

# Media Kit 2026

Media



# Transforming Workforce Commutes Since 2013

In 2013, **Sriram Kannan and Kavitha Ramachandragowda** identified a critical gap in enterprise mobility. Employee transportation was inefficient, fragmented, and lacked visibility. As workforces grew, commute management became more complex, with rising costs and safety concerns.

RouteMatic was built to change this by transforming transport from a manual, vendor-driven system into a technology-led, intelligent mobility platform.

## Today

RouteMatic is India's most trusted employee transport partner, powering AI led mobility for

**400+**  
Companies

**24+**  
Cities

Because moving people isn't just logistics.  
It is a responsibility.



# Our Story

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RouteMatic was founded on a simple belief: getting to work should not be the hardest part of anyone's day. What began as a small team obsessed with solving employee commute chaos has grown into a global platform powering mobility for hundreds of the world's most respected enterprises.

Today, **our integrated fleet and technology platform** orchestrates routes, vehicles, and drivers in real time, turning a complex logistics challenge into a seamless ride that employees love and operations teams trust.

We are a team of engineers, operators, and dreamers united by one mission:  
To make work transportation the safest, smartest, and most sustainable part of the workday.



With millions of rides, hundreds of enterprise clients, city-level precision, tech-driven safety, and measurable ESG impact, RouteMatic delivers mobility at scale with consistency, intelligence, and care in every journey.

# Our Foundation

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## Brand Vision

RouteMatic drives people and purpose by fostering trust and care in every journey. Through smart technology, we aim to create a happier, greener world.

## Brand Mission

To become the world's largest mobility marketplace, creating a 360° impact that moves every stakeholder forward with purpose and precision.

## Brand Essence

Powered By Intelligence. Driven By Care. Every journey at RouteMatic combines human empathy with intelligent innovation. We are creating mobility that's both thoughtful and transformative.

## Brand Promise

Safe, sustainable, and seamless corporate commutes that move lives forward.

# Core Values

Powered By Intelligence. Driven By Care.



## 01. Purpose-Driven Mobility

We move not just people or organizations, but aspirations, helping them reach not only destinations, but goals, dreams, and a better quality of life



## 02. Trust & Dependability

Every journey begins with trust. We earn it through consistency, safety, and integrity in every ride



## 03. Safety First

Physical, emotional, and digital safety is at the heart of every experience we create



## 04. Care for People and Planet

We treat every passenger and partner with empathy and dignity, and we treat our planet with unwavering responsibility



## 05. Innovation with Intention

We harness smart, reliable technology to simplify journeys and reduce everyday friction for people and planet



## 06. Integrity in Motion

We do the right thing, always, with transparency and responsibility guiding every mile

## 07. Sustainable by Design



Sustainability isn't an add-on for us. It's part of the journey. We're committed to green commuting and responsible mobility that protects the future

## 08. Well-being & Happiness



Our true success is measured not in kms, but in healthier, happier lives we help shape

## 09. Supportive Partnership



We are more than a ride. We are a companion in your journey of achievement and growth



# Company Snapshot

## 14+ Years of Innovation & Growth (2013–2026)

**2013**

### Product Launch

Nivaata Systems launched RouteMatic in Bengaluru

**2018**

### Fleet Operations

Started operations in Pune & Bengaluru

**2022**

### 150+ Enterprise Clients

Expanded across 15 cities and 250+ offices. Launched COCO Rides & Parking Solutions

**2025**

### \$40M Series C

Command centers & 1,500 EV target in top cities

**2015**

### \$1M Series A

Raised from Blume Ventures & VAMM Ventures

**2020**

### \$2M from Bosch

Strategic funding to accelerate growth

**2023**

### 200+ EVs & Profitable

Turned profitable, launched Car Rental Tech



### **2026: AI First Mobility**

From transport management to autonomous mobility orchestration

# Leadership Team

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Experienced leaders driving the future of employee commute



**Sriram Kannan**

*Founder & CEO*

- 13+ years building RouteMatic | Ex Texas | instruments
- MS, Indian Institute of Science (IISc)



**Kavitha Ramachandragowda**

*Co-Founder & Executive Director*

- 13+ years building RouteMatic
- MS in Computer Science from Cal State



**Arjun Bhojaraj Manipal**

*Chief Business Officer*

- 8+ years growing RouteMatic | Ex DLF, OYO
- MBA, Indian School of Business (ISB)



**Sandeep Padhi**

*Chief Operating Officer*

- 10+ years scaling RouteMatic | Ex Infosys, Genpact
- MBA, SP Jain School of Global Management



**Sharad Ajitsaria**

*Chief Financial Officer*

- 25+ years driving financial excellence | Ex EY, Flipkart, Solv
- CA, The Institute of Chartered Accountants of India (ICAI)



## Reason to Believe

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"With millions of rides, hundreds of enterprise clients, city-level precision, tech-driven safety, and measurable ESG impact, RouteMatic proves scale, reliability, and care in every journey."

Proven at scale, our systems have delivered exceptional on time performance, unmatched safety standards and measurable carbon emission reductions.



**Scale & Trust:** 5 million monthly rides, 400K+ monthly users, and 400+ enterprise clients across 24+ cities



**Performance Metrics:** 97% FOTA at the city level and a 24/7 command center for instant issue resolution



**Tech-Driven Safety:** Automated female escort rules, panic workflows, live deviation tracking, and digital compliance audits



**Tangible ESG Impact:** Deployed 400+ company-owned EVs, saving enterprises millions in fuel costs while cutting thousands of tons of emissions

## Our Investors



SHIFT4GOOD

BLUME  
VENTURES



 Rm SuperApp in 24 cities



# The Current Portfolio



CommuteOS is the intelligent operating system that powers RouteMatic's transport technology ecosystem.



Commute360 complements CommuteOS with a unified, end to end solution for managing every aspect of employee transportation.

#### Key Pillars:

- RouteMatic Operations Command Center
- Fleet Central

### 3. The Human Touchpoints (The Interfaces)

#### For Employees:

**RouteMatic SuperApp**

#### For Drivers:

**RouteMatic Partner**

#### Travel Desk/Rentals:

**RouteMatic Prime**



# Key Statistics and Proof Points



**0-5%**

No Shows



**4.9/5**

ESAT Score



**97%**

On-Time Arrival & Departure



**100%**

Process Compliance



**>5**

Global Data Security Certifications



**5-15%**

Cost Savings Achieved



**5 Min**

Routing Completed for 1000 User Shift



**2 Days**

Complete Billing Closure



**Zero**

Non-Conformity Findings



**100%**

Female Safe Drop Confirmation



# Customer Logos and Testimonials

Trusted by 400+ enterprises

Serving organizations across India, including 42 Fortune 500 companies



400K

Monthly  
Active Users

45K

Cabs

5M

Monthly Rides

24+

Cities


# Contact Information



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