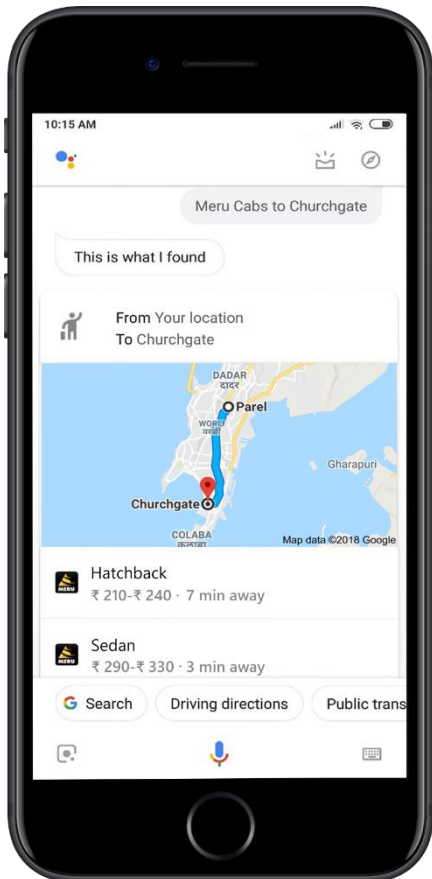


“Hey Google, book Meru Cabs to home”

Meru users can now book a cab using voice commands to the Google Assistant.

Mumbai, 9 October, 2018: The days of entering the booking details, pickup and drop address are over. India’s most trusted ride hailing service, Meru has integrated with the Google Assistant so that users can now book a Meru by simply using a voice command.



The Google Assistant is a conversation with Google that helps you get things done in your world, and extends to help you across devices, like Google Home, your phone, Wear OS, and more. With the Assistant, users will now be able to search for Meru’s services for local and outstation travel, and book them by simply asking.

By speaking “Hey Google, book Meru Cabs to home” or “Hey Google, book Meru Cabs to Churchgate” on Android, iPhone, Google Home, or any smart speaker with the Assistant, users will be presented various ride options that they can choose from. After making their selection, the Meru App from their mobile phone will open to confirm the booking. If they don’t have the app installed, it will guide them to the Google Play Store or the App Store for downloading the Meru app. With this feature, Indian customers now have the ability to book Meru using the Google Assistant on their smartphone, their Google Home smart speaker, as well as their iOS device.

The feature will be available first in English language, and going forward it will be extended to more regional languages in India. Meru’s ride hailing services are already present in Google Maps, since March 2017. You can book a Meru ride from a dedicated tab directly in Google Maps, alongside the existing car, transit, walking and biking modes. The new

Google Assistant integration is available for booking a Meru from October 4, 2018.

About Meru:

Meru pioneered the concept of tech enabled ride hailing service in India in 2007 in association with True North (formerly, India Value Fund Advisors), a premier India centric Private Equity fund. Since its launch, Meru has served over twelve million customers in 24 cities. Meru service is available for travelling local and outstation destinations, both as point to point as well as hourly rental packages through its Android and iOS mobile apps with 5+ million downloads, website and call center. Meru’s outstation service covers 100 cities and 7000 plus destinations. Meru is also official partner of all the private airports in the country.

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