UBER INDIA: A BUMPY RIDE EXPERIENCE

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ABSTRACT

Uber began its function in India in 2013. Uber has been a follower of Ola. Uber is a highly profitable company and revenues are doubling every 6 months. It has far better expansion opportunities than most of the Fortune 500 companies. Opportunities and challenges abound for Uber. The study presents Uber’s business model, Uber V/S Ola in India, Problems Uber faces in India.

KEYWORDS: Uber, Ola, India, problems.

References: