



Bharat Taxi Customer Mobile App Launched in Kanpur, Strengthening Cooperative Mobility Ecosystem

Kanpur, 20-07-2026 Bharat Taxi's customer mobile app was launched today in Kanpur in the presence of CEO Bharat Taxi, Col. Himanshu, marking another significant milestone in the Government of India's cooperative mobility initiative. This rollout strengthens the vision of building a smart, inclusive, and sustainable transportation ecosystem that benefits both drivers and commuters while promoting technology-driven mobility solutions across the city.

The enthusiastic participation of Kanpur's drivers highlights the growing trust in the cooperative model and its potential to reshape urban mobility. With three thousands of Sarathis already joining the platform, Bharat Taxi is gaining strong momentum as a people-centric solution that prioritizes driver welfare while offering reliable transport choices to the public.



With the launch of the customer app, Kanpur commuters can now access Bharat Taxi's full range of services, including bike taxis, auto-rickshaws, and cab taxis. Passengers will enjoy affordable fares, zero surge pricing even during peak hours, transparent fixed rates, an SOS emergency feature, dependable local drivers, and enhanced customer support. By providing safe, comfortable, and cost-effective rides, Bharat Taxi aims to become a dependable alternative for daily commuting, last-mile connectivity, and city-wide travel, ensuring a seamless experience for users while supporting the welfare of its driver community.

With the launch of Bharat Taxi's customer app, Kanpur is set to witness a significant transformation in urban transportation for both residents and visitors. As one of Uttar Pradesh's largest commercial and industrial hubs, the city experiences high demand for reliable and efficient mobility solutions. Bharat Taxi's services are expected to make commuting more seamless, safe, and convenient by offering accessible and dependable transport options for daily travel, business commutes, and last-mile connectivity. This initiative supports the city's growing mobility needs while reinforcing the vision of creating a sustainable, inclusive, and people-centric transportation ecosystem that benefits commuters and empowers local drivers.

Vivek Pandey, COO of Bharat Taxi, said, *"The participation of Kanpur's auto-rickshaw and taxi unions underscores the importance of cooperative platforms in advancing driver welfare and building sustainable solutions for urban mobility. With Kanpur joining the Bharat Taxi network, the movement continues to grow at a phenomenal pace—with over 8 lakh registered vehicles and more than 41 lakh users already connected across India. Bharat Taxi is now emerging as the world's largest cooperative mobility initiative."*

Kanpur now becomes part of a rapidly expanding movement that is strengthening its presence across major urban centres, including Delhi NCR, Gujarat, Chandigarh, Jaipur, Pune, Mumbai and Lucknow. This steady growth reflects the increasing acceptance of cooperative, platform-based mobility models among both drivers and commuters. It also highlights the need for inclusive transport systems designed to serve everyone, ensuring that urban mobility evolves in a way that is equitable, reliable, and people-focused.

About Bharat Taxi

Bharat Taxi (Sahakar Taxi Cooperative Limited) is a multi-state cooperative society of Sarathis built on the principles of fair earnings, shared ownership, and dignified livelihoods for drivers.

The platform is supported by leading national cooperative institutions, including National Cooperative Development Corporation (NCDC), Indian Farmers Fertiliser Cooperative Limited (IFFCO), Gujarat Cooperative Milk Marketing Federation (GCMMF), Krishak Bharati Cooperative Limited (KRIBHCO), National Agricultural Cooperative Marketing Federation of India (NAFED), National Bank for Agriculture and Rural Development (NABARD), National Dairy Development Board (NDDB), and National Cooperative Exports Limited (NCEL).

Inspired by the vision of “Sahakar se Samriddhi” (shared prosperity through cooperation), Bharat Taxi aims to build a mobility system where drivers are not only service providers but also partners in the platform they support.