



# 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 3rd 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.

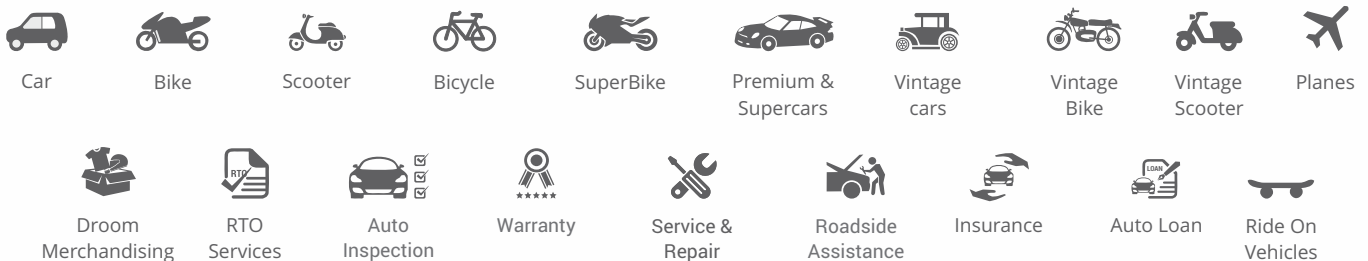
It has built tech and data science heavy tools to create the entire ecosystem around used automobiles, including OBV (Pricing Engine), Eco (121 Points Vehicle Inspection), History (20 Cr Vehicle History Records), Discovery (dozens Of Pre-Buying Tools) and Credit (India's first and only marketplace for used vehicles loans).

Droom is currently doing \$387 Mil+ in annualized GMV growing at the rate of 350% Y/Y, 202K+ auto dealers (Largest Auto Dealer Platform in India), presence in 500+ cities across India (Largest Hyper Local Marketplace), 20.5 Mil+ monthly visitors, nearly 6.6 Mil+ app downloads and 5.5 Mil+ Facebook community.

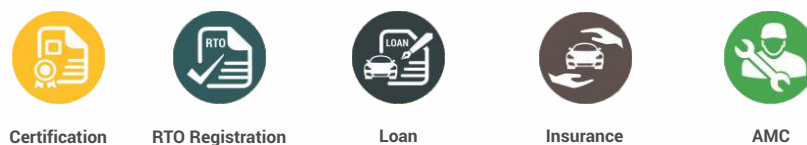
Droom has the best unit economics as compared to any other E-commerce platform in India. The company spends less than 5% of GMV to run marketing and the entire cost of the company is less than 4% of GMV in terms of the net burn. Droom is the only E-commerce platform which has successfully built the cost 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 \$65 million dollars in four rounds of funding. Droom is head quartered in Gurgaon, India with a team size of 270+.

## DROOM CATEGORIES



## SERVICES TO BE LAUNCHED



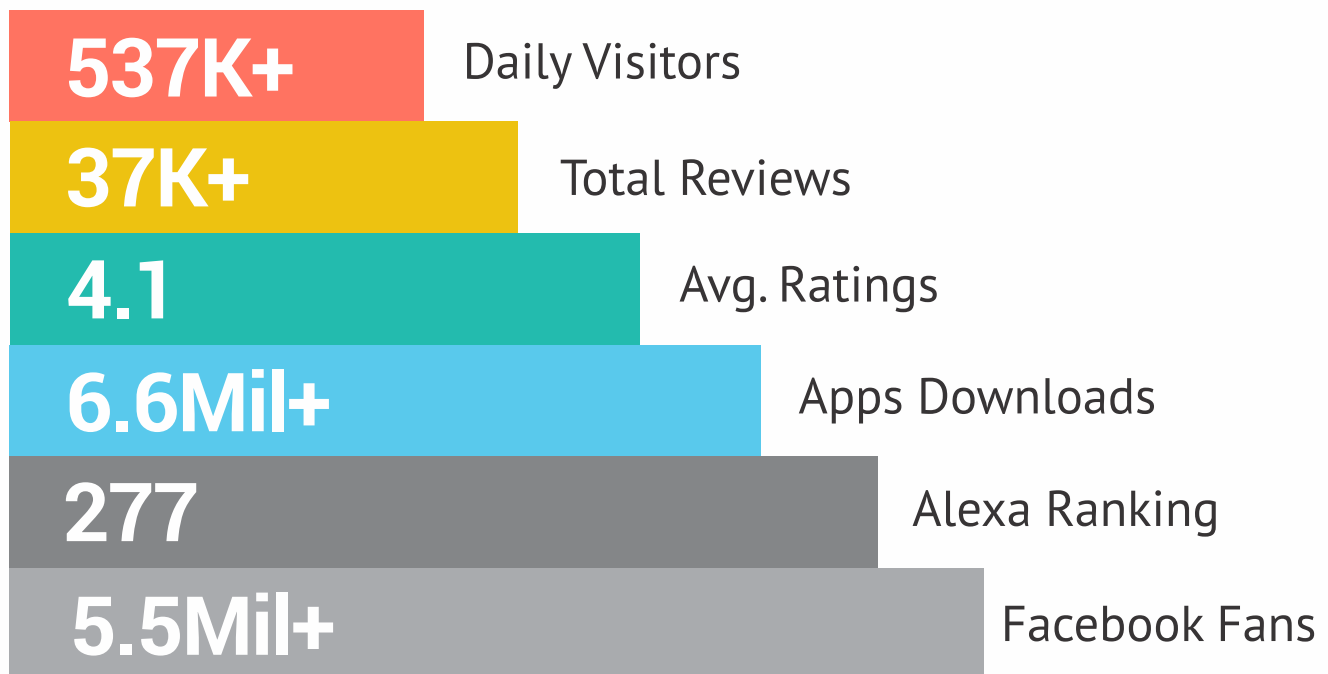
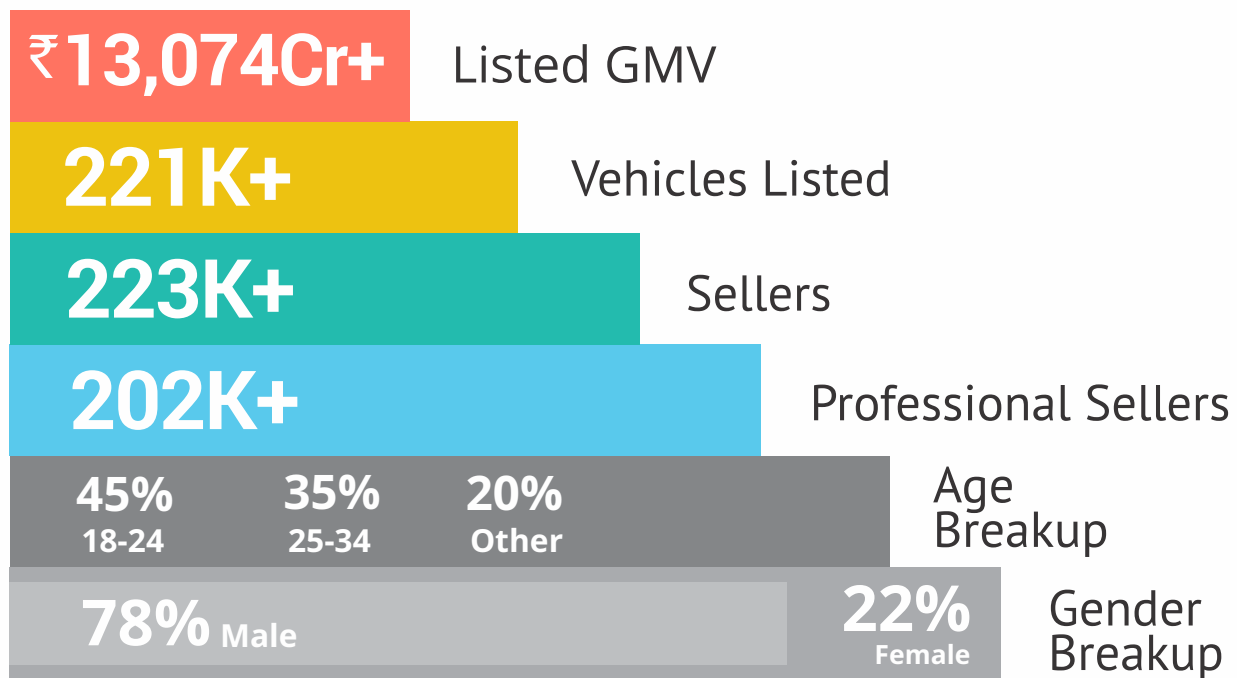
## PRICING FORMAT



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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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# 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 20.5Mil+ 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.

<b>20.5Mil+</b> Monthly Visitors	<b>7:00Mins</b> Total Time Spent	<b>5.5</b> Avg. Page Views/Visitors
<b>277</b> Alexa Rank	<b>6.6Mil+</b> App Downloads	<b>5.5Mil+</b> 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](http://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 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 images.

## Landing Page

The screenshot shows the Reliance General Insurance landing page for car insurance. The header includes the Reliance logo and navigation links. The main banner features a large '50% discount\*' offer on Reliance Car Insurance, along with 'FREE Roadside assistance worth Rs. 500'. A form is provided to get a quote, with fields for car make/model, age, city, email, and mobile number. A 'Get Quote Now' button is prominently displayed. A sidebar on the right contains social media and contact links.



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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: "Drive away with 50% discount\* on Reliance Car Insurance" and includes a "Get Quote Now" button. Below the banner is a small image of a blue car. To the right of the banner, there are six motorcycle listings. Each listing includes a photo of the motorcycle, the model name (e.g., Bajaj Pulsar 220cc 2015), the regular price, the offer price (with a 10% discount badge), the location (Delhi NCR), the mileage (e.g., 2,500 KM), and the trust score (e.g., 8.2). The top navigation bar includes the Droom logo, a search bar, location, and user options like Support, Sell With Us, and Login.

## Landing Page

The screenshot shows the Reliance Car Insurance landing page. At the top left is the Reliance General Insurance logo. On the top right, there is a "Login" link and a toll-free number: "Toll Free: 1800 3009". Below the logo is a navigation menu with categories: CAR, TWO WHEELER, HEALTH & WELLNESS, TRAVEL, OTHER INSURANCES, CLAIMS, and SELF HELP. The main headline is "FREE Roadside assistance worth Rs. 500". The central offer is "Drive away with 50% discount\* on Reliance Car Insurance". To the right of the offer is a blue car image. Below the offer is a quote 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". There is a checkbox for "I accept Terms & Conditions" and a "Get Quote Now" button. On the far right, there is a vertical sidebar with icons for Call, Chat, Share, WhatsApp, and Feedback. At the bottom, there are input fields for "Enter your policy number" and "Enter your policy/claim number", along with links for "Print Policy Online" and "Renew Car Insurance". 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 icons representing services: Buyer Protection, Verified Sellers, Negotiation Tools, Droom Listings, and a Facebook icon with "4.50 Mil + FB Community". A "DOWNLOAD APP" button is also present. Below the navigation bar is a secondary menu with icons for "Full Circle Trust", "Auction", "Offers", "Droom Assist", and "In the Press".

### Best Offers

This advertisement features the Reliance General Insurance logo. The text reads: "Drive away with **50% discount\*** on Reliance Car Insurance". Below the text is a blue car and a "Get Quote Now" button.

This advertisement features a green car icon and the text: "Bike Inspection Worth ₹900 for ₹99 **89% OFF**". It includes a "Limited Time Only" banner and 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 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 banner with the text: "Drive away with **50% discount\*** on Reliance Car Insurance". Below this 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 at the bottom of the form. To the right is a blue car image and a vertical sidebar with "Call", "Chat", "Share", "WhatsApp", and "Feedback" options. A disclaimer is visible at the bottom of the page.

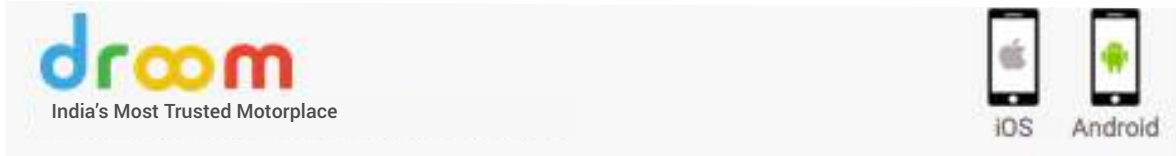


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## ADVERTISING OPTION - TRANSACTIONAL EMAILS



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



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

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 banner advertisement for Reliance Car Insurance is displayed, offering a 50% discount on general insurance. Below the banner are three tabs: "All", "Most Viewed", and "Featured". The "All" tab is selected. The list of cars includes:

- Audi Q7 3.0 TDI 2011**: Price Rs.45,00,000, 26000 KM Driven, Location Delhi NCR, 25.6 KM AWAY.
- Honda Accord 2.4 Elegance 2008**: Price Rs.6,99,999, 60000 KM Driven, Location Delhi NCR, 25.6 KM AWAY.
- Honda Accord 2.4 AT 2008**: Price Rs.5,85,000, 57000 KM Driven, Location Delhi NCR, 25.6 KM AWAY.
- Hyundai Verna SX 2013**: (Details partially visible).



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**FOR ADVERTISING QUERIES, CONTACT US AT  
advertise@droom.in**



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