



Overview

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Bindaas ghoom

India's Most Trusted Motorplace

ABOUT US

Droom is India's first and only marketplace for buying and selling new and used automobiles. Droom offers 4 marketplace formats, i.e., B2C, C2C, C2B and B2B and also offers 3 pricing formats, i.e., Fixed Price, Best Offer and Auction. Droom uses data science to build trust at scale with a US Patented technology called Full Circle Trust Score. Droom has also built the defacto pricing standard for used vehicles in India – OBV for which Droom has another US Patent. Besides being India's most advanced marketplace, 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 is not only the largest online automobile platform in India but also the 5th largest E-commerce company in India in terms of GMV. Droom's automobile platform is category, seller, price, condition, and geography agnostic. Droom 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 (200Mil+ vehicle history), Discovery (Dozens of buying tools) and Credit (India's first and only loan marketplace for used vehicles).

Droom offers from bicycle to plane every automobile category and also automobile services such as warranty, RSA, insurance and auto loan. Droom is currently doing \$451Mil in annualized GMV growing at the rate of 350% Y/Y, 125K auto dealers (largest auto dealers platform in India), presence in 500 cities across India (largest hyper local marketplace), 17Mil+ monthly visitors, nearly 5.3Mil app downloads and 4.5Mil Facebook community.






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

Droom is founded by Sandeep Aggarwal, who previously founded ShopClues in 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 250+

DROOM CATEGORIES

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

SERVICES TO BE LAUNCHED

 Certification	 RTO Registration	 Loan	 Insurance	 AMC
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PRICING FORMAT

BEST OFFER

FIXED PRICE

droom Auction

 WIDE SELECTION

 LOW PRICES

 VERIFIED SELLER

 INSPECTED VEHICLE



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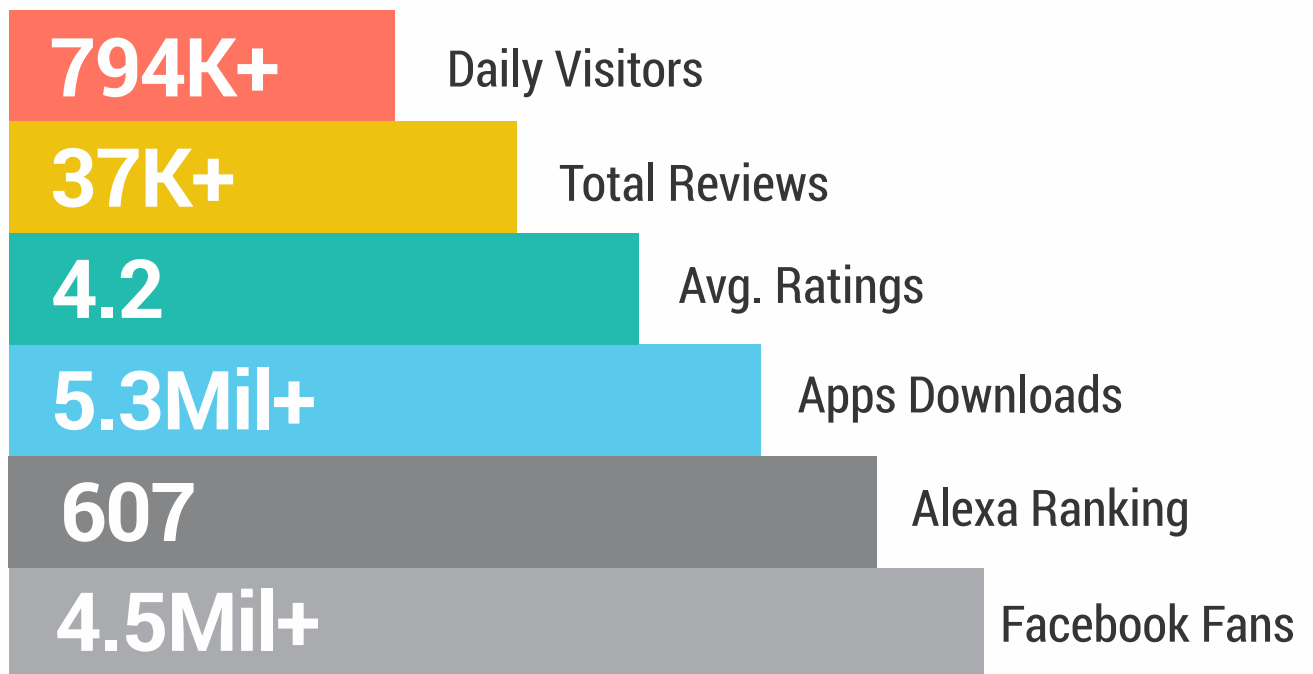
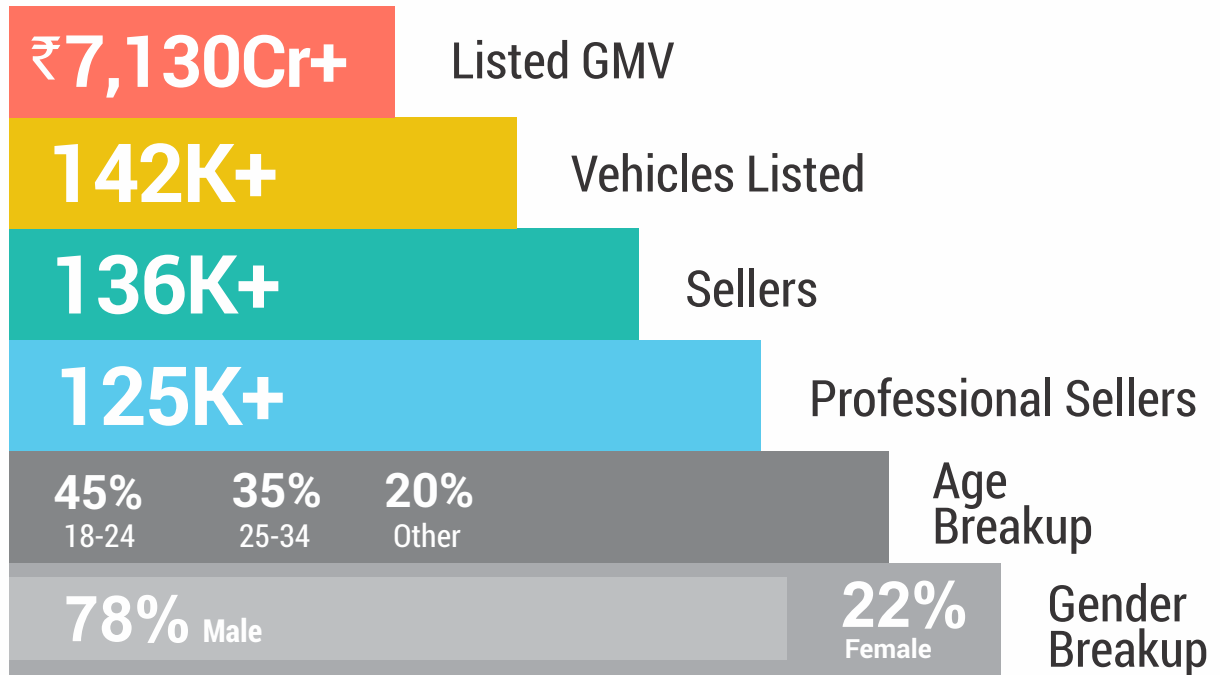
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TRAFFIC & USER STATISTICS



















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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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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 a massive audience of highly targeted 20Mil+ 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.

17.0Mil+ Monthly Visitors	4:27Mins Total Time Spent	3.0 Avg. Page Views/Visitors
607 Alexa Rank	5.3Mil+ App Downloads	4.5Mil+ 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 interface for the 'Car' category. At the top, there is a search bar and navigation links. A large banner for Reliance Car Insurance is positioned at the top of the main content area, featuring the text 'Drive away with 50% discount* on Reliance Car Insurance' and a 'Get Quote Now' button. To the left of the banner is a 'Refine Your Search' sidebar with various filters like Location, Make, Model, Year, Price, etc. Below the banner, there are sorting options and a 'Buyer's Guide' link. The 'Most Popular Cars' section displays three car thumbnails.

Landing Page

The screenshot shows the Reliance Car Insurance landing page. The main banner features the Reliance logo and the text 'Drive away with 50% discount* on Reliance Car Insurance'. Below this, there is a search form with 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 prominently displayed. To the right of the form is an image of a blue car. The page includes a navigation menu at the top and a sidebar with contact options like 'Call', 'Chat', 'Share', 'WhatsApp', and 'Feedback'.



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ADVERTISING OPTION - CATEGORY PAGE

Option 2 - Side Banner

The screenshot shows the Droom website interface. At the top, there is a search bar and navigation links for 'Buy', 'Sell', 'What's New?', 'Quick Sell', 'Auctions', and 'Offers'. The main content area features a grid of motorcycle listings. On the left side, there is a vertical banner for Reliance General Insurance. The banner text reads: 'Drive away with 50% discount* on Reliance Car Insurance. Get Quote Now'. Below the banner is a small image of a blue car. The motorcycle listings include details such as 'Bajaj Pulsar 220cc 2015', 'Regular Price', 'Offer Price', 'Location', 'Mileage', and 'Trust Score'.

Landing Page

The screenshot shows the Reliance General Insurance landing page. The header includes the Reliance logo and navigation links for 'CAR', 'TWO WHEELER', 'HEALTH & WELLNESS', 'TRAVEL', 'OTHER INSURANCES', 'CLAIMS', and 'SELF HELP'. A toll-free number '1800 3009' is displayed. The main content area features a large banner with the text: 'Drive away with 50% discount* on Reliance Car Insurance'. Below this is a form to get a quote, with 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 prominently displayed. To the right of the form is an image of a blue car. A sidebar on the 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 "4.50 Mil + FB Community". A "DOWNLOAD APP" button is also present. Below these are five main navigation buttons: "Full Circle Trust", "Auction", "Offers", "Droom Assist", and "In the Press".

Best Offers

This advertisement features the Reliance General Insurance logo at the top. The main text reads "Drive away with 50% discount* on Reliance Car Insurance". A blue car is shown at the bottom right. A "Get Quote Now" button is located at the bottom left.

This advertisement is for a "Bike Inspection" service. It features a green circular icon with a car and the text "Bike Inspection Worth ₹900 for ₹99" with a large "89% OFF" badge. Below this, it lists benefits: "Limited Time Only", "By Mahindra First Choice", "120 + Point Inspection", "No anxiety, No hassle", and "At your Doorstep or Seller Location". A "COUPON CODE PEACE99" is displayed in a blue box.

Landing Page

The screenshot shows the landing page for Reliance General Insurance. At the top is the Reliance logo and a navigation menu with categories like "CAR", "TWO WHEELER", "HEALTH & WELLNESS", "TRAVEL", "OTHER INSURANCES", "CLAIMS", and "SELF HELP". A "Login" button and "Toll Free: 1800 3009" are also visible. The main content area features a large "50% discount*" offer on "Reliance Car Insurance" with a "FREE Roadside assistance worth Rs. 500" banner. A search form is provided with 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 prominent. A blue car image is on the right. A sidebar on the far right contains social media and utility icons like "Call", "Chat", "Share", "WhatsApp", and "Feedback". A disclaimer is at the bottom.

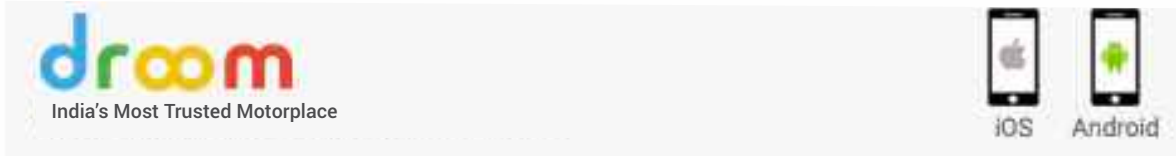


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ADVERTISING OPTION - TRANSACTIONAL EMAILS



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



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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 status bar with signal strength, Wi-Fi, 68% battery, and 3:36 pm. Below that is a navigation bar with a menu icon and the word "Buy". A prominent advertisement for Reliance Car Insurance is displayed, offering a 50% discount on general insurance. Below the ad are three tabs: "All", "Most Viewed", and "Featured". The "All" tab is selected, showing a list of car listings. Each listing includes a car image, the model name, price, kilometers driven, location, and a distance indicator (25.6 KM AWAY).

Category	Model	Price (₹)	KM Driven	Location	Distance
All	Audi Q7 3.0 TDI 2011	Rs.45,00,000	26000	Delhi NCR	25.6 KM AWAY
All	Honda Accord 2.4 Elegance 2008	Rs.6,99,999	60000	Delhi NCR	25.6 KM AWAY
All	Honda Accord 2.4 AT 2008	Rs.5,85,000	57000	Delhi NCR	25.6 KM AWAY
All	Hyundai Verna SX 2013				



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FOR ADVERTISING QUERIES, CONTACT US AT
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