

Rickshawpedia New Advertising Concept of Auto Rickshaw Video Ads Launched in Indore



Indore, Madhya Pradesh May 19, 2023 ([Issuewire.com](https://www.issuewire.com)) - [Rickshawpedia](#) brings a transforming advertising concept in Indore. Due to concerns about spreading awareness and building the brand, there has been an increase in the demand for digital options in the world. As a result, the digital sector is seeing success with a number of advertising alternatives. Rickshawpedia, an Indore-based auto rickshaw video advertising startup creating a brand new concept of offline marketing, are meant to

break down the other advertising tricks, which are becoming more and more common.

Rickshawpedia launched in Indore, sets itself apart by funding the brand itself by two businessmen as a partner, installing the device inside the auto-rickshaw, creating brand awareness for their clients and begin to generate income.

Prabal Raverkar and Sumit Kaushal began their software development company named Young Decade IT Software Solution in Indore. They claim that every time they meet with company owners, they discover that they all share the same problem: a lack of brand awareness to expand their operations. After getting research about the topic they find auto-rickshaws to be the best option in Indore to start the operation. But they want to start with something different because auto-rickshaw banners are not that useful.

Prabal made the decision to move on to the idea of launching their own firm named Rickshawpedia because he believed they could do much more to assist these startups and new businesses in Indore and the surrounding areas in establishing a successful business.

There were no such auto-rickshaw video ads startups in Indore, and Sumit observed a significant lack of advertising and spreading their messages for these entrepreneurs at a comparably cheaper price.

In April 2023, Prabal established the video auto rickshaw ads Rickshawpedia. According to Prabal, "many businesses had no idea how to enhance their operations through auto-rickshaws." Additionally, he discovered that business owners of the small fashion businesses who were eager to expand their operations locally did not want to be bound by any advertising agency and instead desired to forge their own unique identities. For each new company or business, Rickshawpedia tailored videos, in Prabal's opinion, is its strongest suit. Each firm will require a distinct approach, so we meet down with entrepreneurs to determine what type of video would work for them, he adds.

Prabal and Sumit always wanted to be a part of the startup journey where they could offer other crucial contributions that aid entrepreneurs in expanding their companies. Currently, Rickshawpedia has clients in the e-commerce, healthcare, and education industry.

The firm has so far collaborated with 1000+ auto-rickshaw drivers. There are many different types of plans they serve including small, medium, and large businesses. Although there are other advertising companies in Indore, Rickshawpedia aims to set itself apart.

According to Prabal, "We do not want to overburden them (customers) with high retainer fees and take the chance of partnering with them to grow their businesses."

As Rickshawpedia is prepared to invest in their journey, "We take this leap of faith," adds Sumit. He claims that in the next few years, the firm will grow by over 100%. The firm has benefited from the acceleration of the move to local areas of Indore. Despite Rickshawpedia launched in Indore, the company has been successful in attracting and keeping talent.

According to Prabal, his coworkers are enthusiastic about the chance to work closely with startup founders. It has a staff of fifty. The self-funded auto-rickshaw video ads business has always been successful and has attracted the interest of various inbound investors, but has not yet decided to proceed and get funding. When asked about the startup's future goals, Sumit states that it would want to enter major metropolises like Mumbai, Gurugram, and Delhi-NCR because these cities have been sending it a lot of inquiries. Customers appreciate that we are ready to take chances with them, and our

tailored approach is assisting them in spreading their message, adds Sumit.



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