

Book bus tickets on the mobile now!

redBus launches mobile booking for bus tickets

Bangalore, Karnataka, May 19, 2008 /[India PRwire](#)/ -- redBus (www.redBus.in) today announced the launch of its mobile application to enable customers to book bus tickets on the mobile phone. To enable this feature, redBus is using the ngpay technology (www.ngpay.com). This addition makes redBus the first bus tickets company to provide such a feature in India.

To avail of this feature, customers who have GPRS enabled on their mobile phone can download the application that has various service providers like redBus, Makemytrip.com, IRCTC, Yatra.com, HDFC Bank, Fame cinemas and Air Deccan among others.

On the occasion, redBus CEO, Phanindra Sama said, **“Mobile phone penetration in India is over 200 million and is growing at an unimaginable pace. Being present on customers’ mobile phones is an excellent medium in terms of offering convenience. We believe that the future of the internet is on the mobile. I am extremely excited and expectant of a great response from customers to take to this feature.”**

Mayank Bidawatka, redBus Head-Marketing, said, **“We have been setting benchmarks in innovative features in this industry, and this one is another feather in our cap. This mobile application will take booking bus tickets to another level. GPRS connectivity has become affordable and this application comes at no additional cost to the customer. We are very confident that customers will take to this application.”**

Transactions on ngpay adhere to the highest security levels and allay the fear of customers who hesitate to share their card details on the mobile. In fact, ngpay claims that transactions on their application are safer than ATM transactions!

Notes to Editor

About redBus

redBus is India’s first and largest online bus tickets company. It has a national presence, with its headquarters at Bangalore. redBus can be accessed on www.redBus.in or at any of their 9 call centers in Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Mumbai, Pune, Vijayawada or Vizag.

Customers get the advantage of choosing their seats online, getting tickets home delivered for over 270 bus operators and over 3600 routes in the country.

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