



Overview



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Bindaas ghoom

India's Most Trusted Motorplace

ABOUT US

Droom is the 3rd largest E-commerce company in India in terms of GMV and the largest online auto marketplace for buying and selling new and used automobiles with over 65% market share of the automobile transactions online.

Droom is headquartered in Gurugram, India, with a team size of 300+. Droom has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers a wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan.

Droom has in-built tech and data science tools to create the entire eco-system around used automobiles, including OBV (pricing engine), Eco (121 points vehicle inspection), History (200 million vehicle history records), Discovery (dozens of pre-buying tools) and Credit (India's first and only marketplace for used vehicles' loans). The company is currently generating \$700 Million+ in annualized GMV and growing at a rate of 220% Y/Y. Droom has presence in 540+ cities across India (India's largest hyper local marketplace), 240K+ auto dealers (largest auto dealer platform in India), 33 Million+ monthly visitors, nearly 7.6 Million+ app downloads and 6 Million+ Facebook followers.

Droom is a Singapore Holding Company with subsidiaries in India and the United States. The company has so far raised close to \$95 Million dollars over six rounds of funding. Some of the prominent investors are Lightbox, Beenext, Beenos, Digital Garage, Toyota Tsusho Corporation and Integrated Assets Management

DROOM CATEGORIES



SERVICES TO BE LAUNCHED



PRICING FORMAT

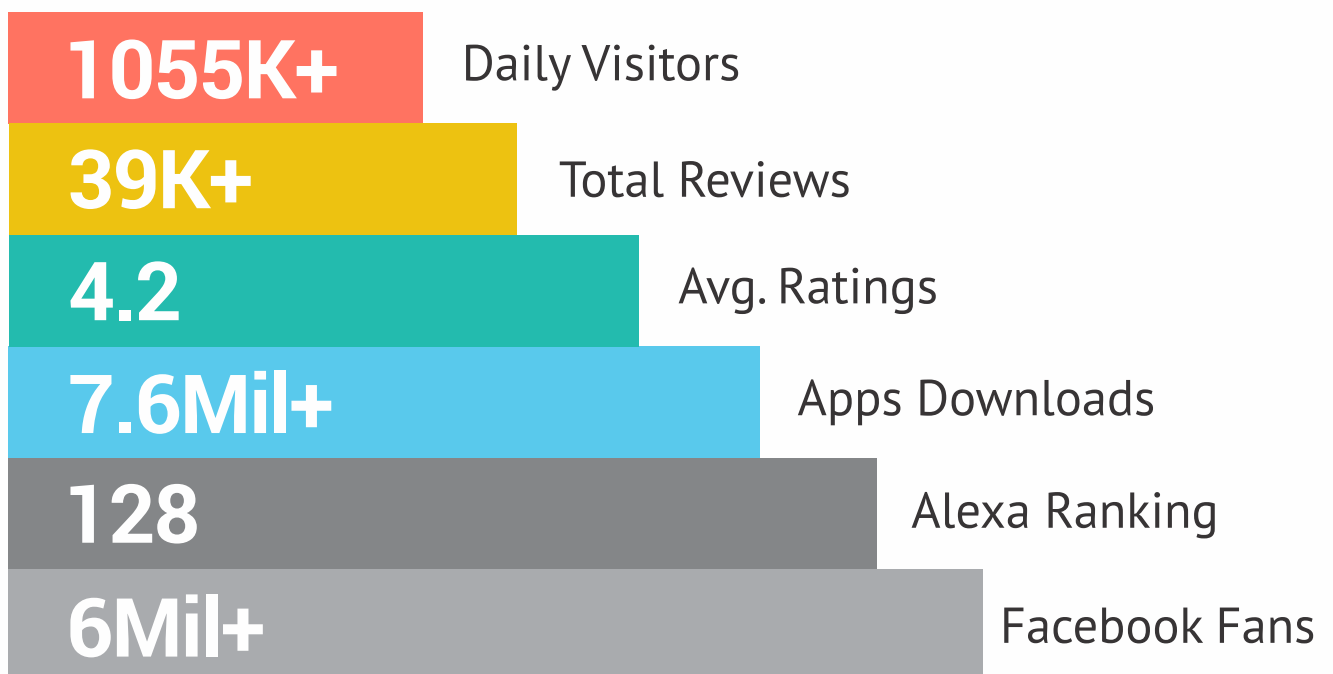
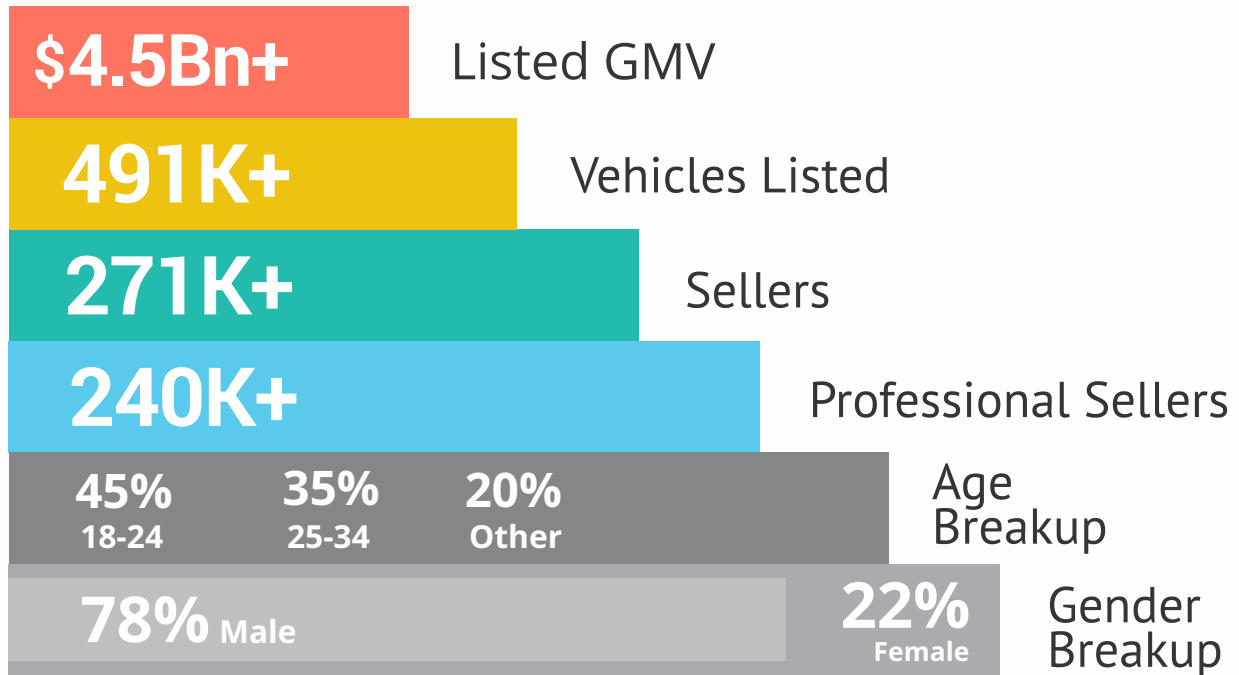


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TRAFFIC & USER STATISTICS



















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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

DROOM AD SOLUTIONS



Increase your brand visibility with Droom - India's Most Trusted Motorplace for Automobiles and the largest automotive community. By advertising with us, you gain access to highly targeted audience of 33 Mil+ monthly visitors.

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

SCALE METRIX

33Mil+

#1 Auto portal in traffic

240K+

#1 Auto Portal in Sellers

6Mil+

#1 Auto Portal with focused auto community on FB

\$700Mil+

#1 Auto Portal in Gross Revenue

WHY AD SALES

Highest quality auto focused traffic online in India

Highly engaged audience

High intent to purchase a vehicle

Primarily auto enthusiasts in Droom

Wide range of ad properties

Compelling ROI with highly targeted audience

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 'Car' category page. 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% on Reliance Car Insurance' and a 'Get Quote Now' button. To the left of the banner is a 'Refine Your Search' sidebar with filters for Location, Make, Model, Year, Price, KM Driven, Condition, Body Type, and Fuel Type. Below the banner, there are sorting options (Price, KM Driven, Near By, Listing Date, Year) and a 'Buyer's Guide' link. A section titled 'Most Popular Cars' displays three car images.

Landing Page

The screenshot shows the Reliance Car Insurance landing page. The header includes the Reliance logo and a navigation menu with options like CAR, TWO WHEELER, HEALTH & WELLNESS, TRAVEL, OTHER INSURANCES, CLAIMS, and SELF HELP. A prominent banner features the text 'FREE Roadside assistance worth Rs. 500' and '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 located below the form. A blue car image is shown on the right side of the banner. At the bottom, there are links for 'Print Policy Online' and 'Renew Car Insurance'.



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ADVERTISING OPTION - CATEGORY PAGE

Option 2 - Side Banner

RELIANCE
General Insurance

Drive away with
50% discount*

on
Reliance Car Insurance

[Get Quote Now](#)

Bajaj Pulsar 220cc 2015
REGULAR PRICE: ₹ 81,000/-
OFFER PRICE: ₹ 81,900/-
10% OFF
Delhi NCR | 2,500 KM | Mileage: 8.2

Bajaj Pulsar 150cc 2015
REGULAR PRICE: ₹ 69,000/-
OFFER PRICE: ₹ 69,300/-
10% OFF
Delhi NCR | 5,000 KM | Mileage: 7.1

Bajaj Pulsar 220cc 2015
REGULAR PRICE: ₹ 81,000/-
OFFER PRICE: ₹ 59,400/-
10% OFF
Delhi NCR | 4,500 KM | Mileage: 8.2

Landing Page

RELIANCE
General Insurance

Log In
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

Call | Chat | Share | WhatsApp | Feedback

Disclaimer: *T&C apply. Above mentioned has been calculated on the basis of rate prescribed under applicable Indian Motor Tariff. Discount applicable only on OD premium. IRDAI Reg. No. 103 Creative LINKRGHOSMOT-02/War1.0/2/10/2016.

Enter your policy number * | Enter your policy/claim number * | [Print Policy Online](#) | [Renew Car Insurance](#)



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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 Mii + FB Community". A "DOWNLOAD APP" button with icons for the App Store and Google Play is also present. Below the navigation bar is a secondary bar with icons for "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". Below the text is a blue button labeled "Get Quote Now" and a photograph of a blue car.

This advertisement promotes a "Bike Inspection" service. It states "Worth ₹900 for ₹99" with an "89% OFF" badge. The offer is "Limited Time Only" and includes a list of benefits: "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 Car 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 "Toll Free: 1800 3009" is displayed. The main headline is "FREE Roadside assistance worth Rs. 500". Below this is a large "50% discount*" offer on "Reliance Car Insurance". 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 at the bottom of the form. A blue car is shown on the right side of the page. A vertical sidebar on the far right contains icons for "Call", "Chat", "Share", "WhatsApp", and "Feedback".

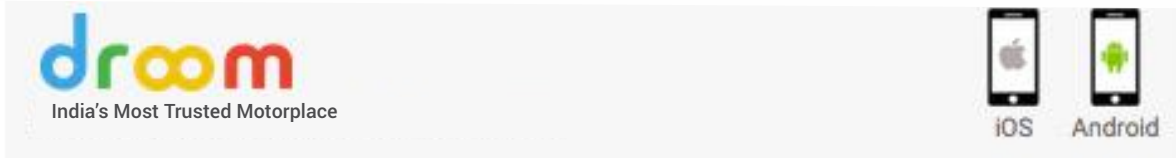


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ADVERTISING OPTION - TRANSACTIONAL EMAILS



Droom Buyer Protection



Verified & Top Rated Sellers



Automated Negotiation Tools



Find Droom Listing



4.50 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

6Mil+ 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).

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



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**FOR ADVERTISING QUERIES, CONTACT US AT
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