

HELPING BRANDS GO THE **EXTRA MILE**



INDIA'S LARGEST MOBILITY APP

Rapido is redefining urban and semi-urban mobility across **Tier 1, 2, and 3 cities** with fast, affordable, and ultra-convenient auto, cab, and bike taxi services — making everyday commuting smarter, simpler, and stress-free.

RIDES/DAY

↗ 3.8M+

RETENTION RATE

↗ 80%

APP OPENS/MONTH

↗ 370M+

APP OPENS/USER/WEEK

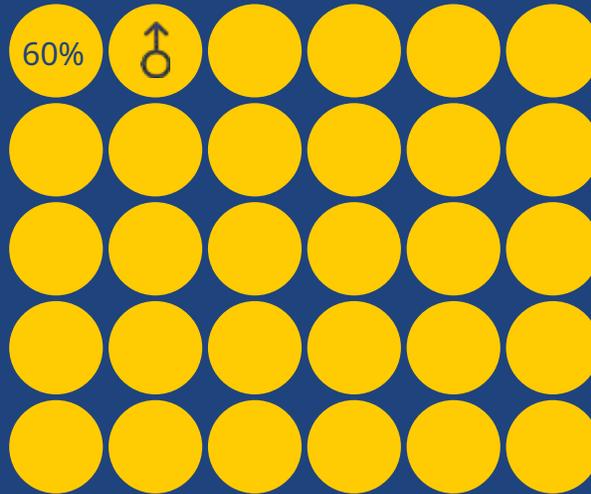
↗ 3



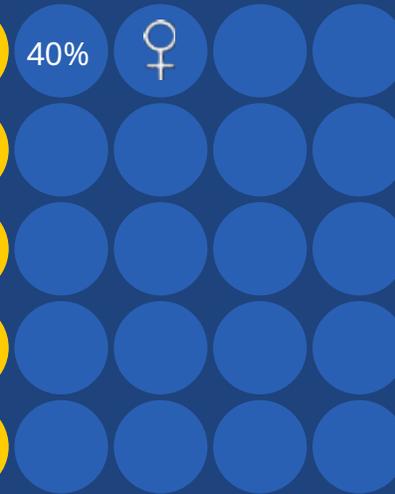
1 Billion+ Ad Impressions Monthly

Serving India's real audience — across wallets, roles, and regions.

MALE



FEMALE

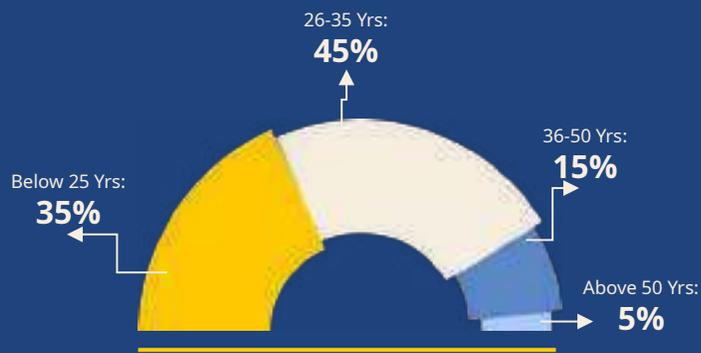


80%

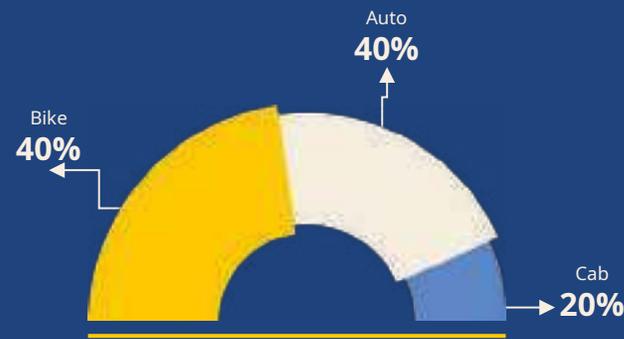
UNDER 35 YEARS OLD

76%

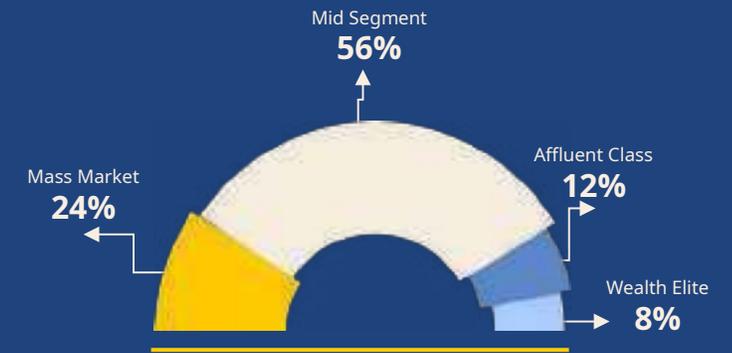
NCCSA



Age



Service



Income

REACH THE PEOPLE THAT MATTER TO YOU MOST

LAYERED TARGETING TO MINIMIZE SPILLS

1. Demographic targeting
2. Programmatic & innovation
3. Behavioural targeting





3

BEHAVIOURAL TARGETING

2

PROGRAMMATIC &
INNOVATION

1

DEMOGRAPHIC
TARGETING

BEHAVIOURAL TARGETING

{DECONSTRUCTED}

Time-based

-  Peak Hour Commute
-  Hyperlocal Route

Intent-based

-  Airport Travel
-  Office Commute
-  Tourist Travel
-  Value Sensitivity

Event-based

-  Entertainment & Music
-  Sports
-  Cultural & Religious
-  Community Gathering

Seasonal

-  Diwali
-  Holiday Shopping
-  Christmas



Ride Confirmed

TOP PERFORMING COHORTS



Professional
Commuters



Academic
Commuters



E-Commerce
Consumers



On-demand delivery
service consumers



Multi-cities and
Travelers



Online Gaming and
Sports Users



Fintech Customers



Online Daters

Formats & placements that drive action

Permutations that fit your needs

MOMENTS/PLACEMENTS



FORMATS

- + Static Ads
- + Video ads- short or long form
- + Map & map top banner
- + Coupons and scratch cards
- + Stories



Static Ads

Command attention with a striking banner covering up more than half of the screen to engage users at the key moments



PLACEMENTS:

- Captain Search
- Captain On The Way
- Captain Arrived
- Ride Started

BEST USE CASES:

- Brand Awareness and Recall
- Hyperlocal Business Promotions
- New Product Launches

Est. CTR:

1%

Viewability:

70%



Video Ads

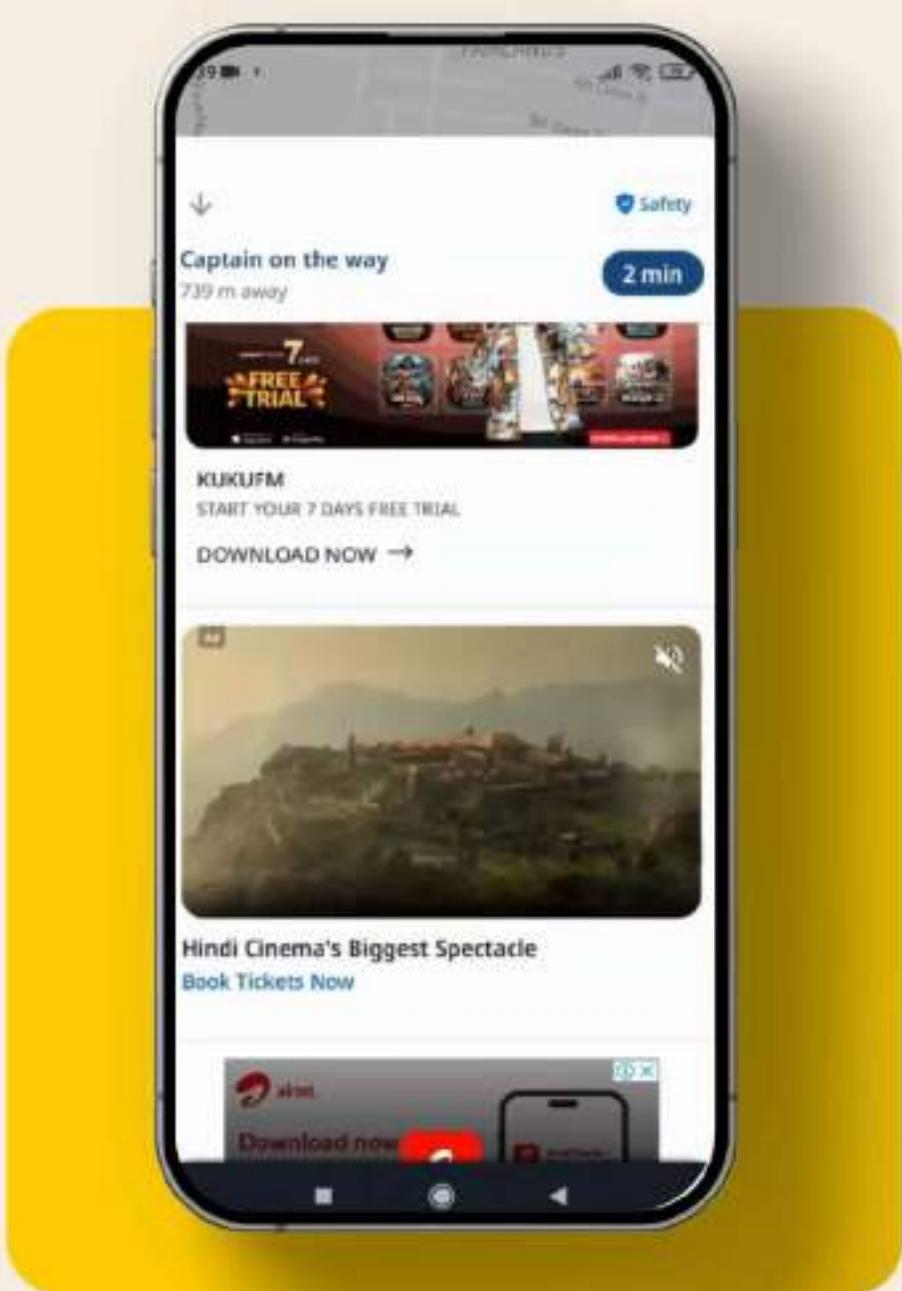
Bring your brand to life with immersive storytelling, captivating visuals, and engaging sound for maximum impact

Est. CTR:

1%

Viewability:

70%



PLACEMENTS:

-  Captain Search
-  Captain On The Way
-  Captain Arrived
-  Ride Started

BEST USE CASES:

-  Brand Awareness and Recall
-  Hyperlocal Business Promotions
-  New Product Launches

The Other Side of the Ride: Captains App

Unlock access to untapped audience of gig workers, through daily, high-frequency engagement on Rapido Captains app – offering advertisers unparalleled reach and visibility

APP OPENS PER MONTH

↗ 200M+

MONTHLY TOUCHPOINTS

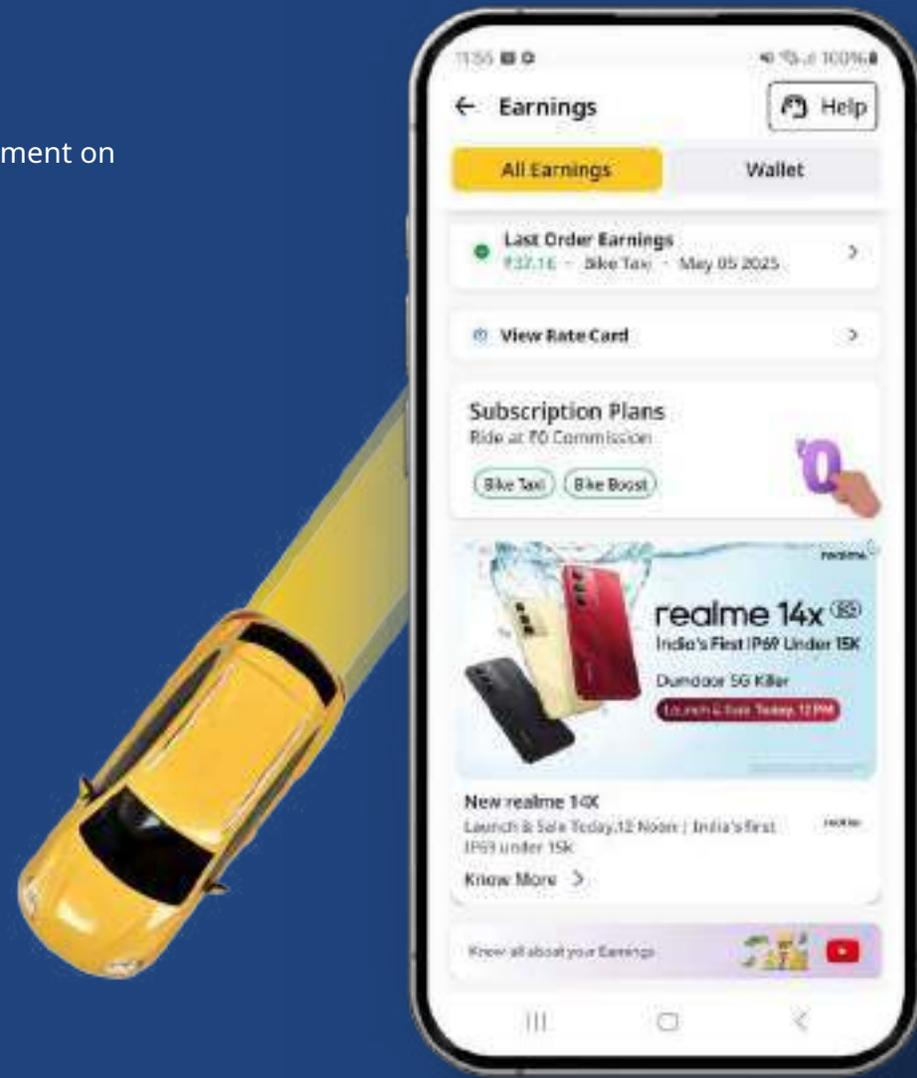
↗ 300M+

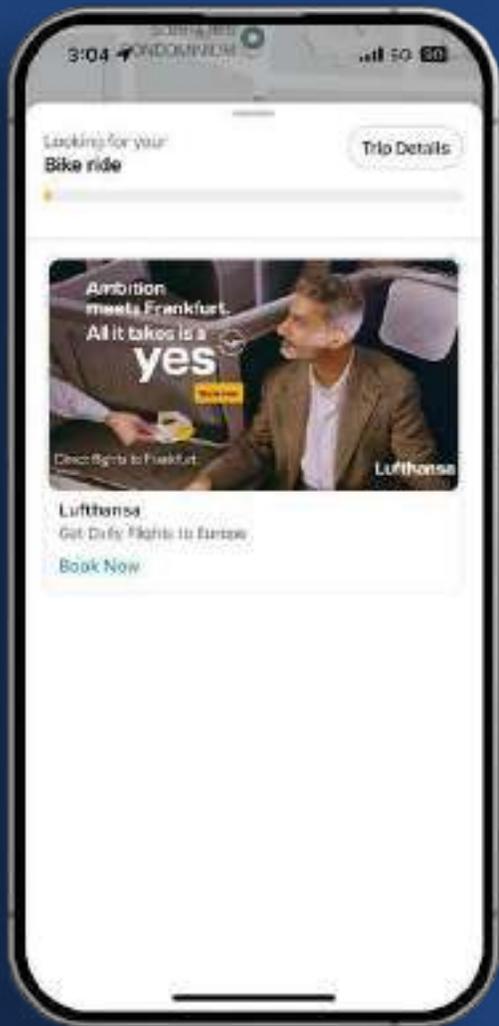
CTR

↗ 1.5%

VIEWABILITY

↗ 95%





 ~10M+
IMPRESSIONS

 0.74%
CTR TO THE
LANDING PAGE

SUCCESS STORY #1

Soaring visibility for a global airline brand – Lufthansa

OBJECTIVE

Boost brand visibility and build lasting customer engagement with premium travelers in urban India.

APPROACH

- Focused targeting of frequent and business travelers aged 25-54
- High-impact hero banner campaign across key cities
- Used diverse creatives to strengthen engagement and recognition

RAPIDO INVENTORY & PLACEMENTS



Hero banner



Targeted by region and audience profile

SUCCESS STORY #2

Making the 'Garmi Hatao' message unmissable for Sprite

OBJECTIVE

Deliver high visibility for Sprite's Garmi Hatao, Chill Machao message by tapping into moments when users are on hot, sweaty commutes.

APPROACH

- Identified peak summer months and high footfall cities
- Mapped key user journey points: Captain Search, Captain On The Way, Ride Started.
- Used eye-catching creatives with contextual messaging
- Reinforced messaging via high-frequency placements

RAPIDO INVENTORY & PLACEMENTS



Map Top Banner GIF



Captain OTW



Map & map banner



~5M+

IMPRESSIONS



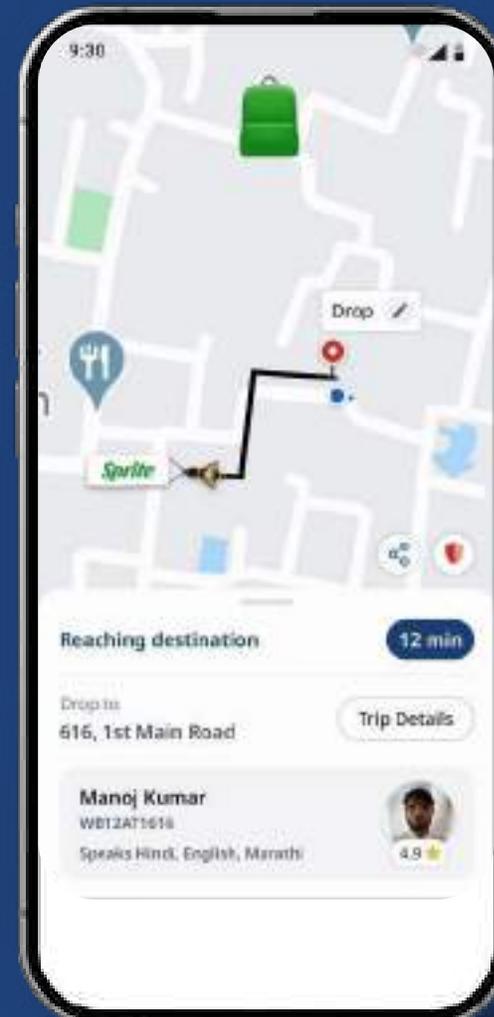
12%

CTR TO THE LANDING PAGE



98%

VIEWABILITY RATE



TRUSTED BY THE BEST

