



Traffic stress	25
Traffic delays	300
Bad public transport	350 km
Boredom	420 km
Pollution	420 km

**Leave the pains behind.
Ride together.**

Is your daily commute stressing you out?

Are you spending too much of your hard-earned money on fuel?

Do you get bored and depressed sitting alone for hours at traffic blocks?

Is there a way that you can contribute to a greener planet?

Finally, you have an answer to the questions that come up every day on your office commute. **Rideler** is a smart new way to make your rides fun and productive. It provides a platform for you to safely share your rides with co-workers. So you get reduced stress and delays, collaborative rides, and a greener planet. Check out Rideler, and take one bottleneck out of your life!

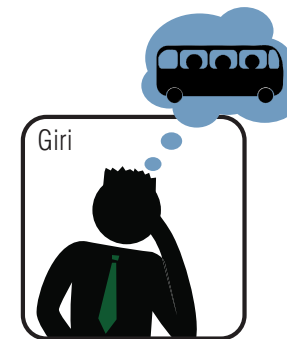
Meet three co-workers turned friends – Hari, Pari and Giri.



In a little flashback, you see Hari driving his car to work daily, constantly pained by the **ever-rising fuel costs** and traffic delays.



Along the same route, Pari too drives her car to work. But what pains her are the **traffic stress** and **boredom**.



Unknown to both, Giri also travels down the same route but takes public transport to reach work. Giri's day-to-day pains are **inconvenience** and **pollution**.



A happy discovery.

All three like the idea of ride-sharing but each has a different worry. Hari hesitates to go around trying to find co-workers who travel the same route. Pari wonders if it would be safe for her to share rides with others. And Giri is unsure about payments.

That's when the three discover Rideler.

Hari likes Rideler as he is automatically notified when co-workers show interest in his ride. Pari loves Rideler as it is exclusively for verified co-workers, so it is absolutely safe. It's Giri's dream-come-true as it provides him a comfortable ride at a fare much cheaper than public transport!

No rocket science, this.

Rideler changed for good the way Hari, Pari and Giri commute to work. They now follow 4 simple steps to a stress-free, collaborative and fun-filled ride.

- 1. Post ride:** Before taking his vehicle out, **Hari** simply **Posts** a ride on Rideler. He now becomes the 'Rider' for this ride – the one who shares his vehicle.
- 2. Accept ride:** **Pari** and **Giri** automatically receive an alert about Hari's ride. They simply log in to Rideler and **Accept** the ride. They now become the 'Ridees' for this ride – the ones who join the Rider's vehicle for a ride.
- 3. Confirm ride:** **Hari** automatically receives an alert about Pari and Giri willing to join him on the ride. He logs in to Rideler and simply **Confirms** the ride for them.
- 4. Close ride:** Once **Pari** and **Giri** complete the ride with Hari in his vehicle, they log in to Rideler and simply **Close** the ride. A nominal payment is automatically made to Hari.



The benefits of being smart.

Rideler makes it a win-win deal for both 'Rider' (Hari) and 'Ridee' (Pari, Giri) by providing unmatched benefits and rewards. And you might have guessed, Hari, Pari and Giri are now the best of friends!

As a Rider, Hari gets these benefits:

- Payment that he can use towards fuel costs
- Payment is fully automated & transparent
- Collaborative, stress-free & friendly rides
- Reduced traffic congestions & delays
- Chance at a surprise gift for being Top Rider!

As Ridees, Pari and Giri get these benefits:

- Saving on commute time and money
- Cheapest fare per ride
- Comfortable, collaborative, stress-free & friendly rides
- Reduced traffic pollution & delays
- Chance at surprise gifts for being Top Ridees!

So be smart like Hari, Pari and Giri.
Register now at www.rideler.com.
And hey, it's **FREE!**





Reduce stress | Save on fuel costs | Collaborate | Ride safe | Go green

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