

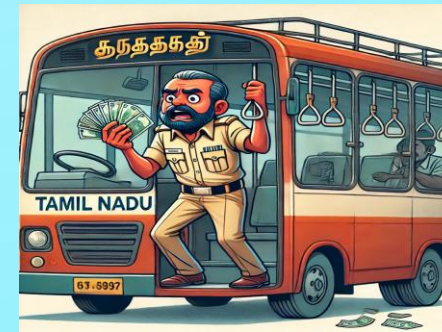
THOORAN – A SMART WAY TO TRAVEL FOR EVERYONE

"MAKING BUS TRAVEL CASHLESS, SEAMLESS, AND ACCESSIBLE"

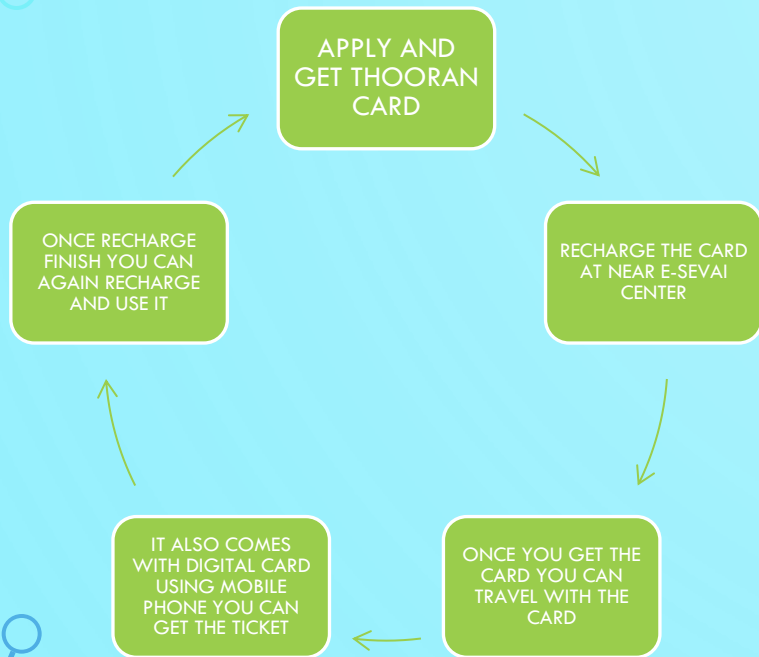


PROBLEM STATEMENT – CHALLENGES IN BUS TRAVEL

- **PASSENGERS STRUGGLE WITH CARRYING EXACT CHANGE**
- **CROWDED BUSES MAKE TICKET BUYING DIFFICULT**
- **CONDUCTORS FACE CASH HANDLING ISSUES & REVENUE LOSS**
- **LIMITED DIGITAL PAYMENT OPTIONS AVAILABLE**



THOORAN – THE SMART & CASHLESS TRAVEL SOLUTION



FEATURE

QR CODE TICKETING

DIGITAL & PHYSICAL RECHARGE

AFFORDABLE & EASY TO IMPLEMENT

HOW IT WORKS

SCAN QR CODE INSIDE BUS TO PAY

RECHARGE VIA MOBILE APP OR AT E-SEVAI CENTERS

NO NEED FOR EXPENSIVE NFC HARDWARE

WHY IT'S POWERFUL

INSTANT & HASSLE-FREE!

WORKS FOR EVERYONE!

MAKES ADOPTION FASTER!

WHY THOORAN? KEY BENEFITS & DIFFERENTIATION

Feature	Existing System (Cash Tickets)	Thooran QR Code Travel Card
Ticket Payment	Cash only, needs exact change	QR code scanning, digital payment
Accessibility	Only for cash users	Works for both smartphone & non-smartphone users
Recharge Options	No recharge system	Recharge via UPI, e-Sevai, shops
Fraud Prevention	Fake tickets possible	Transparent & recorded transactions
Convenience	Slow cash handling	Fast, hassle-free travel experience

THOORAN IS THE FUTURE OF TAMIL NADU'S PUBLIC TRANSPORT – SAFE, SMART, AND CASHLESS

MAKING THOORAN A REALITY – FEASIBILITY & NEXT STEPS

Phase 1 – Pilot Testing (0-3 Months)

- **Launch a small-scale pilot in one city (Chennai or Coimbatore)**
- **Work with TNSSTC (Tamil Nadu State Transport Corporation)**
- **Deploy Thooran Cards at e-Sevai centers & online platforms**
- **Collect feedback from passengers & conductors**

Phase 2 – Government & Public Adoption (3-6 Months)

- **Expand Thooran to multiple cities & major bus routes**
- **Partner with government transport authorities**
- **Start awareness campaigns for passengers**
- **Build a secure backend system for ticket verification**

Phase 3 – Private Bus & Metro Expansion (6-12 Months)

- **Integrate with private bus operators & metro rail**
- **Expand to suburban trains & shared autos**
- **Improve recharge options via UPI, Paytm, and digital wallets**
- **Introduce special discounts & incentives to increase usage**