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DELHI

Now, Delhi-based venture to help you book trucks using mobile application



The mobile application based cab booking business model has been a big hit in metro cities and has prompted a sudden increase in usage of taxis by daily commuters. Some of the reasons for this sudden success are believed to be reasonable pricing and quick availability on demand. Taking inspiration from the same concept, a mobile application based truck booking venture has been brought to the light of the day by Mavyn, a truck booking venture. The application has been connecting truckers with companies operating in various sectors like Fast-moving consumer goods (FMCG), lifestyle and E-commerce.

This venture initiates the process of connecting the trucker with the company by verifying credentials at both ends. This is critical because the business operates on a post paid module, where the shipper has to pay zero advance to the trucker and payment is made only after getting proof of delivery.

Mavyn's concept benefits all four stakeholders of the trucking industry - shippers, truckers, drivers and partners. The model provides lowest freight rates at a minimal operational cost in the industry.

The company is the brainchild of Sachin Haritash who has been previously associated with the Chetak group, a pioneer in logistics and supply chain solutions in India. Haritash, who was formerly director of Chetak Logistics, commercially began the operations of Mavyn about a year ago. He believes that instant availability of trucks and handsome returns to the truckers will ensure that the platform soon becomes a rage among the trucking community.

'The main motive behind this venture is to make trucking a white collared job and to ensure that every stakeholder involved in the industry is provided with proper margins and value to survive and flourish,' said Haritash.

The Mavyn app allows guaranteed lowest freight rates for the day, along with guaranteed booking within six hours, live tracking through GPS and 24X7 access to the shipper about their shipment.

Currently operating in 'line long haul' segment Mavyn only caters to services on long routes along with a heavy load option of at least 9 tonnes. But according to Haritash the company is focusing on increasing its truck base and targets inclusion of 60 thousand vehicles by 2020, which will allow the company to provide services on shorter distances also, with lighter weights.

'The company has already tied up with more than 14 shippers, 600 truckers and has over 1200 trucks registered on its portal. But we are aiming to have 60 thousand vehicles by 2020. This will increase the current shipments from 225 per month to 500 shipments in the coming future,' Haritash added.

With its headquarter in Delhi, the company operates digitally and promotes paperless transactions.

'We have been the first in the field to introduce digital proof of delivery (PoD) feature, which allows the trucker to digitally provide us with the PoD and we in return transfer the payments within 36 hours of raising the PoD,' added Haritash

FUTURE PLANS

The venture is focusing on increasing its truck base and targets inclusion of 60 thousand vehicles by 2020, which will allow the company to provide services on shorter distances also, with vehicles having a lighter weight

Dailyhunt

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