



# Overview



**droom**.in  
*Bindaas ghoom*

India's Most Trusted Motorplace

# ABOUT US

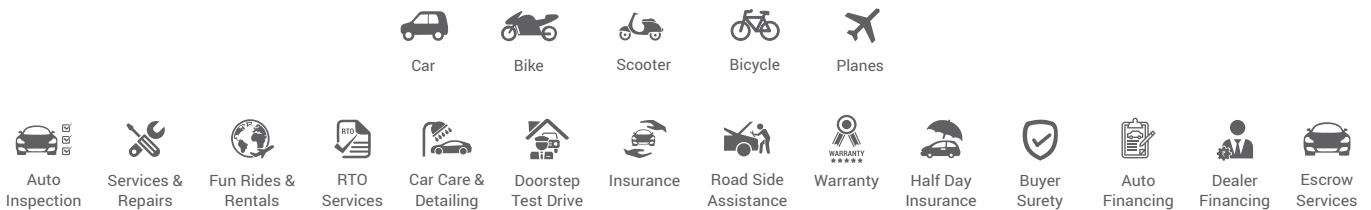
Droom is the 3rd largest E-commerce company in India in terms of GMV and the largest online auto marketplace for buying and selling new and used automobiles with over 65% market share of the automobile transactions online.

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 578+ cities across India (India's largest hyper local marketplace), 242K+ auto dealers (largest auto dealer platform in India), 34 Million+ monthly visitors, nearly 7.7 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

BEST % OFFER

FIXED PRICE

droom Auction



WIDE SELECTION



LOW PRICES



VERIFIED SELLER



INSPECTED VEHICLE



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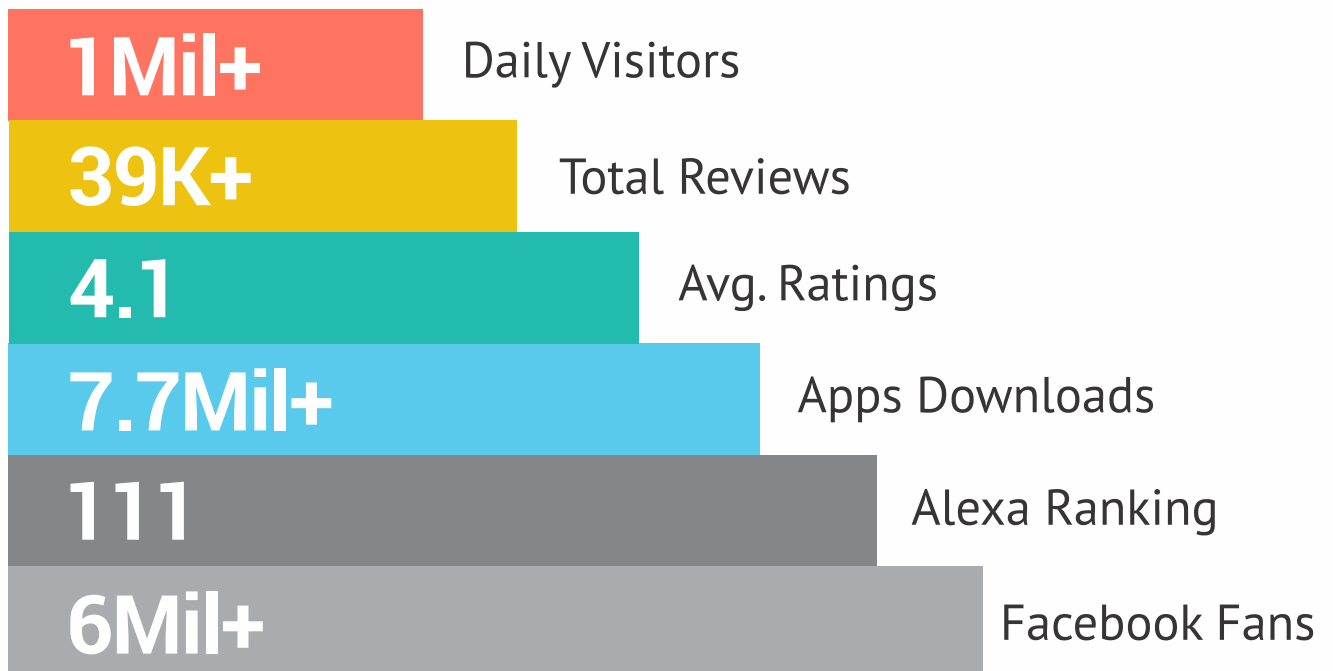
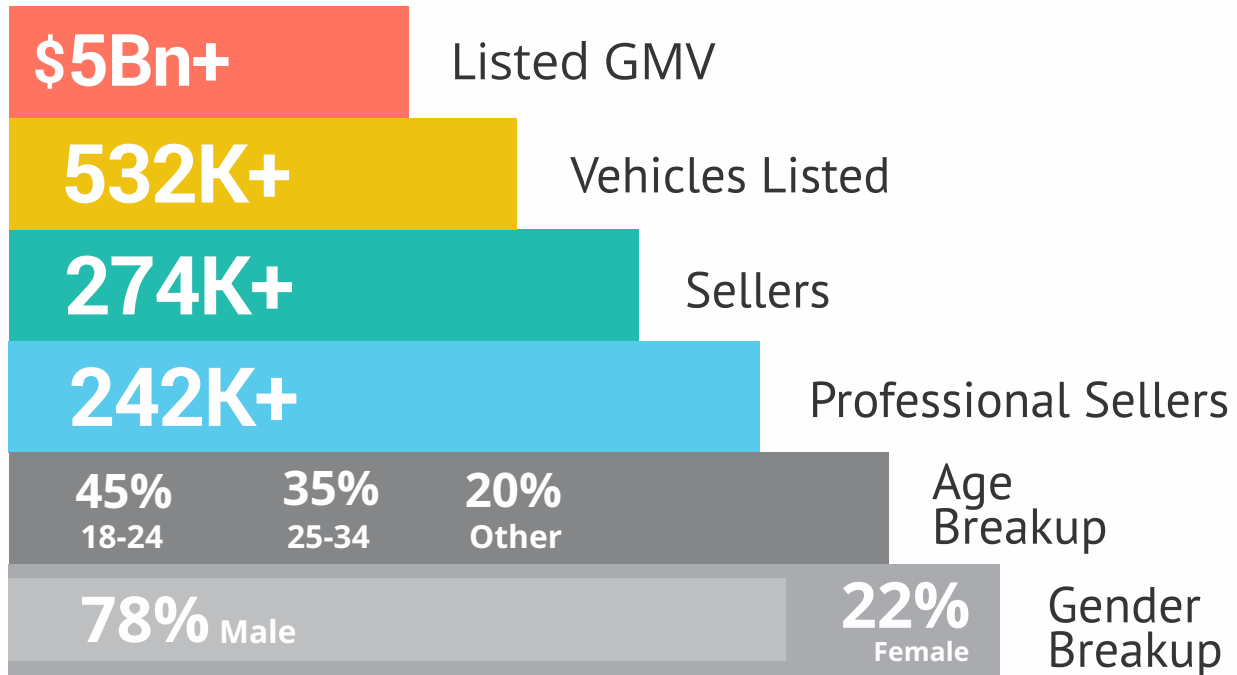
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## TRAFFIC & USER STATISTICS



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# 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 34 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

**34Mil+**

#1 Auto portal in traffic

**242K+**

#1 Auto Portal in Sellers

**7Mil+**

#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](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's 'Car' category page. At the top, there's a search bar and navigation links. A large banner for Reliance Car Insurance is positioned at the top, offering a 50% discount. Below this, there's a 'Refine Your Search' sidebar with filters for Location, Make, Model, Year, Price, KM Driven, Condition, Body Type, and Fuel Type. The main content area shows 'Car (Showing 13 521)' with sorting options 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 navigation links for CAR, TWO WHEELER, HEALTH & WELLNESS, TRAVEL, OTHER INSURANCES, CLAIMS, and SELF HELP. A search bar and a toll-free number (1800 3009) are also present. The main banner features a 50% discount on Reliance Car Insurance, with a form for entering car details (Make & Model, Age, City, Email, Mobile) and a 'Get Quote Now' button. A blue car image is shown on the right. A disclaimer and additional links are at the bottom.



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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: ₹ 41,000/-  
OFFER PRICE: ₹ 81,900/-  
10% OFF  
Delhi NCR | 2,500 KM | Mileage: 8.2

**Bajaj Pulsar 150cc 2015**  
REGULAR PRICE: ₹ 22,000/-  
OFFER PRICE: ₹ 69,300/-  
10% OFF  
Delhi NCR | 5,000 KM | Mileage: 7.1

**Bajaj Pulsar 220cc 2015**  
REGULAR PRICE: ₹ 46,000/-  
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

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Buyer Protection | Verified Sellers | Negotiation Tools | Droom Listings | 4.50 Mii + FB Community

DOWNLOAD APP

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

### Best Offers

**RELIANCE**  
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

**RELIANCE**  
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 applicable Indian Motor Tariff. Discount applicable only on OD premiums. IRDAI Reg. No. 103 Creative LIFE/RG/05/MOT-42/Vol1 5/2/10/2016.

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



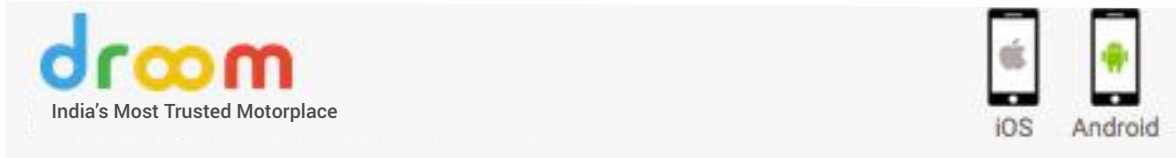
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## ADVERTISING OPTION - TRANSACTIONAL EMAILS



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  
advertise@droom.in**



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