



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.

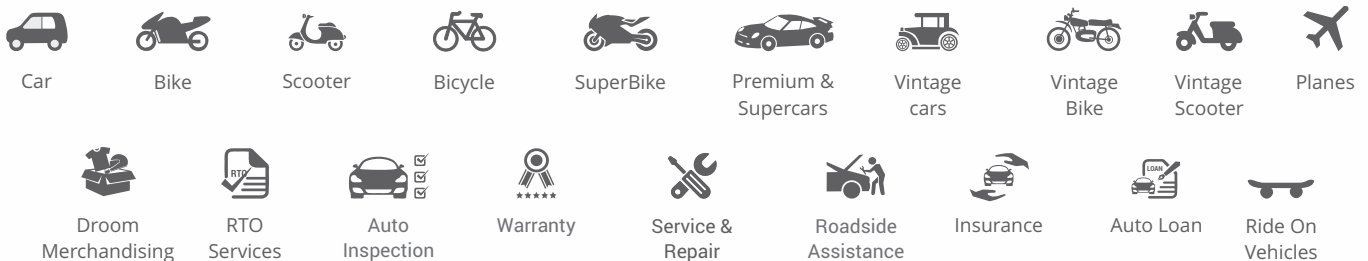
It has built tech and data science heavy tools to create the entire ecosystem around used automobiles, including OBV (Pricing Engine), Eco (121 Points Vehicle Inspection), History (20 Cr Vehicle History Records), Discovery (dozens Of Pre-Buying Tools) and Credit (India's first and only marketplace for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

Droom is currently doing \$647 Mil+ in annualized GMV growing at the rate of 350% Y/Y, 194K+ auto dealers (Largest Auto Dealer Platform in India), presence in 500+ cities across India (Largest Hyper Local Marketplace), 31.3 Mil+ monthly visitors, nearly 6.5 Mil+ app downloads and 5.5 Mil+ Facebook community.

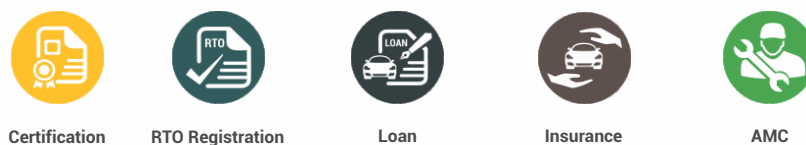
Droom has the best unit economics as compared to any other E-commerce platform in India. The company spends less than 5% of GMV to run marketing and the entire cost of the company is less than 4% of GMV in terms of the net burn. Droom is the only E-commerce platform which has successfully built the cost 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



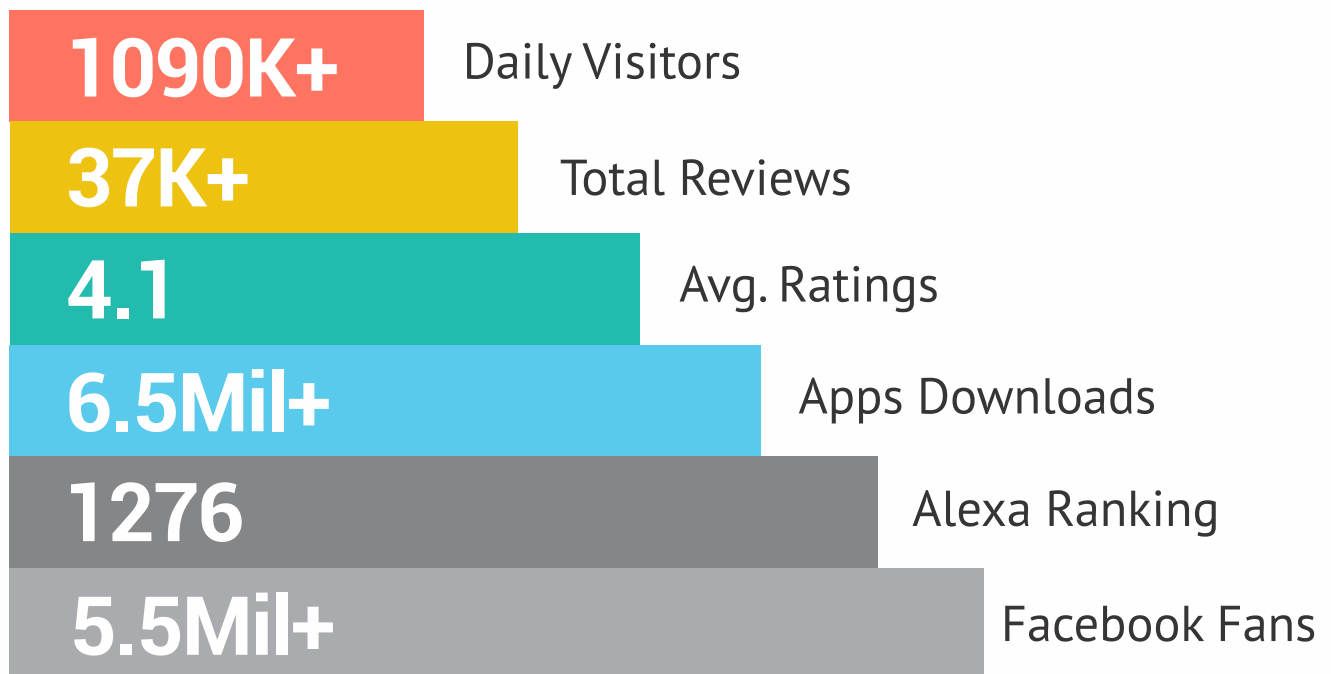
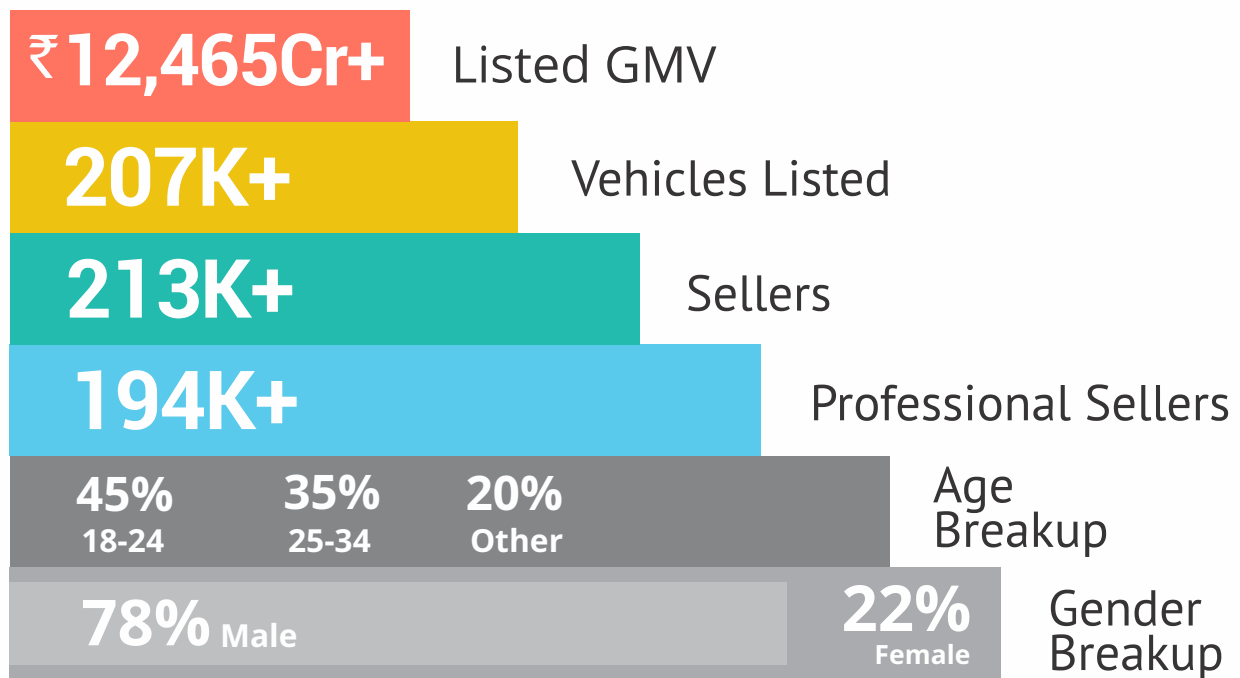
PRICING FORMAT



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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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 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 31Mil+ 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.

31.3Mil+ Monthly Visitors	8:00Mins Total Time Spent	5.4 Avg. Page Views/Visitors
1276 Alexa Rank	6.5Mil+ App Downloads	5.5Mil+ 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 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. The header includes the Reliance logo and navigation links for CAR, TWO WHEELER, HEALTH & WELLNESS, TRAVEL, OTHER INSURANCES, CLAIMS, and SELF HELP. A prominent banner offers 'FREE Roadside assistance worth Rs. 500' and a '50% discount* on Reliance Car Insurance'. Below the banner 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. To the right of the form is an image of a blue car. A vertical sidebar on the right contains links for 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. 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. The main content area displays a grid of 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, watch our TVC, support, sell with us, and login options. The main navigation bar includes categories, buy, sell, what's new, quick sell, auctions, and offers.

Landing Page

The screenshot shows the Reliance General Insurance landing page for car insurance. The top navigation bar includes the Reliance logo, "General Insurance", and a toll-free number: "Toll Free: 1800 3009". The main heading is "FREE Roadside assistance worth Rs. 500". The central content area features a large "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". There is a checkbox for "I accept Terms & Conditions" and a "Get Quote Now" button. A blue car image is shown on the right. The bottom of the page has a disclaimer and 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 vertical sidebar on the right contains icons for Call, Chat, Share, WhatsApp, and Feedback.



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ADVERTISING OPTION - EMAIL MARKETING

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

Option 5 - EMAIL MARKETING



India's Most Trusted Motorplace

- Buyer Protection
- Verified Sellers
- Negotiation Tools
- Droom Listings
- 4.50 Mil + FB Community

DOWNLOAD APP

Full Circle Trust | Auction | Offers | Droom Assist | In the Press

Best Offers



General Insurance

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

Get Quote Now





Bike Inspection Worth ~~₹900~~ for **₹99** **89% OFF**

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



General Insurance

Login | 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**


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

Get Quote Now



- Call
- Chat
- Share
- WhatsApp
- Feedback

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

Enter your policy number * | Enter your policy/claim number * | Print Policy Online | Renew Car Insurance



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ADVERTISING OPTION - TRANSACTIONAL EMAILS



India's Most Trusted Motorplace



iOS



Android



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



Download Droom Road Emergency Pocket Guide



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, showing a list of car listings. Each listing includes a car image, the model name, price, kilometers driven, location, and a "25.6 KM AWAY" indicator with a location pin icon.

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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USA: Droom Labs Inc. 2201 Walnut Avenue, Suite 190, Fremont, CA 94538

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