

*AI Driven Auto Repair Platform*

# EXECUTIVE SUMMARY



Financial Snapshot (in INR Crores)

Particulars	FY22	FY23	FY24
GMV	23.81	18.07	49.98
Growth %	-	-24%	193%
Revenue	-	4.40	7.21
Gross Profit	3.14	1.83	3.85
# of Workshops	250+	800+	1200+
# of Cities	30+	95+	200+



## PROBLEMS OF LOCAL SERVICE CENTRES:

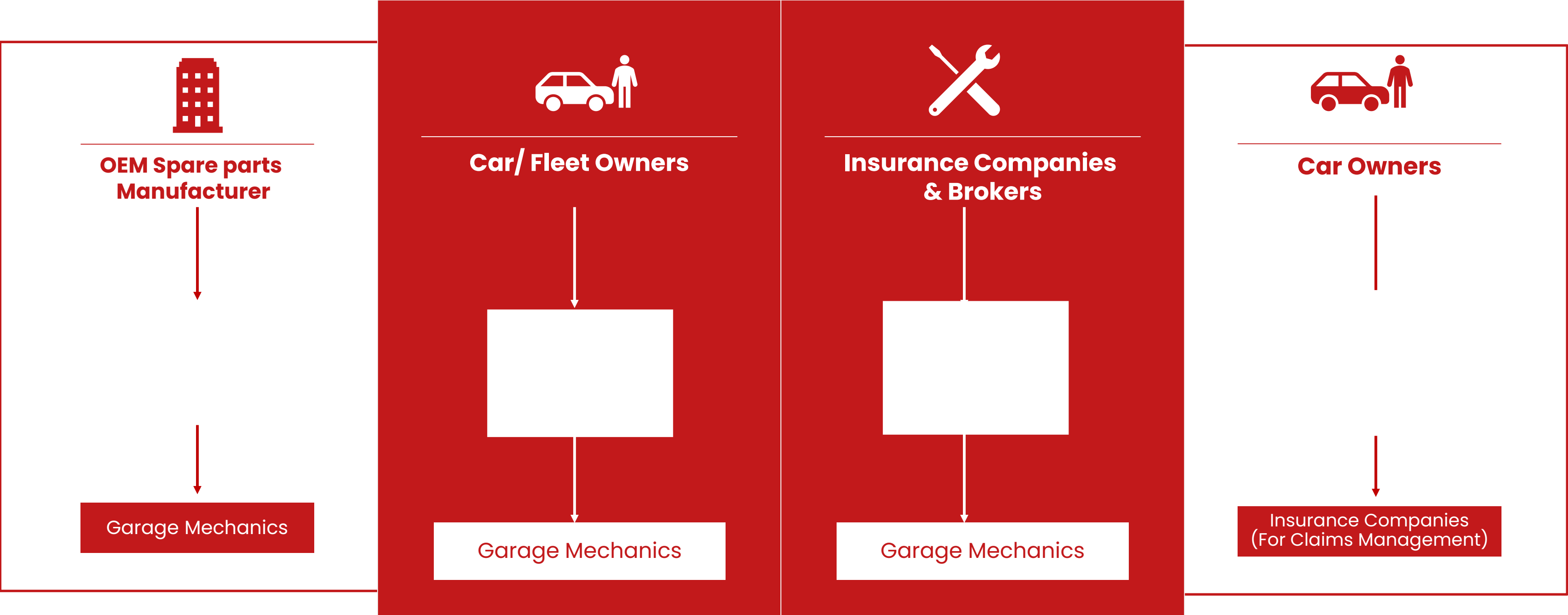
- 1 Lack of technology
- 2 No streamlined processes, leading to lower productivity
- 3 No timely access to high quality spare parts
- 4 Inadequate market penetration and client engagement
- 5 Minimum Opportunities for Branding and marketing

## PROBLEMS OF CAR OWNERS:

- 1 Waste of time or sometimes an entire day while servicing/ repairing
- 2 Lack of trust & high chances of upselling with local garages
- 3 Unavailability of genuine spare parts & Higher TAT
- 4 Expensive service & limited availability of OEM workshops
- 5 Problems faced in vehicle insurance claims



# PRESENTING:



**Seamlessly integrating solutions for all industry stakeholders!**



# MARKET OPPORTUNITY

## Multi-Brand Car Service Market

### SCOPE IN THE AFTERMARKET INDUSTRY

**300,000+ Workshops**  
scattered all over India

**Lack of access to quality**  
service and repairs

**~INR 14,000/- spent on Average on**  
Car Servicing and Maintenance

**Huge whitespace for an end-to-end**  
Automotive Lifecycle platform.

### TAM

**USD 16 Bn**  
Multi Brand Bike &  
Car Service  
Market in India

### SAM

**USD 8 Bn**  
Market in  
Metros and Tier 1  
cities

### SOM

**USD 1.20 Bn**  
15% of SAM  
Expected to be  
covered

### WHY THE TIMING IS RIGHT?



**65%** of post-warranty  
cars visit multi-brand  
service centers.



Indian used car market  
currently valued at \$23 Bn is  
expected to grow at **19.50%**  
**CAGR by FY27**



**~12%** increase in road  
accidents in FY 22 (**~4.61**  
**Lakhs official accidents**)



Growing **insurance market**  
with average spend on Motor  
Vehicle Insurance being  
**~INR 15,000/-**

5

### Indian Multi-Brand Car service Market

2020

**~US\$  
8 BN**

MASSIVE OPPORTUNITY

**CAGR of ~12.04%**

### Projected Indian Multi-brand car service market

2030

**~US\$  
25 BN**



# DEEPTECH SOLUTIONS

## B2C Suite



- Vehicle lifecycle & Management AI
- AI Vehicle Repair & maintenance platform
- Predictive maintenance tool for maintenance requirement
- Instant Repair Estimation Camera for pre-inspection process

## Insurance Suite



- End-to-end AI-powered claims management for Insurance Companies
- Seamless Digital Claims experience (DCX) for Car Owners
- Live Tracking of Insurance Repairs

## Enterprise Suite



- Repair and maintenance for B2B fleets
- AI software for garage management
- Tech platform for spares distribution

## EV Suite



- AI enabled EV Lifecycle Management
- Battery health tracking, solutions for optimal EV performance

# BUSINESS MODEL

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## **B2B2C (55% GMV)**

- Insurance claims processing expertise
- Tie-ups with major insurance co



## **Retail (37% GMV)**

- Full range of car services
- All car brands and models
- Prime Subscription service



## **B2B (3% GMV)**

- B2B clients offered all services



## **Spare Parts (5% GMV)**

- Platform for buying & selling spare parts
- Includes oil barrels, tyres etc.



## **Franchise**

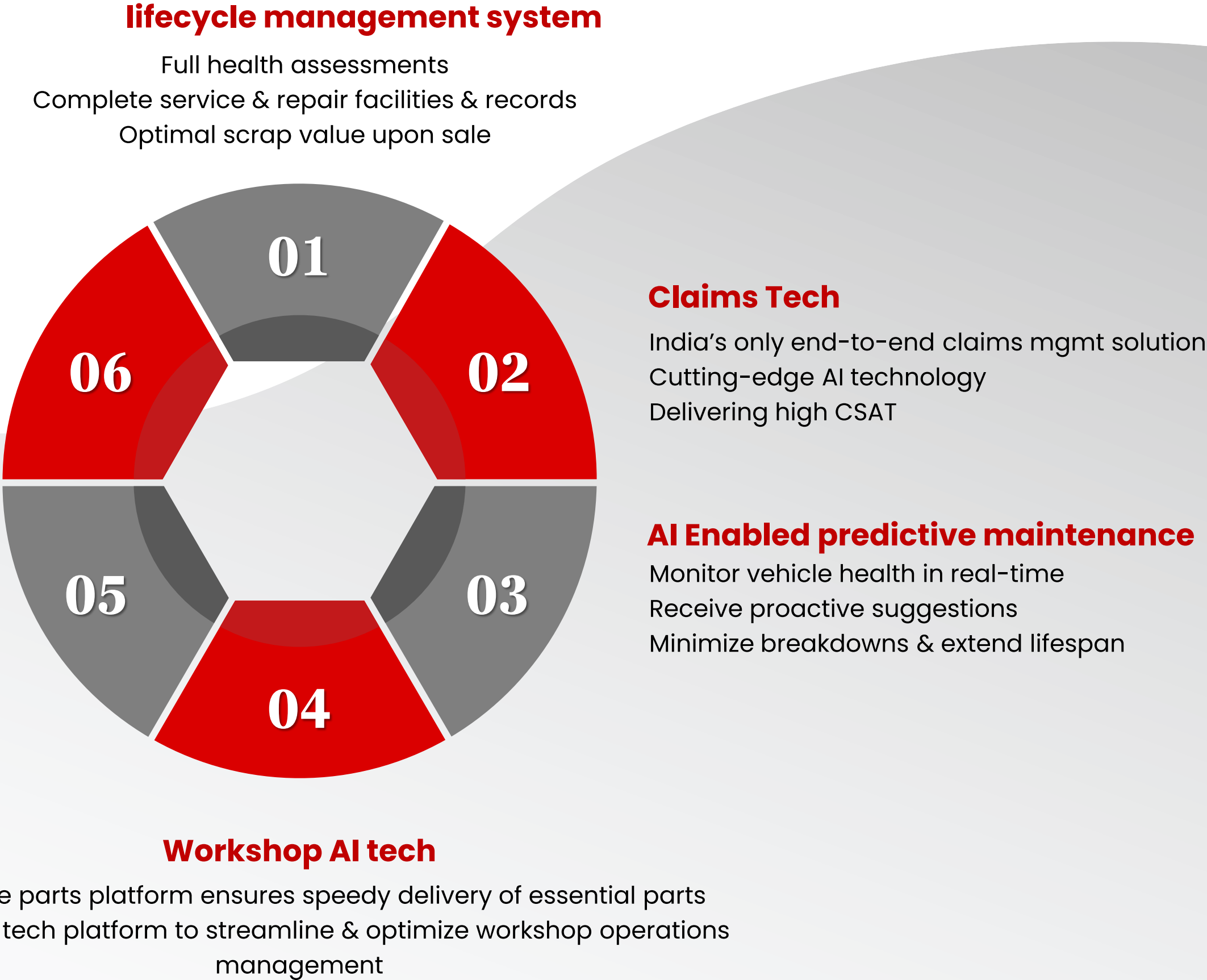
- Top-quality Multi-Brand workshops
- Higher business volume, spares support, etc.



## **SaaS (Future Prospects)**

- AI SaaS products for workshops & Insurers
- AI camera, GMS, spare platform, etc.

# UNIQUE SELLING PROPOSITION





# KEY METRICS



## Workshop Network

**1200+** total workshops PAN India  
**100+** Franchise workshops all onboarded in FY24



## CAC

FY 22- **INR 1,000/-**  
FY 24- **INR 700/-** } **30% Fall in CAC**



## GMV

~INR 50 Cr (FY24)



## Manpower

**60 Employees** across Sales, Ops, Marketing, Tech etc.



## AOV

B2C- **7,000**  
B2B - **10,000**  
Insurance - **25,000**



## Average Rating

**4.5+ stars** on Google reviews



## Business Partners

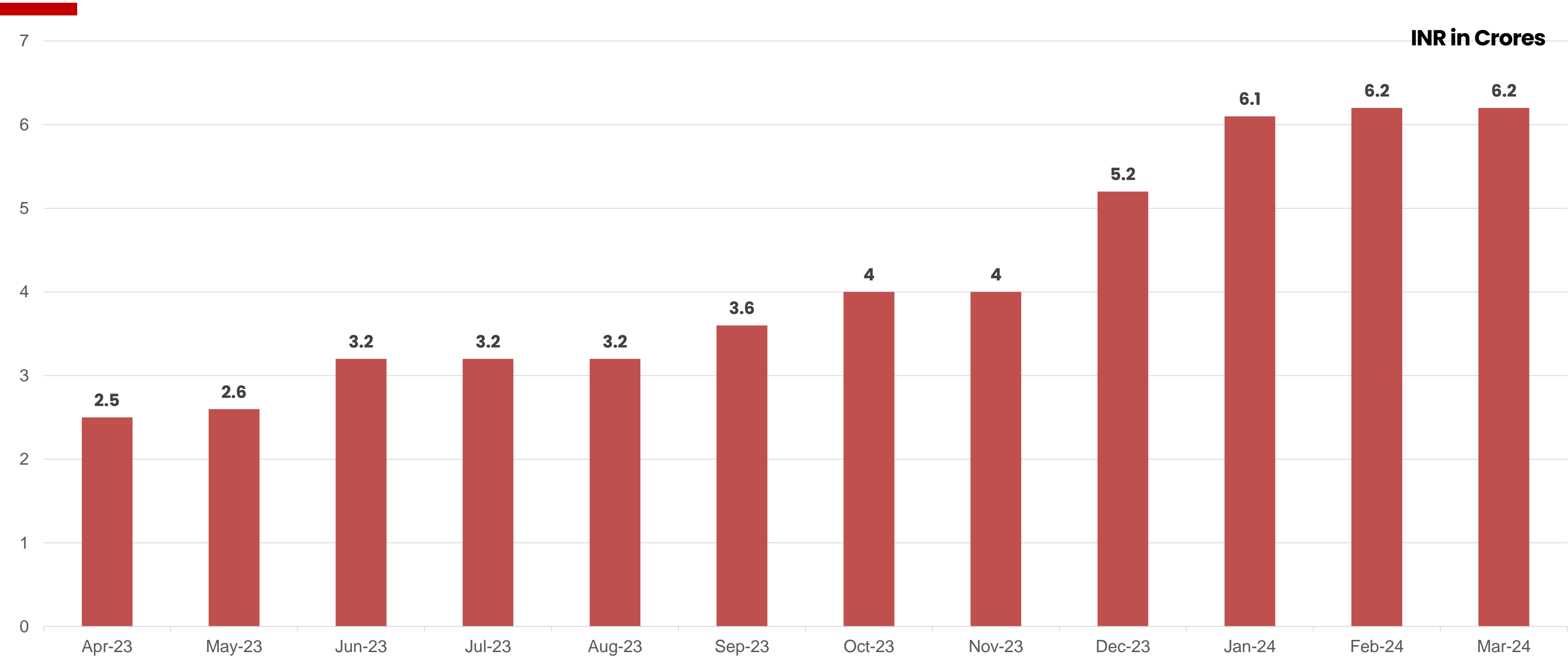
**100+ partners**, including well-known Insurers, Brokers & Leasing Companies



## Industry leading TAT across verticals

1 day for repairs/service (B2C)  
5 days for claims processing in Private Insurance co  
12 days for claims processing in Public Insurance co

# TREMENDOUS GROWTH IN FY 2023-24



The Company achieved **EBITDA POSITIVITY** in Q4 of FY 2023-24

# OUR PRESENCE

## Northern India

**73% GMV**

Major Cities being  
New Delhi, Gurgaon &  
Noida

# of Workshops: **428**

## Southern India

**5% GMV**

Major Cities being  
Bangalore & Hyderabad

# of Workshops: **97**

## Western India

**14% GMV**

Major Cities being  
Mumbai, Pune &  
Ahmedabad

# of Workshops: **167**

## Central India

**4% GMV**

Major Cities being Indore  
& Bhopal

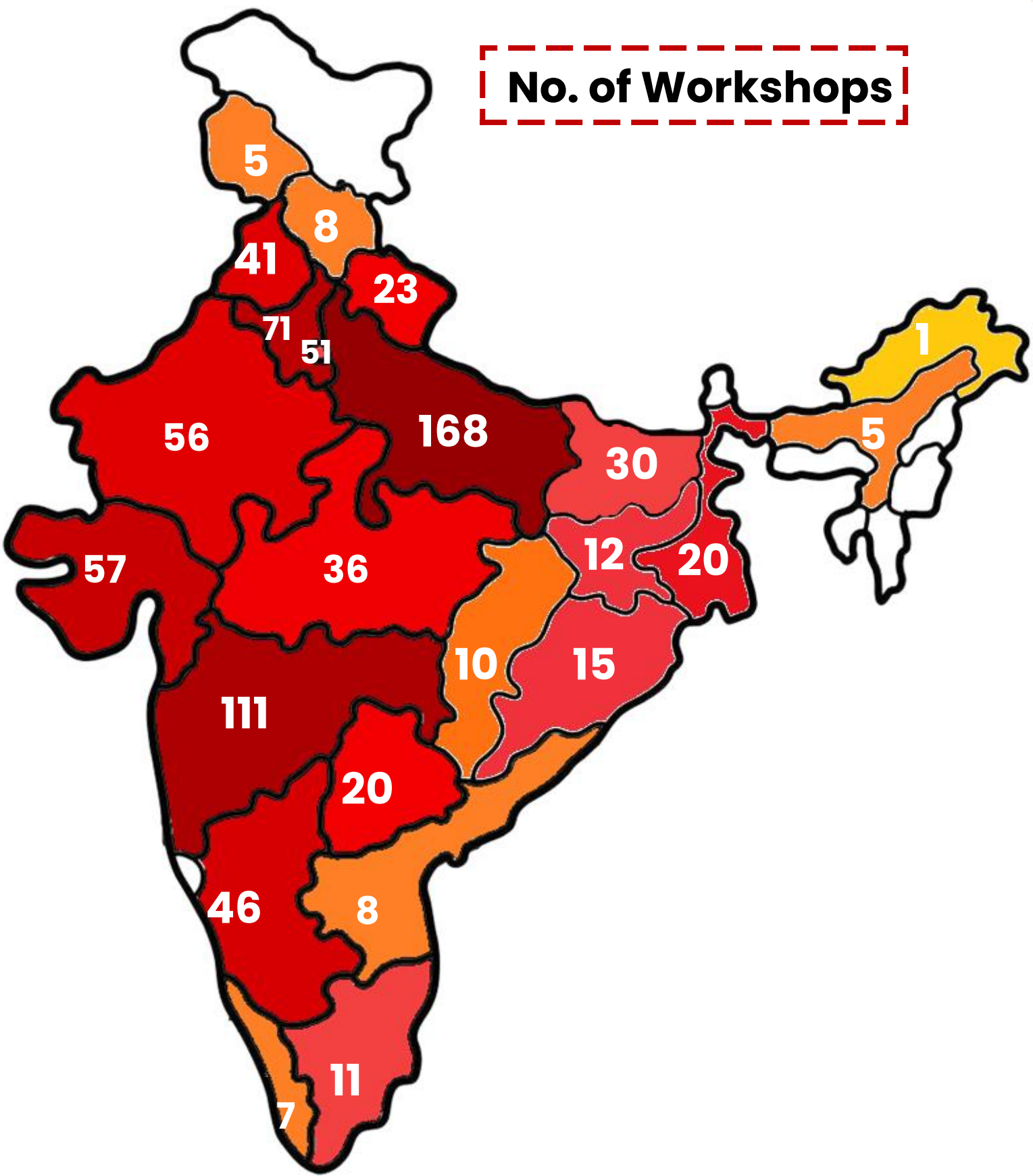
# of Workshops: **36**

## Eastern India

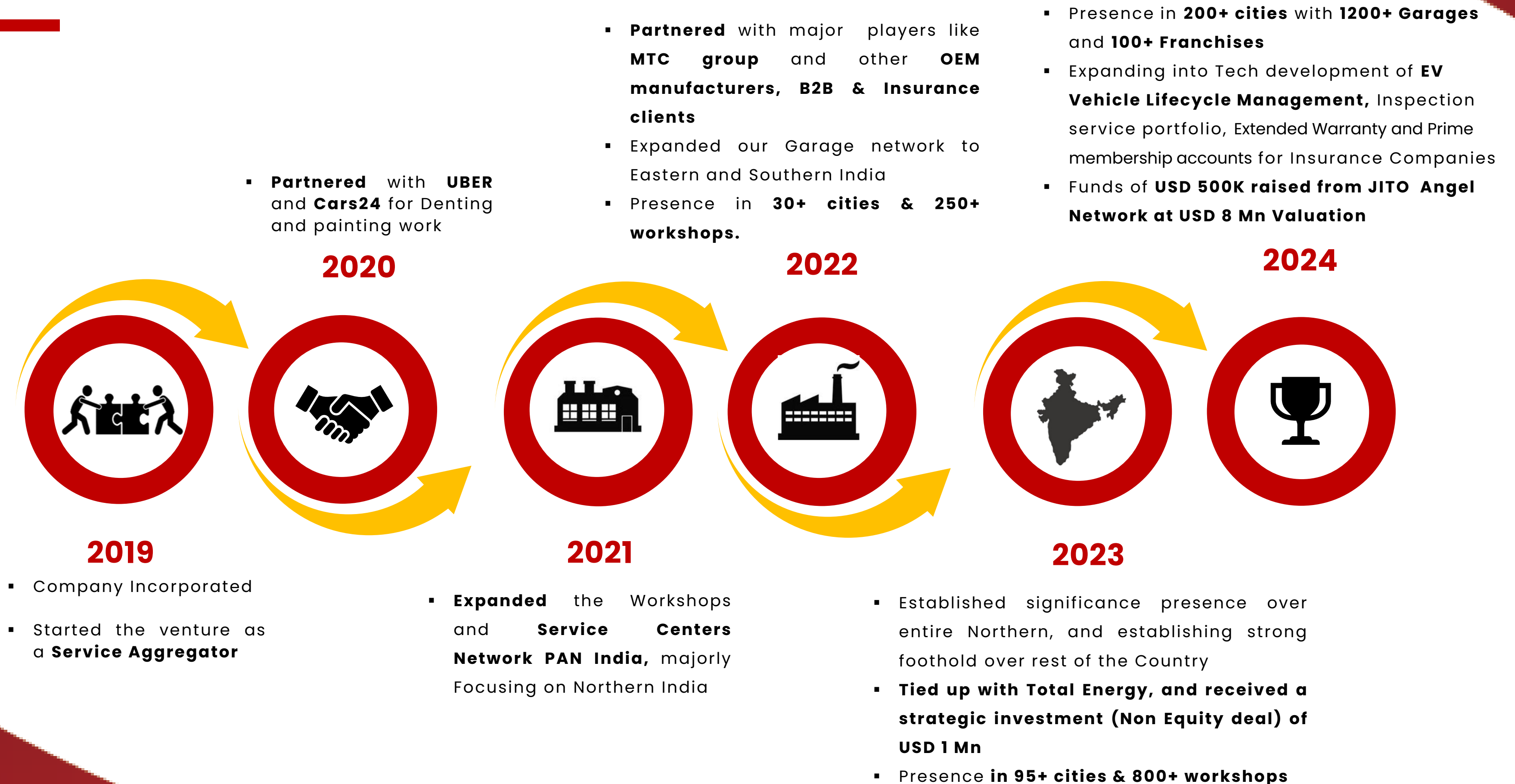
**4% GMV**

Major Cities being Patna,  
West Bengal & Ranchi

# of Workshops: **93**



# JOURNEY SO FAR





# GO TO MARKET STRATEGY

## Demand Side

### Elevated Customer Services

Giving all the technical assistance a customer needs, ranging from **customer tele-support**, garage related services to automated invoicing and billing

### Enhanced Focus on B2C Market

Continuously expand the B2C clientele, and improve the **Branding, Digitization, Standardization and Monetization** of the onboarded garages

### Expanding Geographical Presence

Expanding our presence **to 500+ cities** especially in Southern and Eastern India; **Increase visibility** and **brand value** by **Extensive Branding and promotional campaigns**

01

02

03

04

07

06

05

### Launching our Spare Parts Platform

Going live with our **Centralized Spare parts Inventory management system**, which includes a **vast network of vendors and dealers** to take care of all consumer spare part needs

## Supply Side

### Strategic Partnerships

**Extending and strengthening partnerships and synergistic alliances** with Insurance Companies and Brokers, B2B customers, OEM spare parts providers and other experienced industry stakeholders

### Technological Development

Finalize and launch various **AI products like Garage Management system (GMS), vehicle lifecycle management platform** and many more

### Rapid Penetration in EV Sector

Introducing **AI enabled EV Lifecycle Management, Battery health tracking, EV IoT Devices** and solutions for optimal EV performance



# EV MARKET STRATEGY

## Current Offering

### VEHICLE SERVICE AND REPAIR



- PAN India Workshop presence for servicing and repairing EVs

## Future Plan

### VEHICLE LIFECYCLE MANAGEMENT



- AI enabled EV Lifecycle Management
- Battery health tracking, solutions for optimal EV performance

## Strategic Partnerships

### HMC – ADANI – TOTALENERGIES



- Synergies with experienced industry leaders to maximize opportunities within the EV Market

# UNIVERSAL SOMPO (just ONE of our 14+ Clients!)



is one of the key B2B2C service providers for Universal Sompo



## Business Prospects

Partnership with Insurance companies and brokers help us penetrate the insurance market by:

- 1. Insurance Claims leads.
- 2. Add on offerings to motor insurance – AMC, warranty and Prime membership

## Business Potential

Today	Near Future	True Potential	Highlight
Finished lead diversion formalities  Go live with our products as add on	3600 Leads per annum (GMV ~INR 9 Crores)  1% of policies sold with our add-ons (~12000+) (GMV ~INR 1.20 Crores)	~24,000 leads per annum (GMV ~INR 76.80 Crores)  5 % of policies sold with our add ons (~60,000+) (GMV ~INR 6 Crores)	Insurance Sector is very promising, providing opportunities for various streams of revenue, such as Claim Management (GMV ~INR 100 Crores), Pre inspection Report tools (GMV ~INR 90 Crores) etc.

# Hero MotoCorp (just ONE of our 10+ Clients!)

is one of the key B2B Service providers in term of EV Vehicle Management of HMC

Business Prospects

HMC and similar Companies will help us expand in the EV space, and generate revenues through the following streams:

- 1. EV Annual Maintenance Charges
- 2. EV Warranty
- 3. EV IoT

Business Potential			
Today	Near Future	True Potential	Highlight
Agreements Signed  Pilot commenced in May'24	AMC – 6K Vehicles p.a. (GMV ~INR 60 Lakhs) Warranty- 6K leads p.a. (GMV ~INR 60 Lakhs) IoT- 6K Vehicles p.m. (GMV ~INR 120 Lakhs)	AMC – 24K Vehicles p.a. (GMV ~INR 240 Lakhs) Warranty-24K Vehicles p.a. (GMV ~INR 240 Lakhs) IoT- 24K Vehicles pm (GMV ~INR 480 Lakhs)	Huge potential to add new margin based business segments like BMS(GMV ~INR 1,700 Lakhs), Spare parts (GMV ~2,500 Lakhs), Pre Inspection Tools (GMV ~INR 1,500 Lakhs) etc.





# ESTEEMED PARTNERSHIPS



INSURERS



BROKERS



B2B CLIENTS

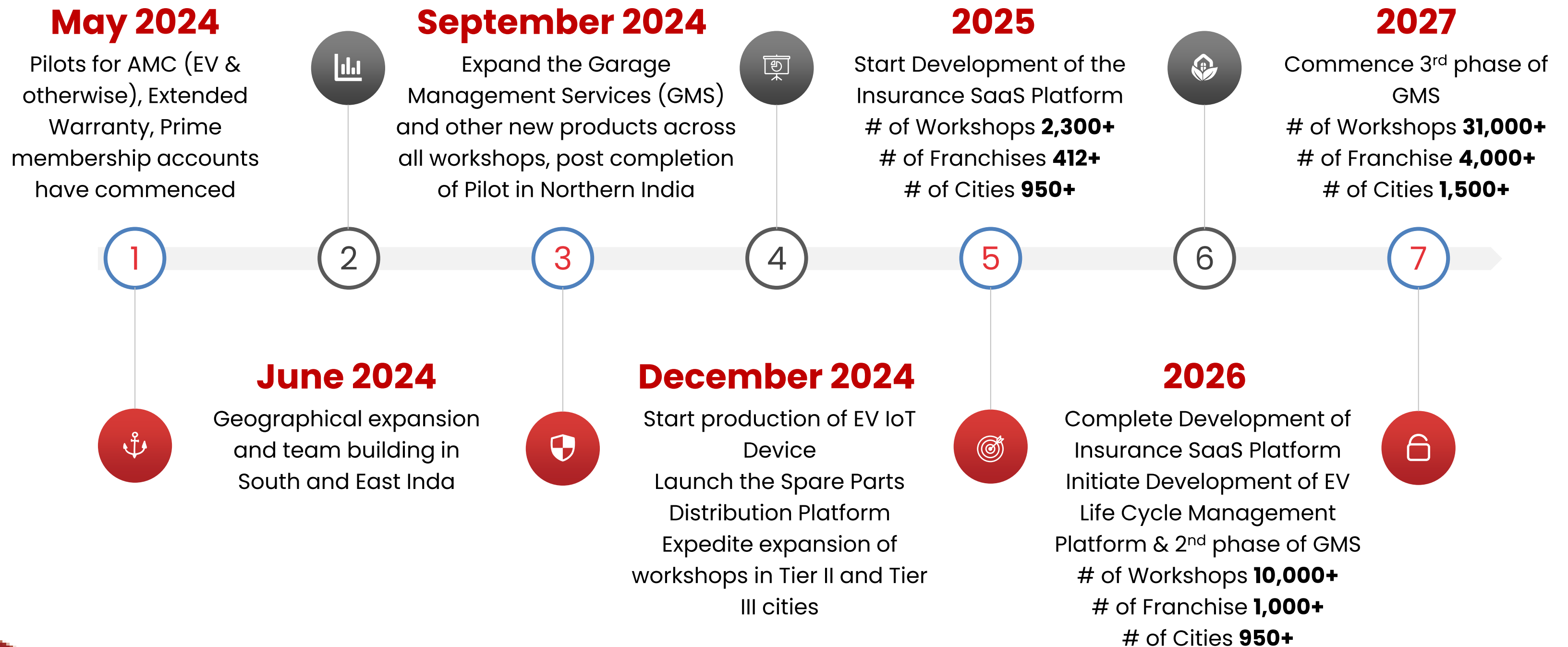


Strategic Partnerships

# COMPETITOR ANALYSIS

Features		OEM Garages	GoMechanic	Automovill	MyTVS
Vehicle Lifecycle mgmt	✓	✓	✓	✓	✓
AI predictive maintenance	✓	✓	✓	✓	✓
Repair Financing	✓	✓	✓	✓	✓
Claims tech	✓	✓	✓	✓	✓
Workshop AI Tech	✓	✓	✓	✓	✓
Repair Mgmt (B2B+Fleet)	✓	✓	✓	✓	✓
2W & CV	✓	✓	✓	✓	✓
Extended warranty	✓	✓	✓	✓	✓
Membership	✓	✓	✓	✓	✓

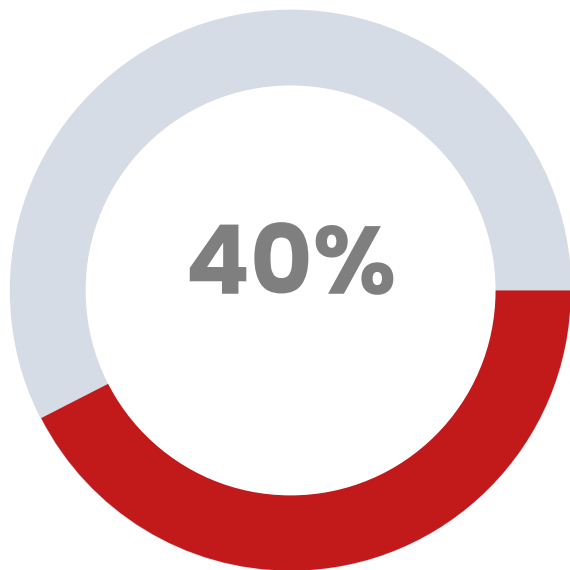






# OUR ASK

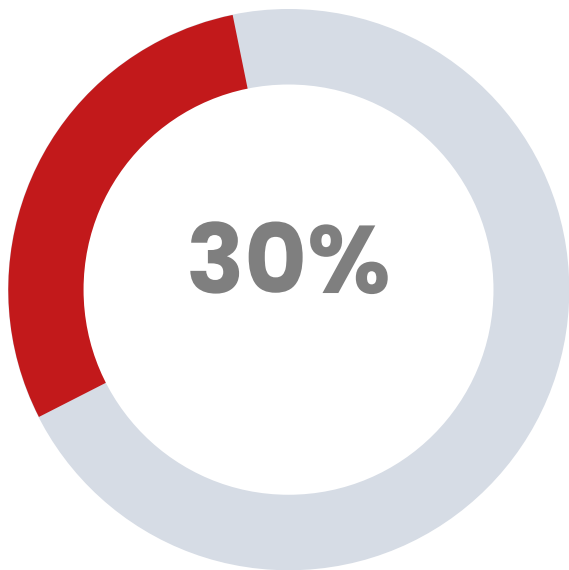
is seeking a **USD 3.5 Mn** Series A round



**Marketing & Branding**

**USD 1.5 Mn**

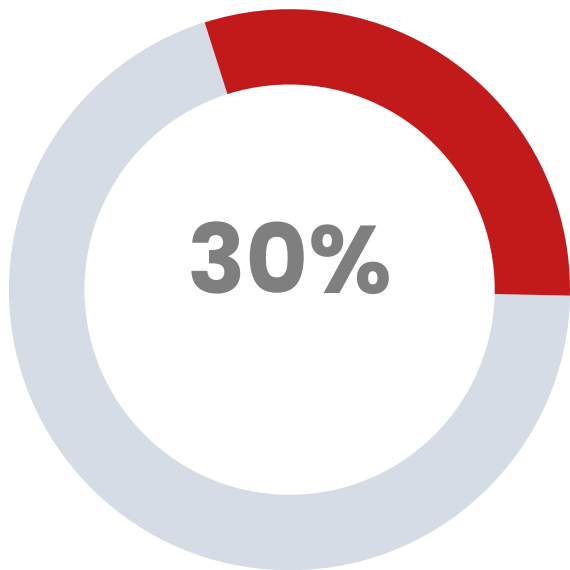
- Expenditure on Business Development
- Omni-channel Marketing campaigns
- Create high-quality brand recall value



**Tech Expansion**

**USD 1 Mn**

- Research & Development
- Build new features and functionalities
- Improve scalability and performance



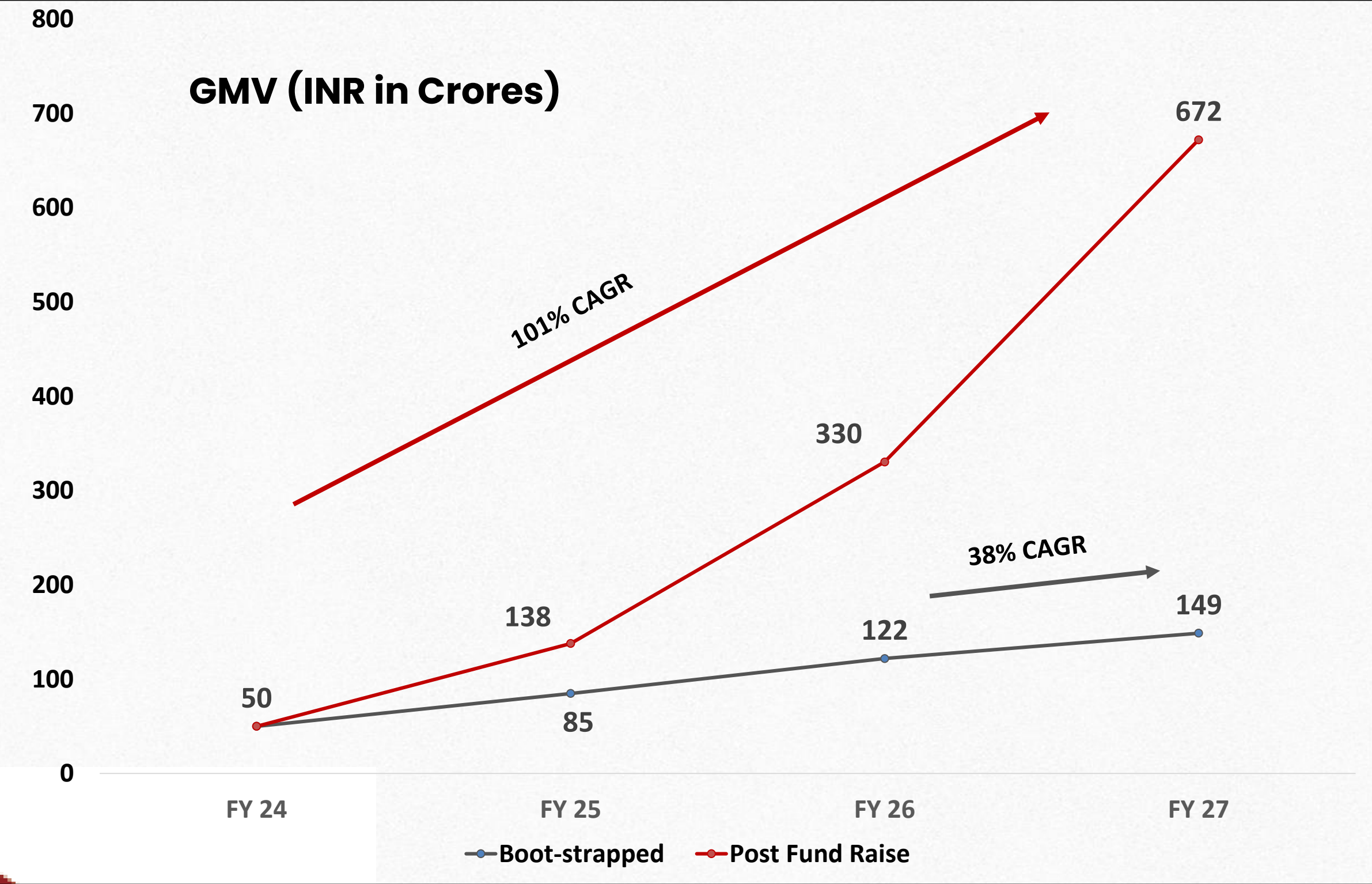
**New Hiring**

**USD 1 Mn**

- Recruit top talent in tech, marketing, & sales
- Invest in training and development programs
- Additional staff across different departments

\*Ask is for 18 months runway

# BOOTSTRAPPED VS. POST FUNDING REVENUE TRAJECTORY



## Revenue Trajectory Post Funding

### Quick Scalability:

Funds raised shall be employed for quick technological R&D, which will enable to bring new products on the table in a much shorter timelines

### Brand Recognition:

The fund raise would give the company capital to spend extensively on brand building and marketing, making Vehicle Care synonymous to Vehicle maintenance and upkeep.

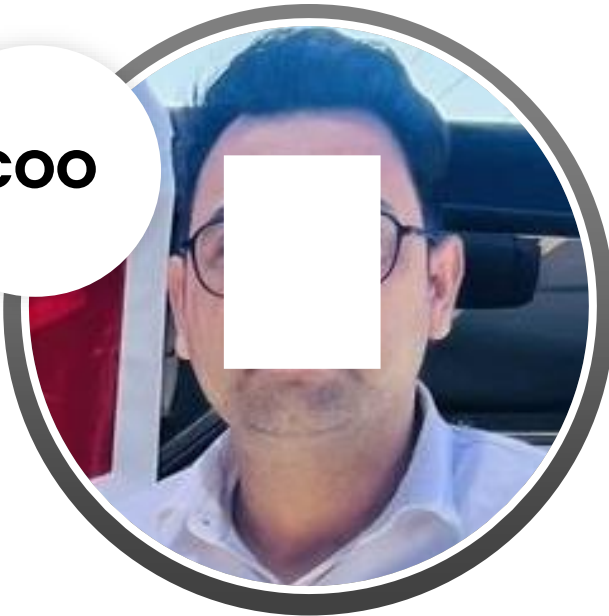
INR in Crores			
Segments	FY25	FY26	FY27
Insurance	60	113	190
B2C	47	107	210
B2B	8	47	173
Spares (Oil)	9	19	34
Prime	1	3	7
Spares (Parts)	8	33	45
EV AMC	3	7	10
GMS	0	2	3
Total	138	330	672

# OUR FOUNDING TEAM

CEO



COO



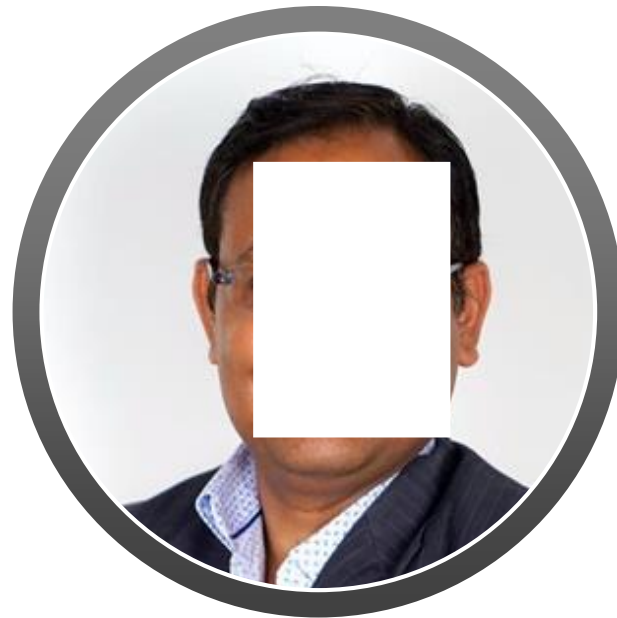
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# OUR LEADERSHIP

CTO



COS



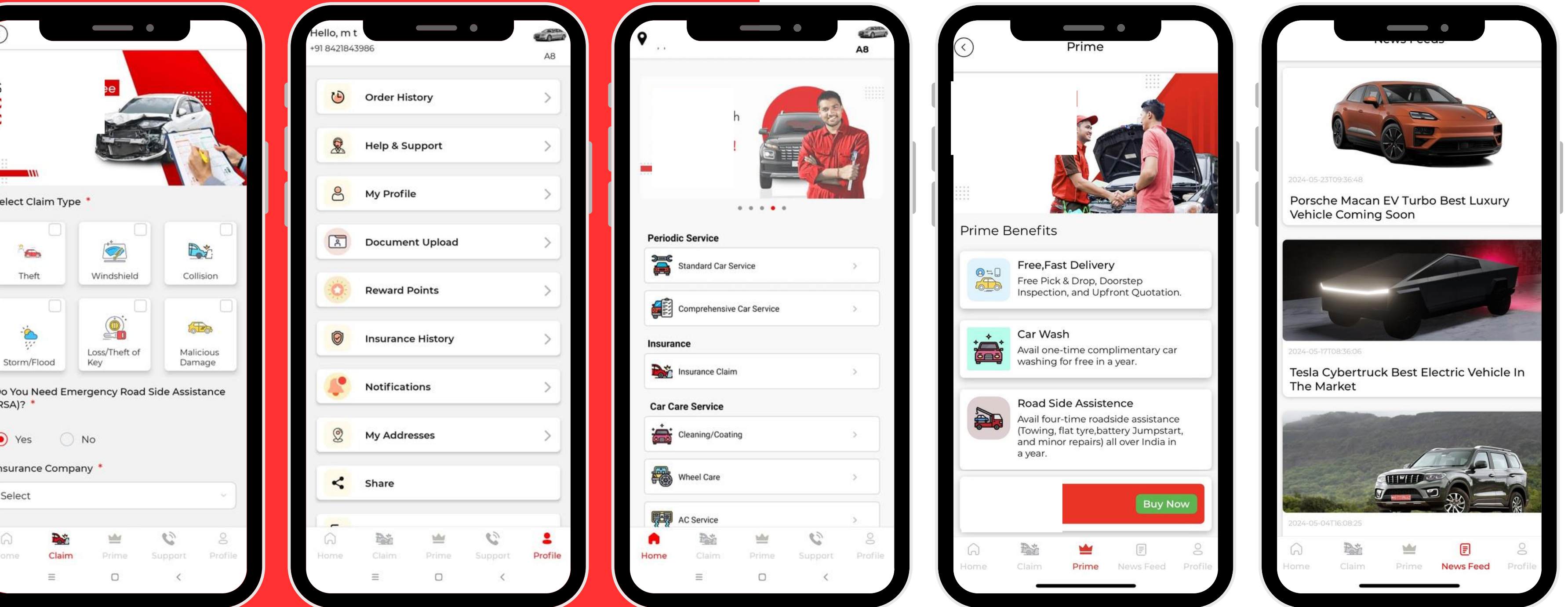
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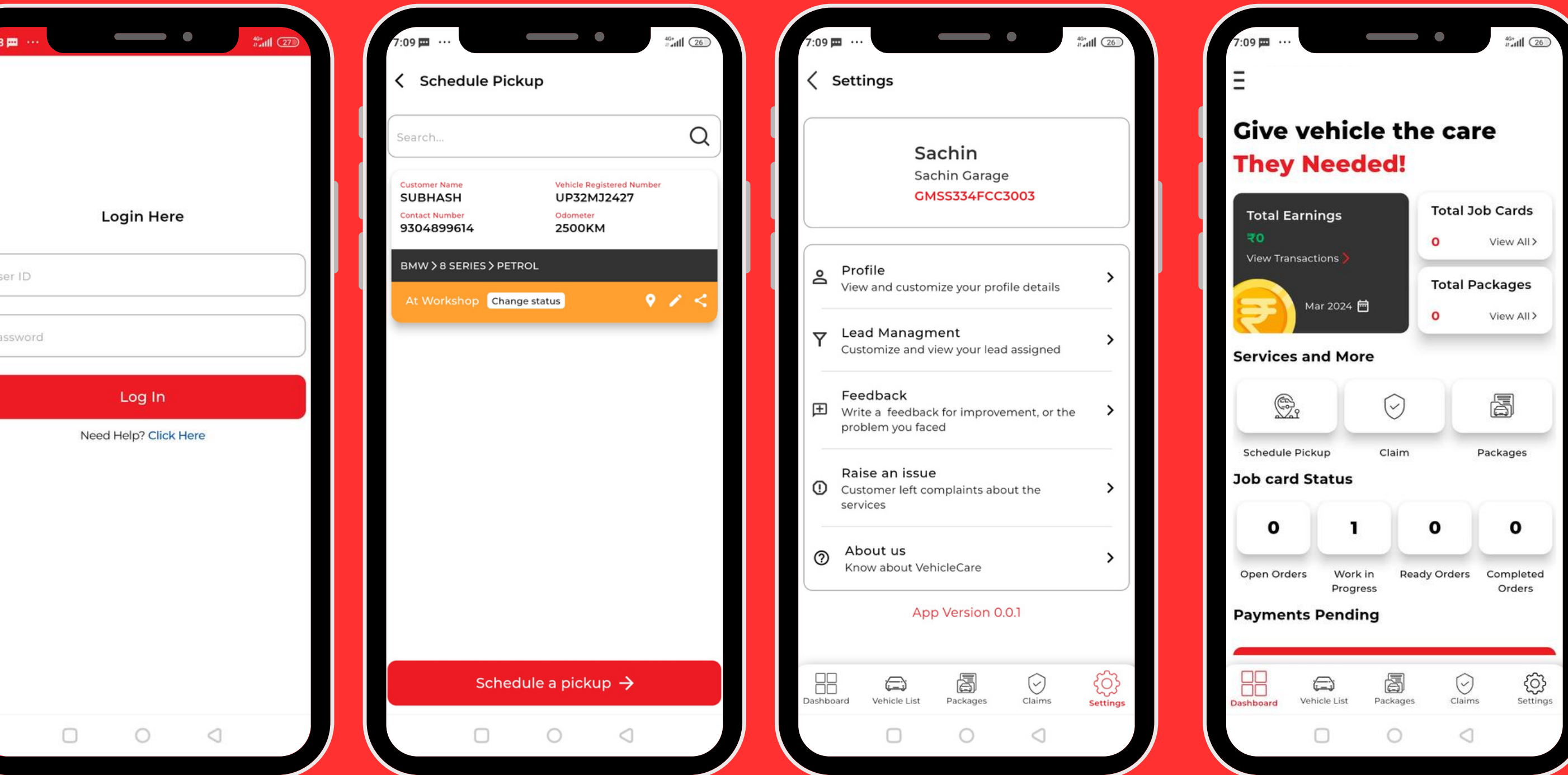
# APPENDIX

# APP



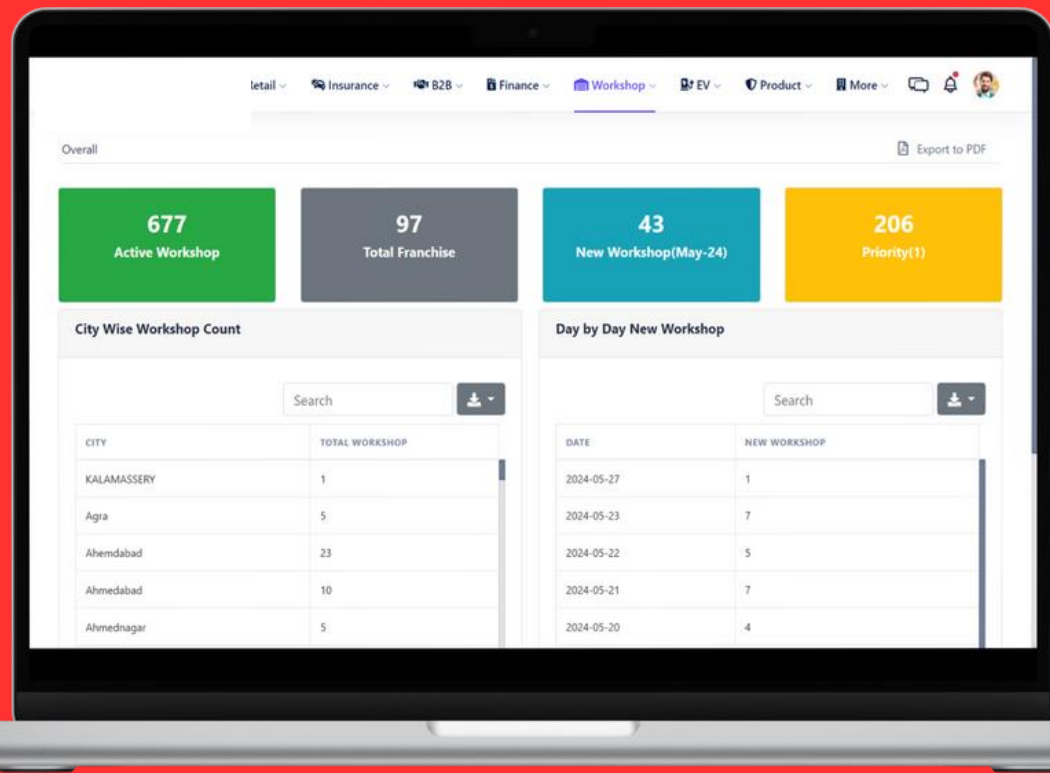
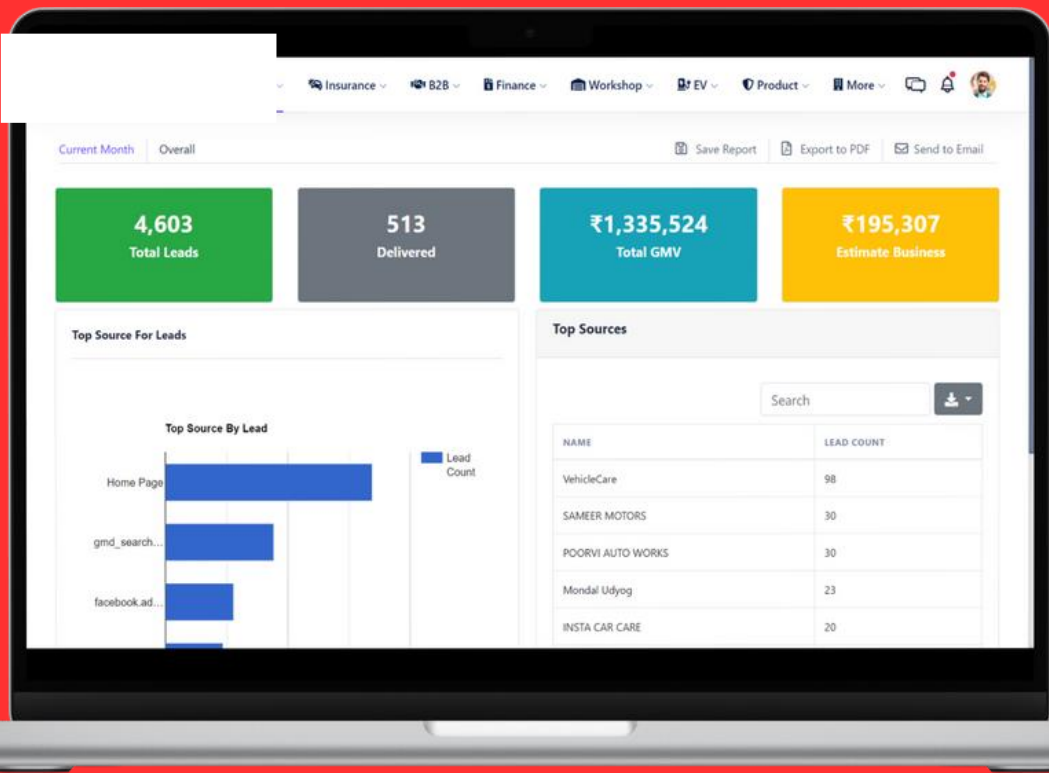
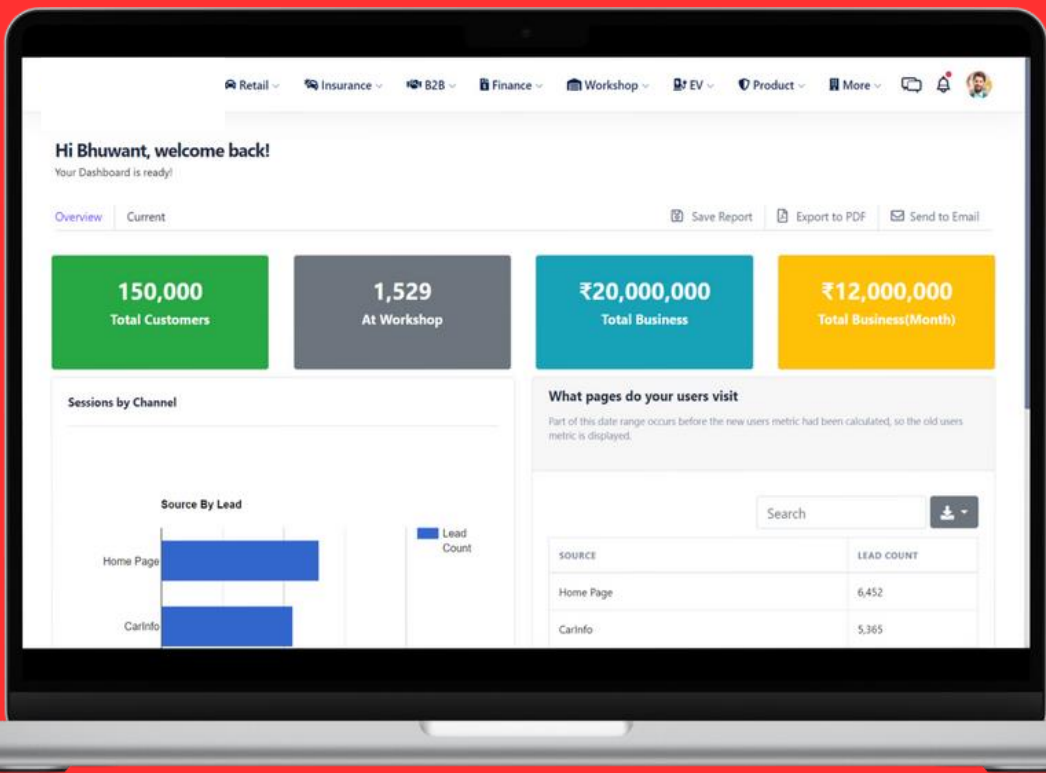
- AI-based instant repair estimation
- Real-time tracking & updates
- Instant Pre-inspection report

# AI DRIVEN GARAGE MANAGEMENT SYSTEM



- End to end repair and service management for workshops
- Real-time tracking & updates
- Higher efficiency in workshops ops

# BUSINESS DASHBOARD





# AI-ENABLED ASSET MANAGEMENT PLATFORM

