

Bookmycab.com introduces **‘HAPPY HOURS’ for taxi rides**

- *Passengers will end up paying Rs 50 less for each taxi ride booked between 11 am and 6pm from Monday to Friday*

Mumbai, 21st November 2014: Bookmycab.com, the popular call cab services of Mumbai, has introduced ‘Happy Hours’, a discount scheme for taxi services within the city limits during non-peak traffic hours.

The new discount offer makes taxi travel cheaper than even auto rickshaw rides. Considering the average trip distance is within 20 kms, Boomycab.com is offering a base fare of Rs 11.50 per km or lower. The base fare of auto rickshaws in Mumbai is Rs 17. The discount offer will be valid till **20th Dec** and would be applicable to all city travels within the distance of 20 kms between 11 am and 6 pm from Monday to Friday.

Passengers can book taxis for any destination within the city by calling on the number 022-61234567 of Bookmycab.com’s 24-hour call centre, or logging on to the website or even using their mobile phones by downloading the user-friendly Android mobile app. The various in-city services offered Bookmycab.com include point-to-point travel within the city, fixed-route services, airport transfer and railway station transfers.

Founded in 2012, Bookmycab.com has the distinction of being the first call cab service provider in India to introduce in Mumbai call taxi services for the ubiquitous ‘kali-peeli’ or black & yellow taxis and ‘Cool Cabs’ at normal metered fares.

The services of Bookmycab.com today boasts of over 5000 registered cabs offering comfortable and affordable taxi travel in multiple cities across India, including Delhi, Kolkata and Hyderabad. The fleet comprises mostly new taxis of mid-range hatchback, MUVs and sedan cars, which ensures a comfortable ride for passengers.

The company recently acquired cabonclick.com in Hyderabad to make its entry in Southern India.

About Bookmycab.com:

Bookmycab.com call taxi service is run by LiveMinds Solutions, an initiative of IIT Mumbai alumni. Bookmycab.com emphasizes upon reliability and affordability, customized service suiting customer requirement and, heightened customer service by devising systems, processes and technologies that deliver a reliable interface.

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