

Ola launches cashless rides on auto rickshaws

DIGBIJAY MISHRA & ITIKA SHARMA PUNIT
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Your next ride via the Ola app in an auto rickshaw could be cashless. In its attempts to leverage technology and attract more users, Bengaluru-based Ola (formerly Ola Cabs) has launched cashless rides on auto rickshaws.

The Bhavish Aggarwal-led firm has launched Ola Money, a 'wallet', through which one can pay for the rides. In the

BUILDING ITS PRESENCE

- It is offering a cashback of ₹100 on the first Ola auto ride, according to its website
- Ola does not allow pre-reservation of autos and the booking needs to be done only via the 'Ride Now' option
- The service is available only on the firm's app

case of Ola, unlike Uber, the wallet is its own and not a third party tie-up such as Paytm. The service will leverage

Ola Wallet, which can be topped up through a credit card, debit card or online banking. At the end of a trip, if the commuter conveys to the driver that she or he wishes to pay from his Ola Wallet, the commuter will receive a four-digit authentication code via SMS, which can then be shared with the auto-driver and the transaction would be completed. Through this cashless service, a user can make partial or complete payment for the trip.

"Ola Money doesn't get automatically debited, and the customer has the choice to pay for the ride in cash," the company said in a note to users on Tuesday. "By sharing the authentication code with the driver, you are agreeing to pay the respective amount to the driver in Ola Money. If you don't receive the SMS due to a network issue, we request you to pay the driver in cash. Your Ola Money will not be debited." The convenience charge of ₹10, charged by Ola on all auto rickshaw bookings, will remain in this transaction as well.

Gamesa retains top position in wind energy installations in India

Spanish wind energy turbine maker Gamesa has retained top position for a second year in row for the highest number of grid-connected installations in India. Suzlon and Wind World India took the second and third spot respectively. The rankings were released by Danish firm Make Consulting, which analyses the wind energy market globally.

In 2014, about 2,300 Mw of wind energy was added in India a growth of 27 per cent over 2013, when 1,800 Mw was added. Gamesa accounted for a quarter of all grid-connected installations with a market share of 25 per cent in 2014. Suzlon and Wind World India achieved 21 and 15 per cent, respectively. "We plan to add 1,000 Mw installations in India this year and acquiring business from inde-

pendent power producers. With favourable policies, growth will be easier," said Ramesh Kymal, managing director of Gamesa in India.

Suzlon, which earlier in the year, sold its German subsidiary Senvion, to US-based private equity Centrebridge, did not figure in the global top 15 turbine makers in 2014 but Senvion stood at 13th

place. Suzlon was ranked fifth globally in 2013. Suzlon has contested the report findings. "The report has misrepresented Suzlon group installations. It has only considered stand-alone figures of Suzlon and Senvion for 2014. However, the agreement to sell Senvion was signed in January," a Suzlon spokesperson said.

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Fans, cookers with fake 'Mahindra' trademark seized in Andhra Pradesh

Utility vehicle maker Mahindra & Mahindra recently announced the seizure of goods from a fan manufacturer in Secunderabad for illegally appropriating the 'Mahindra' trademark and selling goods under the same brand name.

One M/s Mahindra Industries was engaged in the manufacture and trade of electrical goods such as fans, induction cookers, mixer-grinders, electric irons under the brand name of 'Mahindra Deluxe' within the State of Andhra Pradesh. On ascertaining the activities of M/s Mahindra Industries through private investigation, M&M filed a trademark infringement suit before the Bombay High Court against the said firm for infringement of its well-known trademark, 'Mahindra'. The raid uncovered materials including ceiling fans, printed cartons, packaging material, warranty cards, name plates, stickers, etc, bearing the mark Mahindra.

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Theme-based Awards		
Category	Company Name	Award
Best Rural Exporter	Olam Agro India Limited	Winner
	Trident Limited	Runner-up
Most Innovative Exporter	Arjuna Natural Extracts Limited	Winner
	Garware-Wall Ropes Limited	Runner-up
Best SEZ Exporter	Himatsingka Seide Limited	Winner
	Indofil Industries Limited	Runner-up
Best Focus Product Exporter	Wellknown Polyesters Limited	Winner
	Shakti Pumps (India) Limited	Runner-up
Best Focus Market Exporter	TVS Motor Company Limited	Winner
	Thermax Limited	Runner-up
Best Diversified Exporter	Vedanta - Sesa Sterilite Limited	Winner
	Trident Limited	Runner-up
Exporter with Best Risk Management Practices	Olam Agro India Limited	Winner
	Rubamin Limited	Runner-up
Most Socially Responsible Exporter	TVS Motor Company Limited	Winner
	Shree Ramkrishna Exports Private Limited	Runner-up

Special Awards		
Category	Company Name	Award
Best Manufacturer Exporter	Serum Institute of India Limited	Large
	Precision Camshafts Limited	Medium
	Ashish Life Science Private Limited	Small
Best Services Exporter	S S Gas Lab Asia Private Limited	Micro
	Tata Consultancy Services Limited	Large
	Satyam-Venture Engineering Services Private Limited	Medium
Best Trader Exporter	Mindfire Solutions	Small
	Gislen Software Private Limited	Micro
	Welspun Global Brands Limited	Large
Best Overall Exporter	V.S. International Private Limited	Small
	Sai Exports	Micro
	Tata Consultancy Services Limited	Large
Best Overall Exporter	Precision Camshafts Limited	Medium
	Mindfire Solutions	Small
	Gislen Software Private Limited	Micro

Best Woman Entrepreneur Exporter		
Name	Company Name	Award
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