



India's Most Trusted Motorplace

Droom Overview

MARCH 2019

www.droom.in 

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www.facebook.com/droom.in 

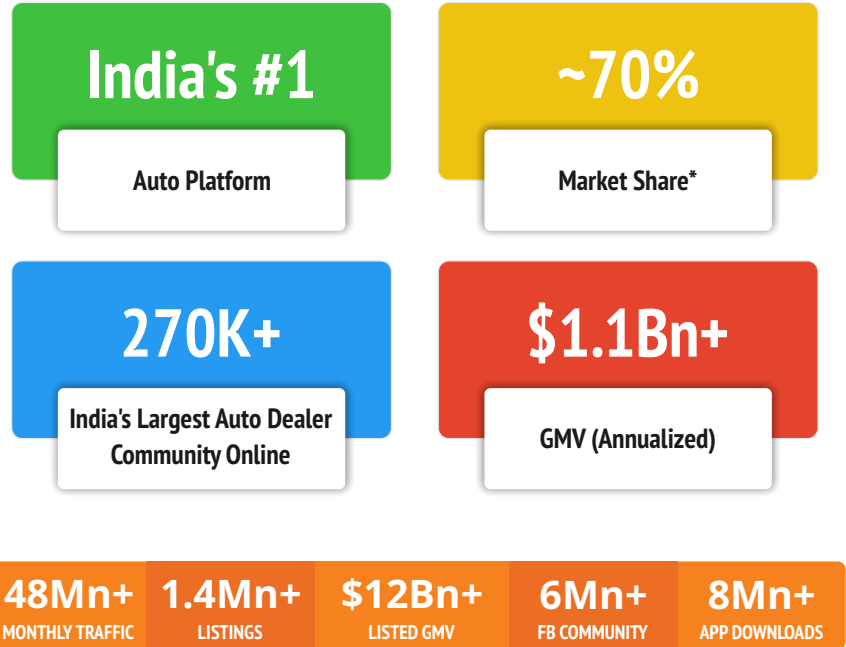
About Droom

Droom is the 3rd largest E-commerce company in India in terms of GMV and the largest online auto marketplace for buying and selling new and used automobiles with over 70% market share of the automobile transactions online.

Droom is headquartered in Gurugram, India, with a team size of 450+. Droom has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers a wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan.

Droom has in-built tech and data science tools to create the entire eco-system around used automobiles, including OBV (pricing engine), Eco (121 points vehicle inspection), History (200 million vehicle history records), Discovery (dozens of pre-buying tools) and Credit (India's first and only marketplace for used vehicles' loans). The company is currently generating \$1.1Bn+ in annualized GMV and growing at a rate of 150% Y/Y. Droom has presence in 830+ cities across India (India's largest hyper local marketplace), 270K+ auto dealers (largest auto dealer platform in India), 48 Million+ monthly visitors, nearly 8 Million+ app downloads and 6 Million+ Facebook followers.

Droom is a Singapore Holding Company with subsidiaries in India and the United States. The company has so far raised close to \$125 Million dollars over six rounds of funding. Some of the prominent investors are Lightbox, Beenext, Beenos, Digital Garage, Toyota Tsusho Corporation and Integrated Assets Management



* Market share for online transactions of automobile

HOW DROOM WORKS?



**Search &
Find Vehicle**



**Pay 3 % Token
Amount* Online Via Droom
& Get Unmatchable Benefits**

(Fully Refundable)

Bundling Option:

1. Doorstep Test Drive
2. Certification Package
3. Insurance
4. Auto Loan
5. Registration Service



**Visit Seller &
Check Vehicle**



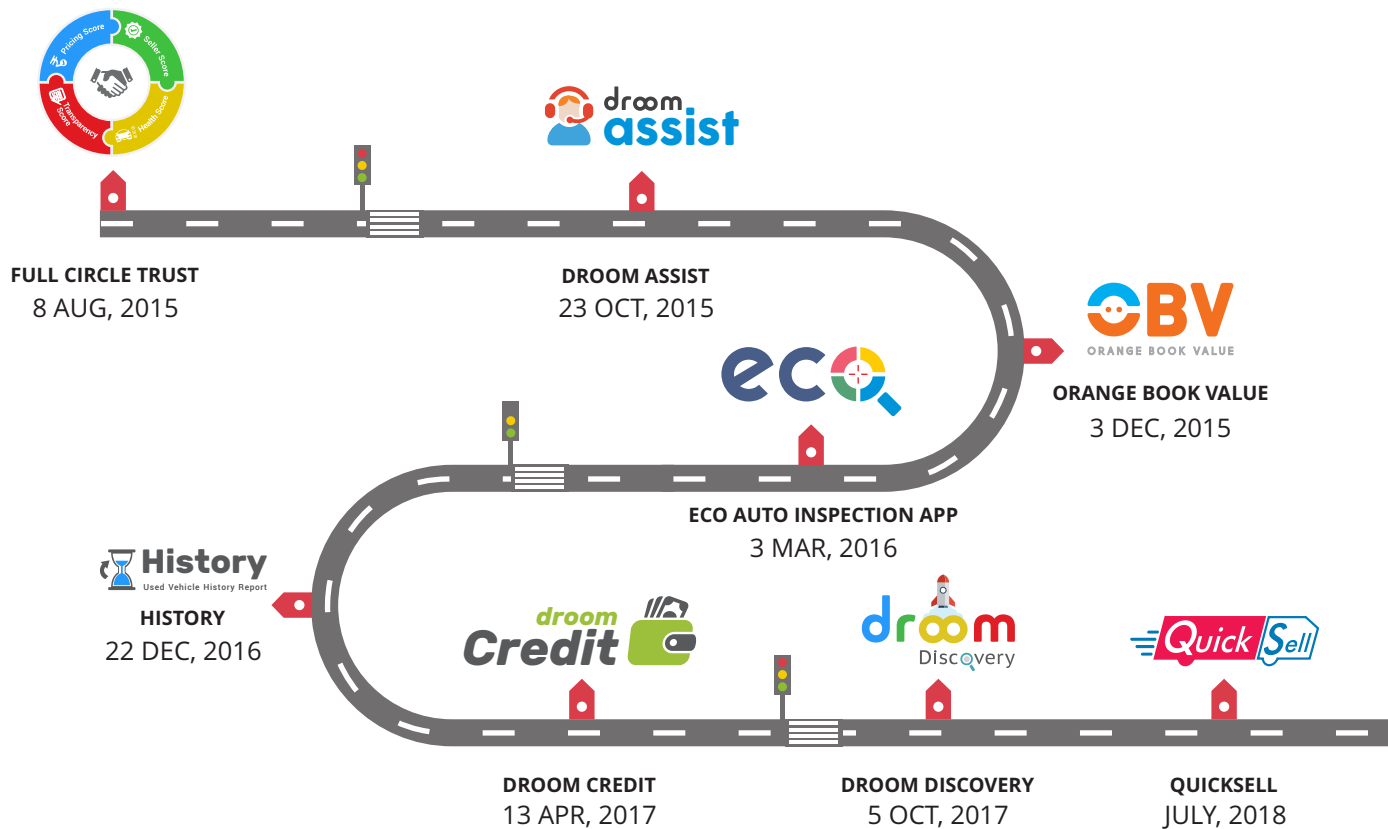
**Pay Remaining
97% To Seller**



**Drive Your
Vehicle Home**

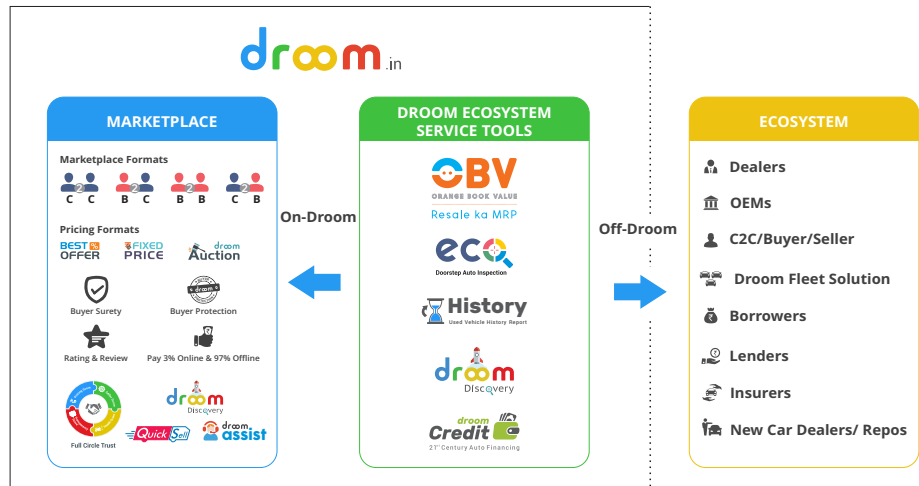
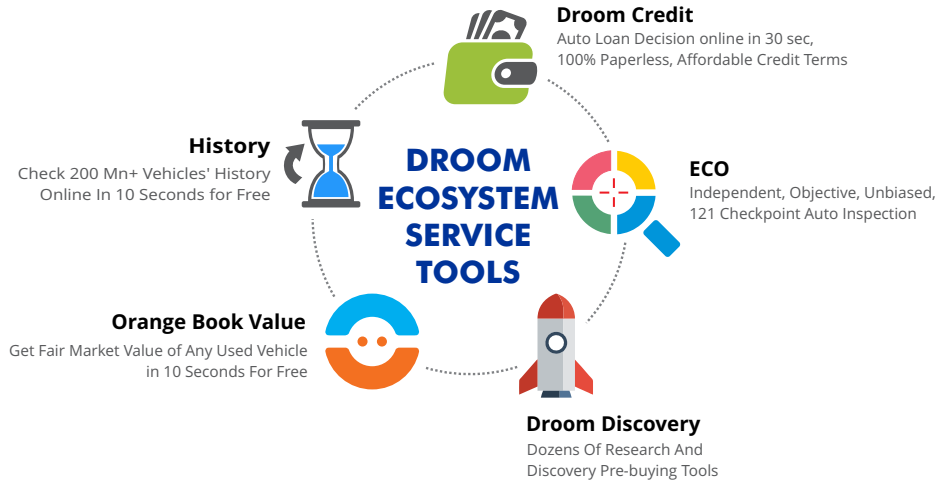


PRODUCT MILESTONES

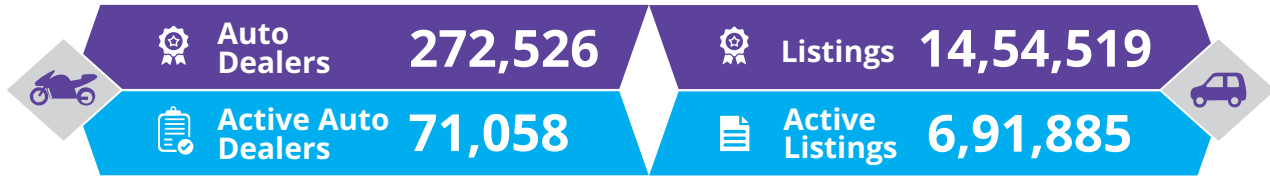


DROOM ECOSYSTEM SERVICE TOOLS

Droom is India's first and largest marketplace for used automobiles (everything from bicycles to planes). With transactions worth \$1 billion+, Droom has sufficient use cases on what the buyers and sellers are expecting from a marketplace alike. Droom not only runs the largest automobile marketplace in India but has also built the complete stack for the used automobile ecosystem, including OBV (fair market value of any used vehicle), Eco (121 points used vehicle health check service), History (200 Mn used vehicle history reports), Credit (21st century auto financing) and Discovery (India's largest selection of pre-buying research tools). Without these tools, trust, transparency, and pricing had traditionally been big issues. These ecosystem services enables marketplace best practices and removes any form of uncertainty or information asymmetry around a used automobile transaction, protecting the interests of a buyer and seller at the same time.



SUPPLY SIDE



Listed GMV



Cities

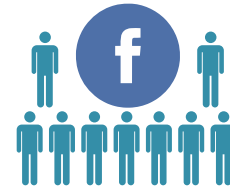
DEMAND SIDE



48Mn+
Total Traffic



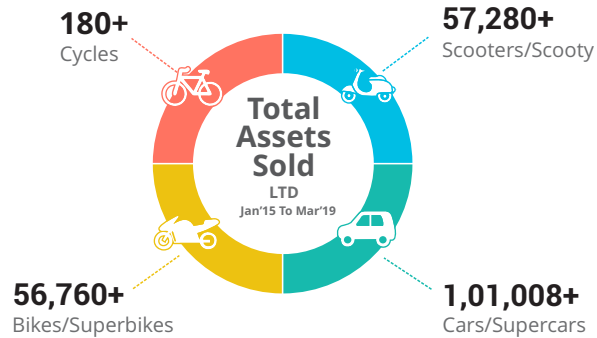
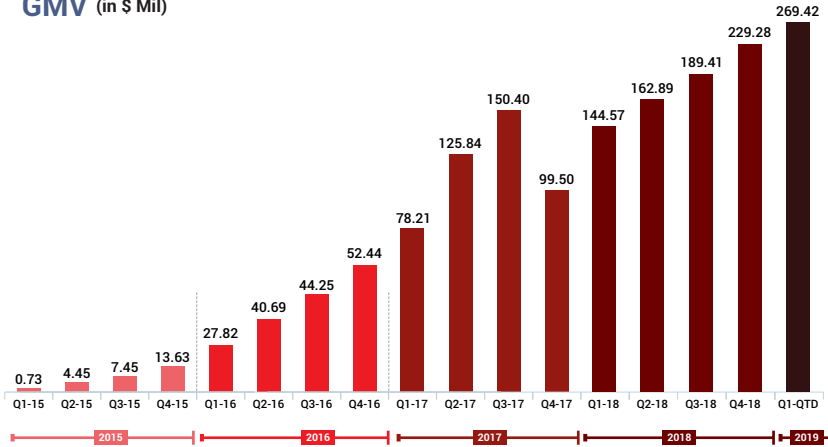
8Mn+
App Downloads



6Mn+
FB Fans

TRANSACTIONAL SIDE

GMV (in \$ Mil)



MARKET OPPORTUNITY

India is the **3rd** largest
Automobile market globally

India is a **\$289bn** automobile
industry
(\$155bn Big Assets & \$66bn automobile
services)

Only **0.55%** online
penetration

Total automobile industry is
expected to reach **\$384bn** by
2022

Online Penetration is expected
to touch **4 - 5 %** by 2022

1.55

Used Cars for
Every New

2

Used Two
Wheelers for
Every New

5%

Four Wheeler
Households

25%

Two Wheeler
Households

83%

Annual
Transactions for
Automobiles

289m

Installed Base of
Automobiles

10%

Industry Margin on Used

Vs

3%

Industry Margin on New

COMPETITION

Ecosystem Services Tools

Online Marketplace

	No	Yes
Yes		
No		

STRATEGIC BUSINESS UNITS (SBU's)



Core Marketplace Platform

- India's no 1 autofocused market place for buying and selling of used and new vehicles, automobile ancillary services, merchandising and rentals.
- Available in 4 marketplace formats: B2C, C2C, C2B & B2B
- Offers 3 pricing formats: Fixed Price, Best Offer & Auction
- Assisted buying and selling through Droom Assist



Certification Services

- Data science and machine learning based certification services for pricing and vehicle historical records
- Available for businesses, enterprises and individual customers
- Vertical especially created to ensure un-biased inspection and verification services for all vehicles
- Provides time bound and regular interval based health check services
- Available for businesses, enterprises and individual customers



Enterprise

Droom Enterprise consists of 3 divisions

1. Fleet solutions
2. Certification services
3. Marketing solutions
4. OEM solutions



Auto Loan and Insurance

- Droom's Fintech vertical with focus on insurance and loan
- Provides loan, insurance, extended warranty, RSA and other innovative financial products



International

- Droom international aims to bring the Droom solution to other emerging markets.
- We have partnered with Toyota Tsusho Corporation to expand into 9 countries in SE Asia to start with.

THE 21ST CENTURY AUTOMOBILE BUYING & SELLING EXPERIENCE

MARKETPLACE

Marketplace Formats



Pricing Formats



Buyer Surety



Buyer Protection



Rating & Review



Pay 3% Online & 97% Offline



Full Circle Trust



CATEGORIES

BIG ASSETS



Car



Bike



Scooter



Bicycle



SuperBike



SuperCars



Vintage Scooter



Vintage Bike



Vintage cars



Ride On Vehicles



Planes

ANCILLARY SERVICES



Auto Inspection



Services & Repairs



Fun Rides & Rentals



RTO Services



Car Care & Detailing



Doorstep Test Drive

CERTIFICATION SERVICES



ORANGE BOOK VALUE

Resale ka MRP



Doorstep Auto Inspection



Used Vehicle History Report

DROOM FINTECH



21st Century Auto Financing



Auto Financing



Dealer Financing



Escrow Services



Insurance



Insurance



Road Side Assistance



Warranty



Half Day Insurance








Buyer Surety






-  Exclusive dealer-only inventory
-  Priced 15% below market price
-  Certified & inspected vehicle
-  Find fair market value in 10 secs

India's First and Largest C2B Online Marketplace

QuickSell Value Proposition for Dealers:

-  Procure vehicles with independent, objective and unbiased inspection, pricing and history certifications
-  Reserve the vehicle only by paying very little token amount of 4%
-  Close the deal only after seeing the vehicle
-  Direct deal with seller with no middle man mark up
-  Simple, intuitive, transparent no pressure and friendly auctions

QuickSell Value Proposition for Sellers:

-  Sell car and get all assisted help from the comfort of your home or work
-  Reach out to over 10k auto dealers who can buy and pay quickly
-  Get paid what a buyer is willing to pay vs. mark down by a middle man
-  No more low ball offers, negotiations or pressures
-  Benchmark pricing that is independent, objective and unbiased with no conflict of interest



SOURCE & SELL ANY VEHICLE

- 48 Hour Sale Promise



REAL TIME TECHNOLOGY ENABLED TRANSACTIONS

- Free Doorstep Inspection



REGULAR INVENTORY OF INSPECTED VEHICLES

- Hassle Free Experience

Data Science to Build Trust at Scale



Pricing Score



Seller Score



Health Score



Transparency Score

What is the seller is not a genuine seller

Am I Paying the fair market value?

Who is the Seller can I trust him?



BUYER

Transparency Score

4/10

- › Number of image
- › listing Description
- › Quality of Images

Health Score

5/10

- › Inspection Report
- › Copy of RC Insurance
- › Service Logs

Seller Score

7/10

- › Verified Seller
- › Pro-Seller -Basic or Premium
- › Seller Rating and Review

Pricing Score

9/10

- › No. of Similar Vehicles
- › Less than the Marked Price
- › Price in Orange Book Value

7/10

FULL CIRCLE TRUST SCORE

DROOM DISCOVERY TOOLS



- Independent
- Data Driven
- Comprehensive
- One Stop Solution
- Free

India's Largest Selection of Pre-Buying Vehicle Discovery Tools



Vehicle Research



On Road Price



Vehicle Compare



Top 10 Automobiles



Total Cost of Ownership



Expert Reviews



Auto News



EMI Calculator



Affordability Calculator



Emergency Pocket Guide



Buying Used Vs New



Pricing Research



Fuel Efficiency



Buy by Budget



Driving School



Rating and Reviews



Brochure & Videos



Vehicle Maintenance



Do It Yourself



Car Buying Glossary



Buyer's Guide



Droom Suggest



Repair Estimate



VIP
Services

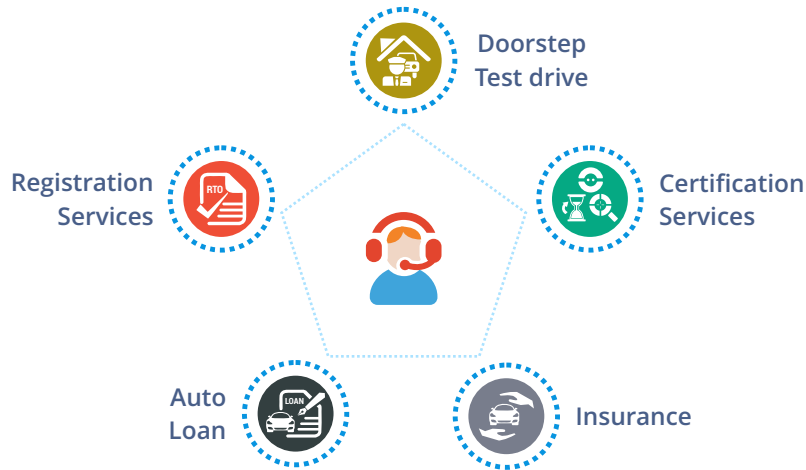


Assistance by
Auto Experts



One Stop Shop for
Vehicle Buying & Selling

India's Largest Automobile Assisted Buying/Selling Platform



1800 407 070707 (Toll Free)

✉ assist@droom.in 🌐 droom.in/assist

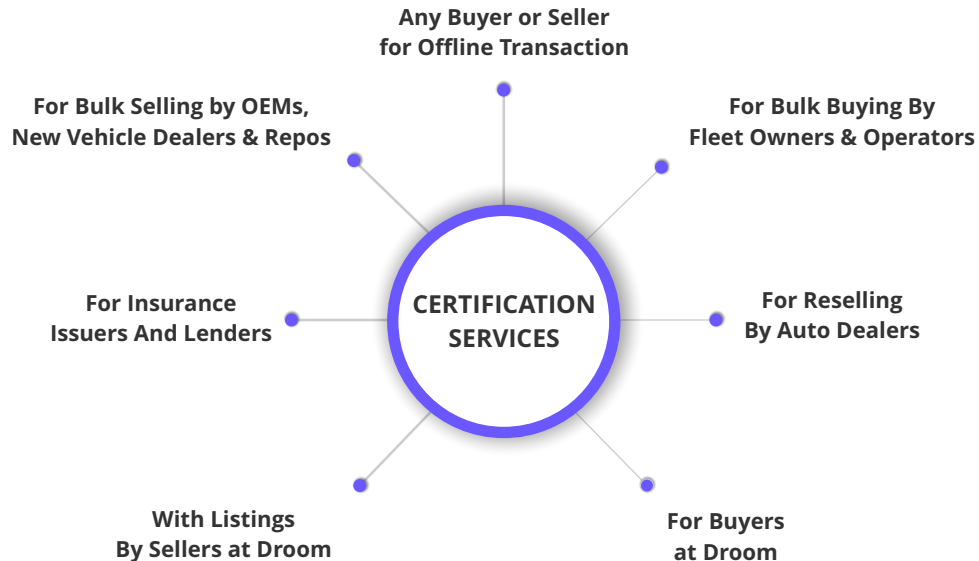
For Assisted Buying & Selling

CERTIFICATION SERVICES FOR USED VEHICLES

Certification Services Are Available While Selling And Buying On & Off Droom



Different Used Cases for Certifications Services



Don't Buy Any Used Vehicle Without Droom's Certification Services!



Independent



Objective



Unbiased



ORANGE BOOK VALUE

Resale ka MRP

India's Industry Standard for Used Vehicle Benchmark Pricing

Check Price of Any Used Vehicle
in Just 10 Secs For Free



I WANT TO BUY	I WANT TO SELL
<input checked="" type="radio"/> From Individual	<input type="radio"/> From Dealer
Car	Honda
CR-V	2014
2.0 2WD	12000
CHECK OBV	

Honda CR-V2.0 2WD



A 12,000 2014

Buy Automobile from individual in good condition is valued at

₹ 8,89,105 - ₹ 9,44,101

Fair **Good** Very Good Excellent





Scientific



Comprehensive



Unbiased

India's Most Trustworthy Auto Inspection & Verification Service

Vehicle Inspection with 121 Check Points

48
Hours
SLA

500K+
Harnessing Independent
Auto Mechanic

5K+
zipcodes



**Certified
Technicians**




**Doorstep
Service**




**Starting
at ₹282**

India's Largest National Repository for Vehicle Historical Records

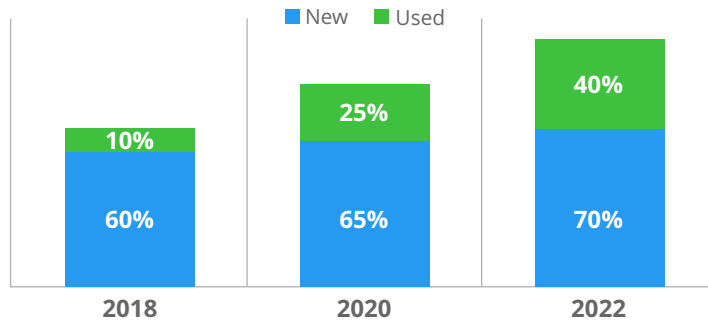


 200Mn+ Vehicle
History Online

 Covering
50 History Records

 In 10 Seconds
For Free

Used Vehicles Loan Attach Rate 4x by 2022



Pain Points in Getting Used Vehicle Auto Loan

- ✓ High Rejection Rates
- ✓ Lots Of Paperwork
- ✓ Longer Processing Times
- ✓ Highly Unfavourable Credit Terms

Droom Has Built a Robust Technology Stack, Algorithms and Computational Infrastructure To Enable Its Fintech offerings

Droom Fintech Offerings



Insurance



Used Vehicle Insurance



New Vehicle Insurance



Warranty (Bumper To Bumper, Engine & Transmission)



RSA



Credit



Consumer lending for New



Consumer lending for Used



Dealer Financing

DROOM CREDIT

droom
Credit 
21st Century Auto Financing



Instant



Affordable



Paperless



Data Driven



Loan Decision
in 30 Seconds



Unbeatable
Loan Terms



Realtime Quotes from
Multiple Lenders



Hassle Free &
Paperless



Droom Fleet solutions (DFS) catering to ride hailing companies/ taxi aggregators, 3 PL, foodtech etc.

droom
Enterprise



droom
CERTIFICATION
SERVICE Solutions

Droom provides its suite of certification services to various banks, insurers, repose, leasing and auction houses.



Droom Marketing solutions is a highly sophisticated, data-science based advertising platform that offers 360 degree reach across 34 million+ captive monthly visitors and 6 million+ socially connected audience across Droom platforms.

DMS caters to OEMs, auto parts and accessories manufacturers and other fortune 1000 advertisers.

OBV

Adopt OBV across dealership for better pricing



History

Repository of vehicle information



Pre-Booking



Acquire Millions of Online Shoppers



ECO

Speedy inspection, 121 checkpoints, digital report, fair market valuation



Direct to Consumer Channel



Offload Exchange/ trade-in Vehicles



Spread Your Brand Digitally

1 Bulk Buying



2 Bulk Selling



3 Insurance



4 RTO Data



5 Periodic Vehicle Inspection



6 Change Of Status To Commercial Vehicle



7 Pricing Certificate



8 Condition Certificate



9 History Certificate



10 OBV Buyback



48Mn+

#1 Auto Portal In Traffic

270K+

#1 Auto Portal In
Auto Dealers

6Mn+

#1 Auto Portal With Focused
Auto Community On FB

\$1.1 Bn+

#1 Auto Portal In Gross
Revenue

Highest quality auto
focused traffic online
in India

Highly engaged
audience

High intent to
purchase a vehicle

Wide range of
ad properties

Compelling ROI with
highly targeted
audience

1 Display Ads

- Category pages
- Listing pages
- Static content pages

2 Email Marketing

- Marketing emails
- Transactional emails

3 Social Media Marketing

- Droom facebook community
- Other social media channels

4 Sponsorship

- Preferred partner programs
- Emergency pocket guide
- Automobile industry research report

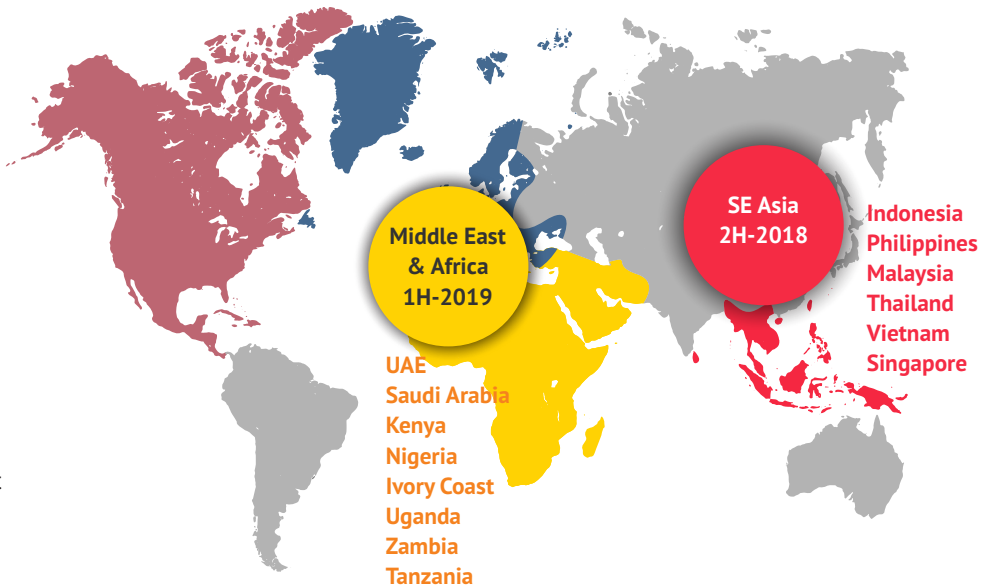
5 In App Advertising

MOU with Toyota Tsusho Corporation to expand across South East Asia in 2018-19



Markets Attractiveness Criteria

1. 50 mn Internet users in developing Markets and 20 mn in developed markets
2. 25% smart phone users
3. \$1 bn or more in e-commerce GMV
4. \$10 bn or higher in automobile market size
5. At least 1 e-commerce marketplace
6. At least 1 online classifieds
7. At least 1 online discovery platform
8. At least 2 large online payment gateways and at least 1 mobile wallet
9. Minimum market capitalization for Internet companies to be \$2 bn or higher
10. Used vehicle transaction is 80% or higher as % of new



DROOM FOR EMERGING MARKETS

- ✓ Low Trust Markets
- ✓ Cost of Capital is High
- ✓ Market Maturity Lacking

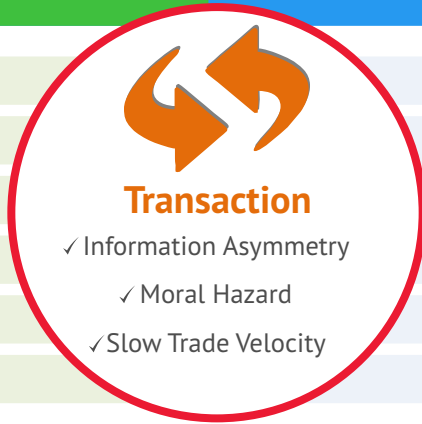
- ✓ Expensive Real Estate/No Retailable Space
- ✓ Markets are Highly Unorganized & Fragmented
- ✓ Rules & Regulations are Loose & No Tight Law Enforcement



Buyer



Seller



Trust Deficit	Unorganized
Lack of Transparency	Fragmented
Digital Data Not Available	No Deep Pockets
Systems are Disparate	Lack of Technology Adoption
No Market Efficiency	Sellers are Not Rated or Sophisticated
No Benchmarking Pricing Engine	No Lemon Law

Droom Mitigates Information Asymmetry



Increases Trust & Transparency



Remove Moral Hazard



Provide Benchmarking For Pricing



Offer Vehicle Historical Records



Inspection



Grade Sellers

DROOM CORE VALUES



“Droom is built on very strong core values and competencies that empower each individual to make a huge impact and do impossible things”

Sandeep Aggarwal
founder & ceo

DROOM CULTURE

Droom's culture is casual, fun loving, high energy, vibrant, and non-political. There are two things that are placed on top-passion and merit

1 Customer focus

2 Meritocracy

3 Being rebellious & disruptive

4 Speed to market & iterate fast

5 Innovation is not a project but a lifestyle

6 Zero tolerance for work politics

7 Work hard & play hard

8 Casual

9 Fun loving & collegial

10 Passion for technology & automobiles

ABOUT FOUNDER & CEO

Sandeep is the founder of two marketplaces in India - Droom, India's first automobile marketplace and ShopClues, India's first and largest managed marketplace.

In April 2014, Sandeep started Droom, an online transactional marketplace for buying and selling of used and new automobiles. Droom is a completely disruptive business, which has created an unparalleled trust and pricing advantage for buyers.

Sandeep has successfully built ShopClues as one of the top 5 Unicorns in Consumer Internet in India despite of being the 35th entrant into Indian E-Commerce. Sandeep founded ShopClues.com at his house in California in Oct 2010 and moved to India in August 2011 to empower 15Mn SME sellers.

Prior to his entrepreneurial journey, Sandeep worked for 14 years - as an Internet research analyst for nearly a decade on wall street, and in strategy roles at Microsoft in Redmond, Washington and Schwab.com in San Francisco working closely with the founders Bill Gates and Charles Schwab.

Sandeep is one of the masters in MTV Dropout, a reality TV show on entrepreneurship. He has an MBA from Washington University in St. Louis and holds a US patent.

Sandeep Aggarwal

Founder & CEO, droom



DROOM MILESTONES

2014

April

Sandeep Aggarwal started droom in April 2014

May

Sandeep Aggarwal made wireframe for the App

June

Droom got incorporated in Singapore

June

Droom raised First round of capital

October

Droom raised Second round of capital

21st November

Android App Launch

2015

January

Rishab joined as Co-founder & VP of Business Development

7th, January

First Vehicle Sold

February

Website Launch

April

iOS App Launch

May

Crossed 1,000 Orders

July

Droom raised Third round of capital

August

Reached 50,000 Listings

August

Launched Aerial Vehicle Category

2nd, October

Reached 1 Million App Downloads

October

Reached 1 Million Facebook Fans

October

Reached 100 Employees

November

Crossed Rs. 300 Cr Annualized GMV

December

Onboarded 20,000 Sellers

12th, December

Launches National Level TV Campaign

2016

12th, March

Reached 2 Million App Downloads

30th, March

Launched ECO App, for independent & unbiased auto inspection

March

Rs. 800 cr+ Annualized GMV, 41k Pro-Sellers, 5k Active Sellers Crossed 3 Million Monthly Traffic

9th, April

Droom TVC Wins ABBY's Bronze at Goafest 2016

June

Droom Raised Series B Funding

July

Droom Wins EComm Power Brand of the Year by India Leadership Conclave

July

Droom Awarded 20 Hot Start-ups in India by Forbes, Japan

13th, July

Droom Recognized as Coolest Start ups - Riding High by Business Today

14th, July

Droom Featured As Top Tech Start-Ups 2016 by PC Quest Magazine

16th, July

Award Win - India's most admired E-commerce company

2nd, August

Droom Lunched OrangeBookValue.com

5th, August

Droom Launched TVC "Feeling New Wali"

21st, August

Droom has been awarded as "Tech start-up of the year" by Entrepreneur Magazine

11th, November

Droom Launched OBV TVC

16th, December

Droom won 3 Prestigious Effie Awards 2016

22nd, December

Launched History

DROOM MILESTONES

2017

2nd, February

Become 5th Largest Ecommerce in India

31st, March

Droom Becomes #1 Online Auto Portal in India – Pro-Sellers – 109K & Monthly Visitors – 14.5 Mil

13th, April

Droom Launched Droom Credit

10th, July

Droom Launched Ecosystem Services TVCs

29th, July

Droom MTV Dropout Went Live

June

Droom Raised Series C Funding

4th, September

Became 3rd Largest eCommerce Company, ₹300 Cr Monthly Revenue 1 Mil Daily Traffic

September

Launched Bittu ji Beemer Video Ad Launched OBV for Used Mobile Phones

5th, October

Launched Droom Discovery

27th October

Bittuji ki Beemer on Top 10 YouTube Ads Leaderboard Q3 – 2017 in India

1st, November

Bittuji ki Beemer at 5th position in Economic Times Brand Equity

30th, November

Launched Used Mobile Phones as category

6th, December

Launched Electric Vehicle

2018

6th, January

Droom ecosystem service Ads Won Bronze in Effie Awards

8th, January

Awarded "30 fastest growing companies in Asia 2017" by Silicon Review magazine

15th, January

Won Bronze in Telecom & Technology for OBV-Bakra Mat Bano ad Won Silver in E-commerce, online Media, mobile apps for ECO ad

31st, January

Asian Super Startup for the year 2017-18!

21st, February

Droom in association with the Lung Care Foundation successfully participated in the Guinness World Record for Largest Human Image Of An Organ.

9th, March

We are happy to share that Droom has won an award at "Digixx 2018 by Adgully in Association with Adtech" under the category "Sponsorship and Partner Marketing

31st, March

Reached Annualized GMV of ₹4100 Cr

17th, May

Droom Raised Series D Funding

July

Droom Launched QuickSell

October

Droom Raised Series E Funding

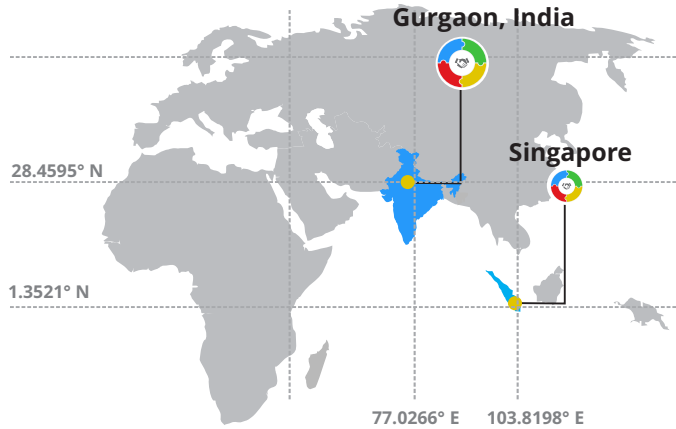
3rd, November 2018

Droom Launched in Malaysia

5th, Decemeber 2018

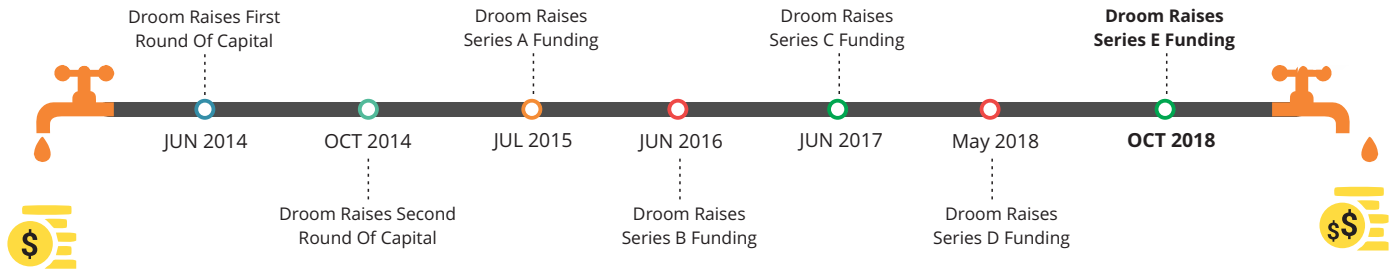
Droom Launched in Singapore

OFFICE LOCATIONS



450+ Droom Team
APRIL 2014 - Mar 2019

FUNDING HISTORY



SOCIAL PRESENCE



droom.in |  

FB 6 Mn+ | Twitter 96K

 facebook.com/droom.in

 twitter.com/letsdroom

 linkedin.com/in/letsdroom




orangebookvalue.com |  

FB 2 Mn+ | Twitter 47K

 facebook.com/orangebookvalue


 twitter.com/orangebookvalue

 linkedin.com/company-beta/13196384



ecoinspection.in | 

FB 336K | Twitter 11K

 facebook.com/ecoautoinspection

 twitter.com/ecoinspection

 linkedin.com/company/13300247




vehiclehistory.in | 

FB 935K | Twitter 17K

 facebook.com/DroomHistory

 twitter.com/droom_history

 linkedin.com/company-beta/13275737



droomdiscovery.com

FB 188K | Twitter 10K

 facebook.com/DroomDiscovery

 twitter.com/droomdiscovery

 linkedin.com/company/13438074/




droomcredit.com

FB 961K | Twitter 22K

 facebook.com/DroomCredit

 twitter.com/droomcredit

 linkedin.com/company-beta/13275730



droom.in



WIDE
SELECTION



LOW
PRICES




VERIFIED
SELLER




INSPECTED
VEHICLE

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