

## ABOUT US

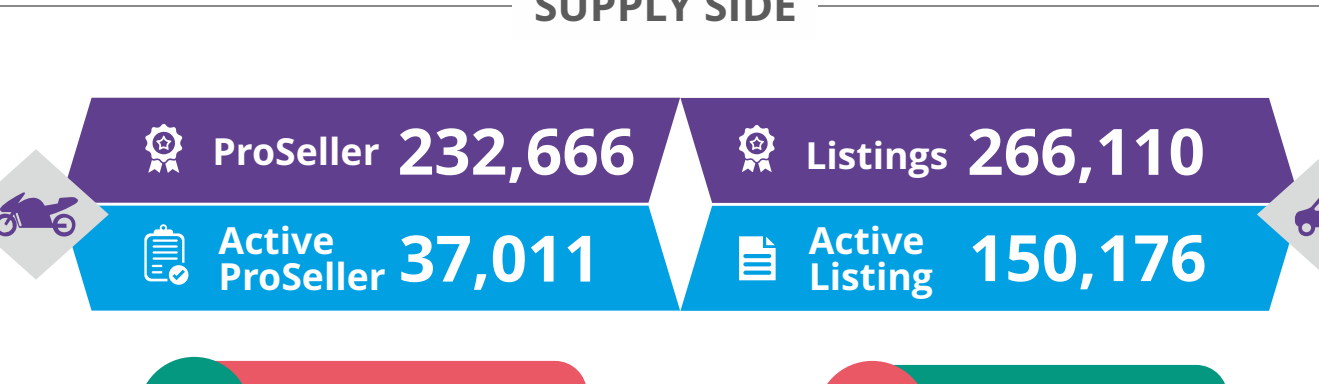
Droom is India's first and only online marketplace for buying and selling new and used automobiles. At over 65% of the automobile transactions market share online, Droom is the largest auto portal in India. Droom is not only the largest online automobile platform in India but also the 4th largest E-commerce company in India in terms of GMV. The automobile platform is category, seller, price, condition, and geography agnostic.

Droom platform has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan. Droom uses data science to build trust at scale with a US Patent technology called Full Circle Trust Score. Droom has also built the de-facto pricing standard for used vehicles in India - OBV, which has a US patent. Droom has built the entire ecosystem for India so that the transaction for used automobiles can take place with least degree of information asymmetry and morale hazard.

Droom has the best unit economics as compared to any other E-commerce platform in India. The company spends less than 5% of GMV to run marketing and the entire cost of the company is less than 4% of GMV in terms of the net burn. Droom is the only E-commerce platform which has successfully built the cost advantage and sophistication of the tech platforms with the strong data science layer, nobody else has been able to do it in India.

Droom is founded by Sandeep Aggarwal, who previously founded ShopClues at his house in California in Oct 2010, which became 5th Unicorn in India by January 2016. Droom is a Singapore Holding Company with its subsidiary in India and United States. Droom has so far raised close to \$65 million dollars in five rounds of funding. Droom is head quartered in Gurgaon, India with a team size of 270+.

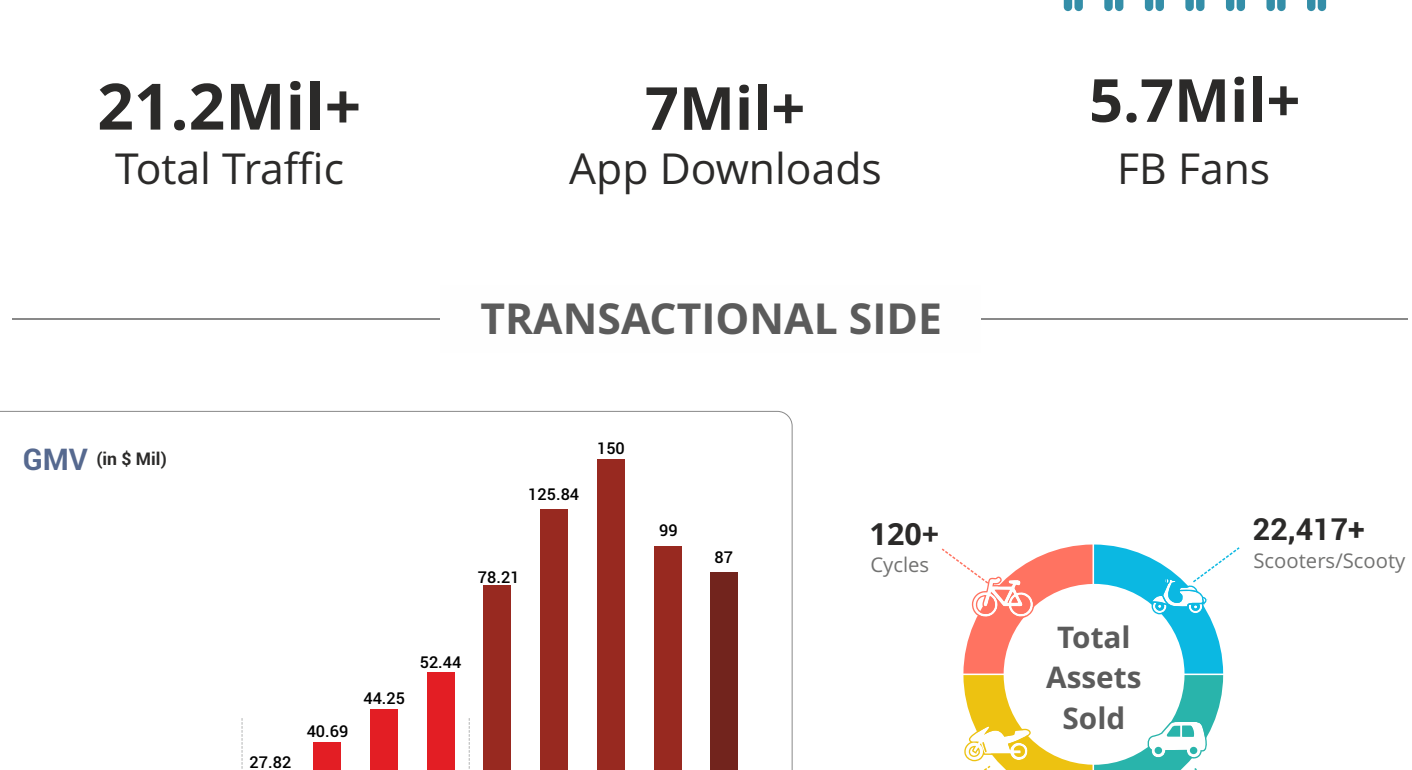
## MARKETPLACE FORMAT



## PRICING FORMATS



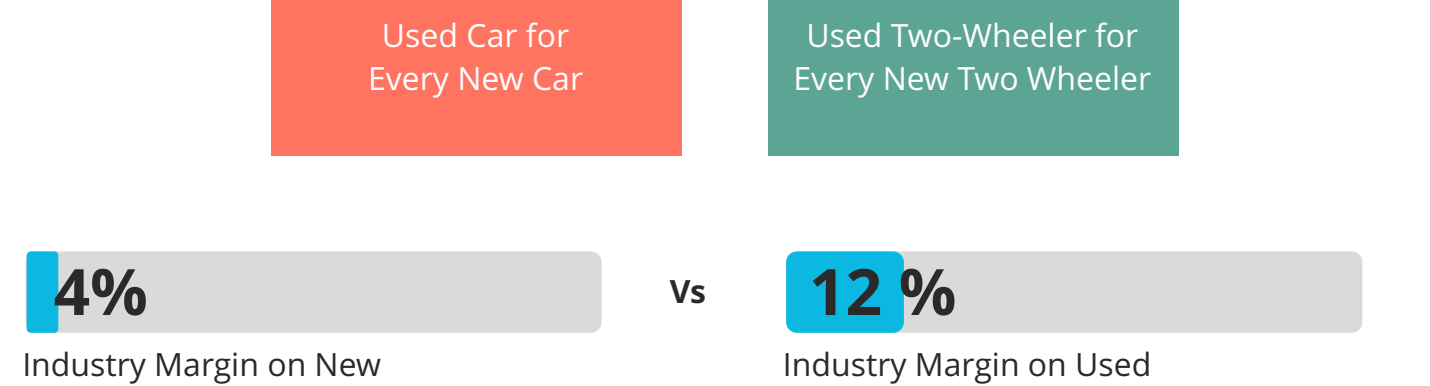
## SUPPLY SIDE



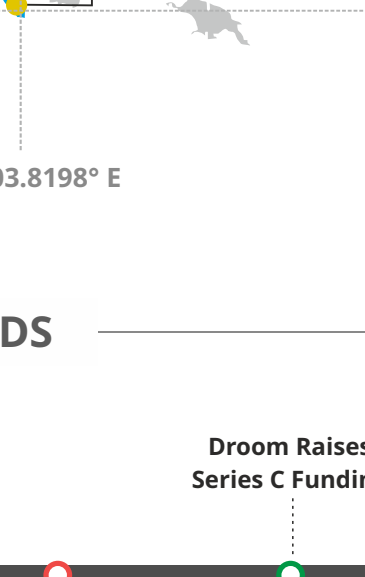
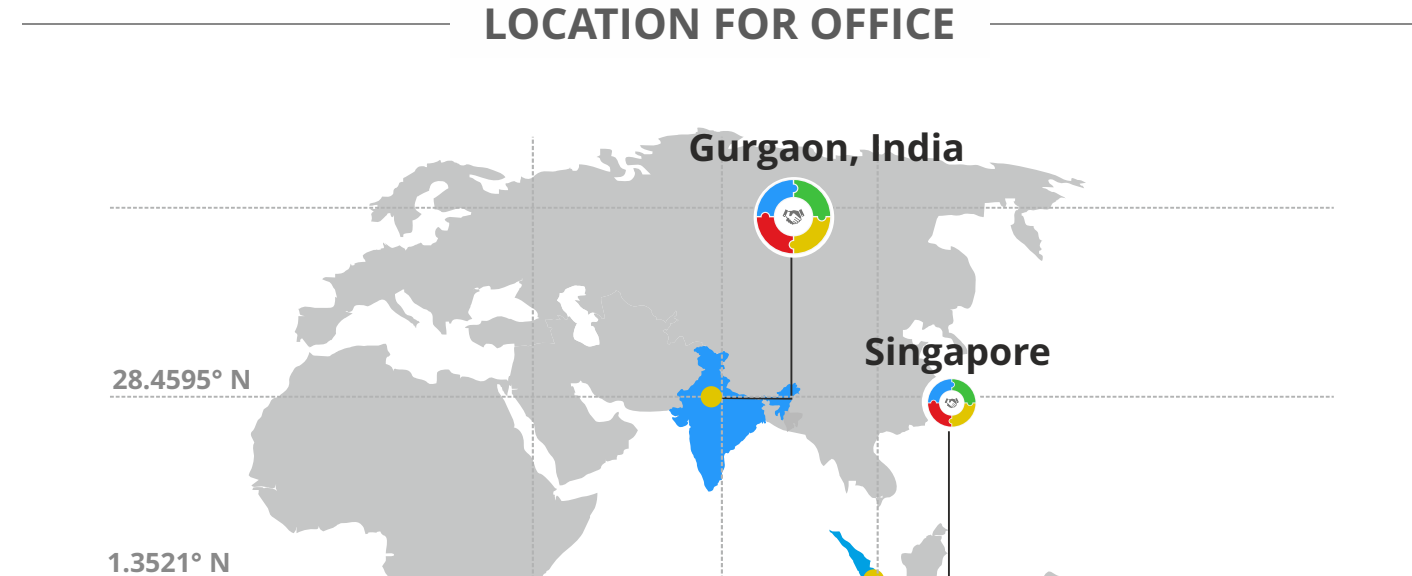
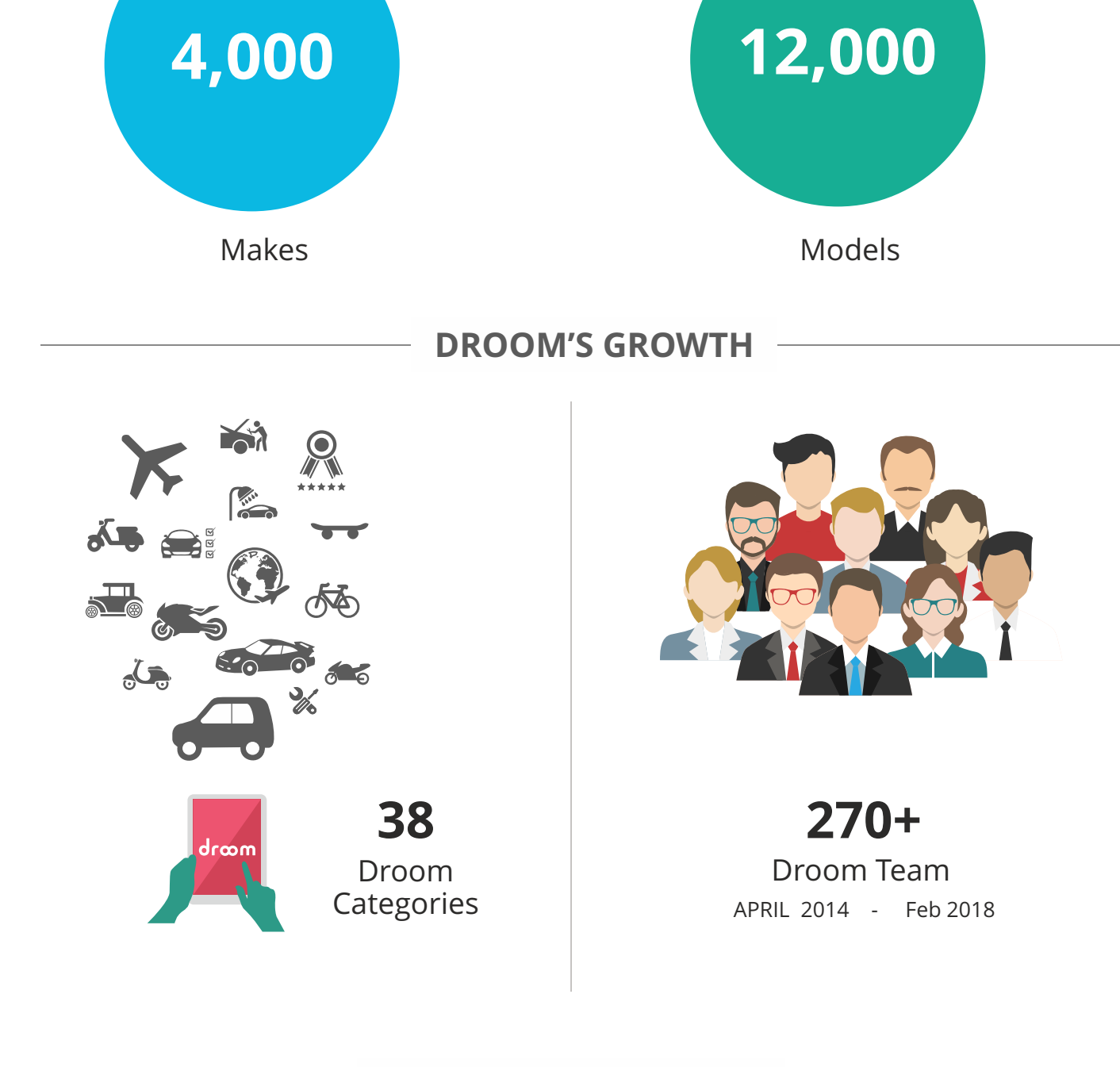
## DEMAND SIDE



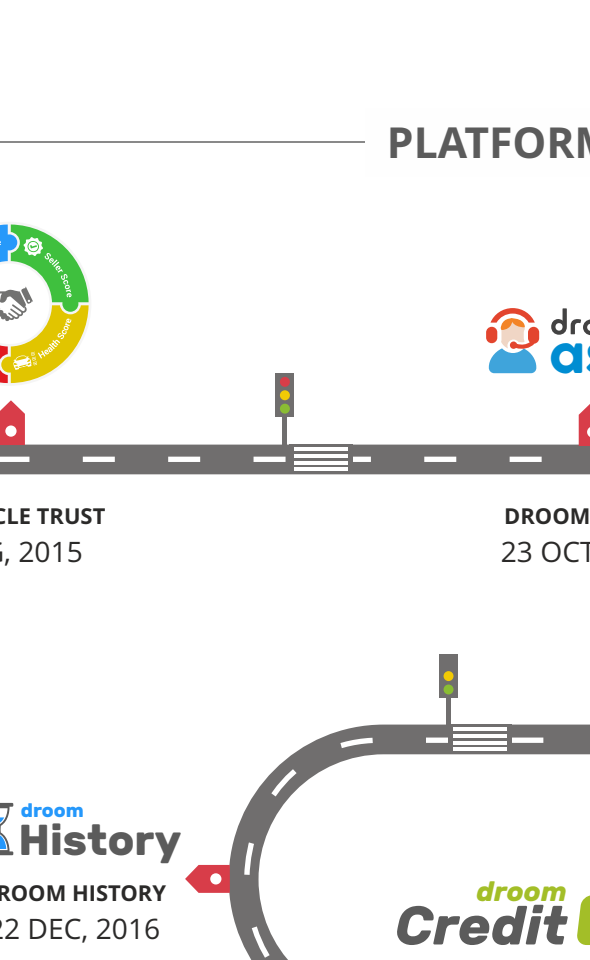
## TRANSACTIONAL SIDE



## MARKET OPPORTUNITY



## DROOM'S GROWTH



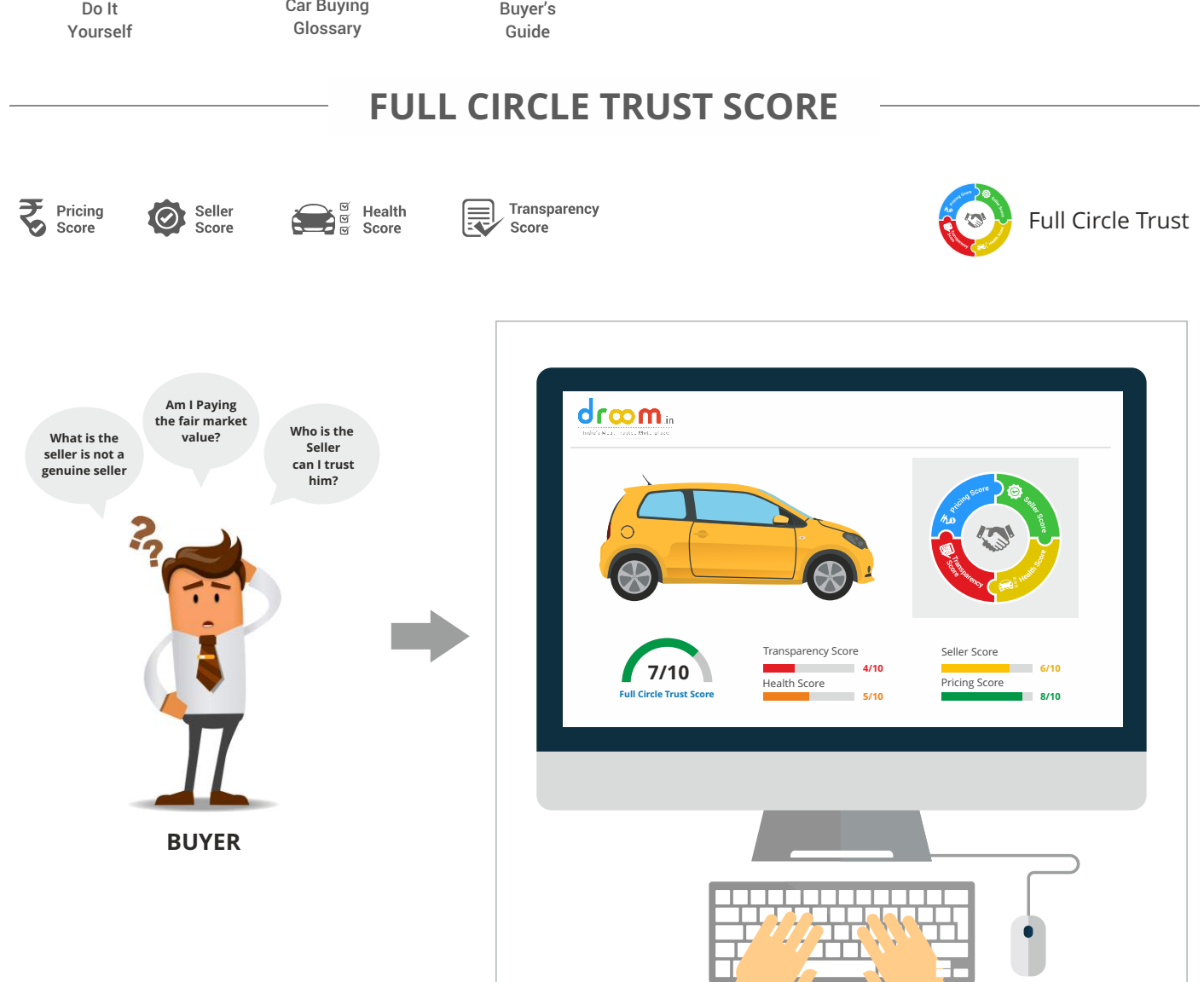
## LOCATION FOR OFFICE



## FUNDING RECORDS



## PLATFORM OFFERING



## DROOM DISCOVERY TOOLS

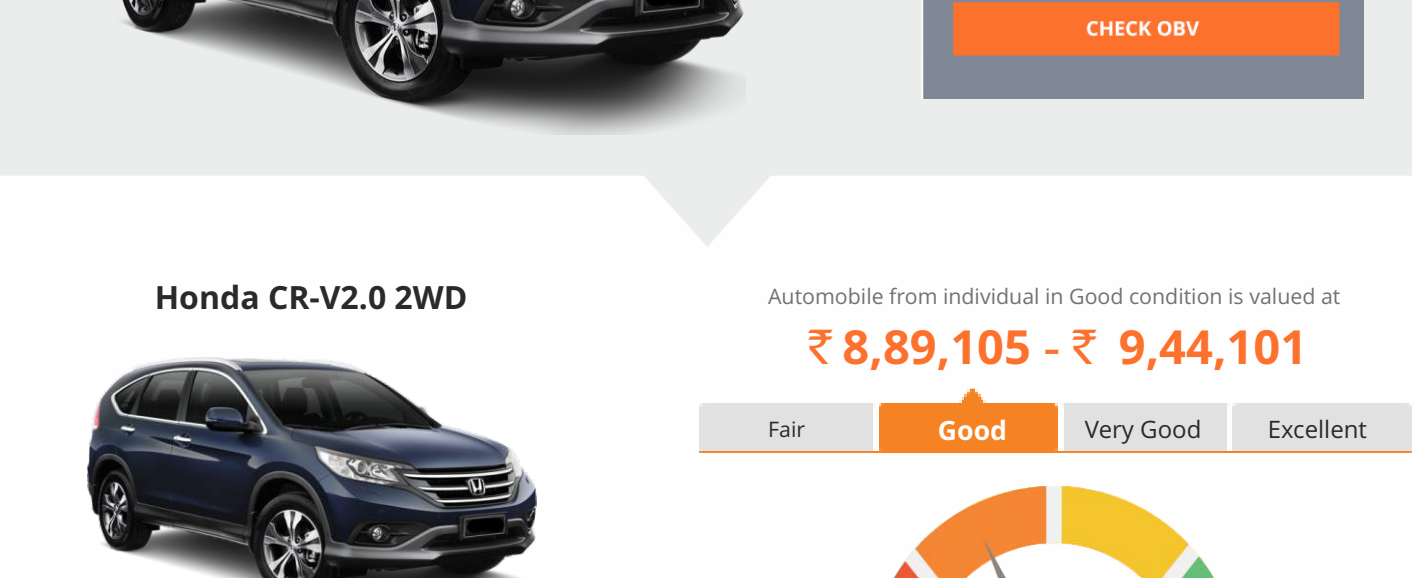
- Independent
- Data Driven
- Comprehensive
- One Stop Solution
- Free



- 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

## FULL CIRCLE TRUST SCORE

- Pricing Score
- Seller Score
- Health Score
- Transparency Score
- Full Circle Trust



**DROOM BUILT TRUST**

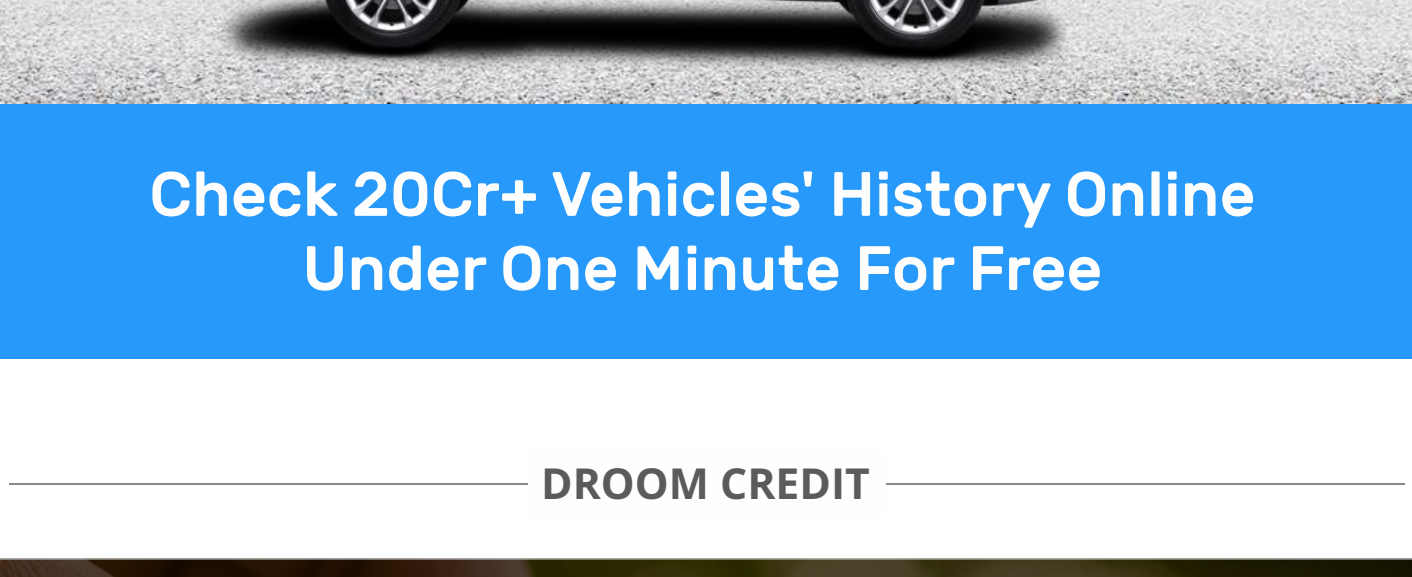


## ORANGE BOOK VALUE

- Independent
- Unbiased
- Data Driven



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## ECO

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- Unbiased
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