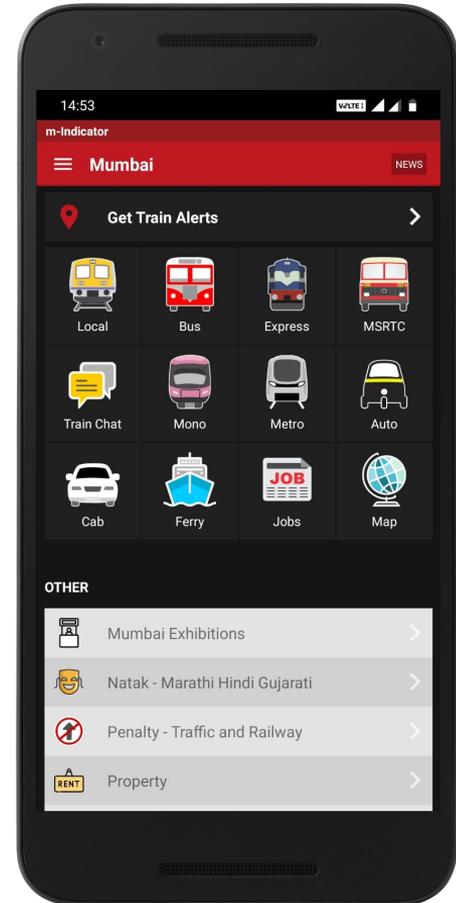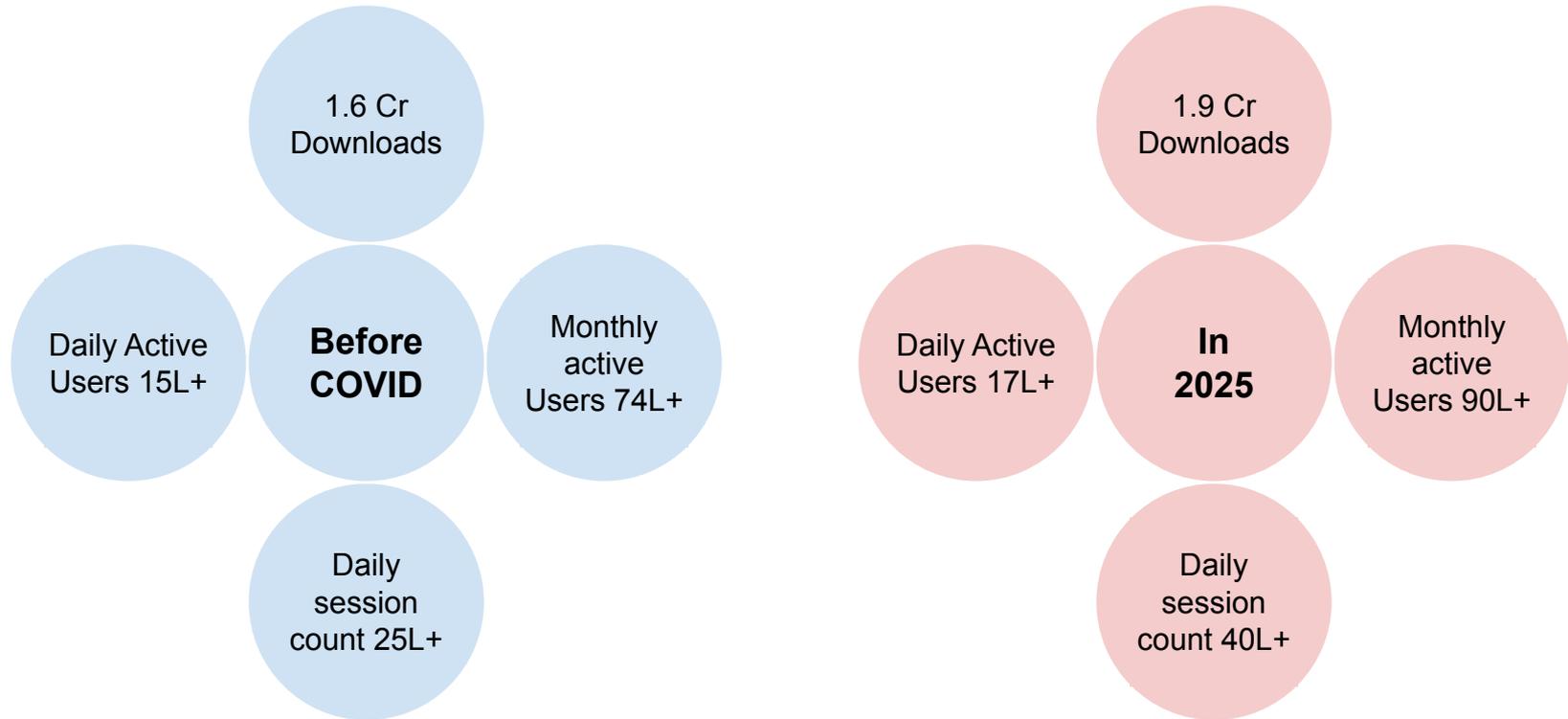m-Indicator

Advertisements

App Story

m-Indicator is a public transport app for Mumbai & surrounding regions.

The App was first published in 2010. It provides Mumbai Local Train Timings, Live train position, Bus routes search, Auto, Taxi, Mono, Metro, Ferry information.

App is available for both Android & iPhone OS. This app is owned by Mobond.

m-Indicator

How strong we are in our game!

1.6 Cr Downloads

Daily Active Users 15L+

Before COVID

Monthly active Users 74L+

Daily session count 25L+

1.9 Cr Downloads

Daily Active Users 17L+

In 2025

Monthly active Users 90L+

Daily session count 40L+

m-Indicator

Why m-Indicator?

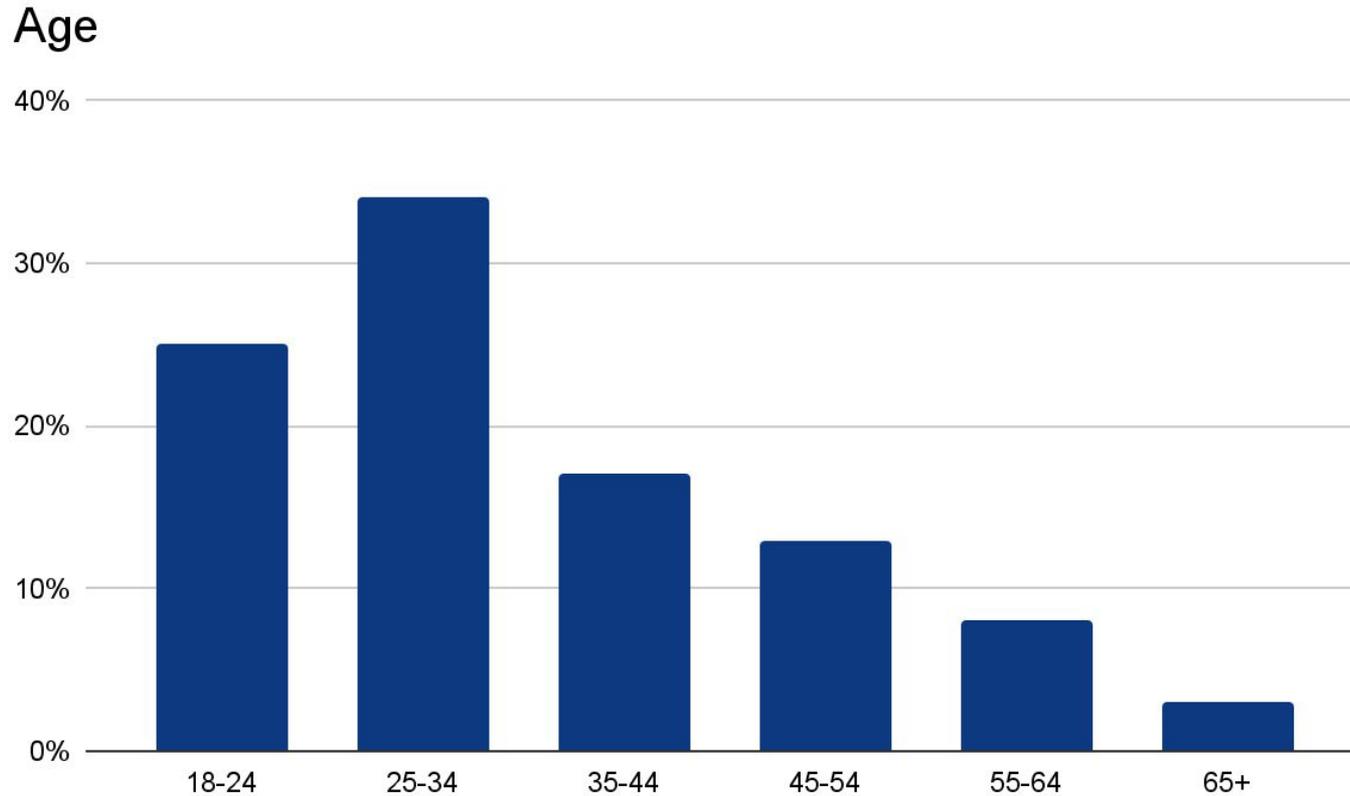- Massive reach throughout Mumbai, Navi Mumbai & Thane in a shortest time.

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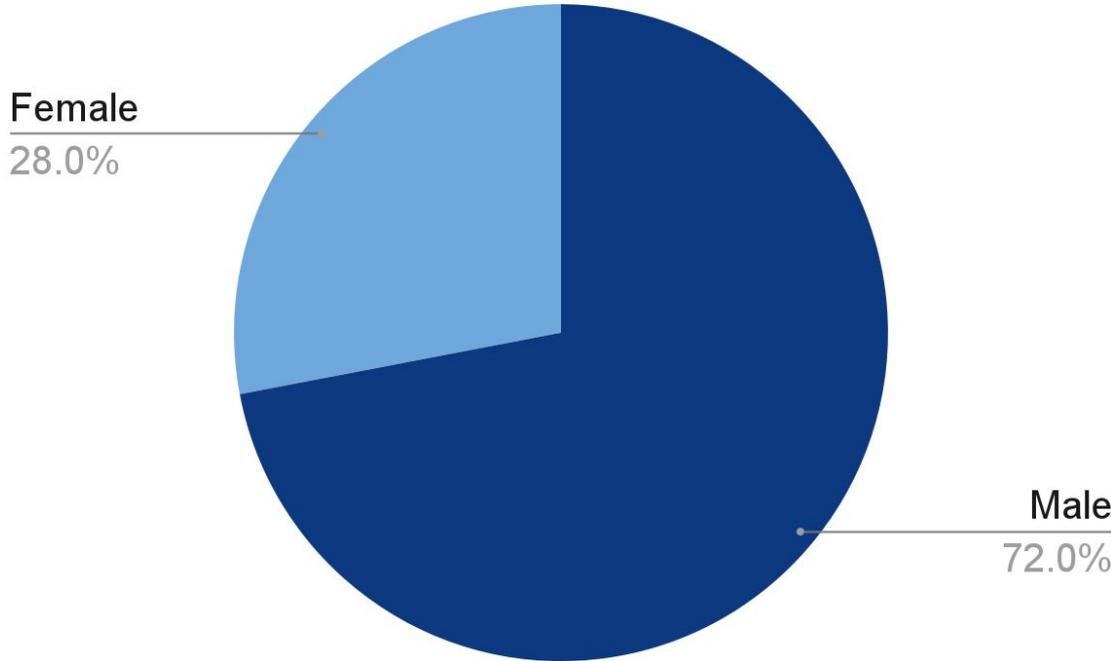
m-Indicator

m-Indicator

Audience Profiling

Age Groups

Gender Bifurcation

Female
28.0%

Male
72.0%

m-Indicator

Income Group

App users includes all types of income groups. Mainly <u>mid-income</u> group have the majority.

Media Coverage

hindustantimes
hindustantimes.com
WEDNESDAY, JANUARY 23, 2013

Now, a mobile app that will tell you about WR train delays

STARING IN FEB Western Railway to first offer app on Android phones and later BlackBerry and iPhones

THE TIMES OF INDIA
TIMES CITY   23rd Jan 2013

App to help commuters tide over snags & blocks on WR

Somit Sen | TNN

Self-ticketing counters on cards to keep touts at bay

Somit Sen | TNN

THE HINDU
TUESDAY, DECEMBER 28, 2018

Recognising the 'rail heroes' who put their lives at risk to save others'

m-Indicator honours WR personnel, motorman, pointsmen, commuters

m-Indicator