

Success Story

Unthinkable helps Autoload disrupt the Indian logistics market by building an Uber for trucks.

Customer

Autoload

Country

India

Industry

Logistics & Supply Chain

About The Client

Autoload is a leading name in India's logistics sector. It's known for disrupting the transportation system with an online platform that connects manufacturers with transporters on demand. The platform is known as Uber of the logistics industry in India with more than a million transporters and thousands of manufacturers registered on it.

Technology Stack



Business Situation

The transportation industry in India is highly fragmented with the majority of small fleet owners. This makes it challenging for the manufacturers to find transporters (truck owners/fleet owners) within the vicinity and connect with them for consignment delivery. Transporters, on the other hand, endure a high cost of repositioning and maintaining the empty truck during a return journey.

To address such challenges in the transportation industry (and many others), Autoload wanted to develop a mobile platform where manufacturers and transporters can interact with each other, share their requirements, and fulfill them.

On understanding the business requirements of Autoload, team Unthinkable defined the timeto-market, the technology stack for development, the methodology for project management, recommended GPS tracking system integration, and created user stories.

The Solution

Unthinkable developed a mobile app with two user logins- one for the transporters and another for the truck owners. The app enables transporters across India to hire truck(s) and empowers truck owners to conveniently find onward and return loads.

Manufacturer App Highlights:

- ✓ Users can discover verified, third-party truck drivers in the vicinity and book them
- ✓ There is transparency in prices, payments made, and operations
- ✓ Nationwide availability of hundreds of verified trucks with required details
- ✓ The users can ensure the safe delivery of consignment with GPS-enabled tracking

Transporter App Highlights:

- ✓ Users can get automatic load suggestions based on the location of the truck
- ✓ With more visibility, the drivers have a higher probability of return load
- ✓ The pricing engine at the backend ensures a fair ride-price is suggested
- ✓ The app checks and suggests the most suitable route for a ride
- ✓ Real-time management of multiple rides through a mobile interface

The Impact

Autoload has established nationwide operations in a short span of time. Over 200,000 truck owners and over 1000 large and mid-sized transporters have been registered in the platform within one year of the launch.



Is there a digital platform you want to build or take to the next level?

Setup a personalized consultation with our technology expert.

Let's Talk