



droom

Droom Overview

January 2022

www.droom.in 

info@droom.in 

www.facebook.com/droom.in 

ABOUT DROOM

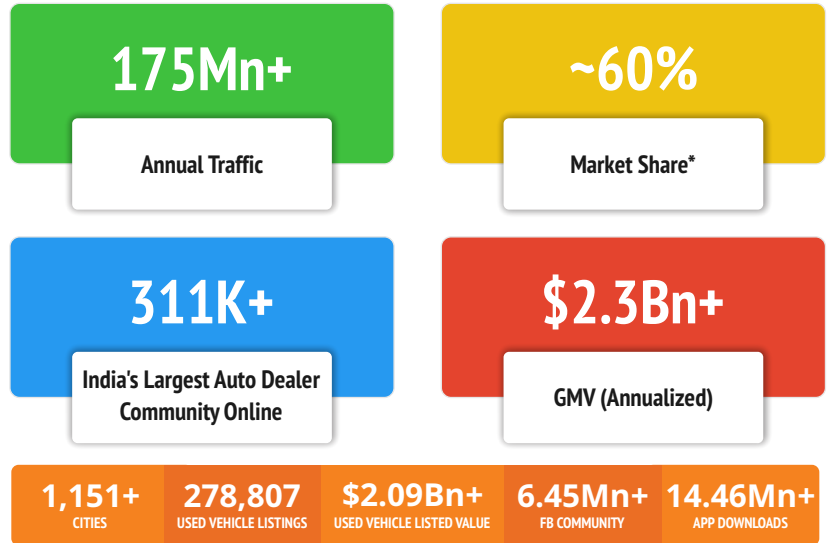
Droom is a technology and data science company that facilitates automobile buying and selling online through a combination of our asset-light automobile e-commerce platform along with a technology-driven vertically integrated proprietary ecosystem of products and services for the automobile industry. We offer a 21st century e-commerce experience for automobiles and is one of the leading e-commerce platforms for used cars sales in India. We are the only major Indian player with a completely online transactional model and offer one of the largest selection of automobiles amongst the major online players in India with over 1.15 million vehicles listed that includes both used and new cars and two-wheelers, and other vehicles, as of September 30, 2021. We have expanded our platform to include over 11 vehicle categories, sold by auto dealers and individual sellers in 1,151 cities in India. Our automobile e-commerce platform, which includes our website and mobile apps, offers users convenience and a curated experience to buy and sell new and used vehicles and encompasses every element of automobile buying from searching for a vehicle, creating buying requirements, price discovery, booking, certification to purchase and financing and doorstep delivery.

As a pure-play automobile e-commerce company, we provide a platform for buyers and sellers to transact vehicles and related services. To address structural constraints of the automobile market and buyers' and sellers' pain points, we have built a platform that aims to deliver wide selection, low prices, inspected and verified vehicles, loan and insurance, and seamless delivery for buyers as one unified Droom experience. For used vehicle dealers and individual sellers, besides being able to reach out to a potential buyer online, we offer an end-to-end e-commerce solution including technology platform, digital catalogue, online payment, vehicle inspection and certification service, and vehicle delivery service.

We are led by our founder, Promoter, Chairman, Whole-time Director & Chief Executive Officer, Sandeep Aggarwal who has over 20 years of experience in the technology and e-commerce space. He is supported by our leadership team that has strong academic credentials and extensive experience across various industries ranging from global technology companies to consumer brands and professional services firms.

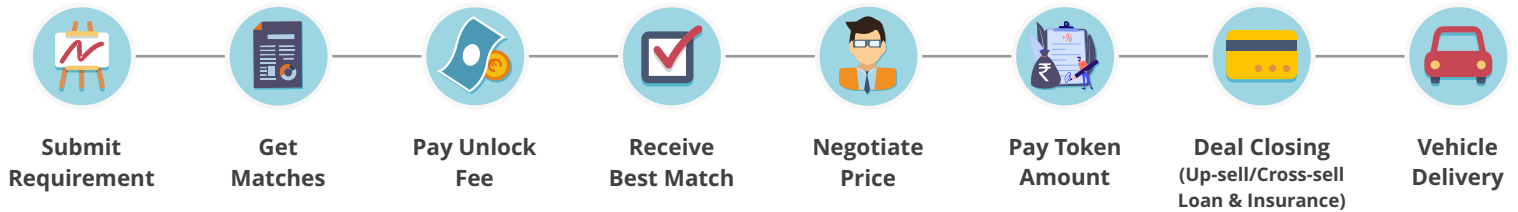
We are backed by several marquee institutional shareholders, such as Lightbox Ventures II, Lightbox Expansion Fund, Beenos, Beenext, Toyota Tsusho, DG Ventures and 57Stars among others.

India's #1 Auto Platform



* Market share for online transactions of automobile

HOW DROOM WORKS?



- 1 21st Century Ecommerce Experience for Automobiles
- 2 Tech and data driven consultative sales experience drives customer delight
- 3 AI Matching Engine creates self correcting mechanism that results in higher quality listing, low price and convenience
- 4 Almost unfair advantage to attach loan, insurance, and automobile services
- 5 Leads as by product which are monetized with lucrative RPL to Dealers, OEMs, and BFSI
- 6 Gamification and negotiation tools resulting in higher engagement for buyers and sellers
- 7 Match not only current listing but sellers too
- 8 Harness buyer, seller and geo-location data like never before

PRODUCT MILESTONES



DROOM
21 NOV, 2014



DROOM ASSIST
23 OCT, 2015



ORANGE BOOK VALUE
3 DEC, 2015



ECO AUTO INSPECTION
3 MAR, 2016



DROOM DISCOVERY
5 OCT, 2017



HISTORY
22 DEC, 2016

droom Enterprise
DROOM ENTERPRISE
JUNE, 2018



QUICKSELL
JULY, 2018



DROOM CREDIT
SEP, 2018



DROOM INTERNATIONAL
NOV, 2018



DROOM VELOCITY (BETA)
FEB, 2021

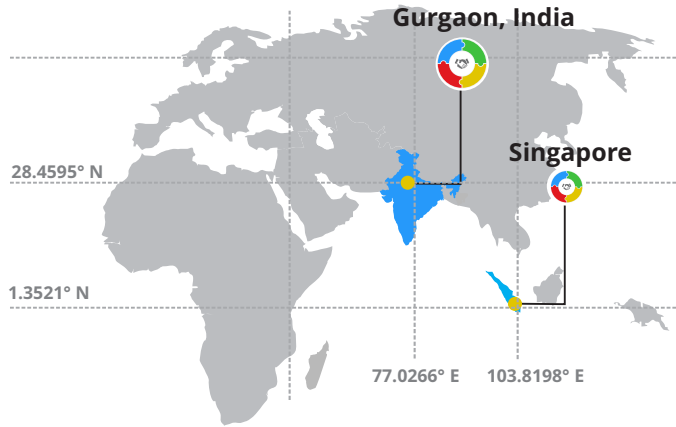


DROOM COMMUNITY
NOV, 2019



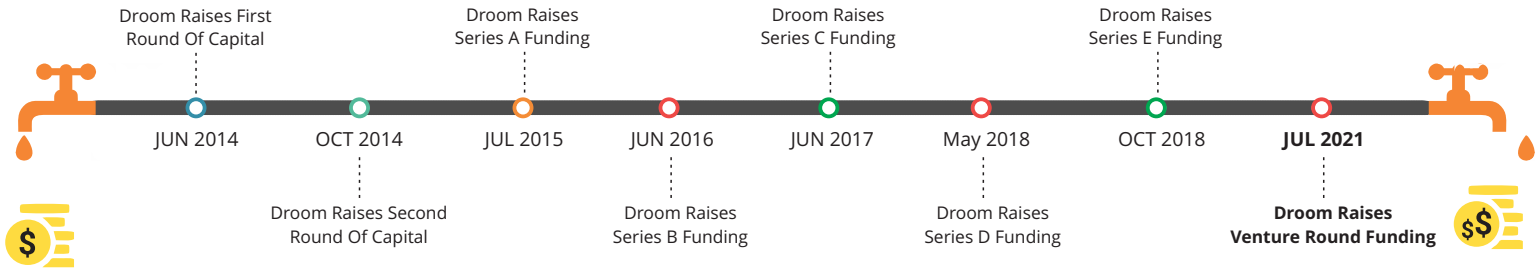
AI & ECO LAB
APR, 2019

OFFICE LOCATIONS

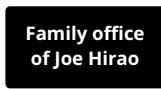


294+ Droom Team
APRIL 2014 - DECEMBER 2021

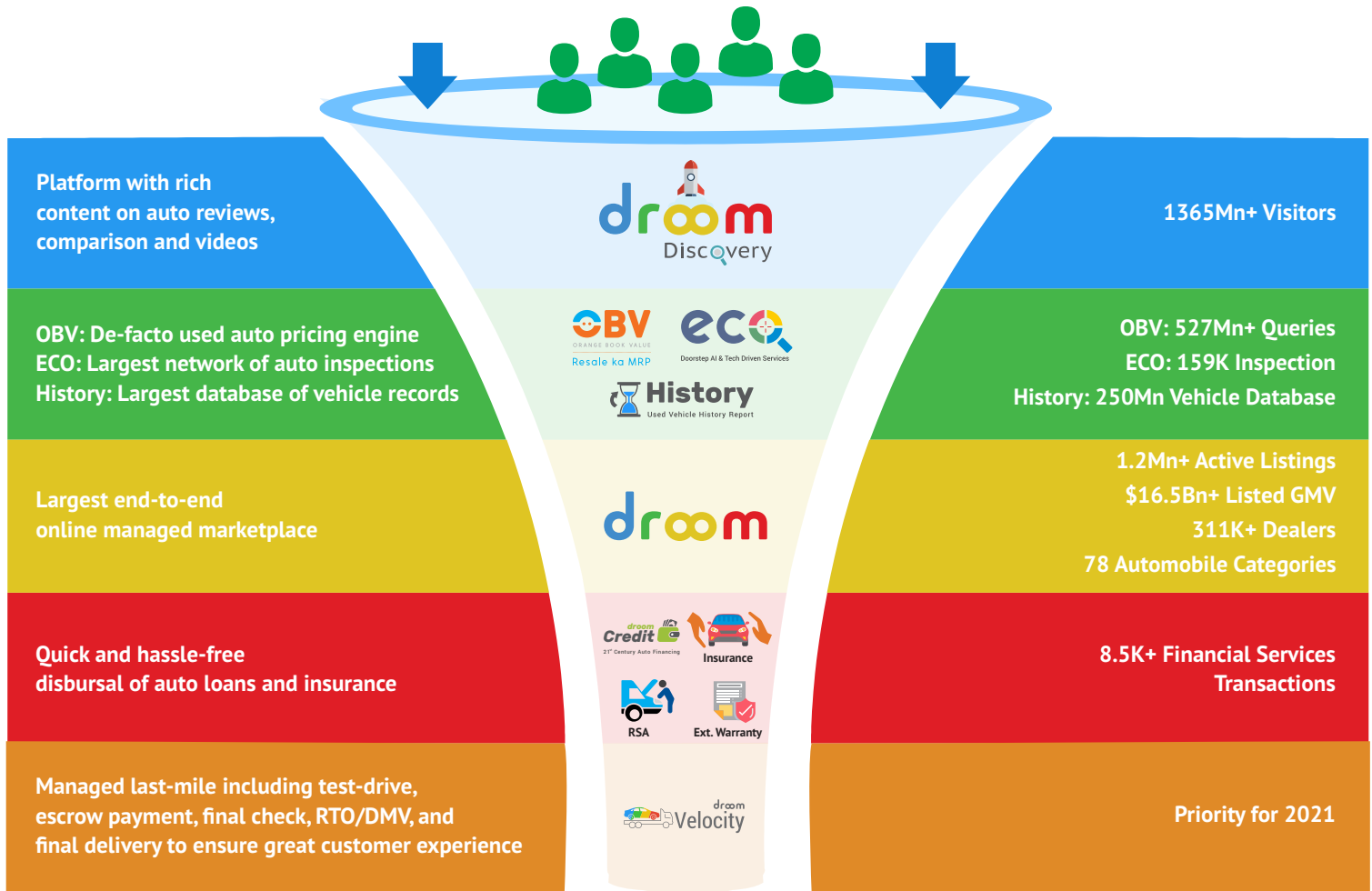
FUNDING HISTORY



TOP INVESTORS

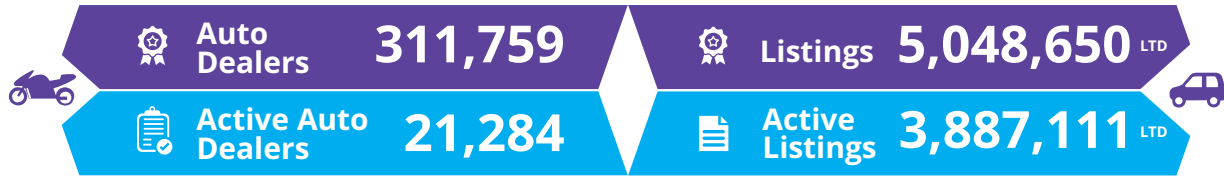


DROOM'S OFFERINGS SPAN ACROSS TRANSACTION LIFECYCLE



1) August 2021 run-rate

SUPPLY SIDE



\$ 16.5Bn+

Listed GMV

1,151+

Cities

DEMAND SIDE



175Mn+
Annual Traffic



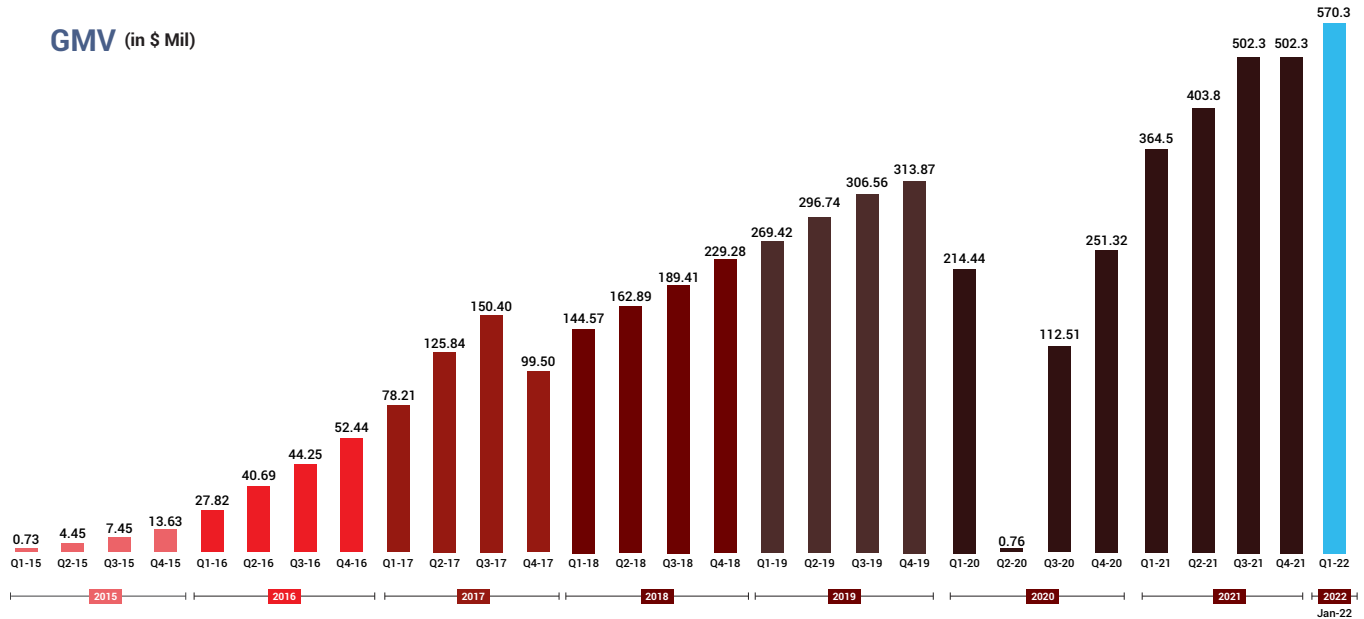
14.46Mn+
App Downloads



6.45Mn+
FB Fans

TRANSACTIONAL SIDE

GMV (in \$ Mil)



Notes:- Vehicle sales in 2020 have been affected due to Covid-19 Lockdown throughout the country. However, Swift growth has been witnessed as the markets opened up in 2021.



MARKET OPPORTUNITY

Massive TAM and Secular Digital Adoption

Massive TAM

\$222 Bn

in 2019 India Sales



~\$500Bn

SE Asia and Middle East & Africa

Significant Upside for Used

4% | 25%

Indian Households with Car | 2W



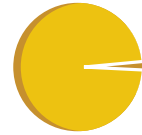
1.65

Used to New vehicle ratio vs.
2.8x for Top 10 countries

Low Online Penetration

0.7%

Share of Online transactions



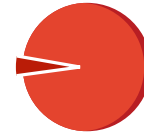
~311K

Auto Dealers with no player
accounting for more than
0.3% of the market

& Ripe for Disruption

95%

Consumers research online for
buying new cars



52%

Used car buyers rely on review
sites & Aggregators websites

Sources: Grant Thornton - Sector flash: Indian auto industry, April 2021, Google Auto Gear Shift 2020, Droom Yellow Book

Accelerating Adoption of Digital Auto Platforms



70%

of customers finalize
model before going
to dealership



85%

urban vehicle buyers
are already digitally
influenced



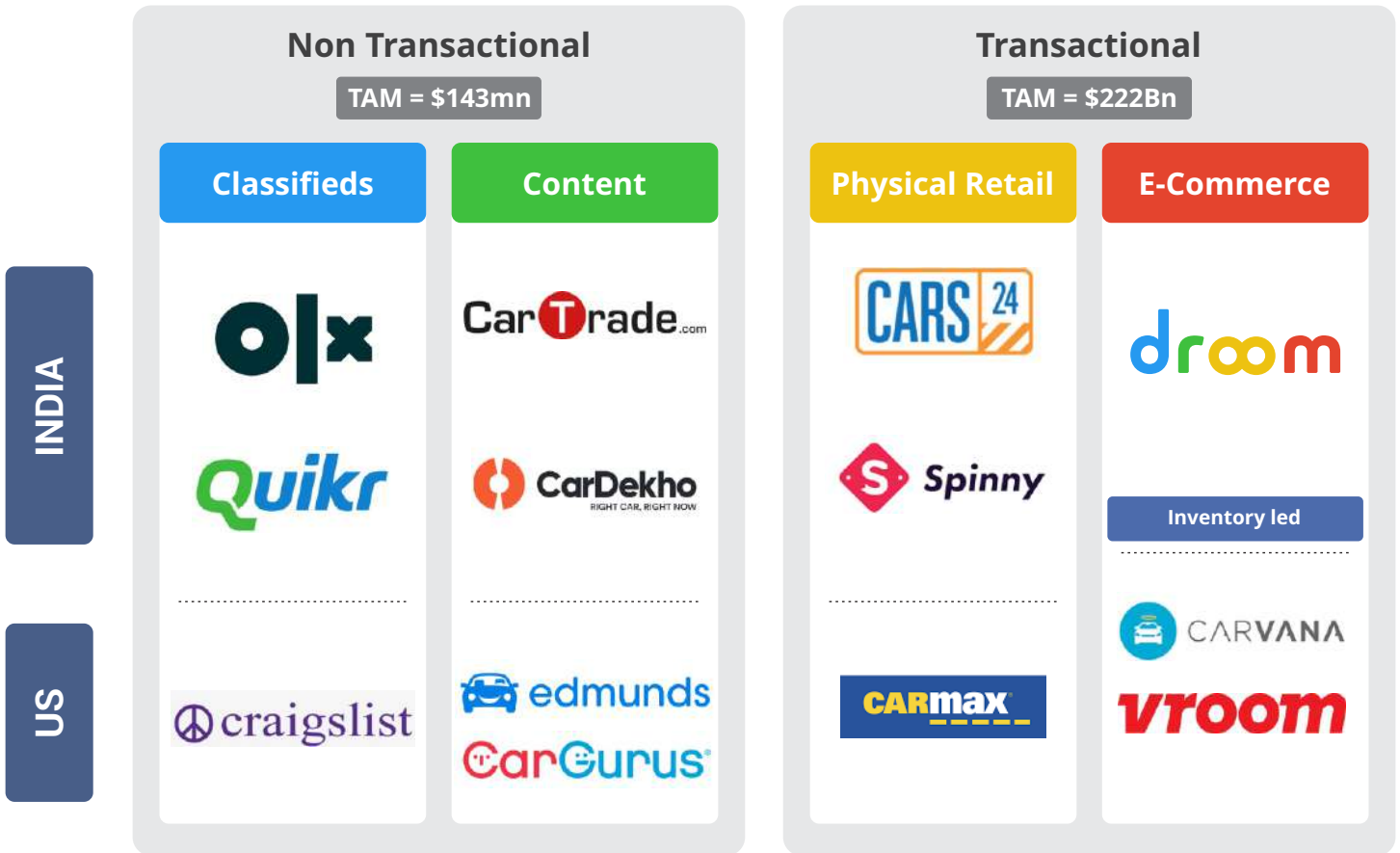
70%

consumers who
would prefer to
avoid dealership












Source: Boston Consulting Group, Capgemini

COMPETITION

Only Indian Player with Completely Online Transactional Model



COMPETITIVE DIFFERENTIATION

					
 Business Model	Transactional	Lead + Ads	Used 4W Transactional	Used 4W Transactional	Lead + Ads
 Category Focus	4W, 2W, Services	4W	4W	4W	4W
 Tech Focused	✓	✓	✗	✗	✗
 Ecosystem Services	✓	✗	✗	✗	✗
 No Physical Presence	✓	✓	✗	✗	✗
 No Inventory Risk	✓	✓	✗	✗	✗

THE 21ST CENTURY AUTOMOBILE BUYING & SELLING EXPERIENCE

Ecommerce

Selling Format



Condition



Great Selection



Low Price



Standardization



Trust



Buy



Sell

Pricing Formats

BEST OFFER

FIXED PRICE

droom Auction



Transparency



Matching AI Engine



Pure-play Online and Self-service



Exchange



Rent

CATEGORIES

ECOSYSTEM SERVICES



Car



Bike



Scooter



Plane



Vintage Car



Vintage Bike



Yacht



Bus



Electric Car



Electric Bike



Electric Scooter



Construction Vehicle



SuperCar



SuperBike



Tractor



Three Wheeler

DROOM FINANCIAL SERVICES



Loan



Insurance



RSA



Ext. Warranty

ANCILLARY SERVICES



Doorstep Test Drive



RTO Services



Documents



Delivery



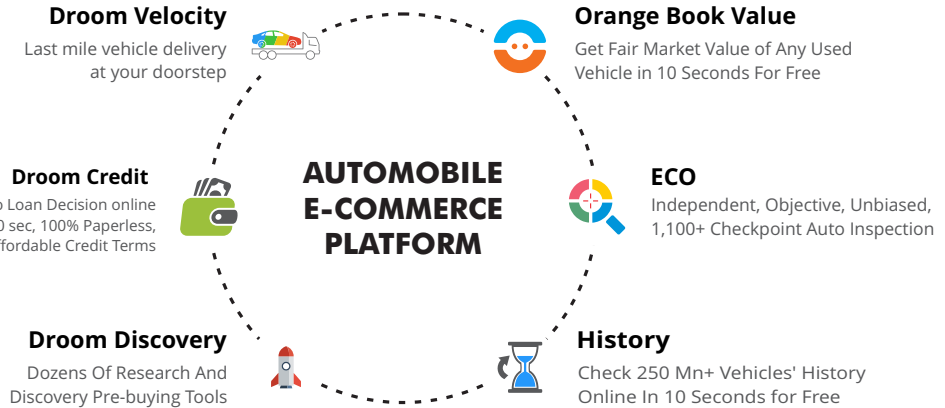
Escrow



Staging

DROOM ECOSYSTEM SERVICES

Droom offers a 21st century e-commerce experience for automobiles. Droom offers India's largest selection of automobiles with over 2.9 lacs vehicles online in 1,100 cities — both used & new, cars & 2-wheelers, and other vehicles too. For buyers, Droom offers India's finest automobile buying experience online with trust, selection, low price, and convenience second to none. Every vehicle sold at Droom goes through a proprietary and technology-driven rigorous 1,100-point inspection and certification for its condition, pricing, and history. Because Droom invests in technology and AI vs. physical stores and thousands of people, the automobiles sold at Droom are cheaper than other options available to the consumers. From our mobile apps or websites, users can search for vehicles or create buying requirements, book vehicles, get loans and insurance, and finally get the vehicle delivered to their doorstep. The ecosystem services enable best practices and remove any form of uncertainty or information asymmetry around a used automobile transaction, protecting the interests of buyers and sellers at the same time



AUTOMOBILE E-COMMERCE PLATFORM

Selling Format
B C

Condition Formats
New Used

Pricing Formats
BEST OFFER FIXED PRICE Auction

Trust Vast Selection Low Price Convenience

E-Commerce Platform Droom Cloud Dealer Quick Sell OEM

Buy Sell Exchange Research

On-Droom

ECOSYSTEM PRODUCTS & SERVICES

OBV
ORANGE BOOK VALUE
Resale ka MRP

eco
Doorstep AI & Tech-Driven Services

History
Used Vehicle History Report

droom Credit

droom Discovery

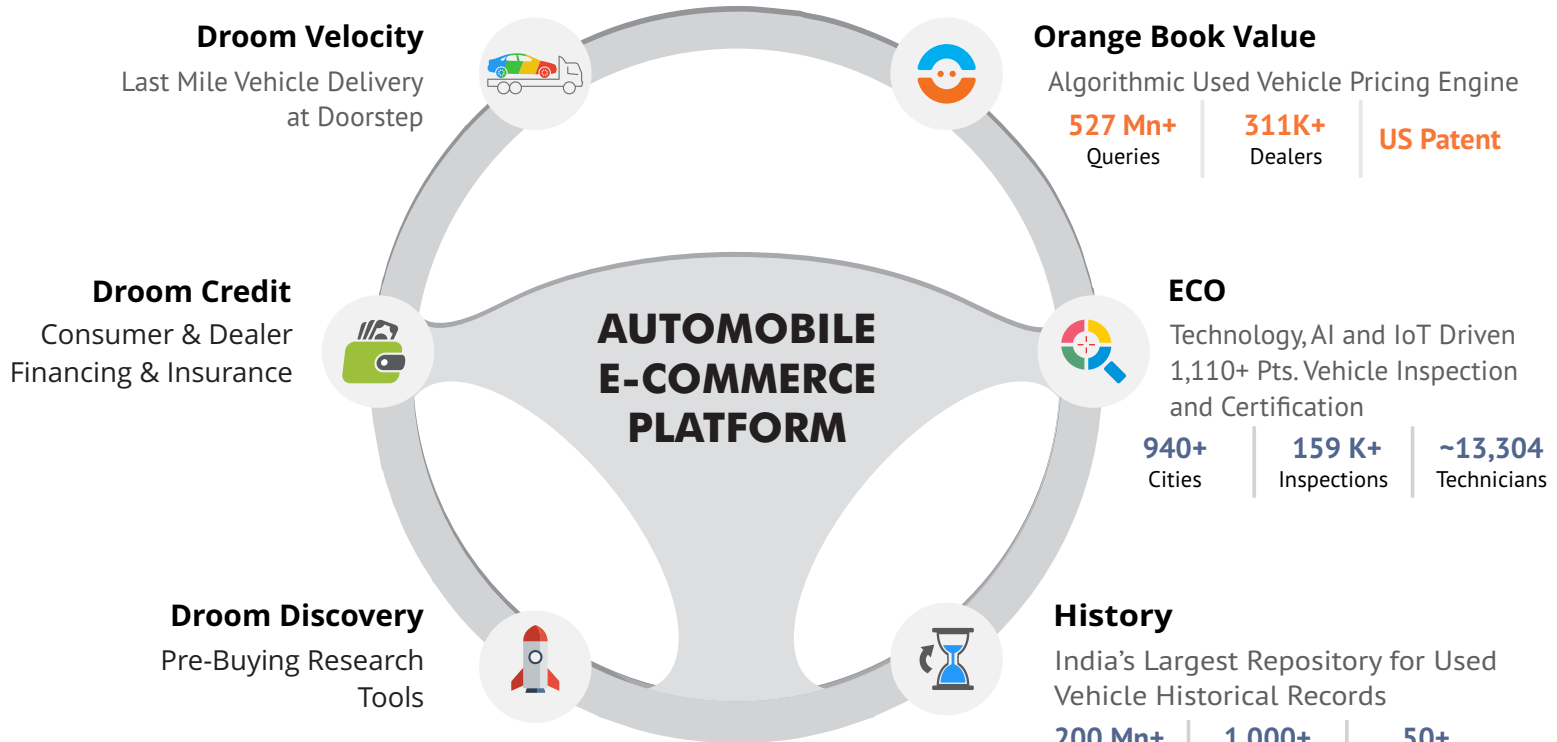
droom Velocity

Off-Droom

AUTOMOBILE ECOSYSTEM

- Dealers
- OEMs
- C2C/Buyer/Seller
- Droom Fleet Solution
- Borrowers
- Lenders
- Insurers
- New Car Dealers/ Reps

DROOM ECOSYSTEM SERVICES





Independent



Objective



Unbiased



ORANGE BOOK VALUE

Resale ka MRP

Check Fair Market Value of Any Used Vehicle Under 10 Seconds For Free

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



Certified Technicians



Doorstep AI & Tech Driven Services

India's Most Trustworthy Auto Inspection & Verification Service

Vehicle Inspection with 1,000+ Check Points

48
Hours
SLA

13.3K+
Independent
Auto Mechanic

5K+
Postal
Codes



**159K+ Completed
Inspections**



**1,000+ Point
Inspection**




**Starting
at ₹ 149**


History

Used Vehicle History Report


India's Largest National Repository for Vehicle Historical Records




 200Mn+ Vehicle History Online

 Covering 50 History Records

 In 10 Seconds For Free

 1000+RTO's Data in Droom's Database

 60L Vehicle's Real Time Updated Data

 50+ Unique Parameters of a Vehicle

DROOM DISCOVERY TOOLS



Data Driven



Comprehensive



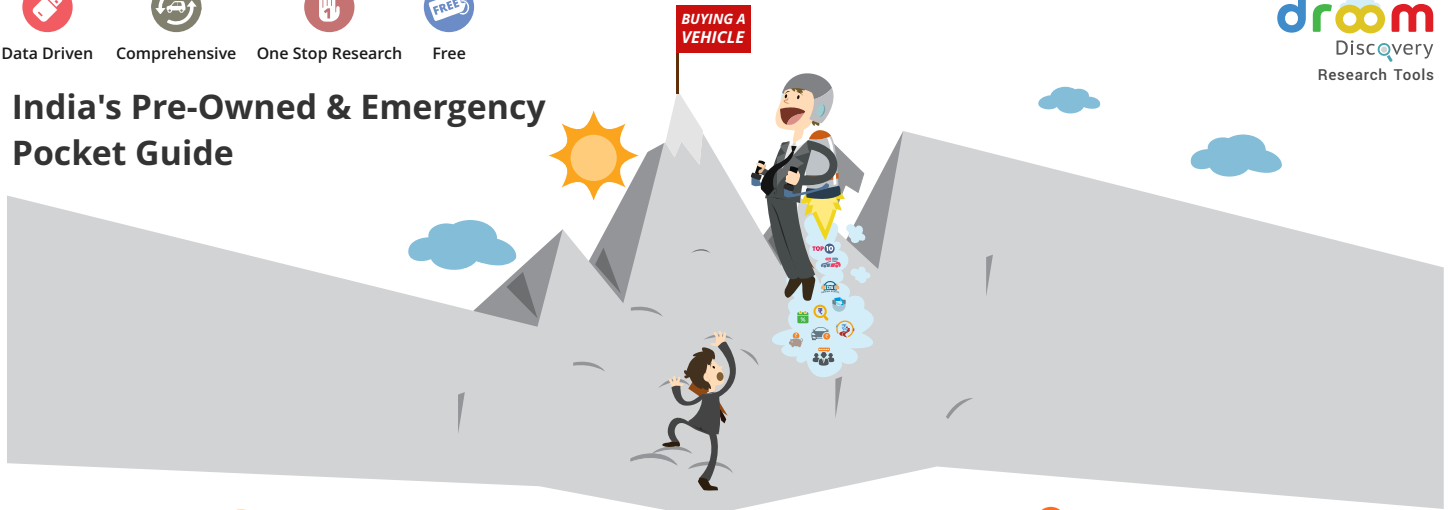
One Stop Research



Free



India's Pre-Owned & Emergency Pocket Guide



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



India's Best Pre-Owned



Droom Community



Droom Velocity is a service by Droom that facilitates last-mile vehicle delivery in the most hassle-free manner thereby promising a delightful and simple journey towards your vehicle ownership. For a safe and convenient online shopping experience, it provides doorstep delivery of vehicles to the customers. Other services offered by Droom Velocity are vehicle RTO, transfer of ownership & documents, and other value added services online.



Inspection, Verification, and Certification Services
(LCP | FCP | PMP | VCP)



Delivery Experience
(Door Step Delivery | 7 day Returns)



Fulfillment
(FCP | CCD | Flat Bed Delivery | Gift Wrap)

For Sellers



Park and sell



Bring vehicle via third party

Bring vehicle via O&O



Free staging for buyer viewing

Paid Staging (if not sold by Droom)



Refurbishment



Flat Bed Delivery



Gift Wrap

DROOM FINANCIAL SERVICES

droom Financial Services



Credit



Insurance



Road Side Assistance



Extended Warranty



21st Century Auto Financing

Why take a loan from Droom Credit?



Save
time



Low-interest
rates



Negotiation on
interest rates



Minimum
documentation



Faster disbursement
process



Pre-payment
facility

Benefits for our Lenders

- Get full eligible, low cost and high-quality borrower leads
- Higher conversion
- Used advanced decision support engine
- Performance based low fee
- Filtered borrower who have crossed many hurdles
- More transparency for the borrowers

DROOM FINANCIAL SERVICES



Insurance

Droom offers the best vehicle insurance policy for your vehicle.



Save up to 75% on Premium Amount



Trusted by more than 30K dealers



Extremely Convenient



Zero Paperwork

Why buy vehicle insurance?

- Third Party Damage Coverage
- Legal Requirement
- Security Against Theft
- Damage Expense Coverage
- Insurance against Personal Injuries

Insurance Offerings

- Third Party insurance
- Standalone AD Insurance
- Comprehensive insurance
- Zero Dep insurance



Road Side Assistance

Droom RSA is a 24x7 emergency support provided in the event of any mechanical or electrical breakdown and or traffic accident of a vehicle.

Benefits of Roadside Assistance



Flat Tyre Service



Dead Battery Assistance



Fuel Delivery



Towing Service



Assistance for lost/locked key



Extended Warranty

Droom offers the best vehicle insurance policy for your vehicle.



Reliable customer service



Covers parts & labor



Pan India Serviceability



Saving on expensive repairs

Benefits of Extended Warranty

- Extended coverage
- Peace Of Mind & Assured Safety
- Savings On Expensive Repairs
- Covers Crucial Auto Parts
- Greater Resale Value
- Coverage Options
- Reliable Customer Service

How It Works



Select a Plan



Complete Payment



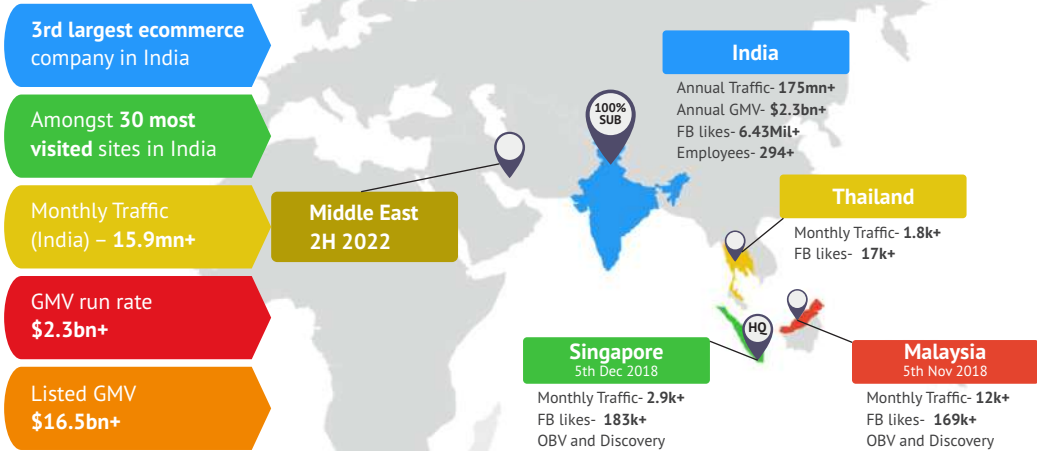
Get E-copy of Extended Warranty Policy Document



Coordinate with Seller



Avail Services Offered Under Extended Warranty Policy



Droom For Dealer



Sell Online



Procure Online



Resell All Services



Get Financial Assistance



AI Toolkit



DMS



Community Pro-Seller



Listed in Directory



Online Storefront



Unlimited & Free Listings

Premium



Negotiation Tools



Receive Qualified Leads



Branded Business Cards



Reputation Management



Direct Customer Contact



Virtual Showroom



Droom Pre-Owned Auto Awards



Droom Track Day



E-commerce Certification



GST Assistance

Print Properties



OBV Print



Droom Calendar



Droom Garage

Services



Valuation



History



Inspection



Advertising

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. Two things are placed on top - passion and merit



ABOUT FOUNDER & CEO

Sandeep is the only Indian technology founder with two Unicorns back-to-back – Droom, India's first online automobile marketplace and ShopClues, India's first-ever managed online 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 selection, trust, and pricing advantage for buyers.

Sandeep successfully built ShopClues as the 5th Unicorn in Consumer Internet in India despite 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 been very actively collaborating with policymakers and trade bodies. Sandeep authored the best selling book titled 'Fall Again Rise Again'. He has an MBA from Washington University in St. Louis and holds a US patent.

Sandeep Aggarwal

Founder & CEO, droom



 sandeepaggarwal.com

 [sandeep-aggarwal-abb6a61](https://www.linkedin.com/in/sandeep-aggarwal-abb6a61)

 [@SandeepAgg](https://twitter.com/SandeepAgg)

 [sandeep.aggarwal.142](https://www.facebook.com/sandeep.aggarwal.142)

 sandeep@sandeepaggarwal.com

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 December 2018

Droom Launched in Singapore

11th December 2018

Droom's First Pre-Owned Auto Awards

DROOM MILESTONES

2019

24th April

Launch of OBV & Droom Discovery in Thailand

6th June

Droom Launched droom.my for Malaysia

9th July

Launched OBV in 34 Countries

July

Droom Setup AI, IoT & ECO Lab

22nd July

Launch of Droom My Fleet

29th July

Launch of ECO Inspection App in Vernacular Hindi

5th August

Launch of ML Powered Recommendation Blocks

October

Launched Droom Garage Auto Magazine

2020

31st March

Droom Launch Germ Shiled

4th May

Droom Launched Jumpstart

6th May

Droom Launched Germ Shiled Franchise

11th May

Launched OBV for Real Estate Beta Version

13th May

Launch of Droom Academy

20th May

Launched Pro-Seller

25th May

Launched OBV for Jobs Beta Version

15th Sep

Launched OBV for Jewellery Beta Version

1st Oct

Acquired an AR startup Visiolab Ideas

29th Nov

Breached 450 Mn OBV queries mark

2021

Feb

Launched Droom Velocity (Beta Version)

14th April

Change in algorithm from "Search/ Find/ Buy" to "Requirement/ Match/ Buy"

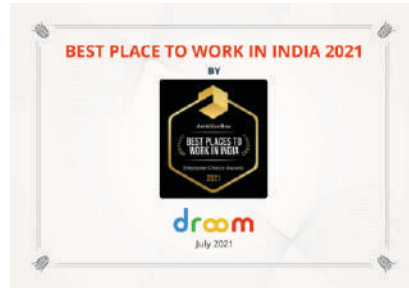
20th July

US Patent for OBV

29th July

Droom became Unicorn

DROOM IN THE PRESS | AWARDS & RECOGNITION



ET THE ECONOMIC TIMES

TOI Business Standard

Outlook Firstpost.

INDIA TODAY

FINANCIAL EXPRESS Read to Lead

VCCIRCLE

YOURSTORY BusinessLine

BW BUSINESSWORLD

THE NEW INDIAN EXPRESS

TechCrunch

mint

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This block contains a collage of logos from various media outlets and organizations. The logos include ET THE ECONOMIC TIMES, TOI Business Standard, Outlook Firstpost., INDIA TODAY, FINANCIAL EXPRESS (with 'Read to Lead' tagline), VCCIRCLE, YOURSTORY BusinessLine, BW BUSINESSWORLD, THE NEW INDIAN EXPRESS, TechCrunch, and mint. At the bottom, there is a call to action: 'To Read More Articles go to http://droom.in/in-the-press'.

SOCIAL PRESENCE



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vehiclehistory.in | 




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-  facebook.com/DroomHistory
-  twitter.com/droom_history
-  linkedin.com/company-beta/13275737



droomdiscovery.com




FB 269K | Twitter 14.3K

-  facebook.com/DroomDiscovery
-  twitter.com/droomdiscovery
-  linkedin.com/company/13438074/



droomcredit.com | 

FB 945K | Twitter 25.9K

-  facebook.com/DroomCredit
-  twitter.com/droomcredit
-  linkedin.com/company/droom-in



droom



Vast Selection



Low Price



1100 Point Inspection



Easy Loan & Insurance



Warranty & Return




Home Delivery

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