



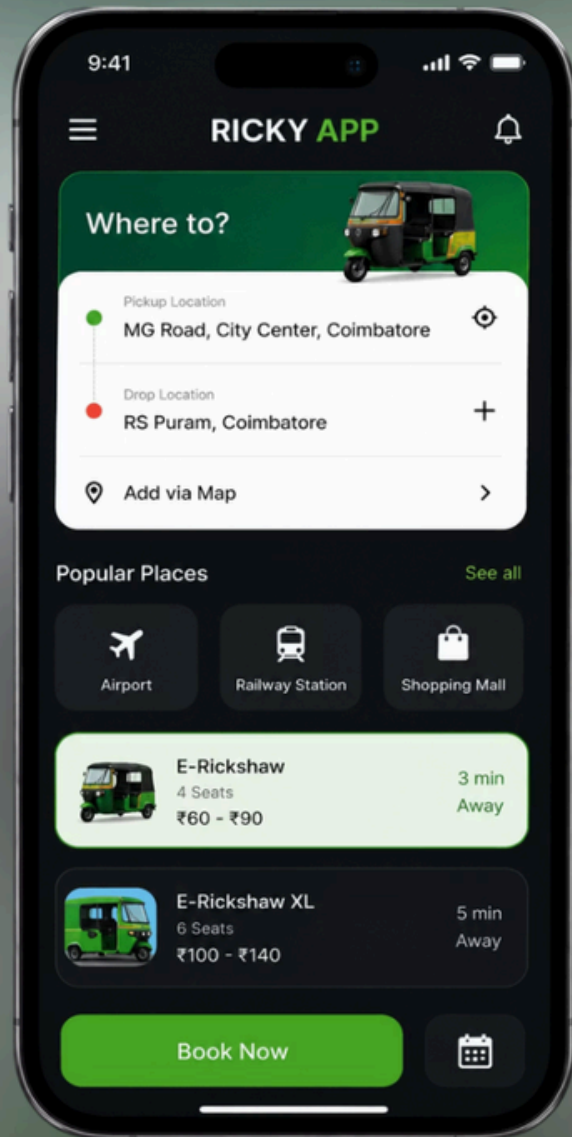
# Ricky App

On-Demand E-Rickshaw Booking Platform

A white-label smart mobility solution by **ClonifyNow**—connecting riders, drivers, and operators across urban last-mile transport.

# About the Platform

RickyApp is a full-stack, white-label e-rickshaw booking ecosystem – purpose-built for modern cities seeking digital-first last-mile mobility.



## Real-Time Booking

Instant ride requests with live GPS matching



## Driver Verification

Full KYC onboarding for every driver



## Digital Payments

Cashless, multi-method transaction support



## Admin Control

Centralised business intelligence dashboard

# Challenges in the Unorganised E-Rickshaw Industry

Legacy e-rickshaw operations are fragmented, unsafe, and opaque – leaving riders underserved and operators flying blind.

## No Digital Booking

Riders rely entirely on manual street hailing with no scheduling or ETA visibility.

## Unverified Drivers

Zero background checks create safety risks for riders and reputational risk for operators.

## Cash-Only & Opaque Pricing

Inconsistent fares and no digital trail lead to disputes and eroded trust.

## Zero Operational Data

No ride analytics means operators cannot optimise fleets or measure performance.

✦ CLONIFYNOW SOLUTION

# Transforming Urban Mobility with Smart Technology

One-Tap Booking



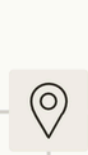
Digital Payments



Ratings & Reviews



Live GPS Tracking



Driver KYC



Admin Analytics



# Seamless Rider Experience

Ricky's rider module delivers a frictionless journey from registration to destination – with full transparency at every step.

→ **Quick Registration & Fare Estimation**  
Sign up in seconds and see up front pricing before confirming.

→ **Live Ride Tracking**  
Real-time GPS visibility from pickup to drop-off.

→ **Multiple Payment Methods**  
Cash, UPI, wallet, or card – rider's choice.

→ **Ride History & Push Notifications**  
Full trip records and smart alerts for every journey update.

# Empowering Drivers with Smart Technology



## Driver Onboarding & KYC

Guided document upload and instant verification workflow.



## Turn-by-Turn Navigation

Built-in GPS navigation optimises every trip route in real time.



## Earnings Dashboard & Instant Payouts

Daily earnings summary with seamless bank transfer support.



## SOS Emergency Support

One-tap safety alert connected to platform operations team.

# Complete Business Management System

The RickyAdminPanel gives operators **total visibility and control**—from live ride monitoring to revenue management and fleet decisions.

Live Ride Analytics



Driver Approval

Revenue Management



Surge Pricing

Zone Management



Business Reporting

# Achievements & Business Growth

## 3X

### Faster Booking

Instant dispatch slashed rider wait times dramatically.

## 100%

Full KYC compliance across the entire driver fleet.

## 20%

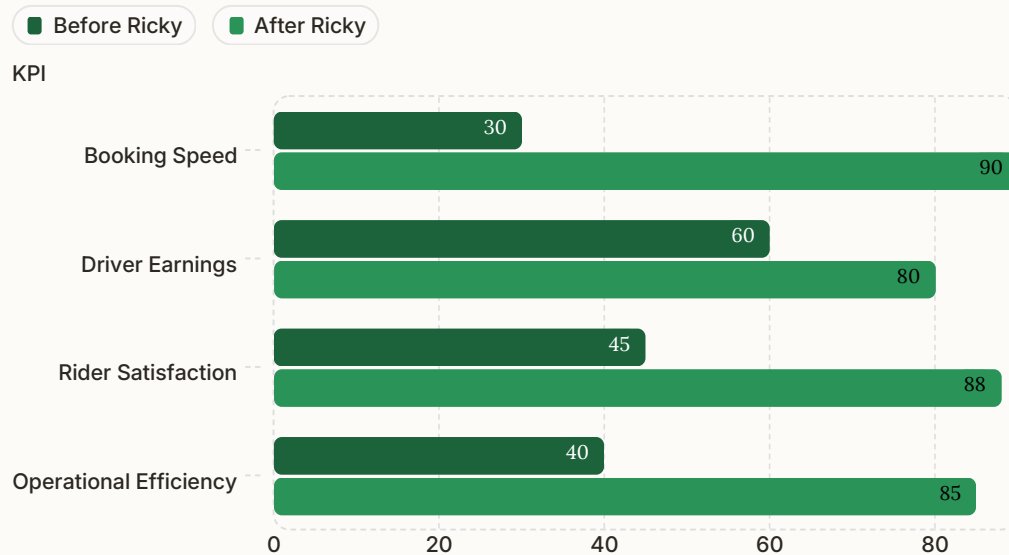
### Higher Driver Earnings

Optimised dispatching and better ride allocation.

## 3

### Module Ecosystem

Rider, Driver & Admin – fully integrated and seamless.



## Platform Performance at a Glance

Across every key metric, Ricky App delivered step-change improvements – validating the platform's impact on riders, drivers, and operators alike.

### Customer Satisfaction

Real-time tracking and transparent pricing boosted NPS significantly post-launch.

### Operational Efficiency

Admin analytics empowered smarter fleet decisions and reduced idle time.

# Key Benefits of Ricky App



## Faster Urban Transport

Instant booking and optimised dispatch cut wait times and improve daily commutes.



## Safe & Verified Rides

KYC-backed driver profiles and SOS features ensure a secure ride experience.



## Cashless Convenience

Multi-payment support eliminates cash friction and builds transaction trust.



## Scalable White-Label Model

Fully brandable and

deployable — launch your own mobility business rapidly.

# Driving the Future of Smart Urban Mobility

ClonifyNow delivers enterprise-grade, white-label mobility platforms—from concept to launch. RickyApp is proof that world-class urban transport technology is now accessible to every operator, city, and entrepreneur.



## Launch Your Own Ricky-Like App Today

Partner with ClonifyNow to build a scalable, fully branded e-rickshaw or smart mobility platform — fast.

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