



Overview



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Bindaas ghoom

India's Most Trusted Motorplace

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.



















It has built tech and data science heavy tools to create the entire ecosystem around used automobiles, including OBV (pricing engine), Eco (121 points vehicle inspection), History (200 mil vehicle history records), Discovery (dozens of pre-buying tools) and Credit (India's first and only marketplace for used vehicles loans).

Droom is currently doing \$554 Mil+ in annualized GMV growing at the rate of 350% Y/Y, 159K+ auto dealers (largest auto dealer platform in India), presence in 500+ cities across India (largest hyper local marketplace), 24 Mil+ monthly visitors, nearly 5.8 Mil+ app downloads and 5 Mil+ Facebook community.






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 \$45 million dollars in four rounds of funding. Droom is head quartered in Gurgaon, India with a team size of 260+.

DROOM CATEGORIES

 Car	 Bike	 Scooter	 Bicycle	 SuperBike	 SuperCars	 Vintage Scooter	 Vintage cars	 Ride On Vehicles
 Planes	 Auto Inspection	 Helmet	 Fun Rides & Rentals	 Droom History	 Warranty	 Roadside Assistance	 Car Detailing	 Services & Repairs

SERVICES TO BE LAUNCHED

 Certification	 RTO Registration	 Loan	 Insurance	 AMC
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PRICING FORMAT

 BEST OFFER	 FIXED PRICE	 droom Auction
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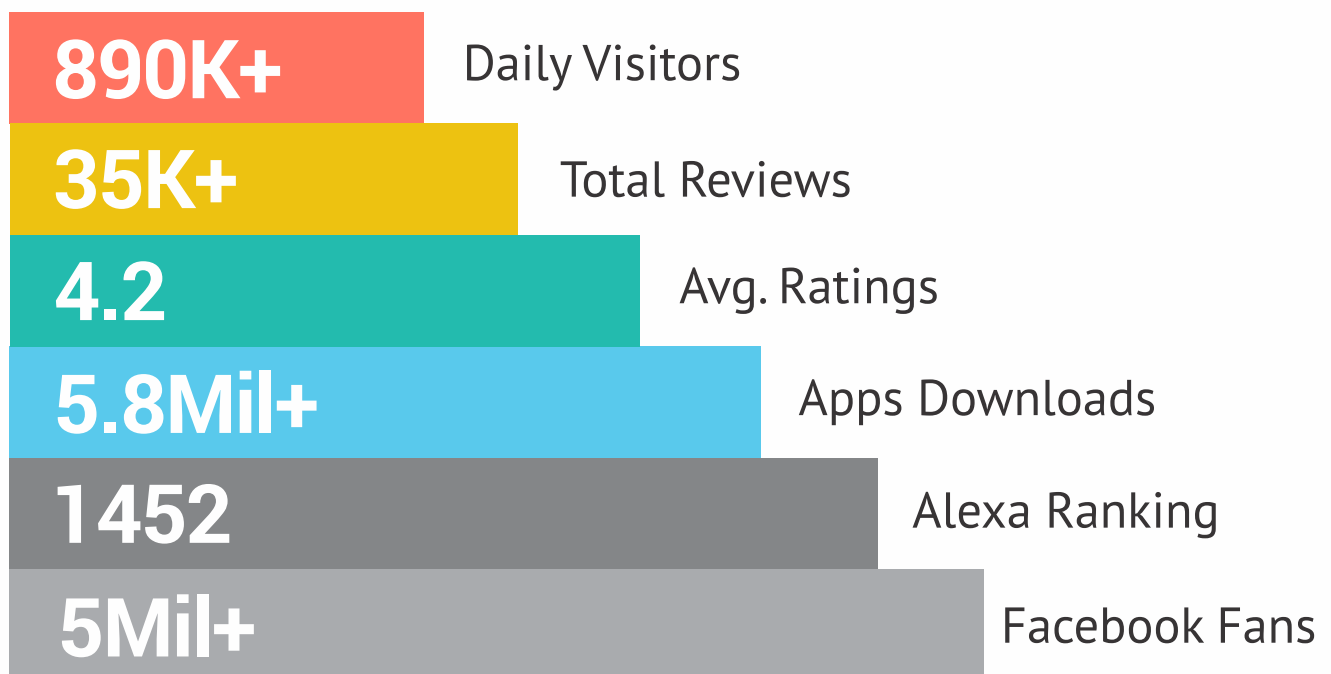
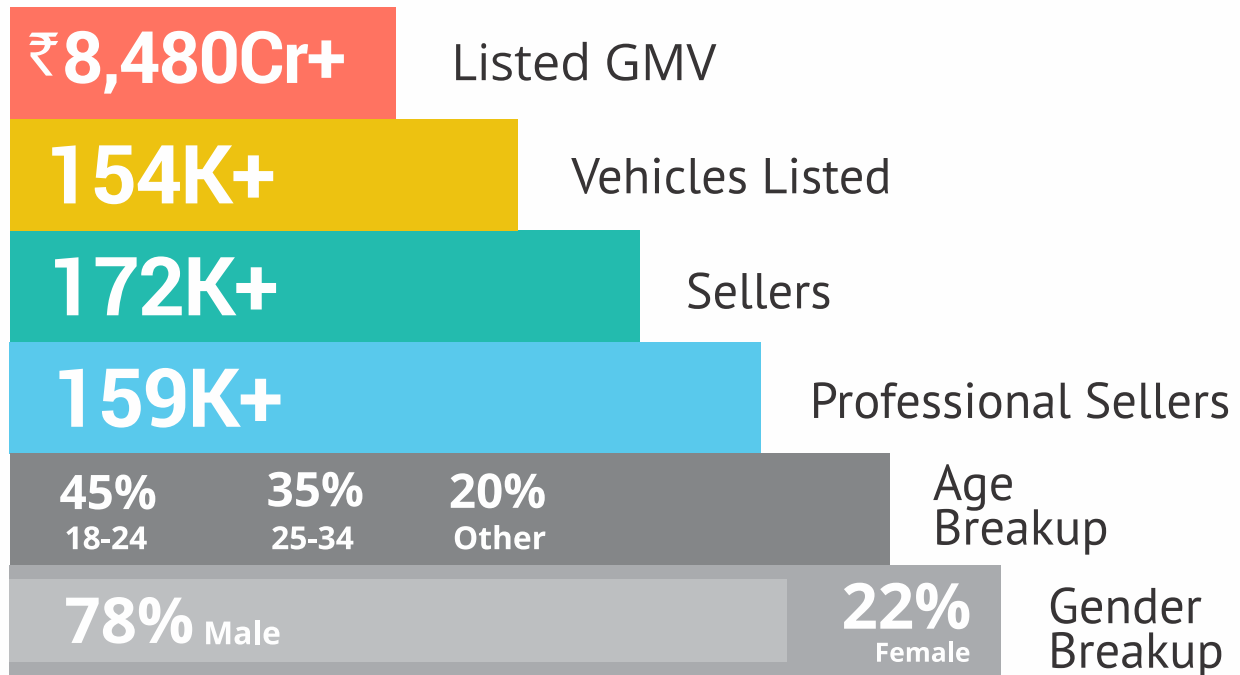
 WIDE SELECTION	 ₹↓ LOW PRICES	 VERIFIED SELLER	 INSPECTED VEHICLE
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TRAFFIC & USER STATISTICS



















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Best in Breed

Company	Daily Pageviews/ Visitors	Daily Time Spent on Site (In mins)
	18.3	24:32
	12.25	10:38
	9.69	19:06
	4.97	7:59
	5.95	7:08
	8.18	8:03
	11.99	11:37
	4.09	6:09
	5.48	5:46
	9.78	9:59
	6.65	7:28
	4.75	5:36
	2.83	3:21
	7.79	5:59
	2.81	3:08
	3.09	3:24



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 India's Most Trusted Motorplace

ADVERTISE WITH US

Increase your brand visibility with Droom- India's Most Trusted Motorplace for Automobiles. We are India's second largest automotive community. By advertising with us, you gain access to highly targeted massive audience of 24Mil+ monthly visitors.

Droom is an organisation dedicated to solving the pain points during buying and selling of used and new automobiles in India. We are present across platforms - web, Android, and iOS. We offer highly targeted, effective, and measurable brand advertising and marketing opportunities for leading brands and marketers.

24.0Mil+ Monthly Visitors	4:20Mins Total Time Spent	3.1 Avg. Page Views/Visitors
1452 Alexa Rank	5.8Mil+ App Downloads	5.0Mil+ Facebook Fans

Droom Ad units

Droom Ad Units are impression based and can be linked to your brand/product presence by placing pixel on www.droom.in or our App. For products or services, we provide branding support such as driving traffic or calls to action such as a "Buy Now" button.

Ad Unit Specs

- 250x250 PX (Square)
- 300x250 PX (medium Rectangle)
- 160x600 PX (Skyscraper)
- 728x90 PX (Leaderboard)
- 320x100 PX (large mobile banner)

Ad Formats

- .JPG
- .GIF
- .PNG



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ADVERTISING OPTION

Droom offers several types of advertising options:

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



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ADVERTISING OPTION - CATEGORY PAGE



Option 1 - Banner at top/bottom



The screenshot shows the Droom website's category page for cars. At the top, there is a search bar and navigation links. A large banner for Reliance Car Insurance is positioned at the top, offering a 50% discount on insurance. Below the banner, there are filters for refining search (Location, Make, Model, Year, Price, KM Driven, Condition, Body Type, Fuel Type) and sorting options (Price, KM Driven, Near By, Listing Date, Year). A section titled 'Most Popular Cars' displays three car thumbnails. The page also includes a 'Buyer's Guide' link and social media sharing options.

Landing Page

The screenshot shows the Reliance General Insurance landing page. The main banner features the Reliance logo and a 50% discount on Reliance Car Insurance. A form is provided to get a quote, with fields for car make/model, age, city, email, and mobile number. The banner also highlights 'FREE Roadside assistance worth Rs. 500'. The page includes a navigation menu, a login link, and a toll-free number (1800 3009). A sidebar on the right contains contact options like Call, Chat, Share, WhatsApp, and Feedback. A disclaimer is visible at the bottom of the banner area.



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ADVERTISING OPTION - CATEGORY PAGE

Option 2 - Side Banner

The screenshot shows the Droom website interface. On the left, there is a side banner for Reliance General Insurance. The banner text reads: "RELIANCE General Insurance", "Drive away with 50% discount*", "on Reliance Car Insurance", and "Get Quote Now". Below the banner is a small image of a blue car. To the right of the banner, there are three motorcycle listings for Bajaj Pulsar 220cc 2015. Each listing shows a regular price, an offer price with a 10% discount, location (Delhi NCR), mileage, and a trust score. Below these are more motorcycle images and a license plate "DL-6S AR-5371".

Landing Page

The screenshot shows the Reliance General Insurance landing page. At the top, there is the Reliance logo and "General Insurance". A navigation bar includes links for CAR, TWO WHEELER, HEALTH & WELLNESS, TRAVEL, OTHER INSURANCES, CLAIMS, and SELF HELP. A toll-free number "1800 3009" is displayed. The main headline is "FREE Roadside assistance worth Rs. 500". Below this, there is a form to get a quote, featuring a "50% discount*" on "Reliance Car Insurance". The form includes fields for "Search Your Car Make & Model", "Select Age of Your Car (in Yrs)", "City where Car is Registered", "Email Address", and "Mobile Number". A "Get Quote Now" button is at the bottom of the form. To the right of the form is an image of a blue car. A vertical sidebar on the far right contains icons for Call, Chat, Share, WhatsApp, and Feedback. A disclaimer is visible at the bottom of the page.



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ADVERTISING OPTION - EMAIL MARKETING

3-5 Emails a week to 600K+Email Database

Option 5 - EMAIL MARKETING

The screenshot shows the top navigation bar of the Droom website. On the left is the Droom logo with the tagline "India's Most Trusted Motorplace". To the right are several service icons: Buyer Protection, Verified Sellers, Negotiation Tools, Droom Listings, and a Facebook icon with "4.50 Mii + FB Community". A "DOWNLOAD APP" button is also present. Below this is a secondary navigation bar with icons for Full Circle Trust, Auction, Offers, Droom-Assist, and In the Press.

Best Offers

RELIANCE General Insurance
Drive away with **50% discount*** on Reliance Car Insurance
Get Quote Now

Bike Inspection **89% OFF**
Worth ₹900 for ₹99
Limited Time Only
By Mahindra First Choice
120 + Point Inspection
No anxiety, No hassle
At your Doorstep or Seller Location
COUPON CODE PEACE99

Landing Page

RELIANCE General Insurance
Toll Free: 1800 3009
CAR TWO WHEELER HEALTH & WELLNESS TRAVEL OTHER INSURANCES CLAIMS SELF HELP

FREE Roadside assistance worth Rs. 500

Drive away with **50% discount*** on Reliance Car Insurance

Get Quote Now

Search Your Car Make & Model *
Select Age of Your Car (in Yrs) * City where Car is Registered *
Email Address * Mobile Number *
 I accept Terms & Conditions

Print Policy Online
Renew Car Insurance

Disclaimer: *T&C apply.Above mentioned has been calculated on the basis of rate prescribed under erstwhile Indian Motor Tariff. Discount applicable only on OD premium. IRDAI Reg. No. 103 Creative UIN:RGI/OS/MOT-02/Ver1.0/21012016

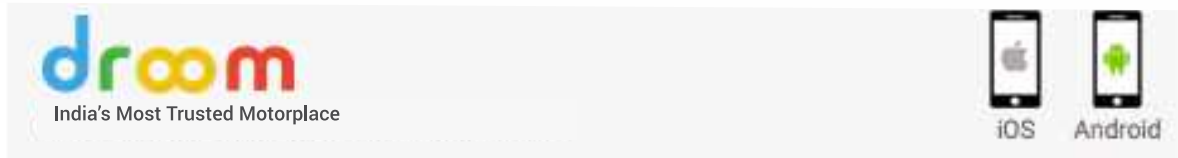


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ADVERTISING OPTION - TRANSACTIONAL EMAILS



Droom Buyer Protection



Verified & Top Rated Sellers



Automated Negotiation Tools



Find Droom Listing



4.5 Mil+ Facebook Community

Hello Amrit,

Thank you for shopping at droom.

We have received a Commitment Fee of Rs: 1000 from you for Maruti Suzuki Wagon R Lxi, 1999.

Regular Selling Price: Rs. 100,000

Commitment Fee Paid: Rs. 1000

Discount (If any): Rs. 5,000

Outstanding Amount: Rs. 94,000

This is the amount you need to pay when you meet the seller to close the transaction. Please check seller's payment preference under housekeeping items. Additionally, you have 5 days to meet the seller and close the transaction. We recommend that you close the deal as soon as possible.

Your details, as stored with us:

Name: Amrit
Email: amrit@gmail.com
Mobile: 7503967217

3 Things you need to know about Commitment Fee

1. It is adjusted as advance or token money against the selling price.
2. It is fully covered & refundable under droom Buyer Protection
3. Seller is also committed to the transaction and the listing will be deactivated

We are always happy to help - in case of any further queries please WhatsApp us on +91 9643437666 or write to us at support@droom.in

Best,
droom Team



Learn About Droom Full Circle Trust



RELIANCE
General Insurance

Drive away with **50% discount*** on **Reliance Car Insurance**

Get Quote Now



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RATE CARD

Advertising Option	MONTHLY FLAT FEE FOR DROOM ADVERTISING LOCATION			
		Header Leaderboard Banner	Side Banner	Footer Leaderboard Banner
Display Ads	Category Pages	1 Lac	50 K	---
	Listing Pages	—	50 K	---
	Static Content Pages	75 K	50 K	25 K
Email Marketing	Marketing Emails	75 K	50 K	25 K
	Transactional Emails	50 K	25 K	25 K
	Droom Facebook Community	1 Lac	---	---
Sponsorship	Preferred Partner Programs	Call us	---	---
	Emergency Pocket Guide	Call us	---	---
	Automobile Industry research report	Call us	---	---
In App Advertising		Starting 75K	---	---



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ADVERTISING OPTION - APPS

5.3Mil+ Downloads for our App

Option 8 - In App Advertising

The screenshot shows the Droom app interface. At the top, there's a navigation bar with a menu icon and the word "Buy". Below it is a banner for Reliance Car Insurance offering a 50% discount on general insurance. The main content area is a list of cars for sale, categorized by "All", "Most Viewed", and "Featured". The "All" category is selected. The first car listed is an Audi Q7 3.0 TDI 2011, priced at Rs. 45,00,000, with 26,000 km driven and located in Delhi NCR. The second car is a Honda Accord 2.4 Elegance 2008, priced at Rs. 6,99,999, with 60,000 km driven and located in Delhi NCR. The third car is a Honda Accord 2.4 AT 2008, priced at Rs. 5,85,000, with 57,000 km driven and located in Delhi NCR. The fourth car is a Hyundai Verna SX 2013. Each car listing includes a photo, a gear icon, and a "25.6 KM AWAY" indicator.



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**FOR ADVERTISING QUERIES, CONTACT US AT
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