Al 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+

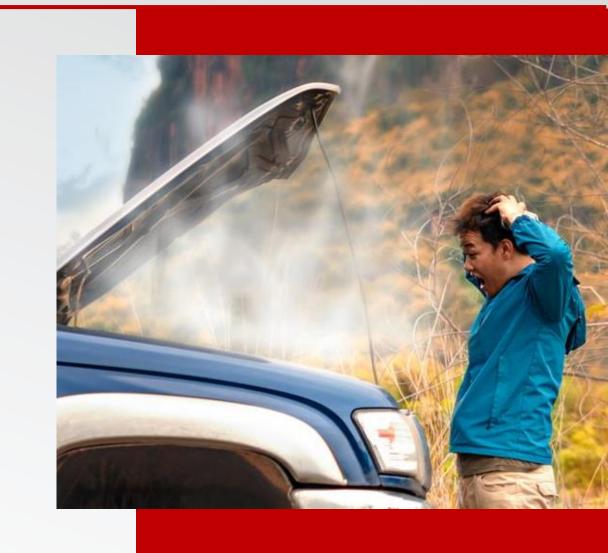


## PROBLEMS OF LOCAL SERVICE CENTRES:

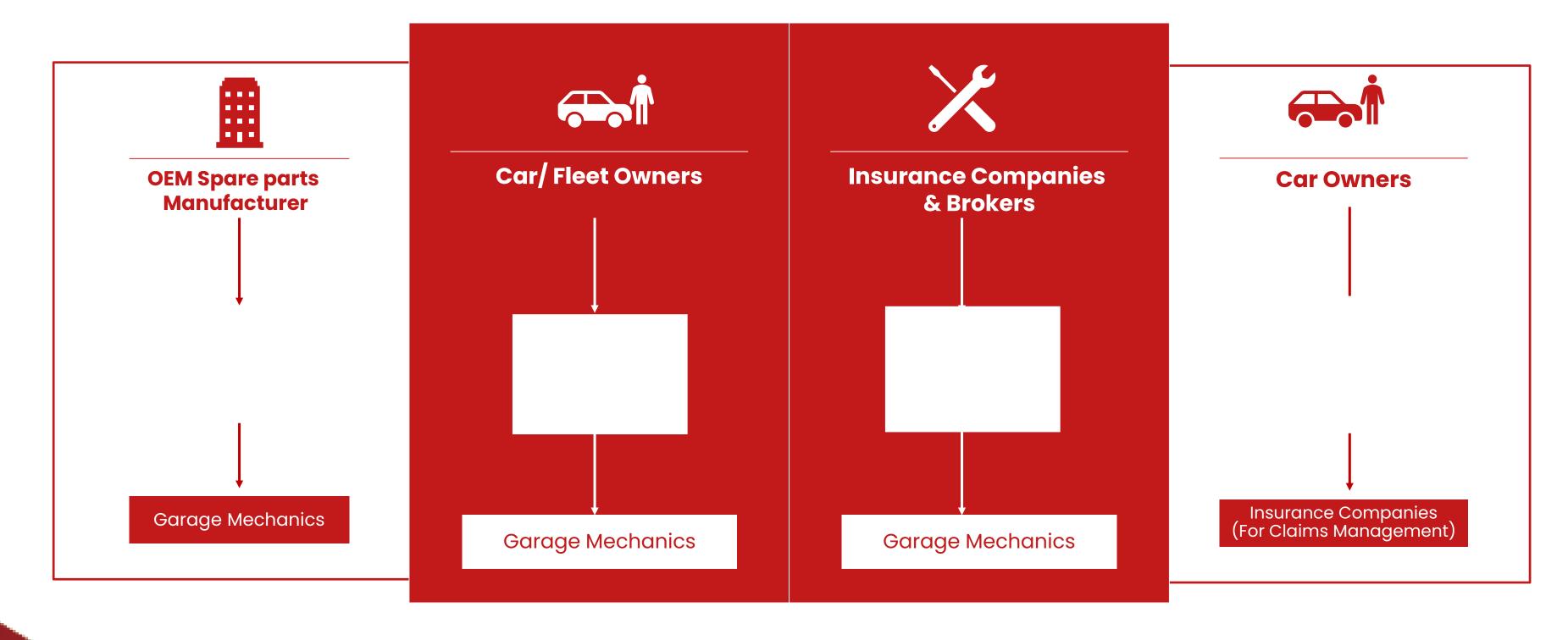
- Lack of technology
- No streamlined processes, leading to lower productivity
- 3 No timely access to high quality spare parts
- 4 Inadequate market penetration and client engagement
- Minimum Opportunities for Branding and marketing

## PROBLEMS OF CAR OWNERS:

- Waste of time or sometimes an entire day while servicing/ repairing
- 2 Lack of trust & high chances of upselling with local garages
- Unavailability of genuine spare parts & Higher TAT
- 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**

Market in India

USD 16 Bn Multi Brand Bike & Car Service

## 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 urrently valued at \$23 Bn i

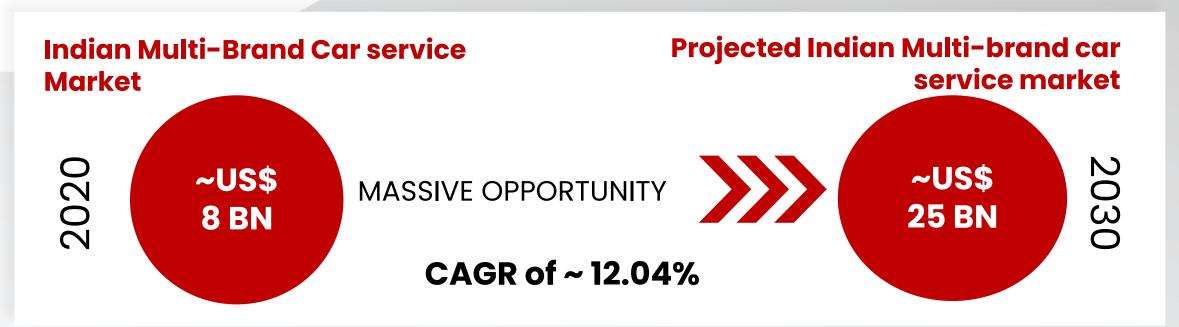
currently valued at \$23 Bn is expected to grow at 19.50%

CAGR by FY27

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

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

5



## **DEEPTECH SOLUTIONS**

## **B2C Suite**



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

## **Insurance Suite**



- End-to-end Al-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
- Al software for garage management
- Tech platform for spares distribution

## **EV Suite**



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

## **BUSINESS MODEL**



## **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 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
- Al camera, GMS, spare platform, etc.

## UNIQUE SELLING PROPOSITION

#### lifecycle management system

Full health assessments

Complete service & repair facilities & records

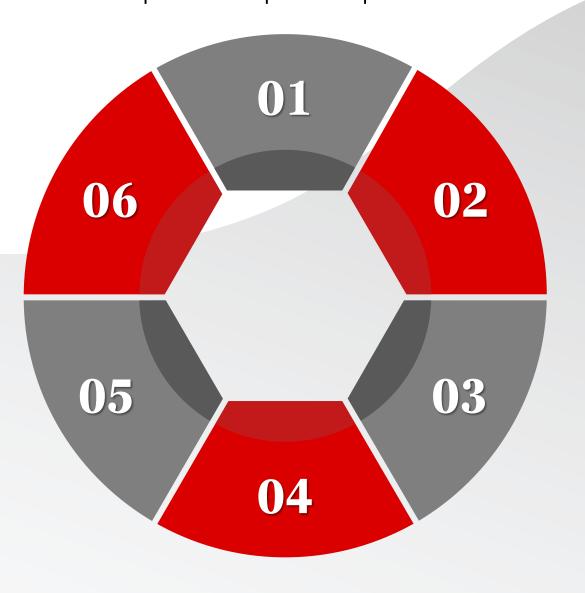
Optimal scrap value upon sale

#### **Repair financing**

Interest-free EMI options for: Customers at the workshop Workshop owners for their dues with

### **Transparency**

Al-enabled cameras at workshops provide: Real-time updates and live feeds to the customer Enhanced transparency & fraud detection



#### **Claims Tech**

India's only end-to-end claims mgmt solution Cutting-edge AI technology Delivering high CSAT

#### Al Enabled predictive maintenance

Monitor vehicle health in real-time Receive proactive suggestions Minimize breakdowns & extend lifespan

#### **Workshop AI tech**

Our spare parts platform ensures speedy delivery of essential parts
Integrated tech platform to streamline & optimize workshop operations
management

## **KEY METRICS**



## **Workshop Network**

1200+ total workshops PAN India100+ Franchise workshops all onboarded inFY24



#### CAC

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

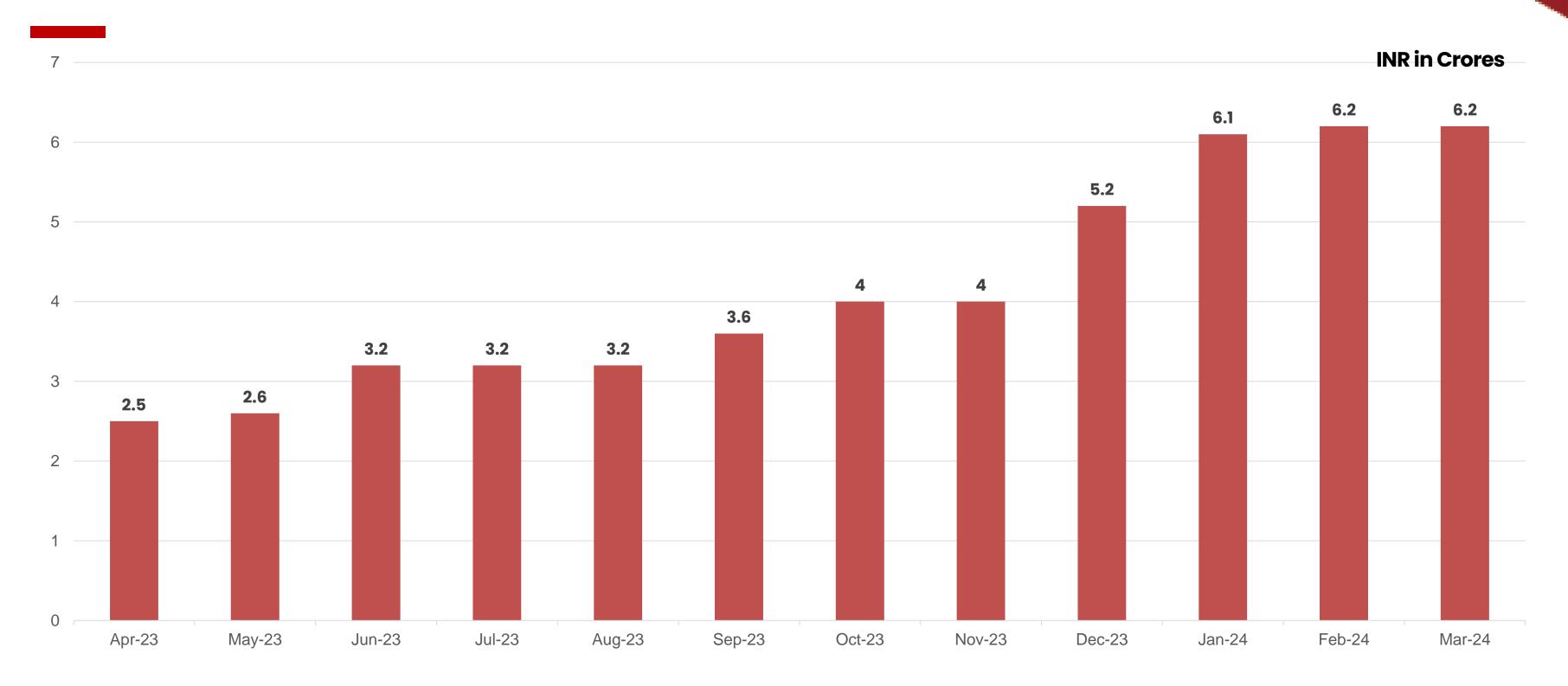
**100+ partners**, including well-known Insurers, Brokers & Leasing Companies



## Industry leading TAT across verticals

1 day for repairs/service (B2C)5 days for claims processing in Private Insurance co12 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**

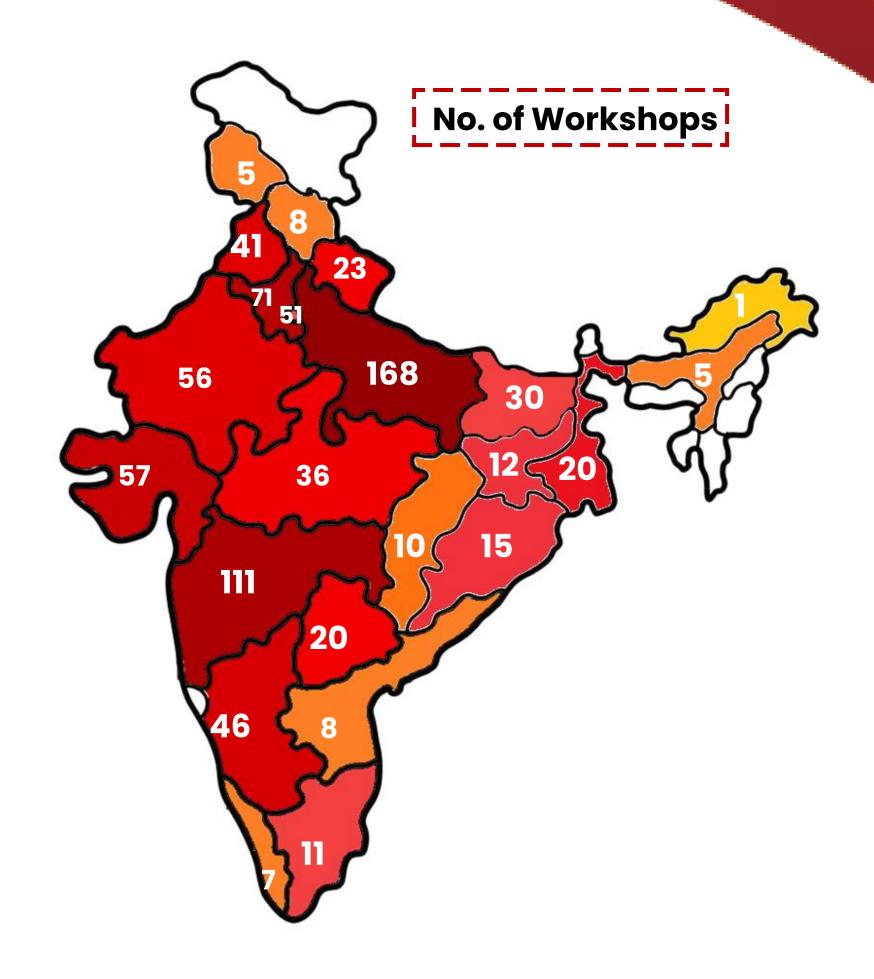
**4% GMV** 

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**

 Partnered with UBER and Cars24 for Denting and painting work

- Partnered with major players like
   MTC group and other OEM
   manufacturers, B2B & Insurance
   clients
- Expanded our Garage network to Eastern and Southern India
- Presence in 30+ cities & 250+ workshops.

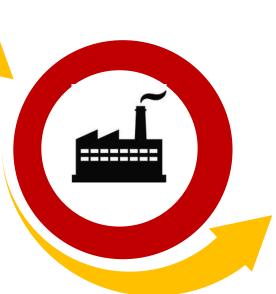
- Presence in 200+ cities with 1200+ Garages
   and 100+ Franchises
- Expanding into Tech development of EV
   Vehicle Lifecycle Management, Inspection service portfolio, Extended Warranty and Prime membership accounts for Insurance Companies
- Funds of USD 500K raised from JITO Angel
   Network at USD 8 Mn Valuation

2022

2024











2019

- Company Incorporated
- Started the venture as a Service Aggregator

2021

 Expanded the Workshops and Service Centers
 Network PAN India, majorly Focusing on Northern India 2023

- Established significance presence over entire Northern, and establishing strong foothold over rest of the Country
- Tied up with Total Energy, and received a strategic investment (Non Equity deal) of USD 1 Mn
- Presence in 95+ cities & 800+ workshops

## GO TO MARKET STRATEGY

Demand Side

#### **Elevated Customer Services**

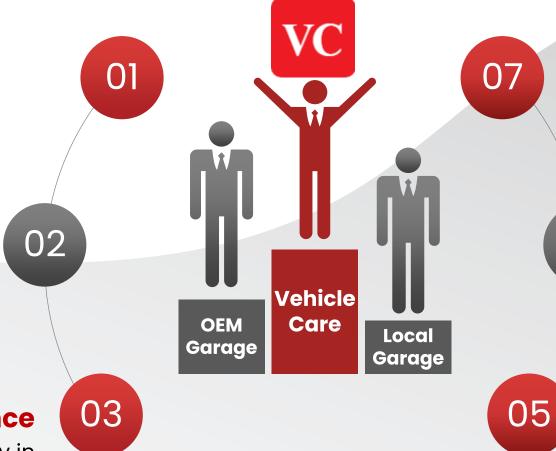
Giving all the technical assistance a customer needs, ranging from **customer tele-support**, garage related services to automated invoicing and billing

#### **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



#### **Strategic Partnerships**

06

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

**Supply Side** 

#### **Technological Development**

Finalize and launch various Al 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

## Launching our Spare Parts Platform

04

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

## **EV MARKET STRATEGY**

**Current Offering** 

# VEHICLE SERVICE AND REPAIR



 PAN India Workshop presence for servicing and repairing EVs

## Future Plan

# VEHICLE LIFECYCLE MANAGEMENT



- Al 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.
- Add on offerings to motor insurance AMC, warranty and Prime membership

#### -Business Potential-

#### Today

# Finished lead diversion formalities

Go live with our products as add on

#### **Near Future**

3600 Leads per annum (GMV ~INR 9 Crores)

1% of policies sold with our add-ons (~12000+) (GMV ~INR 1.20 Crores)

#### **True Potential**

~24,000 leads per annum (GMV ~INR 76.80 Crores)

5 % of policies sold with our add ons (~60,000+) (GMV ~INR 6 Crores)

#### Highlight

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

#### Agreements Signed

Pilot commenced in May'24

#### **Near Future**

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)

#### True Potential

(GMV ~INR 240 Lakhs)
Warranty-24K Vehicles p.a.
(GMV ~INR 240 Lakhs)
IoT- 24K Vehicles pm
(GMV ~INR 480 Lakhs)

AMC – 24K Vehicles p.a.

#### **Highlight**

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**



























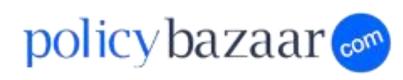














**BROKERS** 

























**B2B CLIENTS** 

Strategic Partnerships

## **COMPETITOR ANALYSIS**

Features		OEM Garages	GoMechanic	Automovill	MyTVS
Vehicle Lifecycle mgmt	igoremsize	$\odot$	$\odot$	igoremsize	$\odot$
Al predictive maintenance	$\odot$	$\bigcirc$	$\odot$		
Repair Financing	$\odot$	$\odot$	$\bigcirc$	8	igoremsize
Claims tech	$\odot$	$\odot$	$\odot$	$\odot$	$\otimes$
Workshop Al Tech	$\odot$	$\odot$	$\otimes$	$\odot$	$\otimes$
Repair Mgmt (B2B+Fleet)	$\odot$	$\odot$	$\otimes$	$\otimes$	$\otimes$
2W & CV	$\odot$		$\otimes$	$\otimes$	$\odot$
Extended warranty	$\odot$	$\odot$	$\otimes$	8	$\odot$
Membership	$\odot$	$\odot$	igoremsize	$\Theta$	igoremsize



## **May 2024**

Pilots for AMC (EV & otherwise), Extended
Warranty, Prime
membership accounts
have commenced



Expand the Garage

Management Services (GMS)

and other new products across
all workshops, post completion
of Pilot in Northern India



#### 2025

Start Development of the Insurance SaaS Platform # of Workshops **2,300+** # of Franchises **412+** # of Cities **950+** 



#### 2027

Commence 3<sup>rd</sup> phase of GMS
# of Workshops **31,000+**# of Franchise **4,000+**# of Cities **1,500+** 





11.1

3



5





#### **June 2024**

Geographical expansion and team building in South and East Inda



#### December 2024

Start production of EV IoT

Device

Launch the Spare Parts

Distribution Platform

Expedite expansion of

workshops in Tier II and Tier

III cities



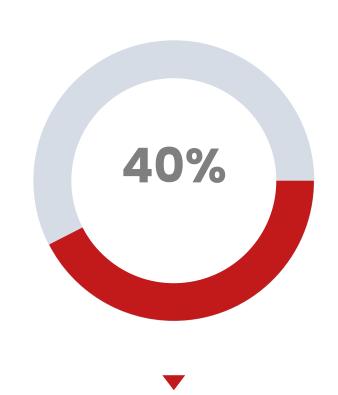
## 2026

Complete Development of
Insurance SaaS Platform
Initiate Development of EV
Life Cycle Management
Platform & 2<sup>nd</sup> phase of GMS
# of Workshops 10,000+
# of Franchise 1,000+
# of Cities 950+



## **OUR ASK**

## is seeking a USD 3.5 Mn Series A round



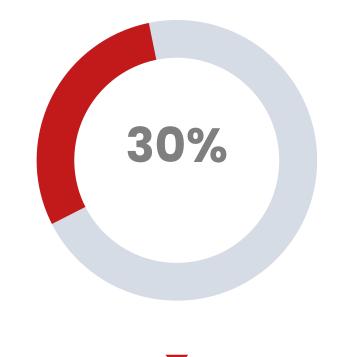


**USD 1.5 Mn** 

Expenditure on Business Development

Omni-channel Marketing campaigns

Create high-quality brand recall value



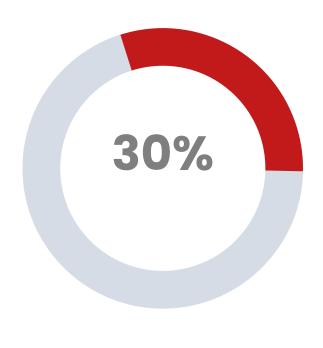
## **Tech Expansion**

USD 1 Mn

Research & Development

Build new features and functionalities

Improve scalability and performance



## **New Hiring**

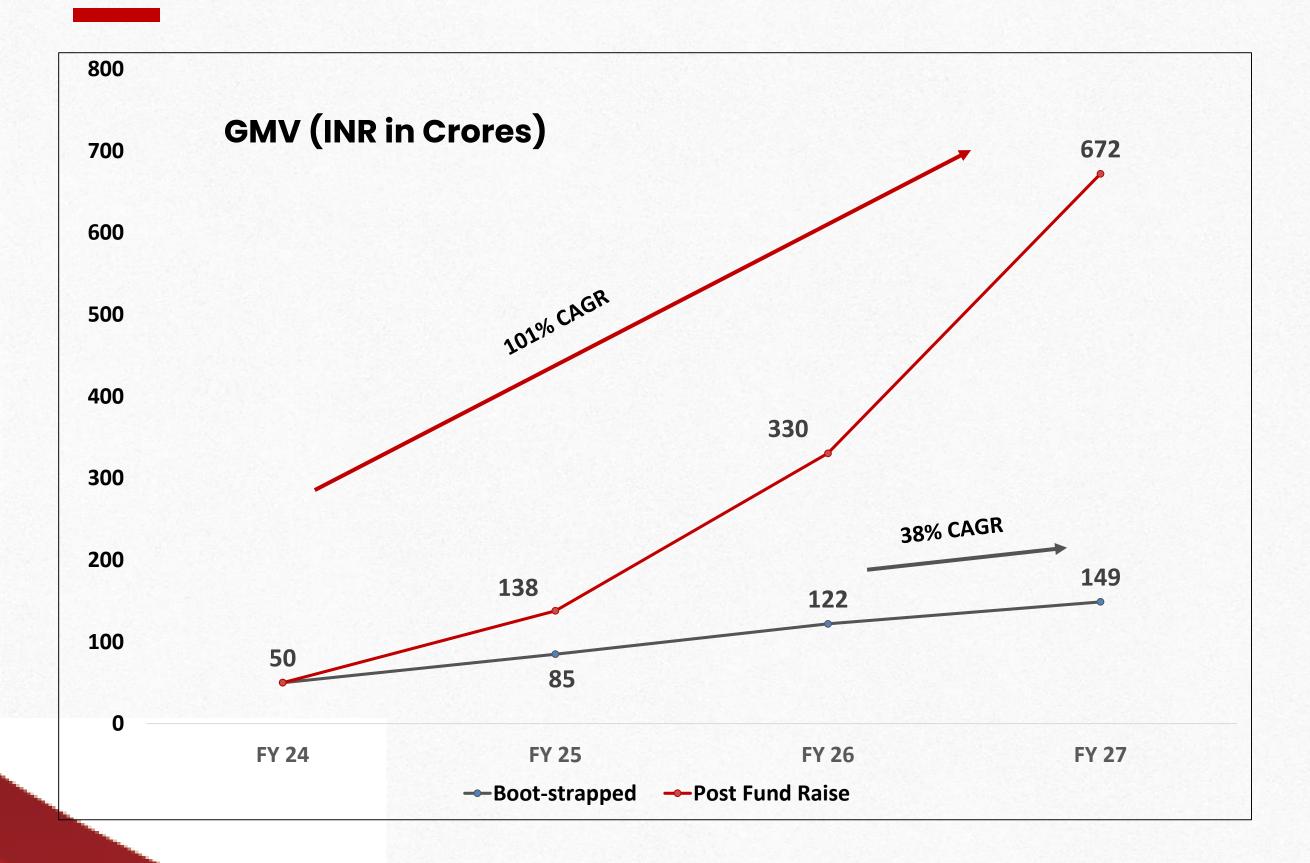
USD 1 Mn

Recruit top talent in tech, marketing, & sales

Invest in training and development programs

Additional staff across different departments

## 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**













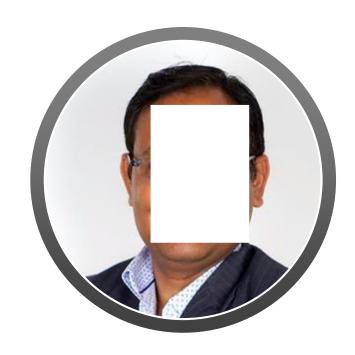






## **OUR LEADERSHIP**









snaprabbit



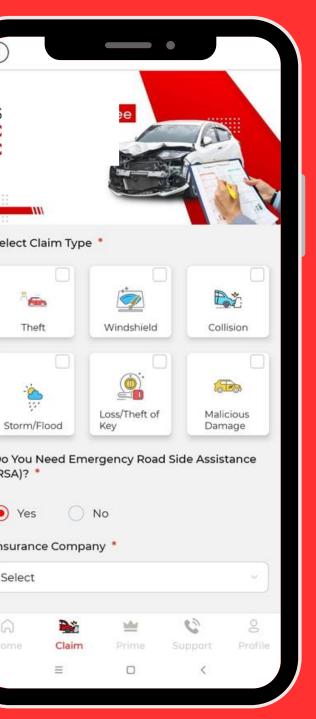


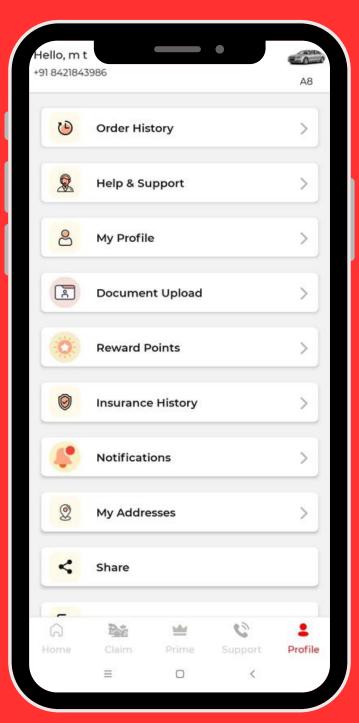


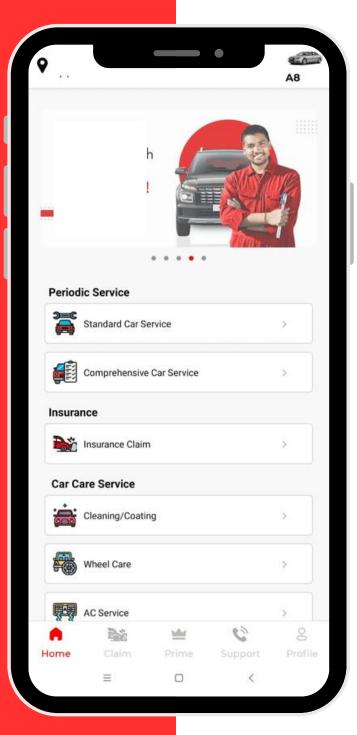


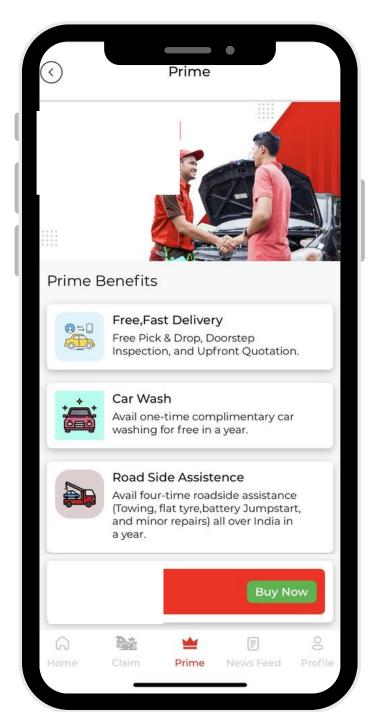
# APPENDIX

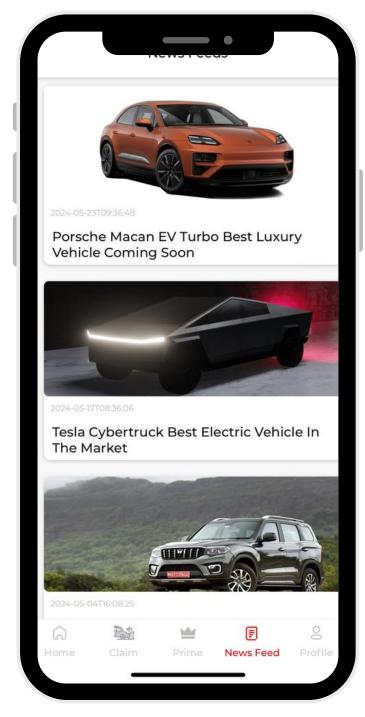
# APP





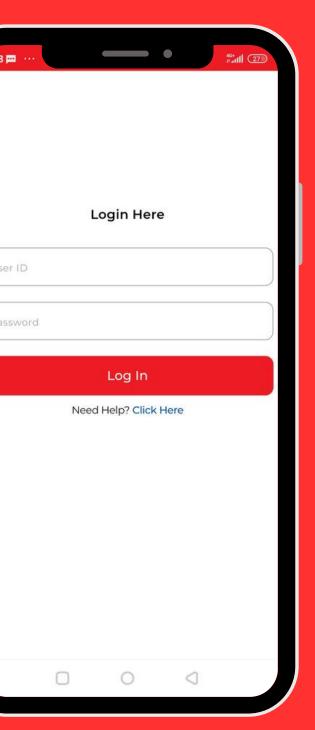


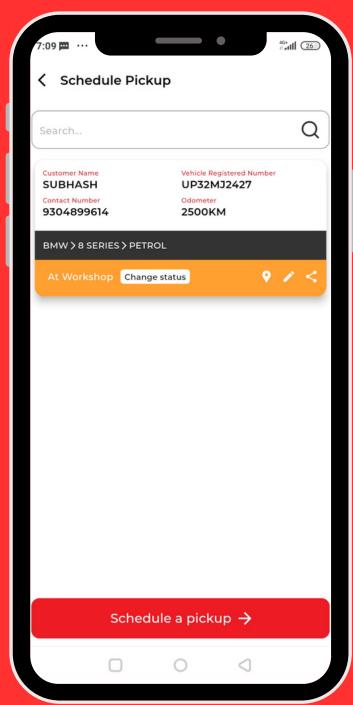


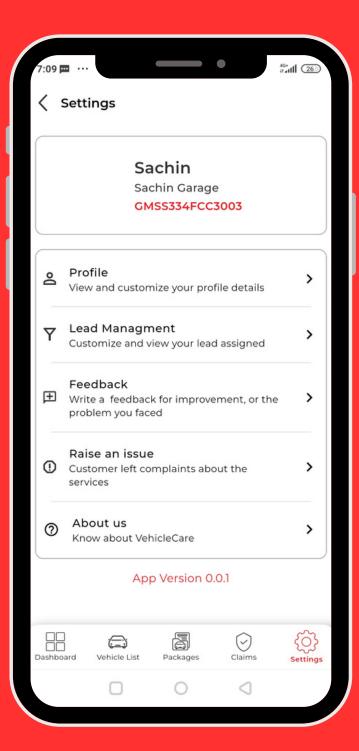


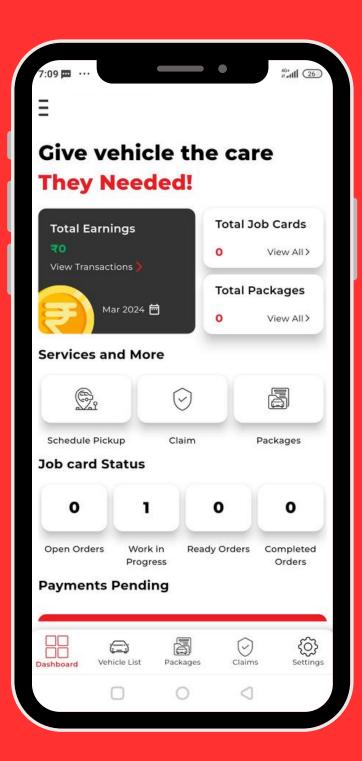
- Al-based instant repair estimation
- Real-time tracking & updates
- Instant Pre-inspection report

## AI DRIVEN GARAGE MANAGEMENT SYSTEM



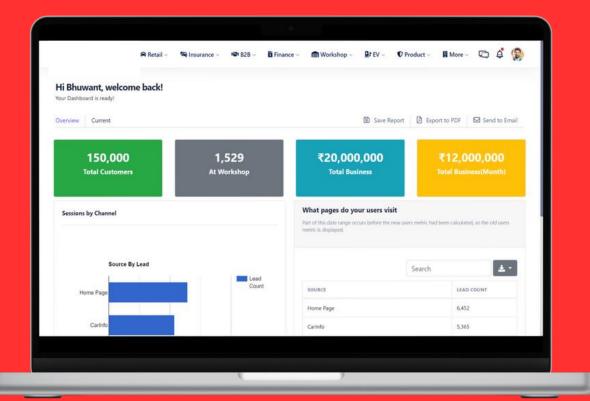


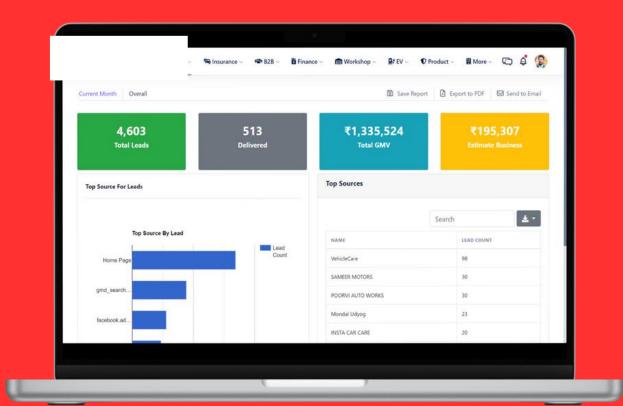


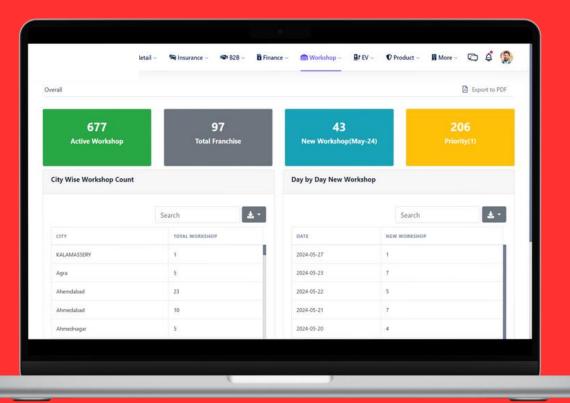


- End to end repair and service management for workshops
- Real-time tracking & updates
- Higher efficiency in workshops ops

## **BUSINESS DASHBOARD**







## AI-ENABLED ASSET MANAGEMENT PLATFORM

