Phanindra (Phani) Sama

redBus

“ I saw an opportunity to solve inefficiences in India's fragmented bus industry. ”

COUNTRY	Global
INDUSTRY	Industrials
EMPLOYEES	150
YEAR SELECTED	2009
WEBSITE	www.redbus.in

COMPANY SNAPSHOT

An engineer by training and an entrepreneur by drive, Phani is applying a technical problem-solving approach to inefficiencies in India’s fragmented bus industry. His Bangalore-based company RedBus offers a centralized bus ticketing system complemented by specialized customer service. The result: travelers can now use redBus to buy advance tickets for more than 5,000 routes across 15 states in India. RedBus’s sophisticated platform offers hundreds of low-tech, small scale bus operators access to an incredibly far-reaching sales platform –including Internet and mobile channels, as well as over 75,000 retail outlets.

The company has become the first and largest online travel agency offering bus tickets in India, currently selling 4,000 tickets per day. Phani has also become a national role entrepreneurial model. Among various distinctions, he has been named one of the top 5 most promising entrepreneurs in India (Businessworld, 2009) and Star Entrepreneur of the Year (3i Summit, Mumbai; 2009).

From a single idea to India’s largest bus ticketing company, redBus is an entrepreneurial success story with resonance around the world. It remains compelling proof that a young visionary with a strong engineering background can use technology and insight to create a competitive business and transform an industry.
Through its cutting-edge backend database, user-friendly front-end platform, and innovative management, redBus has redefined the travel landscape for India, setting a powerful standard for customer service and Internet business.