

Beat: Technology

AMERICAN COMPANY UBER TO SPEND 1 BILLION DOLLARS IN INDIA BEING A BIG PRIORITY

IN INDIAN MARKET OVER THE NEXT 9 MONTHS

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USPA NEWS - INDIA is one of UBER's big priorities, along with CHINA. The global transportation service company UBER is investing one billion dollars into the Indian market over the next 9 months. INDIA is the second largest market for UBER, offering different services in 18 Indian cities, according to LA TIMES.

UBER Indian president AMIT JAIN, said to LA TIMES that, with the investment and the strong rate of growth, UBER could expect to hit over one million trips a day in the next six to nine months. In December 2014, the UBER service in INDIA was suspended after a driver was accused of sexually assaulting a passenger in New Delhi. The new funds will be used to launch operations in new cities and developing payment solutions and products.

UBER is an American international transportation network company, headquartered in San Francisco, California. The company develops, markets and operates the UBER mobile app, which allows consumers with smartphones to submit a trip request which is then routed to UBER drivers who use their own cars.

Since UBER's launch, several other companies have copied its business model. The legality of UBER has been challenged by governments and taxi companies, who allege that its used of drivers who are not licenced to drive taxicabs is unsafe and illegal. Nevertheless, UBER has been an international assure in popularity because of lower prices and convenient service.

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