

Wheelstreet.in – the online marketplace for motorcycle rentals is fueled by the fast growing ‘sharing economy’

- *A pioneer online, bike-rental aggregator is growing at a rapid pace.*

Be it a young man’s need to experience a bike ride to Goa with friends for a holiday or a middle aged man’s dream to ride Royal Enfield or an office-goer using a two-wheeler to commute to work – the option of renting a motor-cycle is catching up among the urban population. The trend of renting motorcycles to owning them, is fueled by factors such as shift in the customer’s preference to experience variety as well as the concept of sharing and becoming an integral part of the economy rather than owning.

People, social animals, are today more willingly subscribe to environmental protection and sustainable development and that means lesser pollution or fewer vehicles on road leading to ‘rent’ instead of ‘buy’. Economic drivers, recession and inflation are propelling individuals to scout for alternative options to rent goods and gadgets. Technological advancement with smart phones and easy online payment choices has made it simpler for people to use rental services at the click of a mouse!

Businesses are also getting constantly modified to suit the changing needs of customers, if they have to stay relevant. One such business venture is Wheelstreet.in.

A young professional, Pranay Shrivastava, while doing his undergraduate degree, used to rent out his bike to his friends and earn a few bucks as his pocket money. Years later, his school friend, Moksha Srivastava from Jhansi once shared with him, her disappointing experience while renting a ‘Scooty’ from a New Delhi vendor. After thinking through well, both of them, along with another common friend, Mrityunjay kumar, decided to start a venture in the bike-rental space. Upon gaining in-depth insights, both from the customers and vendors, they saw the bike-users’ need for choice of reliable vendors who are ethical, a platform where prices among different vendors could be compared in addition to availability of bike models, among other factors. This led them to create an online aggregator platform for two-wheeler rental space and Wheelstreet.in was born in June 2014. This New Delhi-based portal changed the way the space operated and within the first 40 minutes of it going live, one vendor Wheelstreet.in had partnered with, had over 10 bookings! An overjoyed trio, a delighted vendor and many satisfied customers, were key drivers for Wheelstreet.in to expand both on the operations front and the number of vendors they were partnering with. Bookings received, ranged from college-going crowd hiring big bikes to gain a little street cred, girlfriends and friends gifting people a ride on their dream machines, to people in the city on business trips hiring commuter motorcycles to get around the city. Soon, the word-

spread and Wheelstreet.in gained awareness among bikers in Delhi. With a good track-record in Delhi, the organization decided to set foot in Bangalore.

Today, Wheelstreet.in has its operations in Bangalore and New Delhi, processing over 1400 bookings on a monthly basis. It offers its customers a wide choice of motor-cycles to choose from. The portal has 1700 plus bikes listed including more than 50 premium bikes ranging from Harley Davidsons, Suzukis and Kawasakis to Hyosungs and Royal Enfields. The organization has a network of 15 channel partners or bike rental companies it has been associated with in Delhi. It aims at providing people in urban environments the ease of commuting without blowing a hole in their pockets. Wheelstreet.in does not just make life easier but also aims at fulfilling peoples dreams. It has been instrumental in fulfilling a lot of people's dreams of scaling the Himalayas or heading to the sunny beaches of Goa on two-wheels. Wheelstreet.in is changing the way people perceive this industry and the way it functions.

Wheelstreet.in aspires to be the torch-bearer for organizing the hitherto unorganized bike-rental industry across India.

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