2024

INNOVHER
ACCELERATING INCLUSIVITY

LOGISTICS

SECTOR
REPORT

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Logistics Sector report

1.Market growth

Global Market:

- **Total Addressable Market (TAM):** The global logistics market was valued at approximately USD 8.96 trillion in 2023.
  [Precedence Research](#)
- **Compound Annual Growth Rate (CAGR):** The market is projected to grow at a CAGR of 9.35% from 2024 to 2033.
  [Precedence Research](#)
- **Market Size Forecast:** By 2033, the global logistics market is expected to reach around USD 21.91 trillion.
  [Precedence Research](#)

Indian Market:

- **Total Addressable Market (TAM):** In India, the logistics market was valued at approximately USD 427.73 billion in 2023.
  [Expert Market Research](#)
- **Compound Annual Growth Rate (CAGR):** The Indian logistics market is anticipated to grow at a CAGR of 6.5% during the forecast period of 2024 to 2032.
  [Expert Market Research](#)
- **Market Size Forecast:** By 2032, the market is projected to reach approximately USD 756.72 billion.
  [Expert Market Research](#)

2. Sector Growth

Growth Drivers:

1. **E-commerce Expansion:** The surge in online shopping has significantly increased demand for sophisticated logistics solutions. The global logistics market, valued at approximately $8.6 trillion in 2022, is projected to reach $12.6 trillion by 2027, growing at a compound annual growth rate (CAGR) of around 6.2%.
   [Ship Science](#)
2. **Technological Advancements:** Integration of technologies such as artificial intelligence (AI), the Internet of Things (IoT), and blockchain is enhancing operational efficiency and transparency within the logistics sector. These innovations facilitate real-time tracking, route optimization, and improved supply chain visibility.
   [Global Sources](#)
3. **Globalization of Supply Chains:** The internationalization of trade has expanded the scope of logistics operations, necessitating more efficient and reliable services to manage complex global supply networks.
   [Ship Science](#)

Challenges:

1. **Infrastructure Limitations:** Inadequate transportation infrastructure can impede supply chain efficiency, leading to delays and increased costs. Addressing these challenges is crucial for

the smooth flow of goods within supply chains.
[Grand View Research](#)

2. **Market Fragmentation:** The logistics industry comprises numerous small-scale players, leading to a fragmented market landscape. This fragmentation can result in inconsistent service quality and operational inefficiencies.
[StartUs Insights](#)

3. **Safety Concerns:** The rise in logistics activities has been accompanied by increased safety incidents, prompting discussions on regulatory measures to enhance safety standards within the industry.

3.Sector USP:

Key Features:

1. **Sustainability and Green Practices:**
   a. The logistics sector is increasingly adopting eco-friendly technologies, such as electric and hybrid delivery vehicles, to meet emission reduction goals.
   b. Example: DHL's GoGreen initiative aims to achieve zero emissions by 2050.
2. **Smart Technology Integration:**
   a. Use of IoT for real-time tracking of shipments, ensuring transparency and reducing delays.
   b. Example: Maersk's IoT-enabled tracking systems for containers enhance supply chain visibility.
3. **Cost Efficiency Through Optimization:**
   a. Adoption of AI and machine learning for route optimization and warehouse management to lower operational costs.
   b. Example: UPS's ORION (On-Road Integrated Optimization and Navigation) system has reduced delivery miles by millions annually.

Key Innovations:

1. **Electric and Autonomous Vehicles:**
   a. Deployment of electric trucks and drones for last-mile delivery to reduce carbon footprint and increase delivery speed.
   b. Example: Amazon's use of Rivian electric vans and Prime Air drones for efficient logistics.
2. **Warehouse Automation and Robotics:**
   a. Robotics and automated systems streamline sorting, packing, and loading processes, increasing efficiency and reducing human error.
   b. Example: Amazon Robotics automates over 90% of warehouse operations in fulfillment centers.
3. **Blockchain for Supply Chain Transparency:**
   a. Use of blockchain technology ensures secure and tamper-proof record-keeping for better supply chain management.
   b. Example: IBM and Maersk's TradeLens platform enables real-time document sharing and tracking of shipments globally.

4.Major Players

Global Leaders:

1. **DSV A/S (1976):** World's largest logistics firm through strategic acquisitions, with €39 billion revenue.
2. **Deutsche Post DHL Group (1969):** Global leader in express mail and freight services; $96.7 billion revenue.
3. **Kuehne + Nagel (1890):** Swiss firm excelling in sea, air, and contract logistics globally.

Indian Leaders:

1. **BlackBuck (2015):** Online marketplace connecting shippers and truckers; valued at $1.02 billion as of 2021.
2. **Lobb (2015):** Platform linking 1,200 logistics companies and 5,000+ fleet owners; manages 30,000+ trucks.
3. **Raaho (2017):** Digital freight broker; secured pre-Series A funding for technological expansion.

Emerging Startups:

1. **Trukky (2015):** On-demand transport with live tracking; operates in 50+ cities.
2. **Blowhorn (2014):** Intra-city logistics; raised ₹25 crore in Series A funding.
3. **WheelsEye (2017):** Truck booking platform; raised $1.01 million in seed funding.

5.Technological Advancements:

Current technologies

1. **Artificial Intelligence (AI) Integration:** AI enhances demand forecasting, route optimization, and decision-making processes, leading to increased efficiency and reduced operational costs.
   Transmetrics
2. **Internet of Things (IoT) Deployment:** IoT devices enable real-time tracking and monitoring of goods, improving supply chain visibility and operational efficiency.
   StartUs Insights
3. **Blockchain Implementation:** Blockchain technology ensures secure and transparent transactions, enhancing trust and reducing fraud in logistics operations.
   How.fm

Emerging Technologies:

1. **Autonomous Vehicles:** The development of self-driving trucks and drones is set to revolutionize delivery services by reducing human intervention and increasing efficiency.
   Unipart
2. **Robotics and Automation:** Automated systems, including warehouse robots, streamline sorting and packaging processes, enhancing productivity and accuracy.
   Unipart
3. **Digital Twins:** Creating virtual replicas of physical logistics networks allows for simulation and optimization of operations, leading to improved decision-making and efficiency.
   Transmetrics

RESEARCH DOCUMENT
REEROUTE COMPETITORS

Company report Fr8

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location**: June 16, 2016, Chennai, Tamil Nadu, India.
- **Founder Background**:
  1. **Vasanth Immanuel:** Co-founder and CEO of FR8.Ex-OLog,Store N Move, Asian Paints. IIM Mumbai 2005
  2. **Jay Panneerselvam**: Co-founder of FR8.Ex-Olog,Store N Move, ERM, Asian Paints, CantorCO2e, Honeywell. Kumaraguru College of Technology BTech 2005, IIM Mumbai MBA 2009

Brand Statement(Tagline):
- "Your Reliable Partner in Transportation"

Brand (USP):(3 points)

- **Digitify:**Transport Management System
- **Real-Time Tracking:** Provides real-time GPS tracking for shipments, enhancing visibility and reliability.
- **Automated Operations:** Streamlines the entire trucking process from ordering to billing, increasing efficiency.

Product Landscape:(Sku analysis)

S.no	Products(trucks)	Avg Pricing(per km)	Product Features
1	10 Wheeler truck	72.43rs	1. High load capacity (16-18 tons) 2. Durable and ideal for long-distance transport 3. Suitable for industrial and agricultural goods
2	12 wheeler truck	87.69rs	1. Larger load capacity (21-25 tons) 2. Optimized load management 3. Stable for inter-city and inter-state transport
3	14 wheeler truck	83.79rs	1. High load limits (up to 30 tons)

			2. Enhanced stability for oversized goods 3. Suitable for large-scale logistics
4	19 feet truck	44.29rs	1. Compact size for mid-sized goods (7-9 tons) 2. Ideal for urban and short-to-medium haul deliveries
5	20 Feet Container Truck	38.83rs	1. Enclosed design for weather and theft protection 2. Load capacity of 8-10 tons 3. Suitable for secured transport of fragile goods
6	22 Feet Container Truck	40rs	1. Extended container length for better load capacity 2. Maneuverable and versatile 3. Load capacity up to 10 tons
7	24 Feet Container Truck	43.70rs	1. Balanced size for efficient handling and loading 2. Suitable for light industrial equipment and retail products 3. Load capacity of 10 tons
8	32 Feet Multi Axle Truck	79.70rs	1. High-volume capacity (up to 18 tons) 2. Superior load distribution across axles 3. Stable for long-distance and bulk shipments
9	32 Feet Single Axle Truck	62.78rs	1. Cost-effective for lighter goods (7-9 tons) 2. Lower fuel consumption 3. High space utilization for e-commerce and FMCG goods

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2016-17	1.expand the network from seven cities – Chennai, Bengaluru, Kolkata, Delhi-NCR, Mumbai, Hyderabad, and Madurai." 2.The platform currently claims to have 2,500 trucks from 400 vendors on its marketplace. It also claims to book around 1,000 orders worth about $374K (INR 2.5 Cr) per month.	16.9Cr	Platform prototype launched
2017-18	The firm has close to 3,000 trucks and 400 vendors.	51.4Cr	Beta version of online booking platform
2018-19	FR8Star also eliminates unnecessary factoring fees to carriers by providing fuel advances at pickup and instant pay at drop-off.	57.8Cr	Improved tracking features; first scalable platform release
2019-20	-	2.7Cr	Enhanced user interface; integrated feedback
2020-21	-	2.6Cr	Upgraded GPS tracking; logistics data insights added
2021-22	Crossed $26.5M valuation; robust customer base	8.1Cr	Automated billing introduced; scalability focus
2022-2023	-	320.1Cr	Platform optimization and user retention features
2023-24	Employee count reached 542; 26.9% annual growth	₹456Cr 42% YOY as on Mar 31, 2024	-

Source:

- https://inc42.com/flash-feed/fr8-secures-971k-funding/

- http://timesofindia.indiatimes.com/articleshow/56284110.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cost

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	☐	Not found
	25-40	☑	Logistics managers and business owners.
	40-55	☑	Senior professionals in the supply chain industry.
Gender	Male	☑	Predominantly male clientele.
	Female	☑	Female professionals also engage with FR8's services.
	Others	☐	Not specified
Geography	Tier I	☑	Mumbai, Delhi, and Bengaluru.
	Tier II	☑	Expanding operations to emerging commercial centers.
	Tier III	☑	Expanding operations to emerging commercial centers.
	Tier IV	☐	Not specified
Most selling regions		☑	Maharashtra, Gujarat, and Tamil Nadu.
B2B	Corporate clients	☑	1. Delhivery Freight Services Private Limited 2. V-Trans India Ltd. 3. Spoton Logistics Pvt. Ltd. 4. CJ Darcl Logistics Limited 5. ElasticRun
	Partnerships/Collaborations	☑	1. Envases Universales 2. Kawasaki Motores de Mexico 3. Grupo Solave 4. Trucker Tools
	Sales	☑	1. Digital Tools 2. Physical Branches(38+ physical branches across India) 3. Dedicated Sales Team 4. Strategic Partnerships 5. Call Center Support 6. Focus on Key Clients
B2C	Online platforms	☑	1. FR8 Website and Mobile Application 2. FR8Connect 3. Fr8App
	Self-service sales	☑	Users can schedule shipments and manage payments online.
	Franchise and subscription	☐	Not specified

	Direct-to-consumer sales	☑	Individual customers	
D2C	Aggregators	☐	Not specified	
	Retail outlets	☐	Not specified	
	Government collaborations	☐	Not Specified	
D2G	Partnerships	☐	Not Specified	
	Strategic alliances	☐	Not Specified	
	Combination approaches (B2B, B2C, D2C)	☑	Platform designed to cater to both business clients and individual shippers.	
HYBRID	Online platforms	☑	(Website and App)	
	Franchise and subscription	☐	Not specified	

Funding Trajectory:

SNo.	Date	Round Name	Amount	Valuation	Revenue	Multiple	Investors & Facilitators
1	Feb 19, 2022	Series A	$143.2K	27.5M	$1.0M	26.7x	Corporate: Shimshon Finance Angel: Raja Raghavan, Paul Naveen Raj, Radha Muthian, Madhuri Nanda, Siddharthan P, Premila Rajkumar, Murugantham Elango, Rajesh Kumar, A Ponnichelvi, Mohammad Kaif, Christina Rajkumar, Prasad Raviraj, Sachidandam Pillai
2	Jun 09, 2021	Series A	$20.5K	15.6M	$535.0K	28.4x	Corporate: Shimshon Finance
3	Feb 14, 2020	Angel	$77.1K	15.6M	$1.0M	15.2x	Angel: Christina Rajkumar, Kavitha Balakrishnan, Madhuri Nanda, Mohammad Kaif, Raja Raghavan, Suhas Apte
4	Jan 30, 2018	Series A	$1.3M	1.6M	$7.1M	0.1x	Institutional: Omnivore

5	Nov 28, 2017	Conventional Debt	$1.5 M	-	$6.2 M	-	Corporate: Northern Arc Capital
6	Oct 20, 2016	Seed	$972.2 K	3.4 M	-	-	Institutional: Omnivore

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
11.6 k	9731	9 k	59	5.3k	1.Home 2.Services-Container truck transport service,Opentruck transport services,Truck loads app,Digitify transport management system , OpenFr8 Transportation services in UAE. 3.About 4.Truck rates	100k+

Company report Raaho

Company Summary:

- **Incorporation Date & Location:** Founded in 2015, headquartered in Gurgaon, Haryana, India.
- **Founder Background:**
- **Mohammad Imthiaz Yunus**:Current post:**Co-Founder & CEO,**Experience:Co-Founder & CEO Quick Digital Technologies, ex-Founder & CEO Tingtong, Hoppr. Institute of Management Technology, Ghaziabad MBA 2000
- **Abu Fahad**:Current post:**Co-Founder**,Jamia Millia Islamia BA 2007
- **Joshua Jebakumar**:Current post:**Co-Founder**,Ex-Snapdeal. Bharathiar University MBA 2003
- **Muralidharan Chandrasekaran**:Post:**Co-Founder**,University of Madras BSc 1998
- **Radhika Aiyanna Codanda**:Post:**Co-Founder**
- **Vipul Sharma**:Post:**Co-Founder**,Jamia Millia Islamia BTech 2007, IIM Indore PGDBM 2012

Brand Statement (Tagline):

"Trucking for a better tomorrow."

Brand Unique Selling Propositions (USPs):

1. **Efficient Freight Matching:** Utilizes technology and data science to match freight with available trucks, reducing empty miles nings for all parties.

2. **Real-Time Tracking:** Provides live tracking of shipments, allowing shippers to monitor their freight's location and plan loading and unloading more effectively.
3. **Instant Payments:** Offers instant payments directly into bank accounts, ensuring prompt financial transactions for truckers and drivers.

Product Landscape:(Sku analysis)

S.no	Products	Downloads	Product Features
1	Raaho trucker	10k+	1. **Load Acquisition**: Access to full truckload opportunities across India, enabling users to search and bid for loads on preferred routes, reducing empty returns and maximizing utilization. 2. **Intelligent Notifications**: Alerts for loads available on favorite routes, eliminating the need for manual searches and saving time 3. **Reliable Payments**: Offers 90% of the freight charge in advance, with the balance settled within 24 hours of unloading, ensuring prompt and transparent transactions. 4. **User-Friendly Interface**: Simplifies the process of adding trucks and managing bookings, enhancing operational efficiency.
2	Raaho driver	10k+	1. **Load Discovery**: Enables drivers to find new loads from any location, providing details of available loads and navigation to loading and unloading points. 2. **Document Management**: Facilitates the submission of trip documents directly through the app, streamlining administrative tasks. 3. **Real-Time Support**: Provides 24/7 customer support accessible via the app, ensuring assistance is available whenever needed. 4. **Operational Efficiency**: Allows drivers to focus on driving without attending to calls for whereabouts, with features to leave voice messages and receive live help.
3	Raaho Shipper	1k+	1. **Instant Truck Booking**: Enables shippers to book

| | | | verified trucks within 30 minutes, ensuring timely freight movement.
2. **Real-Time Tracking**: Offers visibility into the location of freight, allowing for better planning of loading and unloading operations.
3. **Transparent Transactions**: Provides trip-wise statements and corresponding documents, ensuring clarity in billing and operations. |

Traction:

Year	Users and Company Growth	Revenue Growth	Product Development
2015-16	Company founded; initial user base established.	0.1Cr	Launched platform connecting shippers and truckers.
2016-17	Expanded user base through early adopters.	0.3Cr	Enhanced platform features based on user feedback.
2017-18	Continued user acquisition; onboarded 10 trucks.	3.1Cr	Introduced real-time tracking and instant payments.
2018-19	Significant user growth.	10.8Cr	Improved technology for efficient freight matching.
2019-20	User base exceeded initial projections; covered 20 million kilometers with over 15,000 trucks, serving 350+ shippers.	19.5Cr	Enhanced platform for better user experience.
2020-21	Sustained user growth despite pandemic challenges.	25.8Cr	Implemented features to support operations during COVID-19.
2021-22	User engagement increased	49.6Cr	Launched 100% smartphone network for truckers.

2022-23	aims to expand its business in 20 to 25 cities.	130Cr	Continued platform enhancements.
2023-24	Continued growth in user base; present in 15 cities. onboarded 3,800+ truck owners.	N/A	Ongoing product development to meet market needs.

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	☐	Not specified
	25-40	☑	Logistics managers and business owners utilizing Raaho's platform.
	40-55	☑	Senior professionals in the supply chain industry engaging with Raaho's services.
Gender	Male	☑	Predominantly male clientele
	Female	☑	Female professionals also participate in logistics operations
	Others	☑	Not specified
Geography	Tier I	☑	Delhi-NCR, Bengaluru, Chennai, Kolkata, and Pune.
	Tier II	☑	Guwahati
	Tier III	☐	Not specified
	Tier IV	☐	Not specified
Most selling regions		☑	Delhi-NCR, Bengaluru, and Chennai.
B2B	Corporate clients	☑	1. Delhivery 2. Gati 3. RITCO 4. Safexpress 5. Om Logistics 6. Transport Corporation of India (TCI) 7. V Trans 8. Okay Logistics
	Partnerships	☐	Not specified
	Sales	☑	1. Digital Tools 2. Physical Branches 3. Dedicated Sales Team 4. Strategic Partnerships 5. Call Center Support

B2C	Online platforms	☑	1. Raaho Website 2. Raaho Shipper App 3. Raaho Trucker App 4. Raaho Driver App
	Self-service sales	☑	Users can schedule shipments and manage payments online via the platform.
	Franchise and subscription	☐	Not specified
D2C	Direct-to-consumer sales	☐	Not specified
	Aggregators	☐	Not specified
	Retail outlets	☐	Not specified
D2G	Government collaborations	☐	Not specified
	Partnerships	☐	Not specified
	Strategic alliances	☐	Not specified
HYBRID	Combination approaches (B2B, B2C, D2C)	☐	Not specified
	Online platforms	☑	Yes
	Franchise and subscription	☐	Not specified

- https://upliftedstories.com/2023/10/04/how-raaho-is-using-tech-to-transform-indias-fragmented-commercial-trucking/?utm_source=chatgpt.com
- https://www.raaho.in/blogs/guwahati-the-emerging-logistics-hub-of-northeast-india?utm_source=chatgpt.com

Funding Trajectory:

SNo.	Date	Round Name	Amount	Valuation	Revenue	Multiple	Investors & Facilitators
1	Mar 13, 2023	Seed	$2.4M	-	$16.2M	-	Institutional: Inflection Point Ventures, Roots Ventures, Blume Ventures

2	Oct 06, 2022	Seed	$2.2M	50.3M	$12.2 M	4.1x	Institutional: Inflection Point Ventures, Roots Ventures, VSS Investco Corporate: Beacon Trusteeship, Catalyst Trusteeship, Bestfolio Solutions Angel: Neeraj Sacheva, Mohammed Irfan Yunus, Mohammed Akeel, Venkatesh Vijayaraghavan, Sathiamoorthy Mahalakshmi, Aseem Khurana, Prerna Khurana, Motiwala Ayaz Bashir, Anil Sharma, Tridibes Basu, Rhythm Gupta, Safir Anand, Narayan Anand, Rajiv Poduval, Saurav Chawla, Nitin Khansili, Rajneesh Sehgal, Tulika Mishra, Gaurav Chaturvedi, Prashanth Rajamohan Rao, Shobha Srinivasan, Vinmre Anand, Ashish Ganpatlal Prajapati, Avni Sujit Shah, Bajirao Babar, Bidhan Chandra Patnaik, Bina Manharlal Vora, Chetan Niranjan Shah, Chhanda Dutta, Deepan Modi, Dibyendu Banerjee, Ketan Kantilal Harsora, Krishna Gopal, Pawan Sharma, Piyush Jain, Rahul Agarawl, Rajyasree Biswas, Rekha Rameshchandra Jain, Sameer Gupta, Srinivasan Ramakrishnan, Vaibhav Arora

| 3 | Sep 29, 2021 | Seed | $1.7M | 14.1M | $5.1 M | 2.5x | Institutional: Inflection Point Ventures, Roots Ventures Corporate: Nazara, Beacon Trusteeship, Bhawal Trade & Commerce LLP, SC Lines Angel: Nitish Mittersain, Miten Sampat, Neeraj Sacheva, Mohammed Akeel, Venkatesh Vijayaraghavan, Gunjan Samtani, Vishal Chiripal, Bijal Shah, Amit Dalmia, Motiwala Ayaz Bashir, Rhythm Gupta, Aditya Rath, Anil Sharma, Anju Sabharwal, Badri Narayan Subudhi, Divyam Nagpal, Jagannath Mudumbi Selvanarayan, Joy Kumar Jain, Kalpana Deepak Bhatt, Madan Mohan Pandey, Manish Prasad, Navin Kedia, Nikita Yadav, Premlata Arvind Chopra, Raju Joseph Thomas, Renuka Vijay Parmar, Roshu Chetan Shetty, Samit Khanna, Seema Vinay Peshwa, Smita Nair Kotwal, Sonali Taneja, Subramanya Saurabh Nair, Tridibes Basu, Venkatesh Bhat, Vibha Aggarwal, Yashashawi Bharadwaj, Gaurav Kedia, Vineet Jain, T L Palani Kumar |
| 4 | Oct 17, 2019 | Seed | $749.5 K | 10.9M | $2.2 M | 4.5x | Institutional: Roots Ventures Angel: Mohammed Irfan Yunus, Sathiamoorthy Mahalakshmi, Girish Hariharasubramani, Pratheeswaran R, Dilip Padmanabhan, Rajasekaran Muthusamy, Neeraj Sacheva, Miten Sampat, Mohammed Akeel, Venkatesh Vijayaraghavan |

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads

95	-	6 k	19 7	176	Truckers,shippers,drivers, blogs,about us	Raaho trucker-10k+ Raaho driver-10k+ Raaho Shipper-1k+

Company report Wheelseye

Company Summary

- **Incorporation Date & Location:** 2017, Gurugram, Haryana, India.
- **Founder Background:**
    1. **Anshul Mimani:** Co-founder of WheelsEye.Ex-Shuttl, Mommyz Kitchen, Megarth. IIT Kharagpur BTech 2013
    2. **Manish Somani:** Co-founder of WheelsEye.Ex-Shuttl, Valyoo Technologies. Delhi School of Economics MS 2015

- **Brand Statement (Tagline):**

    "Empowering Fleet Owners Across India."

- **Brand Unique Selling Propositions (USPs):**
    1. **Transportation Automation Software:** Offers feature-rich applications to streamline day-to-day business operations for fleet owners.
       Datanyze
    2. **Data-Driven Insights:** Provides actionable insights to enhance efficiency and drive business success at scale.
       Datanyze
    3. **Reliable and Predictable Logistics Infrastructure:** Aims to build a safer and more predictable transportation infrastructure across India.
       YourStory

Product Landscape:(Sku analysis)

S.no	Products	Downloads	Product Features
1	Fastag,Gps,Fuel-1 Million+		1. **Super FASTag Management**: Facilitates toll payments with features like auto refunds on incorrect or double deductions and quick replacement of damaged tags within 24 hours. 2. **Advanced GPS Tracking**: Provides real-time vehicle tracking, aiding in theft prevention and monitoring of driving behaviors such as over-speeding. 3. **Fuel Management**: Assists in monitoring fuel consumption and

			expenses, contributing to efficient fleet management. 4. **User-Friendly Interface**: Designed to be intuitive, making it accessible for users to manage their fleet operations seamlessly.
2	Wheeseye Truck booking app-500k+		1. **Instant Quotes**: Immediate price estimates for shipments based on pickup, delivery locations, and material details. 2. **24/7 Online Booking**: Book trucks anytime without direct communication. 3. **Real-Time Tracking**: Live shipment tracking with GPS for location, speed, and theft monitoring. 4. **Transparent Pricing**: Detailed trip expense breakdown, including base freight and additional charges. 5. **ePOD & Invoicing**: Instant electronic proof of delivery and invoice downloads post-trip. 6. **User-Friendly Interface**: Simplifies searching and booking, saving significant time. 7. **Competitive Pricing**: AI-driven bidding ensures cost-effective logistics solutions. 8. **Extensive Network**: Over 2 million verified trucks with diverse vehicle types. 9. **24/7 Support**: Round-the-clock assistance for queries and issues.
3	We Thor-50k+		1. **Operator Onboarding**: Streamlines the process for operators to join the WheelsEye platform, ensuring a seamless integration into the system. 2. **User-Friendly Interface**: Designed for ease of use, allowing operators to navigate through the onboarding process efficiently. 3. **Data Collection**: Gathers necessary information such as location, personal details, and

			device identifiers to enhance functionality and security. 4. **Security Practices**: While the app collects certain data, it's important to note that the data isn't encrypted, and users cannot request data deletion.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2017-18	Foundation Year	40.3L	Launched truck booking platform.
2018-19	**50,000 trucks** onboarded	419L	Expanded operations to include FASTag services and digital documentation for truck operators.
2019-20	1. 200,000 trucks 2. Expanded reach to **200+ districts** in India, gaining traction in Tier-2 and Tier-3 cities.	5.7L	Improved technology for reliable logistics infrastructure.
2020-21	350,000 verified trucks	13.81 cr	Introduced AI technology for bid generation.
2021-22	It claims to have over 700k verified operators on its platform across 600 districts in India.	82 cr	Enhanced platform with GPS-enabled trucks and invoicing features.
2022-23	1. **1.5 million trucks** listed on the platform 2. Increased	217.19 Cr	Implemented features for real-time tracking and online payments.

	presence in **1,200+ towns**		
2023-24	1. 21 million trucks and has 50,000 plus clients. 2. Achieved presence in **1,600+ towns**	208 cr	Launched additional tools for shipment management.

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	☐	Not specified
	25-40	☑	Logistics managers and business owners utilizing WheelsEye's technology solutions.
	40-55	☑	Senior professionals in the supply chain industry engaging with WheelsEye's services.
Gender	Male	☑	Predominantly male clientele
	Female	☑	Female professionals
	Others	☐	Not specified
Geography	Tier I	☑	Mumbai, Delhi, and Bengaluru.
	Tier II	☐	Not specified
	Tier III	☐	Not specified
	Tier IV	☐	Not specified
Most selling regions		☑	Maharashtra, Gujarat, and Tamil Nadu.
B2B	Corporate clients	☑	1. Hindustan Unilever Limited 2. Fenesta 3. KUKA 4. Harvel 5. ITC 6. Exide 7. Kose 8. Marico 9. Philips 10. Livpure 11. Unibic

			12. Kajaria 13. Patanjali 14. Nelcast 15. Darcl 16. Pidilite 17. Havells 18. Gati 19. TCI (Transport Corporation of India)
	Partnerships	☐	Not specified
	Sales	☑	1. Digital Tools 2. Physical Branches 3. Dedicated Sales Team 4. Strategic Partnerships 5. Call Center Support
B2C	Online platforms	☑	1. Website 2. Fastag,Gps,Fuel 3. Wheeseye Truck booking app 4. We Thor-50k
	Self-service sales	☑	Users can schedule shipments and manage payments online via the platform.
	Franchise and subscription	☐	Not specified
D2C	Direct-to-consumer sales	☐	Not specified
	Aggregators	☐	Not specified
	Retail outlets	☐	Not specified
D2G	Government collaborations	☐	Not specified
	Partnerships	☐	Not specified
	Strategic alliances	☐	Not specified
HYBRID	Combination approaches (B2B, B2C, D2C)	☐	No
	Online platforms	☑	yes
	Franchise and subscription	☐	No

Funding Trajectory:

Date	Round Name	Amount	Pre-Money	Post-Money	TTM Revenue	Investors & Facilitators

Aug 30, 2018	Seed	$1.0M	-	-	$286.0K	Institutional: Prime Venture Partners
Dec 19, 2017	Seed	$1.0M	$2.4M	$3.4M	-	Institutional: Prime Venture Partners

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
22.1k	2467	44k	470	17k	Routes,Popular Cities,Contact Us ,Buy GPS,I'm Truck Owner	Fastag,Gps,Fuel -1Million+ Wheeseye Truck booking app-500k+ We Thor-50k+

Company report Blackbuck

Company Summary

- **Incorporation Date & Location:** 2015, Bengaluru, Karnataka, India.
- **Founder Background:**
  1. **Rajesh Yabaji:** Co-founder and CEO of BlackBuck.Ex-ITC. IIT Kharagpur 2010
  2. **Chanakya Hridaya:** Co-founder of BlackBuck.Ex-ITC. IIT Kharagpur BTech, MTech 2013
  3. **Ramasubramanian B:** Co-founder of BlackBuck.Ex-Miebach Consulting.

- **Brand Statement (Tagline):**

  "Redefining Trucking Digitally."

- **Brand Unique Selling Propositions (USPs):**
  1. **Digital Freight Marketplace:** Provides an AI-based platform for booking trucks, enhancing efficiency in freight transportation.
     [Tracxn](#)
  2. **BlackBuck loans**
  3. **BlackBuck FASTag**

Product Landscape:(Sku analysis)

S.no	Products	Downloads	Product Features
1	BlackBuck App	5 million+	1. **Load Discovery and Booking**: Access to over 100,000 loads across India, enabling users to find

			and book suitable loads to optimize fleet utilization. 2. **BlackBuck Caller ID**: Identifies transporter names, locations, verification status, and ratings during incoming calls, enhancing communication transparency. 3. **Additional Services**: 4. **Free FASTag with RTO Certification**: Facilitates toll payments and compliance. 5. **GPS Tracking**: Real-time truck tracking and driver reports. 6. **Fuel Discounts**: Up to 1.5% cashback on diesel purchases. 7. **Payment Solutions**: Supports cashless transactions via UPI, debit cards, and net banking, with access to detailed transaction histories. 8. **Order Management**: Provides loading and unloading details, driver notifications, document uploads, and real-time tracking throughout the trip.
2	BlackBuck Pro	50k+	1. **Task Management**: Enables executives to monitor pending tasks and highlights those breaching predefined Service Level Agreements (SLAs). 2. **BlackBuck Caller ID**: Displays fleet owner names and associated load details during incoming calls, facilitating efficient communication.
3	**BlackBuck Transport App**	1 million+	1. **Load Posting**: Allows users to post load requirements and connect with a vast network of verified truck owners, ensuring timely and efficient freight movement. 2. **Real-Time Tracking**: Offers live tracking of shipments, providing visibility and control over logistics operations. 3. **Transparent Pricing**: Facilitates fair and competitive pricing for transportation services, promoting cost-effective logistics solutions.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2015-16	1. 10,000 truck	81.3Cr	1. Launched AI-based freight marketplace. 2. Introduced fuel cards and toll payment solutions.
2016-17	1. 50,000 truck operators on the platform.	566.8Cr	Enhanced platform features; raised $70M in Series C funding.
2017-18	1. Reached 200,000 registered truck operators. 2. Over 1 million load postings facilitated during the year.	901.9Cr	Improved technology for efficient freight matching.
2018-19	1. Onboarded 400,000 truck operators. 2. Facilitated 3 million load postings.	1,802.8Cr	Introduced real-time tracking and online payments.
2019-20	1. 500,000 truck operators despite pandemic challenges. 2. Increased reliance on digital payments and contactless services.	2,289.4Cr	1. Enhanced platform with GPS-enabled trucks and invoicing features. 2. Secured contracts with major corporations like Reliance Industries, Tata Steel, and Amul.
2020-21	1. 650,000 truck operators on the platform. 2. Managed an average of 200,000 telematics devices monthly. 3. Facilitated 4.5 million load postings.	893.2Cr	Implemented features for real-time tracking and online payments.
2021-22	1. 800,000 truck 2. 6 million load postings. 3. Telematics Devices:	869.4Cr	Launched additional tools for shipment management; raised $67M in Series E funding, achieving unicorn status with a valuation of $1.02 billion.

	Monthly active telematics devices increased to over 300,000.		
2022-23	1. Reached over 960,000 truck operators, **accounting for over 27% of India's truck operators.** 2. Facilitated 2.12 million load postings during the fiscal year. 3. **Telematics Devices:** Managed 356,050 active telematics devices monthly. 4. Disbursed loans worth ₹197 crore to truck operators.	195.1Cr	Pre-IPO Developments
2023-24	1. surpass 1 million onboarded truck operators. 2. On track to facilitate over 8 million load postings by year-end. 3. **Telematics Devices:** Telematics usage expected to grow by an additional 15-20%.	316.5Cr	IPO Year and Continued Growth

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	☐	Not specified
	25-40	☑	Logistics managers and business owners utilizing BlackBuck's platform.
	40-55	☐	Senior professionals in the supply chain industry engaging with BlackBuck's services.
Gender	Male	☑	male clientele
	Female	☑	Female professionals
	Others	☐	Not specified
Geography	Tier I	☑	Mumbai, Delhi, and Bengaluru.
	Tier II	☐	Not specified
	Tier III	☐	Not specified
	Tier IV	☐	Not specified
Most selling regions		☑	Karnataka Maharashtra Gujarat Tamil Nadu Delhi-NCR Punjab and Haryana Andhra Pradesh and Telangana
B2B	Corporate clients	☑	1. Coca-Cola 2. Unilever 3. Tata Steel
	Partnerships	☑	Amazon,Maersk
	Sales channels	☑	Digital Platform Mobile Application Dedicated Sales Team Strategic Partnerships Call Center Support
B2C	Online platforms	☑	Blackbuck website BlackBuck Blackbuck pro BlackBuck transport
	Self-service sales	☑	Online Truck Booking Load Posting Digital Payments Real-Time Tracking

	Franchise and subscription	☐	Not specified
D2C	Direct-to-consumer sales	☐	Not specified
	Aggregators	☐	Not specified
	Retail outlets	☐	Not specified
D2G	Government collaborations	☐	Not specified
	Partnerships	☐	Not specified
	Strategic alliances	☐	Not specified
HYBRID	Combination approaches (B2B, B2C, D2C)	☐	Not
	Online platforms	☑	yes
	Franchise and subscription	☐	Not

Funding Trajectory:

Date	Round Name	Amount	Valuation	Revenue	Multiple	Investors & Facilitators
Jul 18, 2022	Conventional Debt	-	-	$85.9M	-	Corporate: Riverstone Holdings Facilitator: Foley & Lardner, Baker Botts
Jul 21, 2021	Series E	$68.3M	1.1B	$119.1M	7.9x	Institutional: Tribe Capital, VEF, IFC Asset Management Company, IFC, Sands Capital Ventures Corporate: Wellington, QED Innovation, Ithan Creek Investors, 360 One Angel: Kumar Pushpesh, Rajaraman Parameswaran

Date	Round	Amount				Investors
May 07, 2020	Venture Debt	$3.3 M	-	$289.2 M	-	Institutional: Trifecta Capital
May 07, 2020	Series D	$419.6K	717.5M	-	-	Institutional: Trifecta Capital
Nov 26, 2019	Series D	$869.9K	-	-	-	Institutional: Trifecta Capital
Nov 26, 2019	Venture Debt	$7.0 M	-	-	-	Institutional: Trifecta Capital
Mar 15, 2019	Series D	$150.6M	889.6M	-	-	Institutional: Accel, Goldman Sachs, IFC, Peak XV Partners, Trifecta Capital, Sands Capital Ventures, B Capital Corporate: Light Street Capital, Wellington Management
Oct 05, 2018	Series C	$39.0 M	626.2M	-	-	Institutional: Accel, IFC, Peak XV Partners, Sands Capital Ventures
Oct 18, 2017	Venture Debt	$7.7 M	-	-	-	Institutional: Innoven Capital
Feb 02, 2017	Series C	$70.0 M	-	-	-	Institutional: Sands Capital Ventures, Accel, IFC Corporate: Flipkart Angel: Sanjiv Rangrass
Dec 10, 2015	Series B	$25.0 M	111.4 M	-	-	Institutional: Tiger Global Management, Accel, DST Global Corporate: Flipkart Angel: Rahul Mehta
Aug 01, 2015	Series A	$5.0 M	18.9 M	-	-	Institutional: Accel Corporate: Flipkart, Miebach Angel: Sanjiv Rangrass, Duba Kantha Rao, RajKumari Yabaji
Jun 24, 2015	Seed	$55.0 K	5.5M	-	-	Corporate: Mieone Holdings

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
38 k	1131	123 k	-	10k	Home,products, company,invest or relations,blogs news,Contact us	BlackBuck-5million+ Blackbuck pro-50k+ BlackBuck transport-1million+

Company report Lobb

Company Summary

- **Incorporation Date & Location:** 2015, Bangalore, Karnataka, India.

- **Founder Background:**
  1. **Venu Kondur:** Co-founder and CEO of Lobb.Ex-FIS, Dell, Netkode, Solbizco Consulting. Sir M Visvesvaraya Institute of Technology 1999
  2. **Jayaram Raju K:** Co-founder and COO of Lobb.Ex-True Logistics, American Modern Insurance Group, HSM solutions, Fujitsu Consulting. NIT Calicut MTech 1993, Sri Venkateswara University BTech 1990
  3. **Hemanth G:** Chief Technology Officer of Lobb.Wipadika Technologies, ex-Noitacude Educational Services. Visvesvaraya Technological University BE 2012

- **Brand Statement (Tagline):**

  "Enabling Truckers & Transporters to Transact,Transparently, Efficiently and Profitably."

- **Brand Unique Selling Propositions (USPs):**
  1. **Digital Freight Brokerage Platform:** Lobb connects transporters and truckers, enabling them to "connect, discover, and transact freight" seamlessly.
  2. **Automated Load Matching:** Utilizes technology to offer automated load matching, ensuring efficient utilization of trucking resources.
  3. **Route Optimization:** Provides proprietary solutions for route optimization, enhancing efficiency in freight transportation.

Product Landscape:(Sku analysis)

S.no	Products	Downloads	Product Features
1	Lobb FTL (Full Truck Load)	1k+	1. **Truck Discovery**: Identify suitable truckers for specific goods and destinations, ensuring optimal matches for transportation needs.

			2. **Load Matching**: Access relevant trucks tailored to material types and target destinations, enhancing operational efficiency. 3. **Real-Time Tracking**: Monitor vehicle locations in real-time, improving on-time delivery rates and operational oversight. 4. **Electronic Proof of Delivery (e-POD)**: Obtain immediate access to digital proof of delivery documents, boosting productivity, reducing risks, and enhancing customer satisfaction. 5. **Trip Management**: Oversee and manage trips effectively, with comprehensive visibility into vehicle movements and statuses.
2	Lobb Truck	10k+	1. **Self-Service KYC**: Facilitates independent registration through a user-friendly Know Your Customer process, enabling quick onboarding. 2. **Load Visibility**: Provides enhanced visibility of available loads in preferred cities, allowing for efficient planning and load management. 3. **Truck Management**: Enables registration and listing of trucks on the platform, optimizing business operations and load assignments. 4. **Customized Load Matching**: Matches loads to specific truck types, increasing efficiency and minimizing empty runs. 5. **Trip History**: Offers detailed records of completed trips, providing valuable insights into journeys and earnings. 6. **Real-Time Tracking**: Allows real-time monitoring of truck locations, ensuring security and effective logistics management. 7. **Payment Ledger**: Provides downloadable payment records, aiding in financial management and transparency. 8. **Multi-Language Support**: Available in English, Hindi, Kannada, Tamil, and Telugu, catering to a diverse user base across different regions.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2015-16	**May 6 2015:** Lobb Logistics was incorporated	-	Launched platform connecting transporters and truckers.
2016-17	-	5.7Cr	Platform Development focused on building a digital platform to connect transporters with verified truckers, enhancing

Year			
			efficiency in freight transactions. Enhanced platform features based on user feedback.
2017-18	-	31.2Cr	Lobb introduced cashless transactions to facilitate money transfers from transporters to truckers, supporting the Digital India initiative. YourStory
2018-19	Grew partnerships to include several thousand fleet owners, building a fleet of over 10,000 trucks.	34.4Cr	Integrated GenAI, big data, and machine learning to optimize the platform.
2019-20	-	46.3Cr	Enhanced platform for better user experience.
2020-21	-	18.9Cr	1. Introduced a multilingual app and adopted an asset-light model to operate in multiple cities across India. 2. Introduced cashless payment transactions for better transparency between transporters and truckers.
2021-22	LOBB clocks a month-on-month growth of 10 to 15 percent. "We have expanded to over eight locations including Mumbai, Chennai, Hyderabad, and Coimbatore. We intend to expand to about 25 locations across pan India," Source:https://yourstory.com/2021/12/lobb-startup-connects-transporters-truckers	38.8Cr	Lobb developed a proprietary Truck Discovery Model to empower small truck owners and logistics companies by creating a unique network of fleet, routes, and nodes aligned to demand and supply. YourStory
2022-23	1. Currently, LOBB is operational in 12 cities across India such as Bengaluru, Chennai, Mumbai and Pune working with 500+ logistics companies. It plans to expand to another 20 cities to have a pan India reach	101.9Cr	Launched additional tools for shipment management.

	within the next 8 months. 2. 300% revenue growth and 500% growth in the number of truckers on our platform.		
2023-24	1. Operating in 22 cities, partnering with over 1,200 logistics companies and 5,000 fleet owners, managing a fleet of more than 30,000 trucks.Source:lobb blog 2. Plans to cover 50+ geographies and 500+ high-density routes.	119.2Cr	Continued innovation in digital freight brokerage solutions.

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	☐	Not specified
	25-40	☑	Logistics managers and business owners
	40-55	☑	Senior professionals in the supply chain industry
Gender	Male	☑	male clientele
	Female	☑	Female professionals
	Others	☐	Not specified
Geography	Tier I	☑	Bengaluru, Mumbai, and Chennai. 3one4 Capital
	Tier II	☑	Not specified
	Tier III	☐	Not specified
	Tier IV	☐	Not specified
Most selling regions		☑	Karnataka etc.

B2B	Corporate clients	☑	1. Prakash Parcel Services 2. BRM Cargo Logistics 3. Delhivery 4. TCI 5. Gati 6. Safe express 7. Scci india
	Partnerships	☑	1. HPCL (Hindustan Petroleum Corporation Limited) 2. Axis Bank 3. 3one4 Capital
	Sales	☑	1. Digital Tools 2. Physical Branches:22 cities 3. Dedicated Sales Team 4. Strategic Partnerships 5. Call Center Support
B2C	Online platforms	☑	1. Lobb website 2. Lobb ftl app 3. Lobb truck app
	Self-service sales	☑	1. Self-Service KYC 2. Load Visibility and Booking 3. Truck Management 4. Digital Documentation 5. Payment Ledger
	Franchise and subscription	☐	Not specified
D2C	Direct-to-consumer sales	☐	Not specified
	Aggregators	☐	Not specified
	Retail outlets	☐	Not specified
D2G	Government collaborations	☐	Not specified
	Partnerships	☐	Not specified
	Strategic alliances	☐	Not specified
HYBRID	Combination approaches (B2B, B2C, D2C)	☐	No

	Online platforms	☑	Yes
	Franchise and subscription	☐	No

Funding Trajectory:

SNo.	Date	Round Name	Amount	Valuation	Revenue	Multiple	Investors & Facilitators
1	Jul 04, 2024	Seed	$2.9 M	-	-	-	Angel: Rajesh Voddiraju, Sharada Nandakumar, Ramana Reddy, P Shyama Raju
2	Feb 28, 2022	Seed	$1.1 M	12.2 M	$5.0 M	2.2 x	Institutional: 3one4 Capital Angel: Byju Pillai, Srinath Ramakkrushnan, Mohit Mittal, M D Ramaswami, Vishad Gupta, Cherubala Kesavan Krishna Kumar, Najeebunisa, Rajesh Kumar Rengachari, Madras Dorai Ramaswami, Mitradutta Mohapatra, Gopal Krishna Kaul
3	Mar 29, 2019	Seed	$187.9 K	10.0 M	$4.9 M	2.0 x	Institutional: 3one4 Capital
4	Mar 18, 2017	Seed	$372.6 K	2.6 M	$848.6 K	2.6 x	Corporate: Haxant, EnSoftek Angel: Ramana Reddy

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
808	292	7 k	97	128	Home,transporter,trucker,blogs,about,contact us	Lobb ftl-1k+ Lobb truck-10k+

References:

- **Asia Tech Daily**
- **Business Times**
- **TechCrunch**
- **Tech in Asia**
- **Freight Technologies(Pitch deck)**
- **FR8Labs**
- **Startup Weekly**
- Digital freight brokerage platform Lobb raises $2.9 million to disrupt the $100 Billion Logistics Industry
- Tata Motors to acquire 27% stake in logistics startup Freight Tiger for Rs 150 crore
- YourStory.com
- Raaho
- Inc42
- Financial Express
- Raaho Bags Funding From IP Ventures, Vijay Shekhar Sharma To Connect ...
- Raaho
- Celerity Supply Chain
- Startup News
- Inc42
- Times of India
- Inc42
- TransLogistics
- Financial Express
- YourStory.com
- Raaho
- Raaho
- Raaho
- CB Insights
- Harvard Business School

BlackBuck (A) - Case - Faculty & Research - Harvard Business School
Following its launch in April 2015, BlackBuck witnessed relentless growth and one year later, its revenue was on track to exceed the forecast by 300 percent. BlackBuck had operations in 200 locations across India and a team of over 1,000 people. The company had raised two rounds of funding (totaling $30 million) from solid investors.

- CBM

Growth Strategy and Future Prospects of Blackbuck – CBM
Blackbuck, a leading technology-driven logistics company in India, has been making waves in the industry with its innovative growth strategy and promising future prospects.With a strong focus on leveraging technology to streamline operations and enhance customer experience, Blackbuck has quickly positioned itself as a key player in the logistics sector.

- The Business Rule

BlackBuck Business Model: How India's Largest Trucking Platform Works?
November 21, 2024 — These refined strategies align closely with BlackBuck's logistics and tech-driven approach, directly addressing the needs of both truckers and businesses. Growth and Achievements BlackBuck has grown exponentially since its inception.

- CBM

The Competitive Landscape of Blackbuck – CBM
By offering a comprehensive suite of logistics solutions, Blackbuck can cater to a wider range of customer needs and drive revenue growth. Sustainability Initiatives: With the growing emphasis on

sustainability and environmental responsibility, Blackbuck can seize the opportunity to implement green logistics practices.

- The Business Rule

BlackBuck Business Model: How India's Largest Trucking Platform Works?

November 21, 2024 — These refined strategies align closely with BlackBuck's logistics and tech-driven approach, directly addressing the needs of both truckers and businesses. Growth and Achievements BlackBuck has grown e...

- Inc42

How BlackBuck's Trucking & Freight Tech Stack Carried It To The IPO ...

July 19, 2024 — BlackBuck says it is the largest digital freight platform for truckers in terms of revenue, accounting for 27% of the domestic market share. India's road freight transport market, estimated at ...

- Strategy Boffins

BlackBuck vs. Delhivery vs. ElasticRun vs. Rivigo - Strategy Boffins

July 11, 2024 — BlackBuck, established in 2015, has emerged as a dominant force in the Indian logistics and trucking industry, leveraging technology to streamline freight logistics. The company has seen significant g...

- Strategy Boffins

BlackBuck: Revolutionizing India's Logistics Through Technology and ...

February 8, 2024 — The logistics and trucking industry in India is experiencing rapid growth, with projections indicating a value of $484.43 billion by 2029. BlackBuck, at the forefront of this transformation, continues...

- Business Outreach

BlackBuck: Crafting the Future of Freight Logistics with Data...

December 28, 2023 — The anticipated growth in the trucking and logistics industry not only signifies its economic significance but also highlights the evolving landscape that demands adaptability and innovation. ... (B2C...

- 5paisa

Logistics-tech unicorn BlackBuck's revenue skids, cash burn ... - 5paisa

January 19, 2023 — This made BlackBuck, operated by Zinka Logistics Solutions Pvt. Ltd. India's third logistics unicorn after SoftBank-backed Delhivery and Warburg Pincus-backed Rivigo. This was in the good old 2021, th...

- YourStory.com

BlackBuck's bet on digital services to drive revenue growth

December 5, 2022 — BlackBuck's digitisation layer competes with Dragoneer Investment backed FarEye, which offers a Software-as-a-Service (SaaS) platform for delivery management to retail and ecommerce industries ...

- Forbes India

Loaded, and reloaded: How BlackBuck turned into a trucking unicorn

July 29, 2021 — For the core logistics sector, Yabaji explains, 95 percent of the vehicles are financed. ... What also helped in the growth was the electronic tolling across the country, which grew BlackBuck's ...

- Inc42

How BlackBuck Is Digitising The $140 Bn Freight Logistics Sector

August 29, 2017 — Another big logistics player in the space who can be considered direct competition for BlackBuck is Rivigo that, till date, has raised close to $125 Mn funding in equity and debt finance. Rivigo ...

Summary

Identified Gaps and Opportunities for Reeroute

Category	Gap Across Competitors	Opportunity for Reeroute
Geographic Coverage	Limited focus on Tier III/IV cities and semi-urban regions. Most players focus on Tier I/II cities.	**Expand aggressively in Tier III/IV cities** where logistics demand is growing but services are underdeveloped.

D2G Partnerships	Absence of direct collaborations with government agencies for logistics infrastructure or subsidies.	**Build strong D2G partnerships** for access to government-led projects, funding, and new freight corridors.
Aggregator Model	Lack of aggregator models across competitors. No focused platform for last-mile delivery or small fleet collaboration.	**Develop an aggregator platform** to include last-mile logistics and empower smaller fleets with better market access.
Retail Collaborations	No partnerships with retail chains for loading/unloading hubs or logistics support.	Partner with **retail outlets** to build a network of mini-hubs for freight loading/unloading and operational efficiency.
Subscription Models	No subscription or loyalty programs to encourage recurring use or build customer retention.	Introduce **subscription-based plans** offering cost benefits for high-volume users and long-term clients.
Technology Integration	Minimal predictive AI and dynamic pricing models to optimize operations.	Leverage **AI-driven predictive tools** for freight demand forecasting and real-time pricing optimization.
Hybrid B2B/B2C Approach	Most competitors operate in either B2B or B2C models but fail to integrate the two seamlessly.	Implement a **hybrid B2B/B2C/D2C model** to serve businesses and individual shippers simultaneously.
Fleet Accessibility	Truck availability in Tier III/IV regions is limited.	Build a **regional fleet network** to ensure better access to trucks in underserved locations.
Driver Support Systems	Lack of robust driver-centric features like real-time support, training, and incentives across competitors.	Introduce **driver empowerment programs** with training, 24/7 support, and performance-based incentives.
Sustainability	Sustainability initiatives (e.g., green logistics) are missing from current players' offerings.	Promote **green logistics solutions** like EV fleet integration and optimized routes for reduced carbon footprint.
Localized Services	Competitors lack multi-language support for shippers and drivers in diverse regions.	Offer **multilingual platforms** to cater to diverse linguistic groups across India's logistics ecosystem.

| Customer Engagement | Limited loyalty or referral programs to retain customers or expand user base. | Launch **loyalty and referral programs** to drive customer retention and acquisition. |