



GTDC's Taxi App 'GOAMILES' set to launch next month

~2800 licensed taxi drivers express interest in joining the digital system~

Panjim, June 26: Goa Tourism Development Corporation's (GTDC) taxi app 'GOAMILES' is all set to launch next month. Currently the app is in final stages of testing in actual conditions. 2800 licensed taxi drivers in Goa have already expressed interest in using the app and the number is expected to grow further as passenger demands swell. The project is expected to bring relief to tourists looking for convenient modes of transportation.

Hon'ble Minister for Tourism, Mr. Manohar Aijaonkar said, "The launch of the app based taxi service in Goa is going to bring a revolutionary change in the transportation system for all stakeholders which includes taxi drivers, tourists and locals. I am confident that tourist taxi drivers across Goa will all join the digital system so that Goa does not lag behind other States where such systems are working successfully."

Hon'ble Chairman of Goa Tourism Development Corporation, Mr. Nilesh Cabral said, "We are launching a public information campaign to reach out to one million people in Goa to create awareness about our taxi app 'GOAMILES'. We are anticipating a huge response from the general public who will download and use the app for tourism purposes and daily commute as well."

Mr. Cabral added, "This app based taxi service aims to boost the digital economy, enable ease of travel for tourists and give taxi drivers better income. This initiative offers not only a brand new customer experience, but also makes taxi fare payment easy and secure." He further explained that the app would be one of the most quickest and convenient systems being implemented for the first time without pinching the pockets of the local Goan taxi drivers and making them partners in the digital system while giving amazing customer experience to tourists.

Mr. Utkarsh Dabhade, MD of GOAMILES opined, "GOAMILES enables passengers to request a licensed, professional taxi driver. They will get to know what they are paying for and where their cab is heading to on their mobile app. GOAMILES will help drivers to acquire more customers by operating and partnering with existing taxi companies."

GOAMILES is free for passengers to download on Android and iOS platforms. When passengers request a ride, the nearest taxi sees the location, confirms pick up and arrival time. Also anyone who has ever left a package in a taxi will be happy to know that the app has a "last driver" feature that connects passengers instantly with the driver so they can arrange to retrieve any articles left behind.

GOAMILES also gives passengers something they have never had before in GOA: the ability to rate their ride. If a driver gets consistent high ratings, he gets most business. "We want to ensure that GOAMILES passengers are served only by the best licensed and regulated drivers," said Cabral adding, "Our ability to let consumers rate their rides means that drivers will have to step up their level of service. Consumers will have a voice, and this will improve the taxi business for all."



GOAMILES also optimizes the use of taxis throughout the region by bringing cabs to underserved neighborhoods and eliminates the guessing game drivers have to play to find more fares. GOAMILES connects passengers with drivers, wherever they are, whether at the beach, middle of the town, or in a typically-underserved neighborhood.

Drivers embrace the GOAMILES model

Hundreds of taxi drivers have shown keen interest in the GOAMILES Driver Program. The GOAMILES team will be holding sessions to educate drivers about how best to use their GOAMILES Driver app to better serve the public and generate more business. Professional drivers can try the GOAMILES Driver with their regular KYC formalities and get started within minutes. After that, drivers can get unlimited number of GOAMILES pickups for as long as he indicates calling it a day.

Drivers will be given courses in etiquette, knowledge of tourist places, basic first aid, knowledge of culture and traditions of Goa so that they can emerge as Brand Ambassadors for Goa Tourism. GTDC is also likely to organize health insurance and scholarship schemes for family members of taxi drivers and the best rated drivers will be given cash awards every month.