

## Know fare before ride on Meru

While the government decides to remove surge pricing for cab aggregators like Ola and Uber, Meru Cabs launched its accurate fare calculator called 'Fare Exactometer' to maintain transparency in the increasingly competitive market.

With this feature you will know the exact fare of your trip before confirming your booking and the fare will be equivalent or less than the fares prescribed by the State Transport Authority for the given route and time taken to cover that distance, claims Meru.

Said Siddhartha Pahwa, CEO, Meru Cabs, "With the launch of Exactometer, we aim to simplify traveler's lives and ensure a more convenient and hassle free travel experience at affordable prices."

In Delhi and Mumbai people face the issue of surge pricing, longer ride period and thus cannot determine the exact fare as it keeps fluctuating. The Exactometer is being rolled out in all major cities where Meru is operational.

## Trade during happy hours, but be cautious

Trading platforms offer discounts to lure investors in off-peak hours



DEEPAK TURBHEKAR

Trading at off-peak hours can earn you more moolah. Inspired by restaurants and multiplexes, stock broking firms have jumped onto the Happy Hour bandwagon.

For Reliance Securities customers, trading on the platform between 11am and 12.30pm will mean a 10% discount on brokerage. Says B. Gopkumar, CEO, Broking

and Distribution, Reliance Capital, "This will build scale and increase participation and volumes. We're targeting the lean hours and giving retail investors an incentive to trade actively."

A similar offering from Kotak Securities will be available by the end of September. Trading in the Happy Hours will get customers a flat 50% discount on brokerage, pro-

vided they place the buy and sell order within the pre-defined Happy Hours.

However, not everyone is happy about the products. Jimeet Modi, CEO of SAMCO Securities, says, "Such schemes harm investors. They are just being lured by discounts on already high brokerage charges."

The Happy Hours scheme could be the fallout of several discount brokers offering better rates than full-fledged broking houses.

For those planning to trade during Happy Hours anyway, a word of caution from Himanshu Dani, Founder and CEO, Invest Search: "Don't trade outside the CNX 500 universe, strictly maintain stop losses, book profits when you achieve your target price and don't invest on rumours."

Hiral Thanawala

## calendar

Monday SEP 19	Wednesday SEP 21	Thursday SEP 22
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BOP current account balance

Japan trade balance figures to be announced

EU trade ministers' meeting