

# **CabBazar Redefines Intercity Travel in India with True One-Way Pricing and Deep Tier-2, Tier-3 Reach**

Category: Business

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In a country where intercity travel is often synonymous with complex pricing, limited availability, and last-minute surprises, **CabBazar** has steadily emerged as one of India's most reliable intercity cab platforms. Founded eight years ago as a bootstrapped venture, the company today operates across 3,000+ cities, has completed over 10 lakh rides, and has crossed Rs. 70 crore in annual revenue, marking a significant milestone in India's mobility ecosystem.



**Rishabh Gupta, Amit Dhall & Deepanshu Rustagi identified a gap in one way and outstation mobility & founded CabBazar**

CabBazar's growth story mirrors the evolution of intercity travel in India itself. What began as an attempt to simplify outstation cab bookings has now become a full-stack mobility platform catering to metros, Tier-2 cities, and a vast network of Tier-3 towns that are often underserved by large ride-hailing players.

### **Outstation Taxi matlab CabBazar**

YouTube link: [youtu.be/NbJ0aDxqgPM?si=3QoUQt7GXhXX3Zj9](https://youtu.be/NbJ0aDxqgPM?si=3QoUQt7GXhXX3Zj9)

## Pioneering True One-Way Intercity Cabs

One of CabBazar's most defining contributions to the industry has been the introduction of true one-way intercity cab pricing in India. At a time when travelers were forced to pay for return journeys even when they didn't need them, CabBazar challenged the norm by allowing customers to pay only for the distance they actually travel.

Another shift shaping intercity mobility is the changing attitude of Gen Z toward ownership. Increasingly, younger travelers are prioritising experiences over assets, choosing flexibility and freedom instead of long-term commitments such as owning a car. One way pricing perfectly suits such travellers best.

This model not only reduced costs for travelers but also set a new industry benchmark. Over the years, [one-way intercity cabs](#) have moved from being a niche offering to an expected feature, a shift that CabBazar was instrumental in driving.

Taking this a step further, the platform now enables **one-way, multi-city travel**, allowing customers to stop at multiple destinations on a single one-way trip. This flexibility has found strong traction among business travelers, families, and long-distance tourists who prefer customized routes over rigid point-to-point travel.

## Transparency Over Surprises: The Rise of All-Inclusive Pricing

Pricing transparency remains a key decision factor in India's highly price-sensitive travel market. [CabBazar](#) offers both tax-inclusive and tax-exclusive pricing, giving users control over how they want to plan their expenses.

Interestingly, internal data shows that nearly 5 out of 10 customers now opt for all-inclusive pricing, preferring a single, upfront fare that covers tolls, taxes, and driver charges. The appeal is simple: no last-minute costs, no confusion, and no uncomfortable conversations at the end of a journey.

This shift reflects a broader consumer trend across India's digital economy, where predictability and clarity increasingly outweigh marginal price differences.

### **Speed, Scale, and Reliability**

In an era of instant gratification, CabBazar has optimized its platform for speed and simplicity. From selecting cities to completing checkout, a cab can be booked in under 30 seconds, making it one of the fastest booking flows in the intercity segment.

Operationally, the company handles 800 to 1,000 rides daily, supported by a large network of verified driver partners. While many mobility platforms remain metro-centric, CabBazar's strongest presence lies beyond India's largest cities. Its deep penetration into Tier-2 and Tier-3 locations aligns with industry estimates that a significant share of India's next phase of travel demand will come from non-metro regions.

### **Value-Added Services for Real-World Travel Needs**

Beyond pricing and availability, CabBazar has focused on

solving everyday travel pain points. Services such as assured luggage carriers and pet friendly options ensure that customers travelling with extra baggage or with their furry family are not left guessing about vehicle suitability or extra baggage.

Coupled with a lowest price guarantee, these features have helped CabBazar build trust among repeat users who often compare multiple platforms before booking.

### **Building from a Tier-2 City, Creating Inclusive Employment**

While many startups centralize operations in metros, CabBazar's primary operational office is located in a Tier-2 city in Uttar Pradesh. This decision has enabled the company to generate meaningful employment outside traditional startup hubs.

Notably, 50% of CabBazar's workforce comprises women, with a 24x7 customer support team operating from our support office. The company has actively invested in creating a safe, inclusive, and professional work environment, demonstrating how tech-enabled businesses can decentralize opportunity without compromising service quality.

### **A Bootstrapped, Profitable Growth Story**

CabBazar's journey has been defined by experimentation and resilience. Over the years, the company tested multiple business models before refining its focus on intercity and outstation mobility. Today, it stands as a bootstrapped and profitable enterprise, with profits growing year on year which

is a rarity in a sector often driven by heavy discounting and cash burn.

According to **Rishabh Gupta, Founder, CabBazar**, “*India is a price-sensitive market, and it's important to deliver genuine value, not just discounts. Every service we build is designed around how India travels today, focusing on transparency, flexibility, and expanding reliable last-mile connectivity across the country.*”

Co-founder **Amit Dhall** adds, “*Being profitable has allowed us to grow sustainably, invest in our people, and build features that genuinely improve the travel experience, especially for users outside metro cities.*”

### **Looking Ahead: Connecting Drivers and Demand More Efficiently**

As part of its next phase of growth, CabBazar is working on a B2B marketplace initiative aimed for travel agents, tour companies, drivers, and fleet owners to work together.

CabBazar has over 2.5 Lakh fleet partners and identified a pressing gap of unorganised communication and networking on Whatsapp. TaxiMarket, as a SaaS platform, helps drivers forward a taxi requirement they can't fulfill and earn commission, in exchange for a small fee.

