

## **KOLKATA MAVERICK ENTREPRENEURS INVEST IN DRIVER'SKART - India's first multi city drivers aggregation company**

Kolkata maverick entrepreneurs Siddharth Pansari & Apurva Salarpuria, recently announced their Pre-Series A funding in Chennai based online driver solution application- Drivers Kart, which operates pan India to provide real-time personal drivers to drive in the comfort of one's own car. The deal was led by Primarc Iventure on behalf of the Kolkata investors (Sidharth Apurva Salarpuria, Ayush Patni, Saket Agarwal) in consortium with lead angels, ah! Ventures & silicon valley investor Namit Agarwal . The group has committed an investment of 3crore rupees of the total fund being raised at an undisclosed valuation.

Led by the founders Mr Vinit Srivastava, an IIM Calcutta alumni, and Saksham, An IIT Mandy Alum, Drivers Kart aims to be the pioneer in online driver solution and organizing the Unorganized and Disrupting existing driver in today's market. Driverskart is India's first organized on-demand personal chauffeur service. They offer First Mover's advantage, On-Demand Service with Real Time Pricing and Cost Effectiveness.

It is an Easy Booking Process with facilities like technically trained drivers along with their Profile, Customer Feedback and presence in multicity with Car Comfort and Convenience. Being chauffeur driven is soon going to be a necessity for those who value their time and peace of mind. We aim to address this need through our disruptive offering - India's first driver subscription service through our verified and trained drivers

Drivers Kart has a focus on product development and expansion of the business. The funds raised shall be utilised to

- Enhance & upgrade technology,
- Better driver's training & onboarding model,
- Building a stronger team and
- Marketing & Business Development.

Driver's kart currently with 20 employees operates effectively in Bangalore, Mumbai, pune, Chennai. It has recently commenced operations in Delhi from 1<sup>st</sup> April 2016. It also operates and has found in the B to B model servicing established businesses including hotels, car hire agencies, travel agents, hospitals and so on. With these funds, they aim to reach over 10000 rides a day within 12 months.

While talking about the investment, Lead investor Sidharth Pansari added, "I feel it is an excellent growth opportunity in today's market with so many unused vehicles. This will promote effective use of resources & also create huge employment opportunities in the semi skilled space. This service will provide real-time personal drivers for short & long durations. Drivers Kart has the potential to be a huge disruptor in the car hire, taxi segment".

Mr. Apurva Salarpuria further added , "that this will be of immense benefit to those consumers who need drivers occasionally and at odd times or on an urgent basis. "

Commenting on this another lead investor Namit Agarwal said "Being chauffeur driven is soon going to be a necessity for those who value their time and peace of mind. Drivers Kart aims to address this need through their disruptive offering - India's first driver subscription service through their verified and trained drivers"

Vinit Srivastava, Founder and CEO of Driver's kart, said "Being chauffeur driven is soon going to be a necessity for those who value their time and peace of mind. We aim to address this need through our disruptive offering - India's first driver subscription service through our verified and trained drivers.

### **About Driver's Kart:**

In September, 2015, It was first Launched in Chennai and then in Bangalore and Mumbai in December. For the first time they are offering subscription service in Pan India within the temporary personal chauffeur market. Their drivers are background verified, carefully selected through five step selection process and trained to provide good customer experiences.

There exists a latent demand for organized chauffeurs even among professionals who commute to work. With car density per 1000 people at mere 13, the car ownership will continue to see exponential growth resulting in time lost during traffic and parking. With on demand chauffeur, customers will be able to dedicate their time to add more value to their personal and professional life.

### **About Primarc Iventure**

Primarc Iventure invests in several startups and enterprises, whether they develop a product, business services or funds a marketing strategy. Primarc iVenture is geared to guide early stage investment, all round of funding or expansion. This new business will generate more wealth, employment and boost the country's economy.

- It focuses on West Bengal, where the organization would like to promote new business ventures, assist the state and its people move ahead
- Develops and supports ideas that create huge social impact and help transform lives. Because together we can create a better tomorrow.
- Primarc Group's core expertise lies in its 30+ years experience in Real estate & Retail. Primarc iVenture intends to guide businesses in these domains to ease customer pain points and foster growth for organizations
- It constantly looks for exceptional ideas which can impact the world or society we live in .