



Overview



droom

ABOUT US

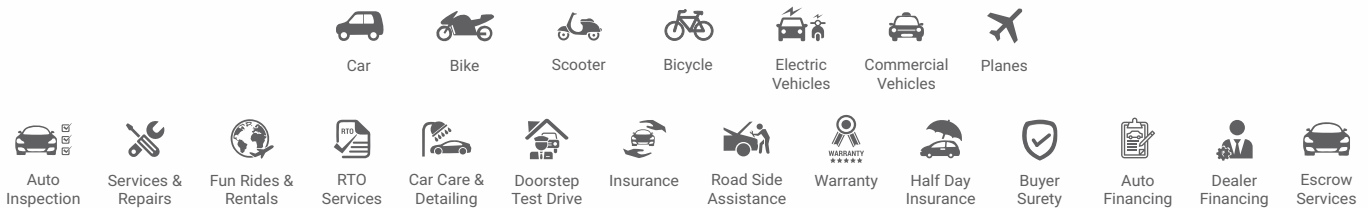
Droom is an AI and data science-driven online automobile marketplace, which offers 21st-century experience in buying and selling automobiles in India. As a marketplace, Droom offers Great Selection, Low Prices, Trust, Transparency, and Convenience second to none. Droom has over 2 Mn automobiles to choose from with a listed inventory of \$15 Bn+ from over 286K pro-sellers and presence in 1,095 cities. Droom has 6.5 Mn+ Facebook followers, making it the largest auto-focused community in India.

Droom has built an entire eco-system around used automobiles for the digital economy, including Orange Book Value (used vehicle pricing engine | 460 Mn+ Queries), ECO (1,000+ points vehicle inspection | 152K+ inspections), History (history records for used vehicles | Database of 250 Mn+ vehicles), Discovery (dozens of pre-buying research tools), and Financial Services (Loan & Insurance).

With an 80% market share of the automobile transactions online, Droom is India's largest automobile platform online and among the largest E-Commerce companies. Besides, India Droom is available in Singapore, Thailand, and Malaysia, and OBV is available in 38 countries globally, making OBV the world's number one benchmark pricing engine.

Droom is among the most trusted consumer internet brands in India often recognized for its innovative approach and technology and is backed by marquee global investors.

DROOM CATEGORIES



SERVICES TO BE LAUNCHED



PRICING FORMAT

BEST % OFFER

FIXED PRICE

droom Auction



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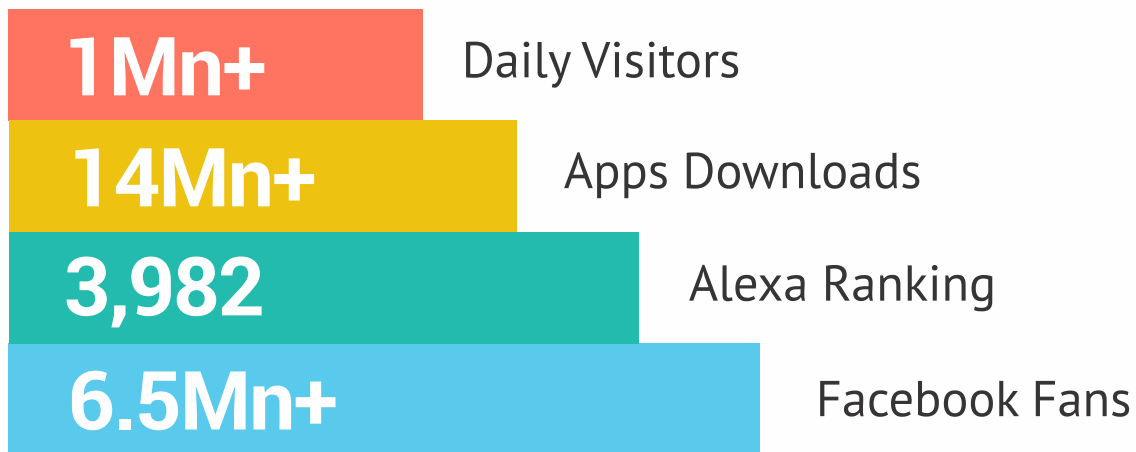
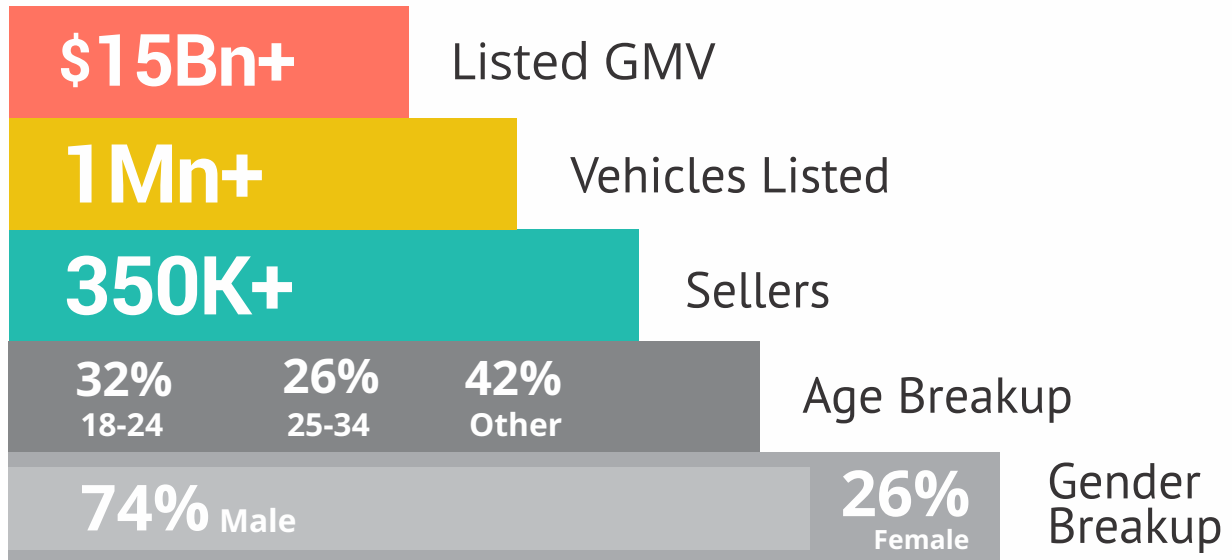
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TRAFFIC & USER STATISTICS



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DROOM MARKETING SOLUTIONS



droom
MARKETING
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 a highly targeted audience of 174 Mn+ annual 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

174Mn+

#1 Auto portal in traffic

350K+

#1 Auto Portal in Sellers

6.5Mn+

#1 Auto Portal with focused auto community on FB

\$728Bn+

#1 Auto Portal in Gross Revenue

WHY DIGITAL & MARKETING SOLUTIONS

Highest quality auto focused traffic online in India

Highly engaged audience

High intent to purchase a vehicle

Wide range of ad properties

Compelling ROI with highly targeted audience

ADVERTISING OPTIONS

1 Digital

- Display Ads
- Email Marketing
- Social Media Marketing
- In App Advertising

2 CO-OP Marketing

- TV
- Print
- Radio
- Outdoor

3 Sponsorship

- OBV
- Seller Summit
- Auto Awards

4 Partnership

- Deals / Promotions
- Events / Launch



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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% discount* on Reliance Car Insurance' and a 'Get Quote Now' button. Below the banner, there are filters for refining the search (Location, Make, Model, Year, Price, KM Driven, Condition, Body Type, Fuel Type), sorting options (Price, KM Driven, Near By, Listing Date, Year), and a section for 'Most Popular Cars' with three car images. A 'Buyer's Guide' link is also visible.

Landing Page

The screenshot shows the Reliance Car Insurance landing page. The main banner features the text 'Drive away with 50% discount* on Reliance Car Insurance' and a 'Get Quote Now' button. The banner includes a form for entering car details (Make & Model, Age, City, Email, Mobile Number) and a 'FREE Roadside assistance worth Rs. 500' offer. The page also includes a navigation menu, a search bar, and a sidebar with contact options (Call, Chat, Share, WhatsApp, Feedback). A disclaimer is visible at the bottom of the banner.



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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'. A side banner on the left features the Reliance logo and the text 'Drive away with 50% discount* on Reliance Car Insurance' with a 'Get Quote Now' button. The main content area displays a grid of motorcycle listings, including Bajaj Pulsar 220cc 2015 models with their respective prices and specifications.

Landing Page

The screenshot shows the Reliance Car Insurance landing page. The header includes the Reliance logo, navigation tabs for 'CAR', 'TWO WHEELER', 'HEALTH & WELLNESS', 'TRAVEL', 'OTHER INSURANCES', 'CLAIMS', and 'SELF HELP', along with a 'Toll Free: 1800 3009' and a 'Login' link. The main content area features a large banner with the text 'Drive away with 50% discount* on Reliance Car Insurance' and 'FREE Roadside assistance worth Rs. 500'. Below this 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'. A 'Get Quote Now' button is prominently displayed. A blue car image is shown on the right side of the banner. A disclaimer at the bottom states: '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. BDAI Reg. No. 102-Credita-LRN/PD/05/MOT-02/War/1.02/10/2016'. 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'.



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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 features: Buyer Protection, Verified Sellers, Negotiation Tools, Droom Listings, and a Facebook icon with "6.34 Mil + FB Community". A "DOWNLOAD APP" button with smartphone icons is also present. Below this is a secondary navigation bar with buttons for "Full Circle Trust", "Auction", "Offers", "Droom Assist", and "In the Press".

Best Offers

Two promotional banners are displayed. The left banner is for Reliance General Insurance, featuring a blue car and the text "Drive away with 50% discount* on Reliance Car Insurance" with a "Get Quote Now" button. The right banner is for "Bike Inspection" worth ₹900 for ₹99 (89% OFF), with a "Limited Time Only" tag and a "COUPON CODE PEACE99". It lists benefits: "By Mahindra First Choice", "120 + Point Inspection", "No anxiety, No hassle", and "At your Doorstep or Seller Location".

Landing Page

The screenshot shows the landing page for Reliance Car Insurance. At the top is the Reliance logo and navigation menu (CAR, TWO WHEELER, HEALTH & WELLNESS, TRAVEL, OTHER INSURANCES, CLAIMS, 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* on Reliance Car Insurance" offer. A form is present 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. A blue car image is on the right. A vertical sidebar on the far right contains icons for Call, Chat, Share, WhatsApp, and Feedback. A disclaimer is visible at the bottom of the page.

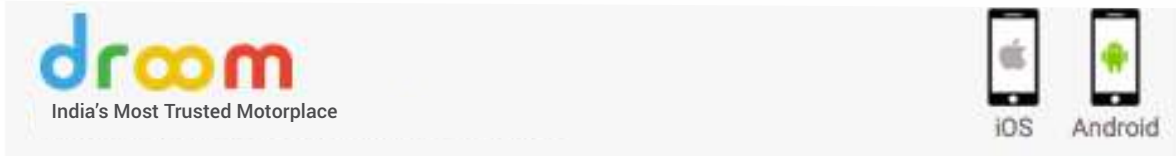


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ADVERTISING OPTION - TRANSACTIONAL EMAILS



Droom Buyer Protection



Verified & Top Rated Sellers



Automated Negotiation Tools



Find Droom Listing



6.46 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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ADVERTISING OPTION - APPS

13Mil+ 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, 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 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 "25.6 KM AWAY" indicator.

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



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**FOR ADVERTISING QUERIES, CONTACT US AT
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