

ABOUT US

Founded in April 2014 in Silicon Valley, Droom is India's first & largest marketplace to buy and sell new and used automobiles and automobile services. Droom has taken a completely innovative and disruptive approach to build trust and pricing advantages for buyers.

The current experience of buying and selling an automobile is completely broken, antiquated and full of pitfalls. Droom offers a truly 21st century experience in buying and selling automobiles. With its technology driven marketplace approach, droom enables transactions between buyers and sellers by bringing transparency, building trust, and mitigating information asymmetry. Droom is a mobile first marketplace with a presence on three platforms i.e. Android, iOS and Desktop.

Droom has a very strong and proven founding team with 50 years of combined experience in technology, Internet, E-Commerce and FMCG including 20 years in Silicon Valley. Sandeep Aggarwal is founder of Droom. Prior to Droom, Sandeep founded ShopClues.com, India's first & largest managed marketplace and 5th Unicorn in the Consumer Internet in India. Droom has a team of 168 and is funded by some of the leading global venture investors.

MARKETPLACE FORMAT



BUYING & SELLING FORMAT AT DROOM



SUPPLY SIDE

ProSeller 78,000

Listings 121,113

Active ProSeller 14,000

Active Listing 61,500

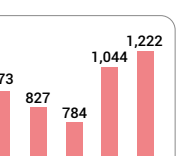
\$ 1092 mil+
Listed GMV

181+
Cities

DEMAND SIDE



5.9 mil+
Total Traffic

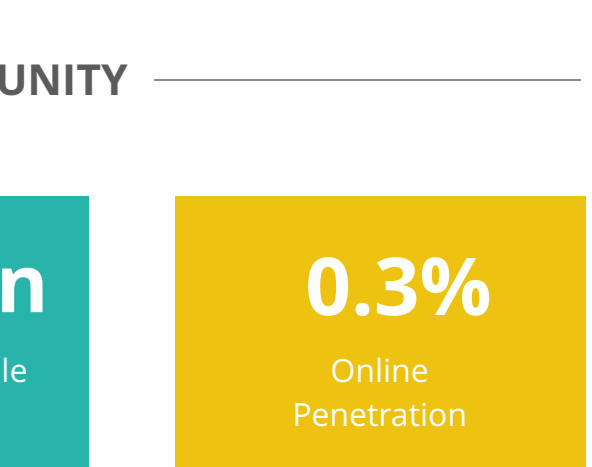


3.6 mil+
App Downloads



3.1 mil+
FB Fans

TRANSACTIONAL SIDE



MARKET OPPORTUNITY

3rd
Largest Automobile Market in the World

\$ 125 bn
Annual Automobile Market

0.3%
Online Penetration

1.3
Used Car for Every New Car

1.6
Used Two-Wheeler for Every New Two Wheeler

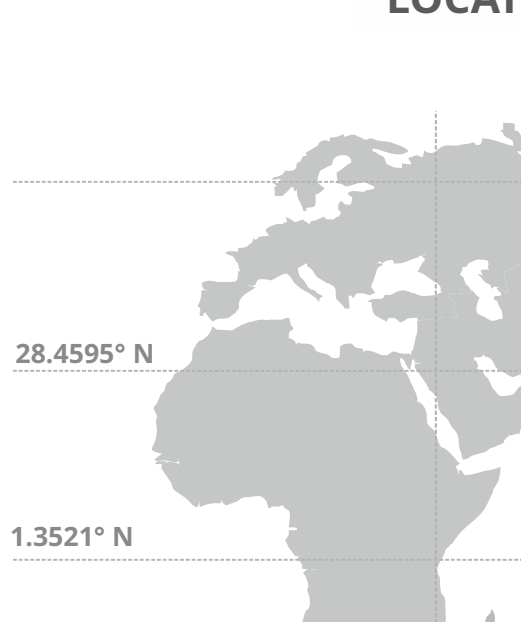
4%
Industry Margin on New

12%
Industry Margin on Used

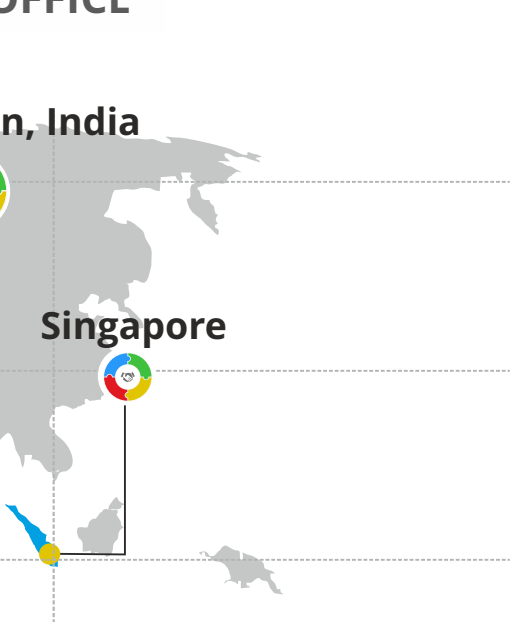
4,000
Makes

12,000
Models

DROOM'S GROWTH



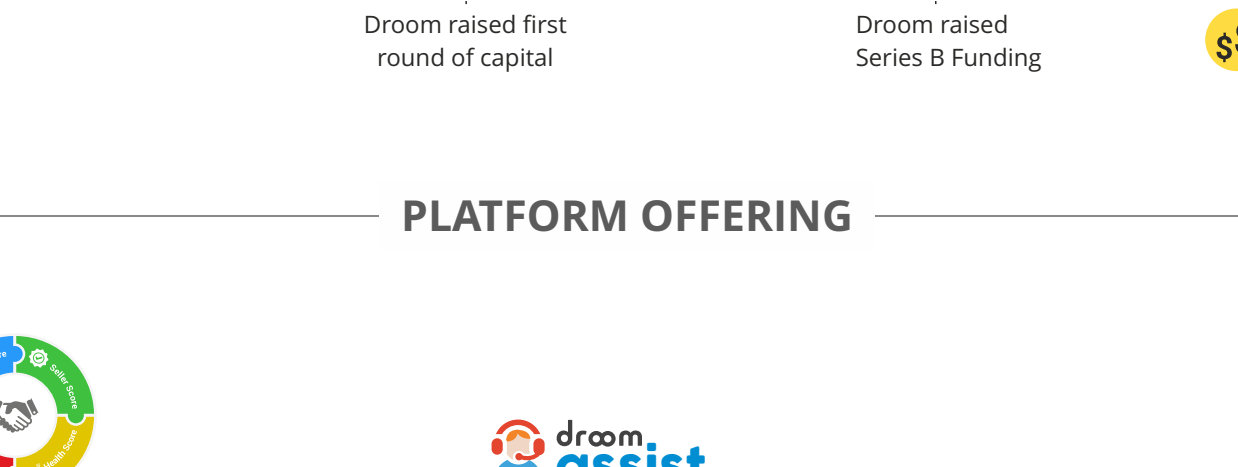
18
Droom Categories



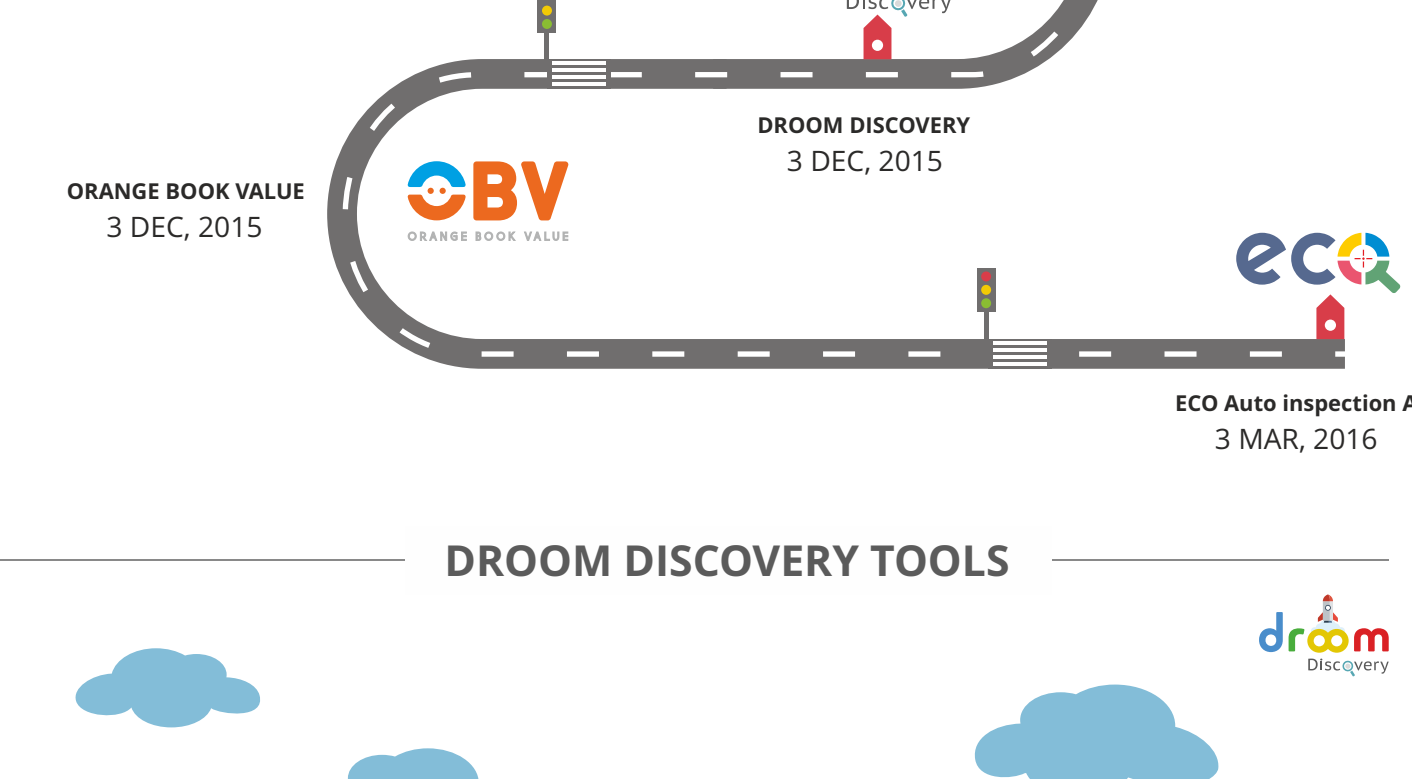
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Droom Team

APRIL 2014 - OCTOBER 2016

LOCATION FOR OFFICE



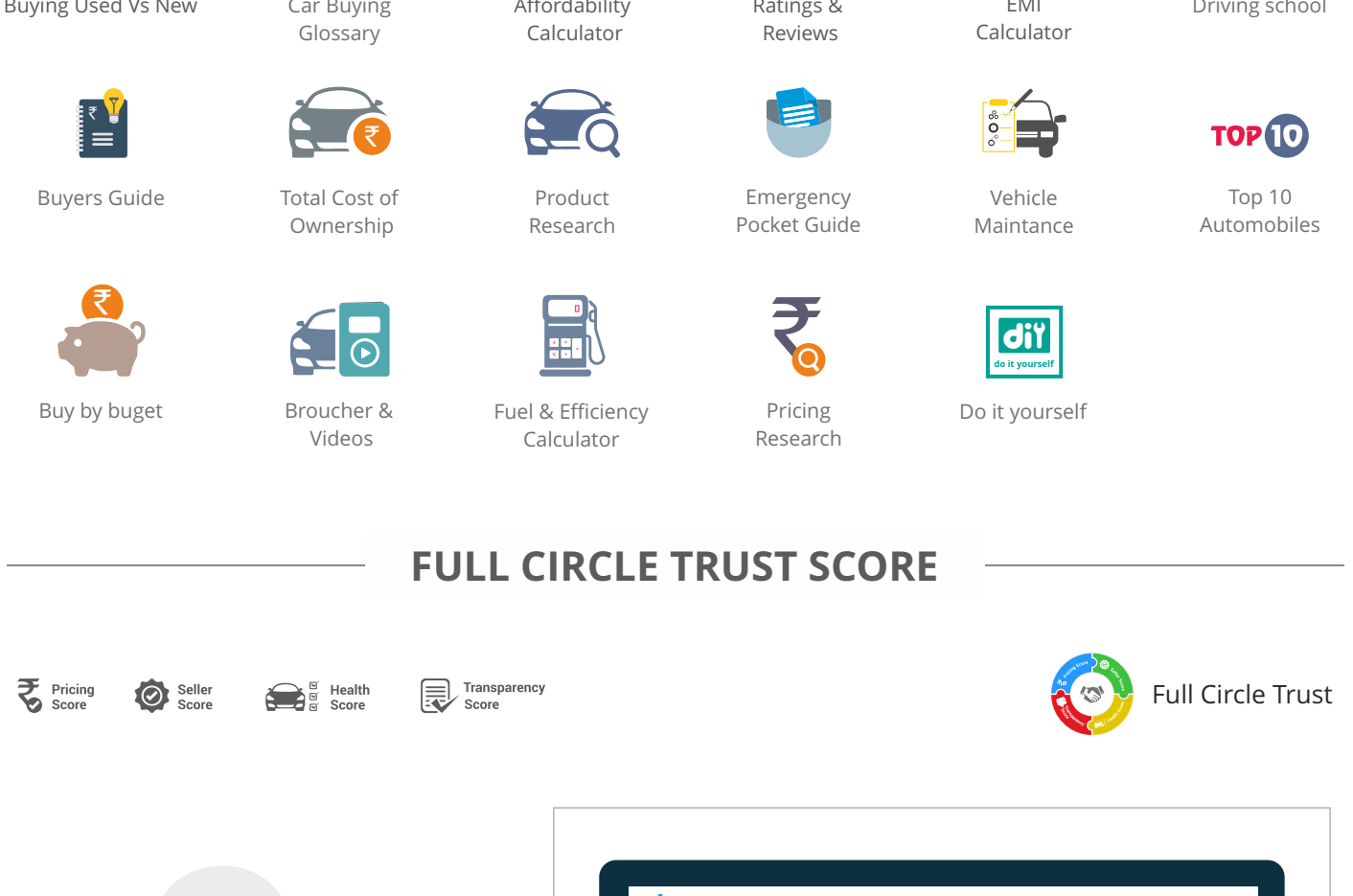
FUNDING RECORDS



PLATFORM OFFERING



DROOM DISCOVERY TOOLS



FULL CIRCLE TRUST SCORE

ORANGE BOOK VALUE

ECO

