

Uber rolls out Uber Shikara to delight travellers in Srinagar



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Experience the magic of Dal Lake by pre-booking Shikara rides through the Uber App during busy holiday season

Keeping with its promise to provide mobility to masses through various modes, Uber today launched Uber Shikara, giving tourists an option to pre-book their boat rides on the Dal Lake through the Uber app. The limited-period product will help tourists pre-book their Shikara rides through the Uber app in advance so that they are all set to enjoy the scenic beauty of Dal Lake in Srinagar during the upcoming busy holiday season.

As part of this initiative to promote tourism in the picturesque region, Uber will not charge any fee on Shikara rides booked through its app. The entire amount will go to the Shikara drivers, creating additional economic opportunities for the grassroot tourism workers in J&K. Each Uber Shikara ride can be booked for a period of 1 hour, allowing up to 4 passengers. Uber Shikara rides can be booked 12 hours prior and up to 15 days in advance.

*Commenting on the launch, **Prabhjeet Singh, President, Uber India & South Asia** said, "At Uber, we are always looking to make mobility magical and effortless. Uber Shikara is our humble attempt to blend technology and tradition to give a seamless experience to travellers for their Shikara ride. We are proud to create this iconic experience enhancing accessibility and uplifting tourism in the breathtaking landscape of Kashmir."*

Uber Shikara introduces the convenience of pre-booking through Uber Reserve, allowing travellers to plan their rides in advance. This feature is aimed at helping travellers enjoy the beauty of Jammu & Kashmir to its fullest without worrying about last-minute arrangements.

With just a few taps on the Uber app, riders can secure their ride, sit back, and let the tranquil

waters of Dal Lake add to the magic of their journey.

In a first for the iconic rides on the Dal Lake, Uber introduced trip insurance for all Uber Shikara rides, ensuring that every journey offers travellers complete peace of mind as they take in the breathtaking beauty of Srinagar, as the valley opens its doors for the winter travel season.

How to book an Uber Shikara ride

- *Open the latest version of the Uber app (check for updates on App Store/Play Store)*
- *Select start and end points as 'Shikara Ghat No 16' from the 'Where to' bar*
- *Select Uber Shikara*
- *Select time and date (available only during 10 am to 5 pm)*
- *Select Uber Shikara*
- *Confirm pick up location (Ghat 16)*
- *Click "Book" and you're set to enjoy the Uber Shikara experience at the Dal Lake*

About Uber

Uber's mission is to create opportunity through movement. Since 2013, we've revolutionised mobility in India with cars, autos, bikes, and buses, helping millions of riders get where they need to go. Today, Uber is available in over 125 cities across India, connecting people to seamless travel options and helping over 1,000,000 Indians earn a sustainable income. From everyday commutes to once-in-a-lifetime journeys, we're committed to reimagining the way the world moves, and bringing people closer to the moments that matter.

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