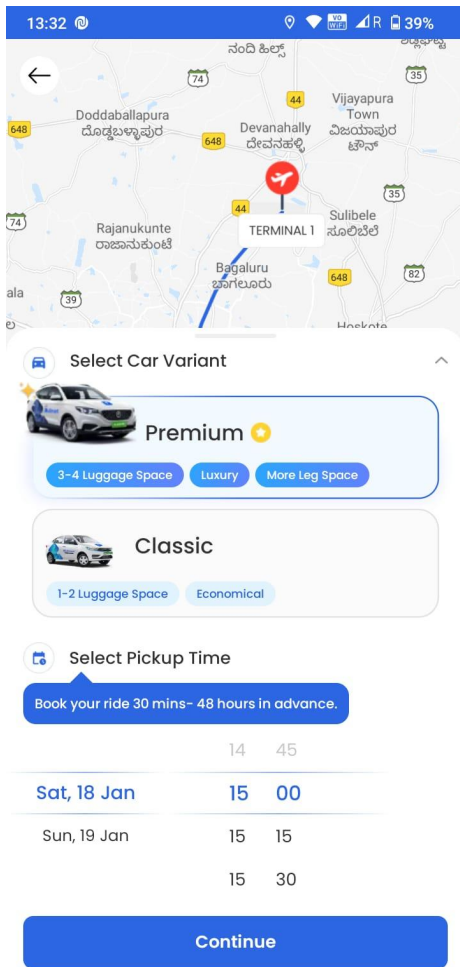


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

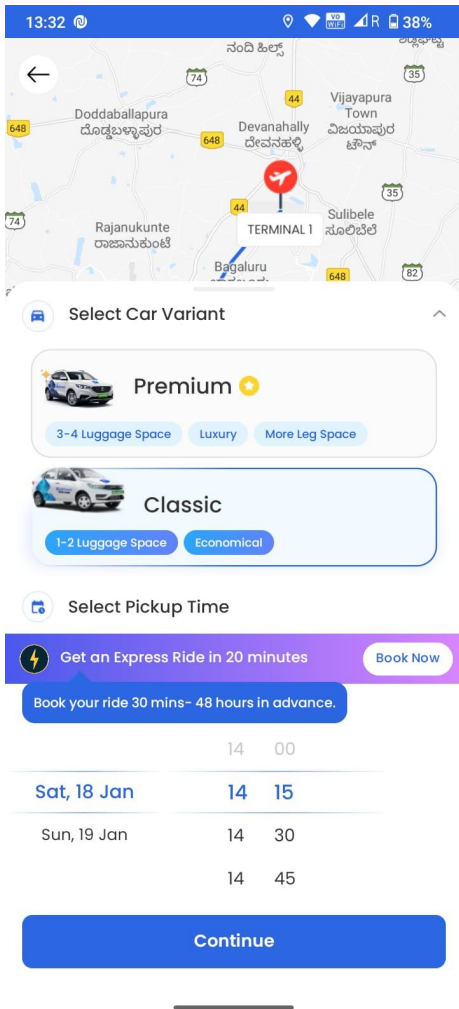


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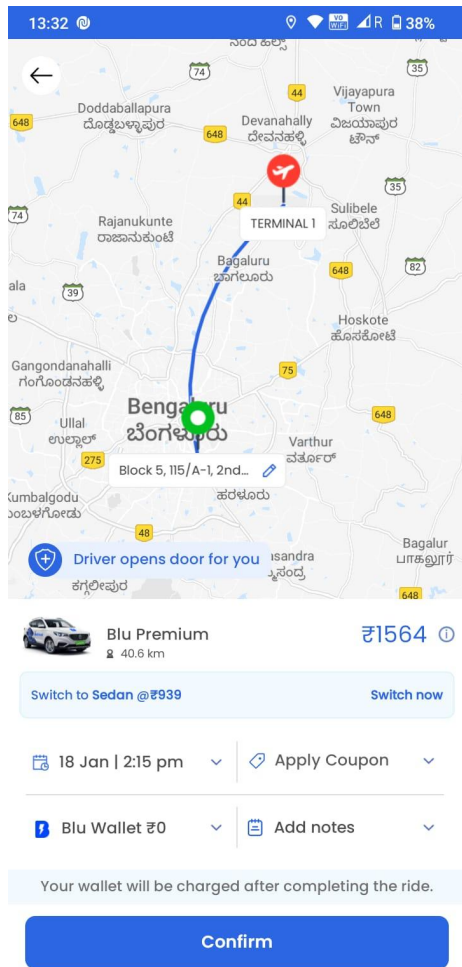


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



What Worked:

What Does not Work:

Suggested Improvements:



Cognitive biases:

13:34





📶 4G LTE 38%

Payment





 **Blu Wallet** ₹ 0.0 

We Accept Credit & Debit Cards, UPI, Netbanking etc



   

[View Wallet History](#)

Other Payment Methods



 **Pay Via Card** New 

Make a payment using a card

 **Pay after ride (Cash/UPI)** 

Pay your driver in Cash/UPI once your trip ends.

Promotions

 **Available Offers** 

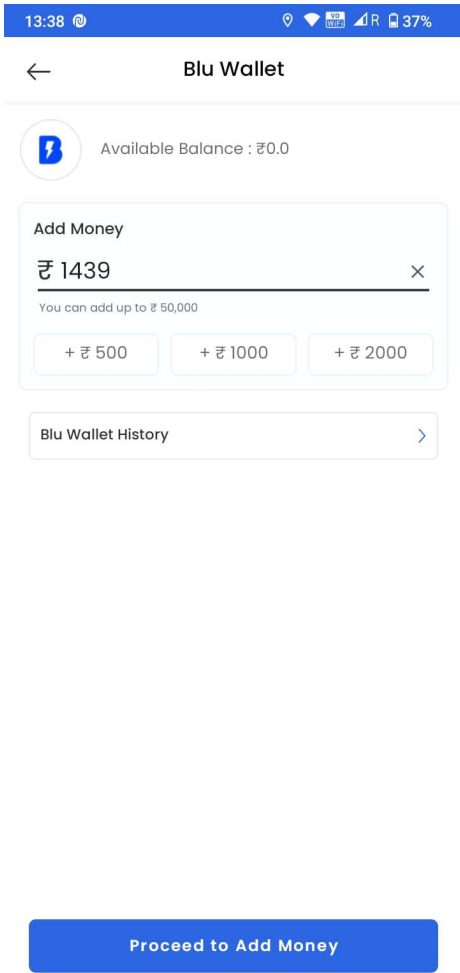
[View All](#)

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

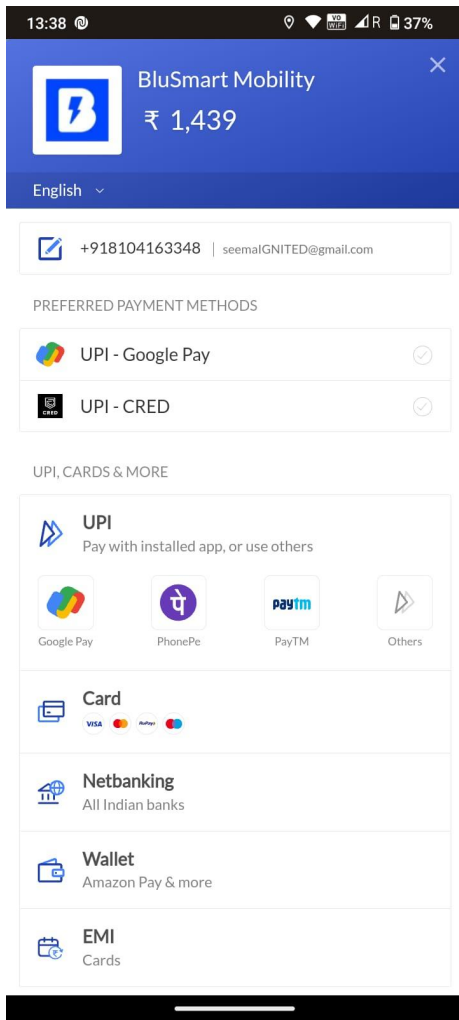


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

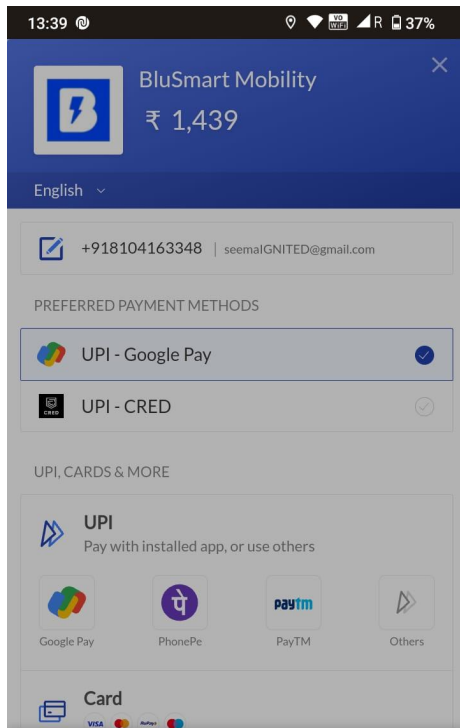


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



What Worked:

What Does not Work:

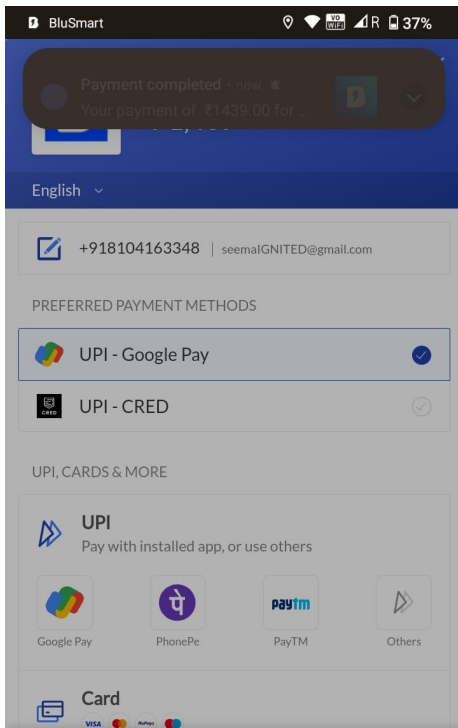
Suggested Improvements:

Cognitive biases:

Your payment is being processed



[Cancel Payment](#)



Waiting for payment confirmation.



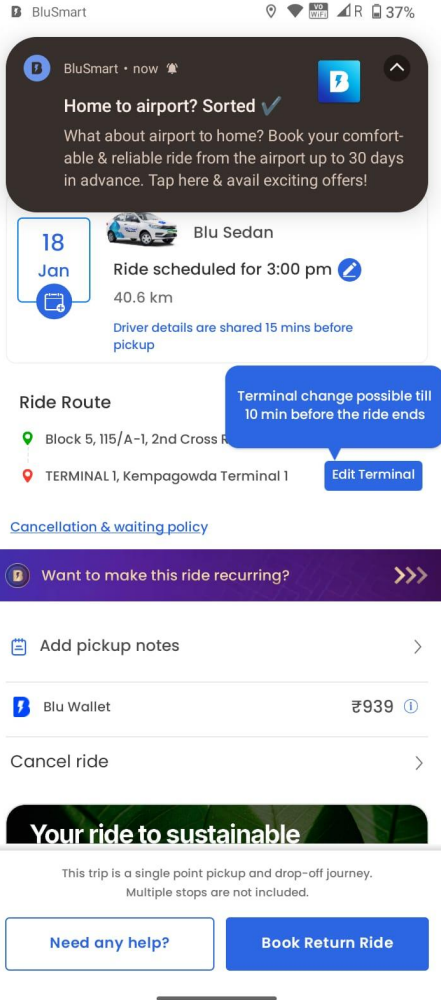
[Cancel Payment](#)

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

Booking Confirmed



18 Jan
 Ride scheduled for 3:00 pm
 40.6 km
 Driver details are shared 15 mins before pickup

Ride Route

Block 5, 115/A-1, 2nd Cross Rd, KHB Colony, 5th Block,
 TERMINAL 1, Kempagowda Terminal 1

[Cancellation & waiting policy](#)

Want to make this ride recurring? >>>

Add pickup notes >

Blu Wallet ₹939 ⓘ

Cancel ride >



This trip is a single point pickup and drop-off journey. Multiple stops are not included.

Need any help?

Book Return Ride



18 Jan
 Ride scheduled for 3:00 pm
 40.6 km
 Driver details are shared 15 mins before pickup

Ride Route

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[Cancellation & waiting policy](#)

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Need any help?

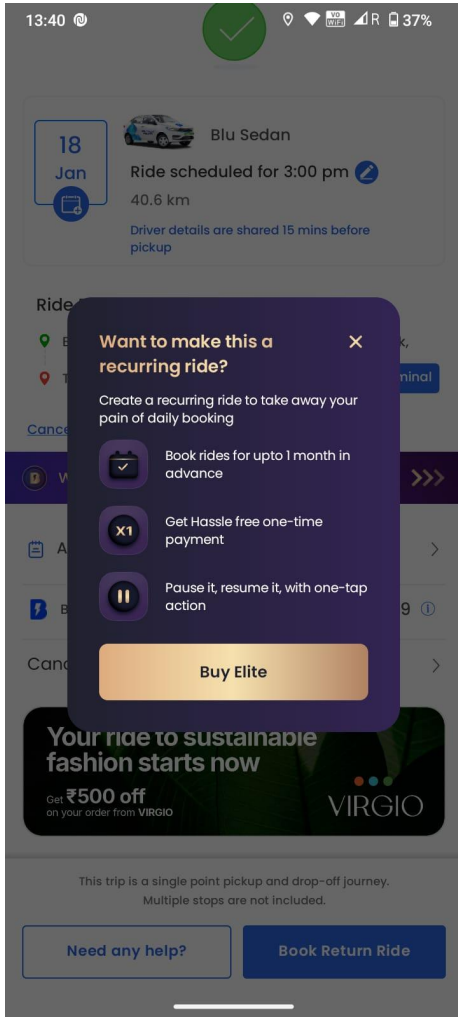
Book Return Ride

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

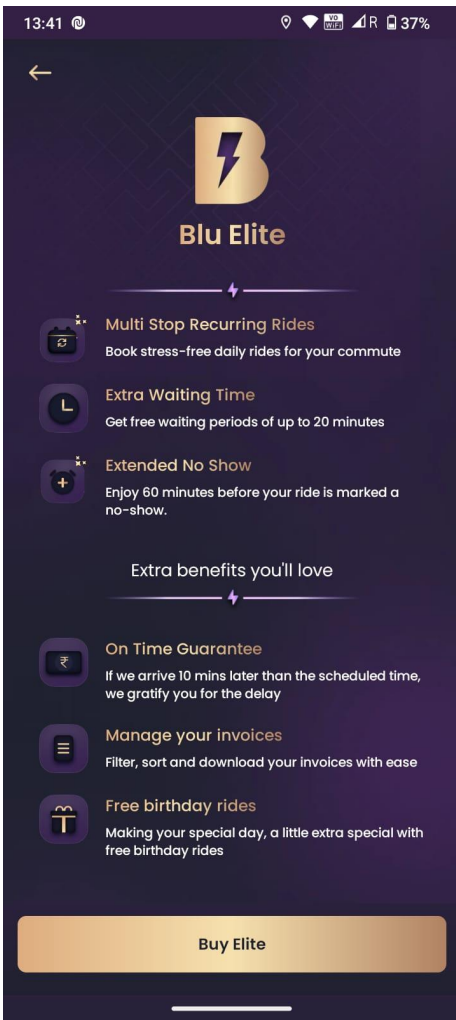


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

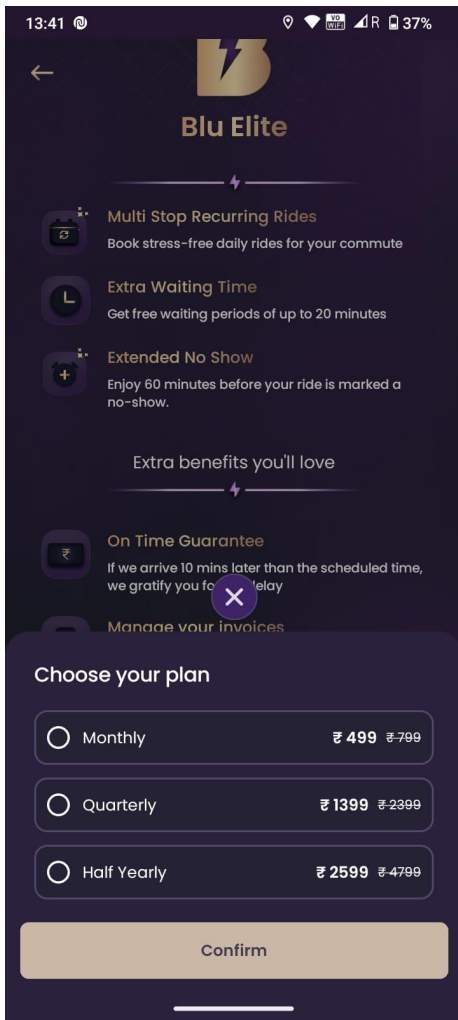


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

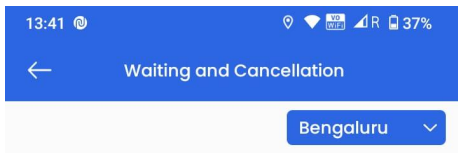


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



Why are there waiting, cancellation, and no-show charges on your cab rides?

At BluSmart, we provide our riders with a guarantee of a stress-free riding experience. To ensure your rides are always hassle-free our driver-partners go the extra mile, even during peak-demand surge hours.

The charges are a way to ensure they are being compensated for their efforts, and you get a reliable ride every time.

When do the waiting, cancellation & no-show charges levy?

	Scheduled	Multi-Stop
Complimentary Wait Time	5 min	5 min
For intermediate stops	NA	2 min
Waiting Charges	₹4/min	₹4/min
For intermediate stops	NA	₹4/min
Maximum Wait Time	20 min	20 min
For intermediate stops	NA	15 min
No show Charges	₹120	₹120
	No-Show will be marked after the Maximum wait time	
Cancellation charges	₹75	₹75

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

13:41 37%

← Waiting and Cancellation

Bengaluru

When do the waiting, cancellation & no-show charges levy?

	Scheduled	Multi-Stop
Complimentary Wait Time	5 min	5 min
	For intermediate stops NA	2 min
Waiting Charges	₹4/min	₹4/min
	For intermediate stops NA	₹4/min
Maximum Wait Time	20 min	20 min
	For intermediate stops NA	15 min
No show Charges	₹120	₹120
No-Show will be marked after the Maximum wait time		
Cancellation charges	₹75	₹75
	Cancellation charges will be applied when: Ride cancelled by the rider after the driver- partner - <ul style="list-style-type: none"> has already been assigned and is on the way has arrived at the pickup location by the scheduled pickup time 	

No waiting, cancellation and No- show charges are applicable in Airport to City rides.

Schedule rides include Book for Someone Else, Recurring and City to Airport Rides.

Does this resolve your issue?

What Worked:

What Does not Work:

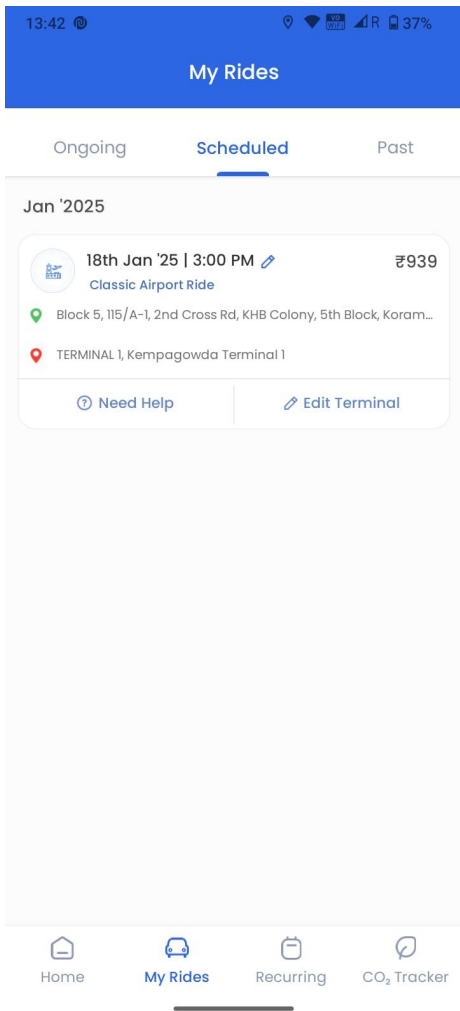
Suggested Improvements:

Cognitive biases:

Cancellation

Journey

TearDown

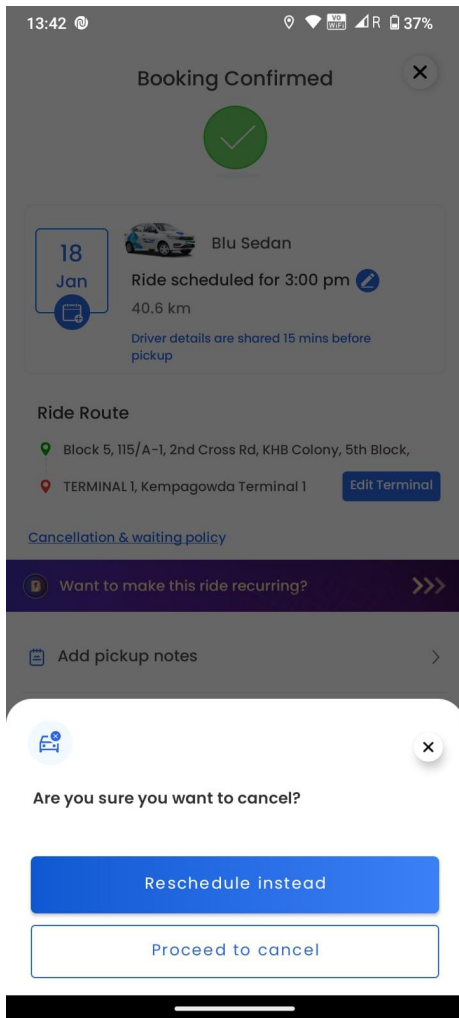


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

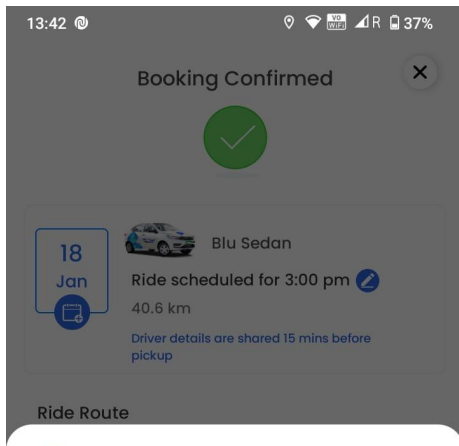


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



Please tell us why?

We highly value your feedback

- Requested by accident
- Not sure which cab will arrive
- Wanted to book another slot
- My plans changed
- Prices are higher than other service providers
- Other

Don't Cancel

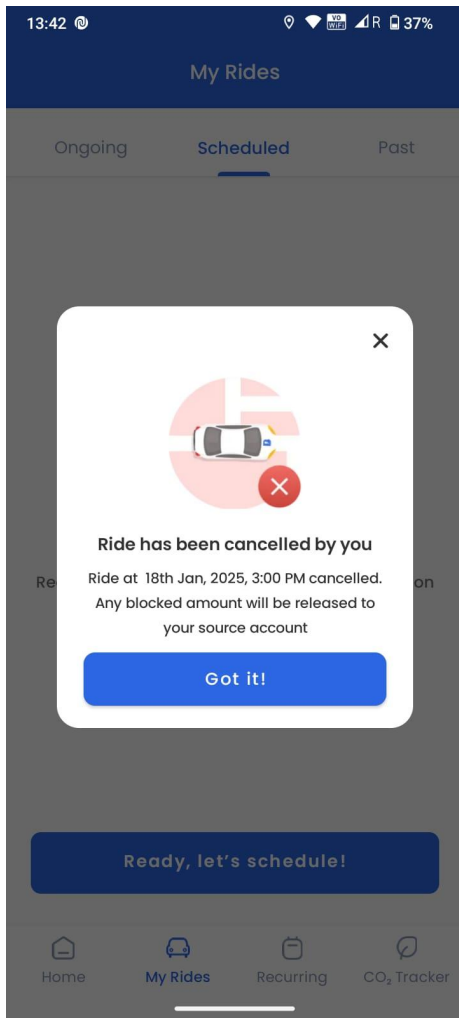
Submit

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

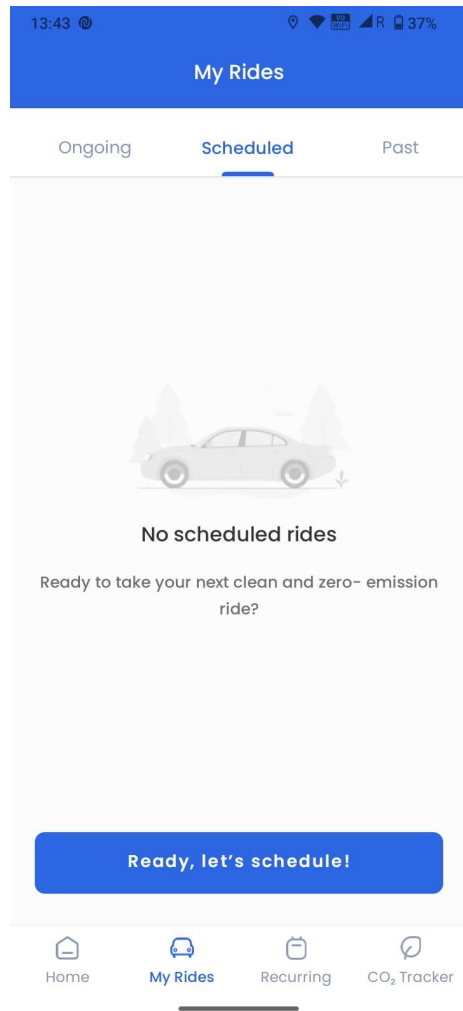


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

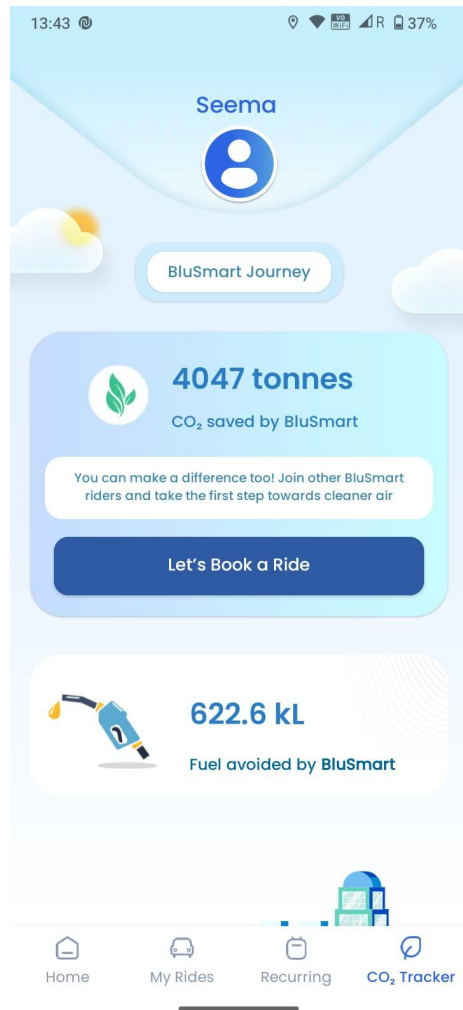


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

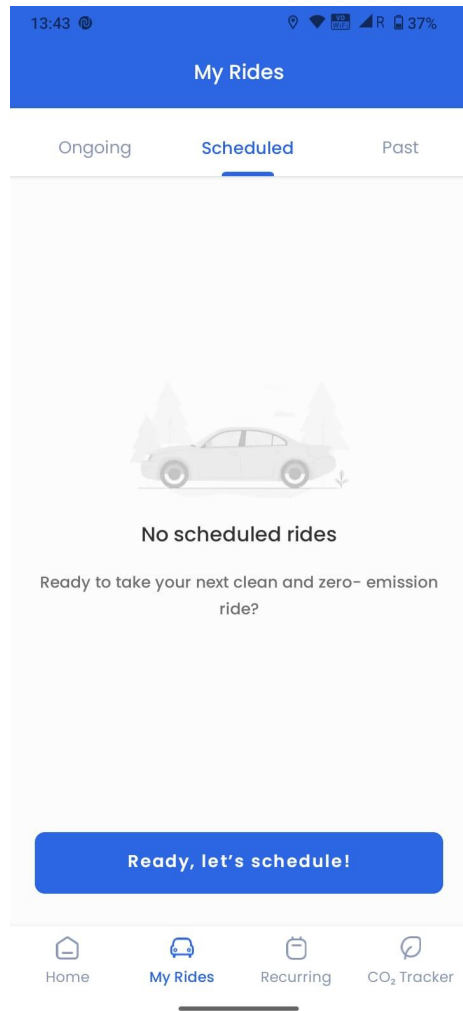


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

13:40

37%

Booking Confirmed



18 Jan
Ride scheduled for 3:00 pm
40.6 km
Driver details are shared 15 mins before pickup

Ride Route

Block 5, 115/A-1, 2nd Cross Rd, KHB Colony, 5th Block,
TERMINAL 1, Kempagowda Terminal 1

Edit Terminal

[Cancellation & waiting policy](#)

Want to make this ride recurring? >>>

Add pickup notes >

Blu Wallet ₹939 ⓘ

Cancel ride >

Your ride to sustainable

This trip is a single point pickup and drop-off journey.
Multiple stops are not included.

Need any help?

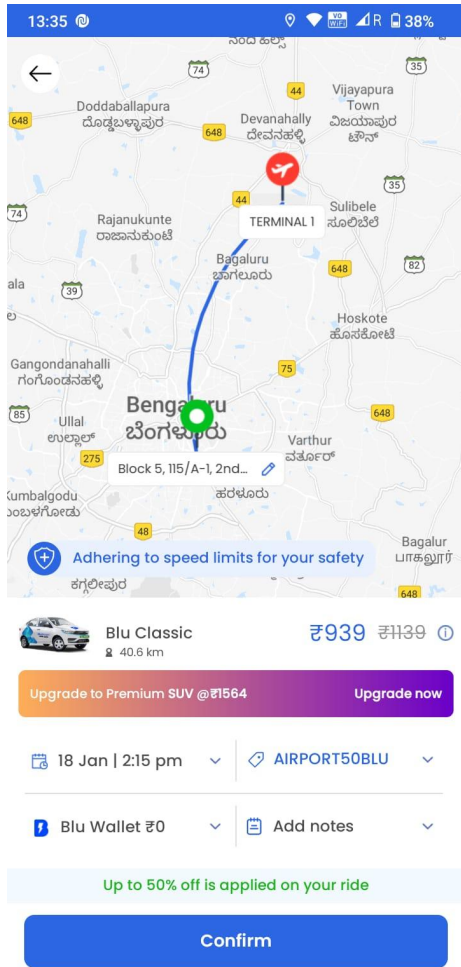
Book Return Ride

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



What Worked:

What Does not Work:

Suggested Improvements:


Cognitive biases:

Enter promo code Apply


Available Offers

Recommended Offer


Get 50% off up to Rs. 200
Expires Jan 24, 2025

 AIRPORT50BLU Applied

Get 30% off up to Rs 75 on first 5 rides for first 30 days.
Expires Mar 31, 2025

 ELECTRIC30 Apply

Expires Oct 26, 2024

 SAVEMORE15 Apply

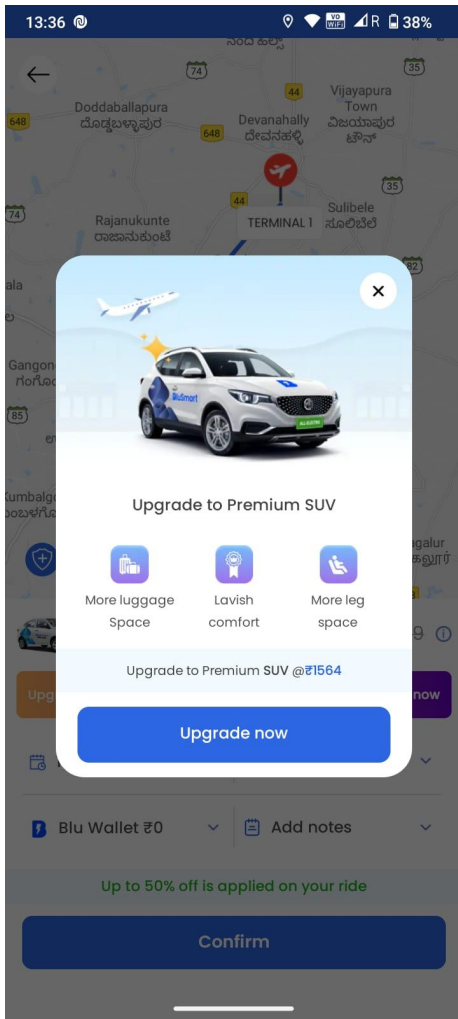
Unavailable

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

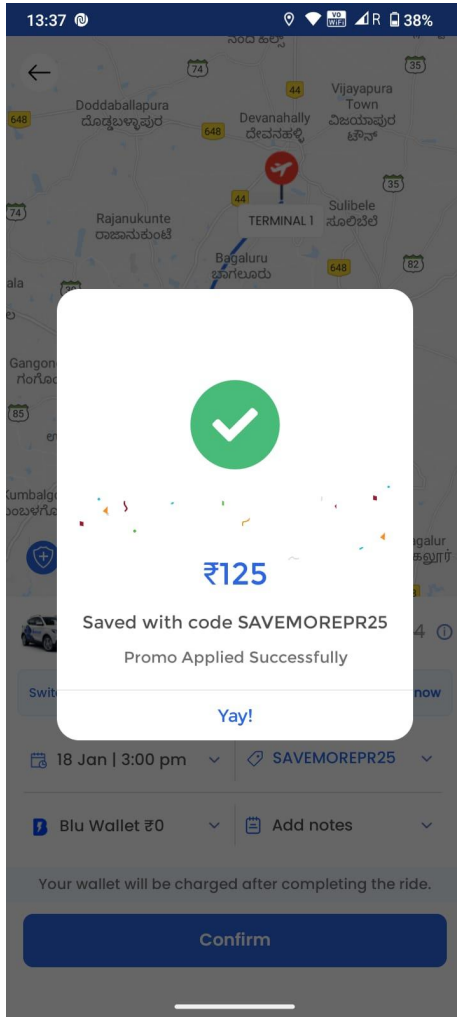


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

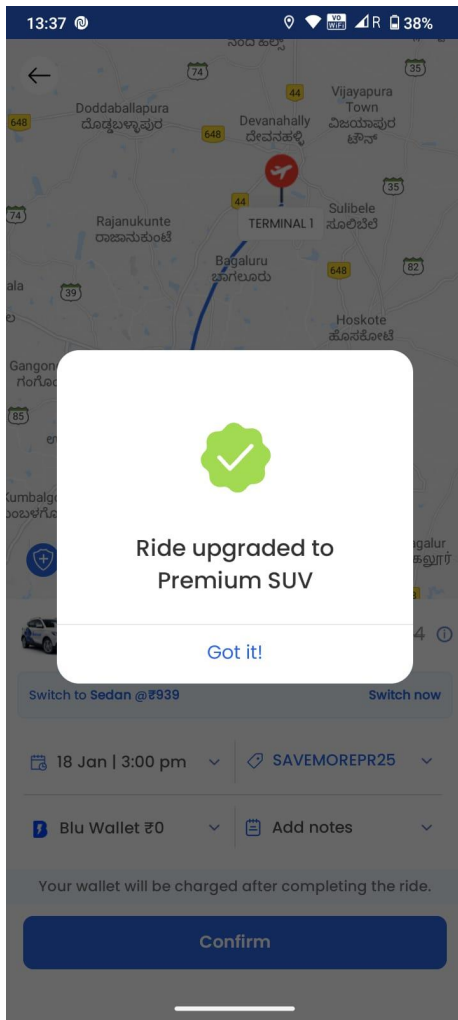


What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



What Worked:



What Does not Work:

Suggested Improvements:





Cognitive biases:

Payment





 **Blu Wallet** ₹ 0.0 

We Accept Credit & Debit Cards, UPI, Netbanking etc



   

[View Wallet History](#)

Other Payment Methods

 **Pay Via Card** New 

Make a payment using a card

 **Pay after ride(Cash/UPI)** 

Pay your driver in Cash/UPI once your trip ends.

Promotions

 **Available Offers** 

[View All](#)

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:



Fare Breakdown

Base Fare (40.6 km)	₹1454.5
Tolls	₹109.5
Total	₹1564.0

Terms & Conditions:

- Final fare will be inclusive of fees, tolls & taxes.
- For to-and-fro Airport travel, a toll by NHAI of ₹115 will be added per crossing to the fare estimate.
- For routes passing via Bangalore Elevated Electronic City Toll Plaza, a toll charge of ₹60 per crossing is added to the fare estimate. In case the toll plaza is not crossed, the charges will not be levied.
- For routes passing via Toll Gate Electronic City Phase I, a toll charge of ₹60 per crossing is added to the fare estimate. In case the toll plaza is not crossed, the charges will not be levied.
- For routes passing via BETL Toll Gate Electronic City Phase II, a toll charge of ₹60 per crossing is added to the fare estimate. In case the toll plaza is not crossed, the charges will not be levied.
- Any tolls and fees charges will be applicable over and above the flat fare.
- For rides with additional stops, waiting at each stop beyond the first 2 mins is chargeable at ₹4/min
- Parking charges, if applicable, should be paid to the driver directly.
- Any discounts are applied on base fares only

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

Rides Rentals Airport to City City to Airport

Classic Premium

Distance (in kms)	Relaxed Hours ⓘ	Rush Hours ⓘ
1 0-3 km	₹149	₹199
2 3-6 km	₹199	₹249
3 6-9 km	₹239	₹299
4 9-12 km	₹299	₹399
5 12-15 km	₹369	₹469
6 15-18 km	₹439	₹529
7 18-21 km	₹499	₹599
8 21-24 km	₹569	₹669
9 24-27 km	₹649	₹729
10 27-30 km	₹729	₹789
11 30-33 km	₹799	₹849
12 33-36 km	₹879	₹949
13 36-39 km	₹949	₹1099

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

Classic Premium

Distance (in kms)	Relaxed Hours	Rush Hours
1 0-15 km	₹399	₹399
2 15-18 km	₹649	₹649
3 18-21 km	₹649	₹649
4 21-24 km	₹899	₹899
5 24-27 km	₹899	₹899
6 27-30 km	₹899	₹899
7 30-33 km	₹1199	₹1199
8 33-36 km	₹1199	₹1199
9 36-39 km	₹1199	₹1199
10 39-42 km	₹1449	₹1449
11 42-45 km	₹1449	₹1449
12 45-48 km	₹1449	₹1449
13 48-51 km	₹1699	₹1699

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

Enter promo code Apply

Unavailable


Get 50% off up to Rs. 200
Expires Jan 22, 2025

 BLURENTAL200 Not Applicable

Get 50% off up to Rs. 200
Expires Jan 24, 2025

 AIRPORT50BLU Not Applicable

Get flat Rs. 150 off
Expires Jan 24, 2025

 REN2 Not Applicable

Get flat Rs. 120 off
Expires Jan 24, 2025

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases:

What Worked:

What Does not Work:

Suggested Improvements:

Cognitive biases: