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(71) Applicant: **GRABTAXI HOLDINGS PTE. LTD.** [SG/SG]; 3 Media Close #01-03/06 Singapore, 138498 (SG).

(72) Inventors: **YE, Jianming**; 3 Media Close #01-03/06 Singapore, 138498 (SG). **SZASZ, Patricia-Hanelore**; 3 Media Close #01-03/06 Singapore, 138498 (SG). **SUN, Shengran**; 3 Media Close #01-03/06 Singapore, 138498 (SG). **TAN, Sei Yee**; 3 Media Close #01-03/06 Singapore, 138498 (SG). **ZHU, Xinyu**; 1701, 17/F, Building 19, No.5 Anding Road, Chaoyang District, Beijing 100029 (CN). **WU, Yifen**; 1701, 17/F, Building 19, No.5 Anding Road, Chaoyang District, Beijing 100029 (CN).

(74) Agent: **KANGXIN PARTNERS, P.C.**; Floor 16, Tower A, InDo Building A48 Zhichun Road, Haidian District, Beijing 100098 (CN).

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(54) Title: SYSTEM AND METHOD FOR OPTIMIZING ORDER BATCHING

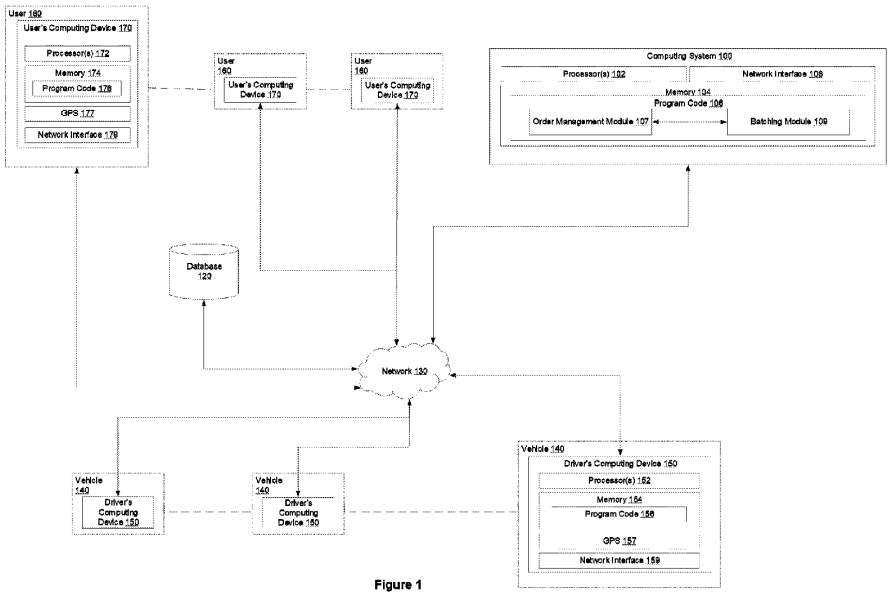


Figure 1

(57) Abstract: A system for optimizing order batching. In operation, the system is caused to receive an order comprising a plurality of order parameters including a supplier and at least one route characteristic and a search query from a user, the search query comprising plurality of search query parameters including a product, generate, at the batching module, a real-time recommendation comprising optimized order parameters based on the plurality of order parameters and the plurality of search query parameters, display the recommendation to the user, receive one of an acceptance signal and a refusal signal, and in response to the acceptance signal, batches a new order with the order, at the batching module, the new order being based on the recommendation, or in response to the refusal signal, generates the new order based on the search query.

[Continued on next page]

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