

## Crisis Communication

### **Introduction:**

Vogo, a scooter rental startup based in India, faced significant challenges during the COVID-19 pandemic. Like many businesses, it experienced a downturn in demand, negative media coverage, and operational hurdles. However, through strategic decision-making and innovative solutions, Vogo not only weathered the storm but also emerged stronger, demonstrating resilience and adaptability in the face of adversity.







### **Crisis Situation:**

In 2020, the COVID-19 pandemic swept across the globe, causing widespread disruptions to economies and businesses. As lockdowns were imposed and travel restrictions implemented, Vogo, which relied heavily on mobility services, faced a sharp decline in demand for its scooter rental services. Negative media coverage further exacerbated the situation, portraying the company as struggling and uncertain about its future prospects.

**Crisis communication strategy Implemented:** Transparency and Proactive communications

**Messaging focused on enhanced safety measures:** In response to growing concerns about health and safety, Vogo implemented stringent hygiene protocols and safety measures across its fleet. This included regular sanitization of scooters, provision of hand sanitizers, and mandatory use of masks for both customers and staff. By prioritizing the well-being of its users, Vogo instilled confidence and trust, thereby mitigating fears associated with using shared transportation during the pandemic.

**News release strategy that focuses on additional and upgraded services like home-delivery of scooters with sanitized kits. Received nationwide media coverage**

<p> The News Minute</p> <p><b>Vogo resumes services in Bengaluru, offers home-delivery of sanitised bikes</b></p> <p>Vogo, an on-demand scooter &amp; bike rental service provider, has announced that it is resuming its operations in Bengaluru on Thursday.</p> <p>May 21, 2020</p>	
<p> The Financial Express</p> <p><b>Vogo to home deliver rented scooters with sanitization kits</b></p> <p>Vogo is also distributing sanitization kits to their customers which includes hand sanitizer, gloves, solutions to sanitize the bike and a cleaning cloth.</p> <p>May 21, 2020</p>	
<p> HT Auto</p> <p><b>Bike rental services offer long-term plans, home delivery of sanitised bikes</b></p> <p>From long-term rentals to home delivering sanitised bikes, bike rental platforms like Bounce and Vogo are undertaking a slew of measures to woo customers as...</p> <p>May 22, 2020</p>	

**Participated proactively in industry stories where we focused on our growth and future plans.**

## **BT Buzz: Bike rentals back in vogue as Vogo, Bounce regain 30% of pre-COVID business**

To retain and sustain this demand, bike rental start-ups are emphasising on two things - one, change in business model, and the another, focus on sanitisation

Anand Ayyadurai, Founder & CEO of Vogo points out that going by the hypothesis based on what happened in China where bicycle and bike rentals space picked up much quicker than cabs, even in India the bike rental space has been picking up much faster than the rest. "From this month itself we will be at 30 per cent of where we were during pre-COVID era, and in the next one or two months, we should be back to our pre-corona traffic. For me the following three months are where we shall see growth opportunity to expand customer base and fleet," says Ayyadurai. Yulu's Co-founder and CEO Amit Gupta

## **How bike rental startups in India are pivoting to tide over the pandemic**

*While Bounce and VOGO plan to convert their fleet to electric vehicles, Rapido is focussing on operational efficiency to adapt to different business models.*

On the post-COVID recovery, Anand says VOGO has already achieved 40% of its pre-COVID volumes post lockdown.

He added, "Also to align our offerings with the 'new normal', we have recently introduced two new first-of-its-kind features on our platform for our customers- home-drop service and a 4-step sanitising process. We have also launched two new services i.e. VOGO NOW and VOGO KEEP, which offers short term and long-term rentals respectively, and have received an overwhelming response. Till now, around more than 50% of the customers have booked for renewals and 30% of them have ordered for delivery to home."

## **Bengaluru: EVs on mind, rental mobility firms sell used vehicles at big discount**

Christin Mathew Philip / TNN / Updated: Jul 13, 2020, 14:50 IST

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Anand Ayyadurai, co-founder and CEO of Vogo, said: "We have outlined a plan to increase EVs on our fleet and are planning to phase out petrol scooters to strengthen our commitment to electric mobility".

## **Fear of public transport fuels surge in electric scooter sharing in Bengaluru**

By Christin Mathew Philip / Updated: Oct 30, 2020, 23:21 IST

Anand Ayyadurai, co-founder and CEO, Vogo, said: "We are strengthening our commitment towards the environment and reducing carbon footprint by bolstering our EV fleet. We have around 350 electric scooters on our platform and we aim to become a 100% electric mobility solution provider."

## **Results:**

Despite the challenges posed by the COVID-19 pandemic, Vogo emerged stronger and more resilient, thanks to its strategic initiatives and innovative solutions. With a renewed focus on agility, adaptability, and customer-centricity, Vogo remains poised to capitalize on emerging opportunities and solidify its position as a leading player in the mobility sector in India.

### ***Successfully Secured Forbes India Feature Interview Story***

#### **'We will see fundamental changes in the way people commute': Vogo CEO**

Volumes of longer-term rentals are surging as commuters seek the combination of safety and personal use, avoiding multiple users of the same scooters, says Anand Ayyadurai

### ***Secured another product & Tech feature story***

#### **[PRODUCT ROADMAP] HOW BIKE RENTAL PLATFORM VOGO TAPPED IOT FOR SCALE AND AUTOMATION**

A product roadmap clarifies the why, what, and how behind what a tech startup is building. This week, we take a closer look at Bengaluru-based bike rental startup Vogo, which claims to have grown over 60x and clocked five million rides.