

Automobile etailer

DROOM

An online marketplace for buying and selling new or used automobiles and related services

- Ashok Pandey

Droom is one of the largest marketplaces to buy and sell new and used automobiles and automobile services. As there was no organised platform available in India to buy and sell used automobiles, largely due to information asymmetry and also due to a lack of transparency, Droom was created to offer an end-to-end solution to the end users. This is leveraging a tech-driven approach to address buyer/seller pain points and enable end-to-end transactions through its platform. Droom provides a holistic platform to buy and sell anything with wheels and also provides the entire range of auxiliary services related to automobiles such as car care & detailing, auto inspection, warranty, road side assistance and insurance. This focus on high-quality service enablement through tech helps Droom build trust within the market and increases the transparency of the used automobile buying and selling process.

Challenges faced

The biggest technological challenge was ensuring the quality of consumer experience and that it should not go down as the company scales up its operations. They ensured and maintained the integrity of the end-user experience on the platform by adopting and implementing a regulated, scientific expansion that had been charted out

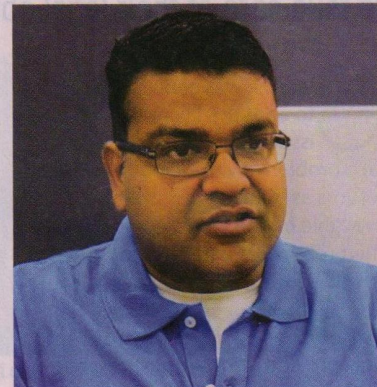
well in advance. Another major challenge is the unorganised nature of the Indian automobile industry, which is largely offline. Various estimates indicate that the online automobile industry at present is only 0.3% of the overall India automobile market, and is only expected to account for 8% of the total by the year 2020. This heavy reliance of traditional, fragmented market approach brings in many inefficiencies and gaps in the overall transactional experience. This is something which they are trying to eliminate through tech-based automobile buying and selling solutions.

Technologies Used

One of the main reasons behind Droom's rapid growth has been its focus on tech to enable highly relevant consumer-centric solutions. They have developed and implemented several proprietary technologies in order to bring in greater convenience, enhanced transparency and a better experience for users. Some of the key technologies and services utilised are:

- **Orange Book Value:** A technically advanced engine, Orange Book Value or OBV does a comprehensive algorithmic calculation to give users a fair market price for the vehicle they are looking to buy.
- **Full Circle Trust Score:** Several factors such as vehicle report, warranty, and seller's

credentials play a great part in the final purchase decision, especially when purchasing pre-owned automobiles. Based on Droom's proprietary technologies and algorithms, Droom Full Circle Trust Score takes into account critical trust factors.



Sandeep Agarwal
Founder

ABOUT THE COMPANY

Year of inception:
2014

Product/service offered:
Buy & sell new and used automobiles

Target customers:
Individuals

Reach/No. of users:
3.2 million visitors every month across large Indian cities

- **Eco App:** ECO is India's most advanced, independent, objective and unbiased auto inspection and verification service provider.

Business growth

Currently, Droom has more than 3.2 million visitors every month. The mobile app has been downloaded more than 2.9 million times and nearly 65% of the traffic comes from the mobile app. Droom is currently available in 142 Indian cities through tie-ups with Big Asset Sellers. It has 47,000+ sellers across the country leveraging its platform to maximise their business and has a listed GMV in excess of \$400 million in 16 categories.

The screenshot displays the Orange Book Value (OBV) interface. At the top, it says 'Orange Book Value' and 'India's Fair and Only Truly Accurate Automobile Valuation'. Below this, there's a section for a specific car listing: 'HYUNDAI VERNA EXCLUSIVE EDITION', showing a price range of '₹ 4.79 - 5.09 Lakhs'. The listing includes icons for 'Independent', 'Unbiased', 'Objective', and 'Data Driven'. Below the listing is a search form with fields for 'Purpose' (Buy/Sell), 'Category', 'Make', 'Model', 'Year', 'Trim', and 'Kms Driven'. There are 'Reset' and 'Search' buttons at the bottom of the form.

INDIA'S TOP TECH-LED STARTUPS 2016

We present 47 startups across 20+ categories, the key challenges they face, and their technology usage plans, followed by brief overviews about each one and why they're special

- Anil Chopra, Ashok Pandey, Sidharth Shekhar and Nijhum Rudra

The Indian startup ecosystem has really taken off and is being driven by factors like massive funding, consolidation activities, evolving technology and a burgeoning domestic market. Our PM Narendra Modi's Startup India plan has proposed tax breaks like income-tax exemptions for the first three years, quicker patent applications, a credit guarantee program and easier routes to wind up if they fail.

Seeing this, India has witnessed an exponential growth in the number

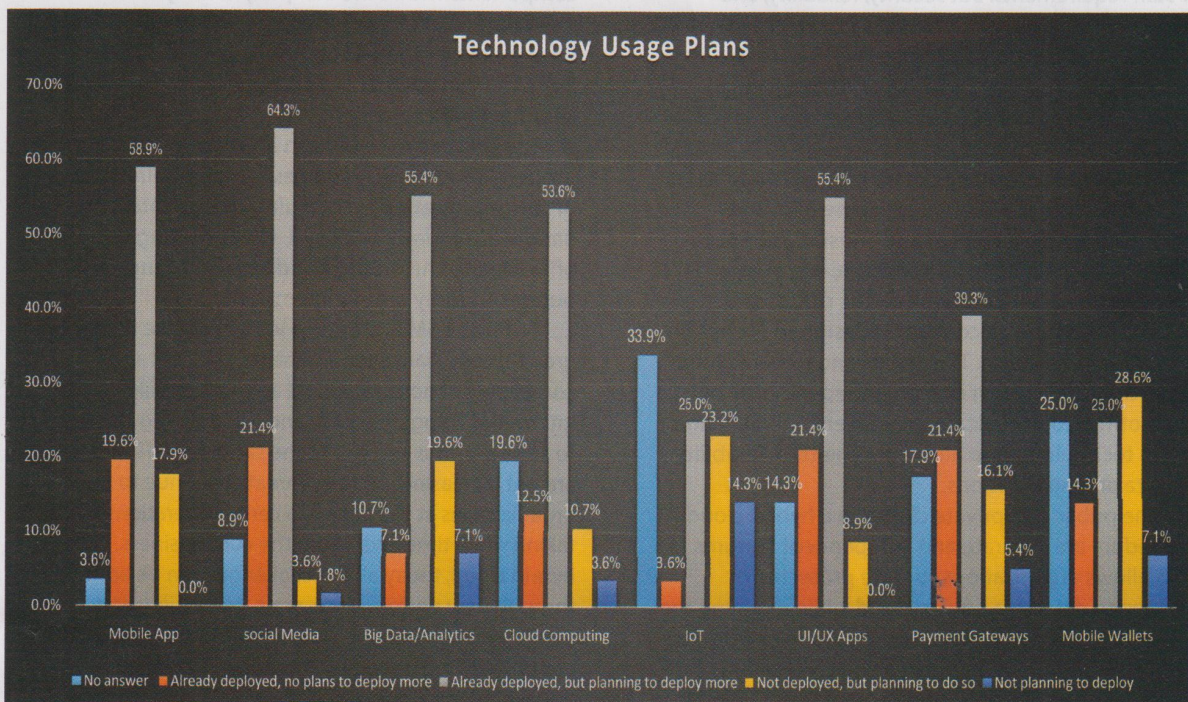
of technology led startups. It's really interesting to see how they're using technologies to define new business models, breaking old stereotypes and teaching traditional companies new ways of doing things.

While the overall startup ecosystem in India is large, covering it all is beyond the scope of this magazine. What we've therefore done is to start a new initiative to identify some of the best ones. This month, we present all the technology led startups that we received nominations from. Next

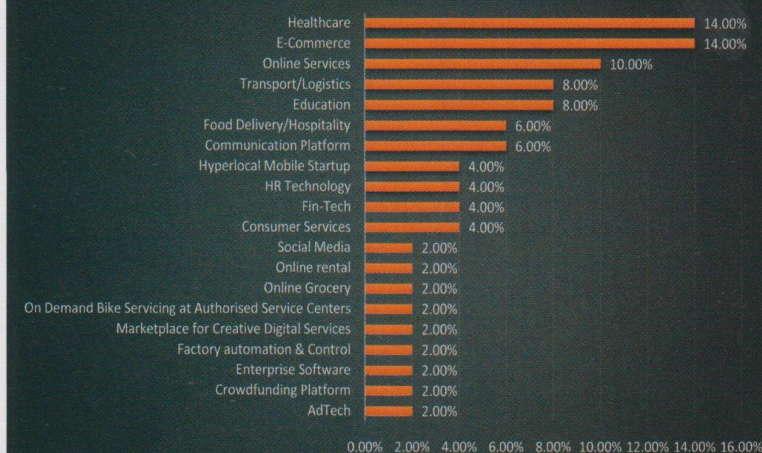
month, we'll identify the best ones among these and publish them as the winners.

The Process

We started the process by opening up an online public nomination form and sending out invites asking people to nominate start-up companies whom they felt deserve recognition. The form simply invited tech-led startups that have a business idea with the potential to give large and traditionally run businesses a run for their money. They



Types of Startups



should have an idea so disruptive that it should already be making waves in the market, i.e. the startup should already have established itself and not be in pilot phase. We accepted nominations from companies that were less than 5 years old. Most importantly, the IP of the product or service that they were offering, must have been created in India.

The nomination form asked such companies to provide their basic details like what type of startup they were, their state of profitability, funding status, what was unique about them that they should be considered, etc. Our qualification criteria only looked for companies that are not more than 5 years old.

We received about 70 nominations this time. After we applied our

eligibility criteria on them, and by removing duplicate or invalid entries, we were left with 47 companies, which have all been covered in this issue.

In the next stage, we'll interact with these companies and ask them to fill up a detailed audit form to understand them in more detail. The PCQuest team will then evaluate these entries more closely, score them, and finally shortlist the best ones. These would then be presented to a panel of jury members, who'll then decide the winners.

We would be featuring the winning startups in the July issue of PCQuest.

Startups Participation

The highest number of nominations we received were from healthcare and e-commerce startups, followed

by startups offering a wide variety of different types of online services. Transport/Logistics and Education based startups were the next highest in the list. The interesting thing to note is that there were over 20 different types of start-ups that participated this time, which clearly reflects how rich this eco-system really is.

Key Challenges Faced

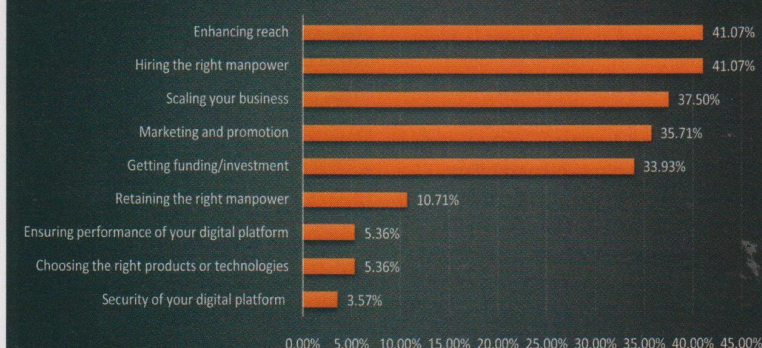
The top two challenges faced by the startups we surveyed were to enhance their reach so that they could get to higher numbers, and hiring the right manpower. These received equal number of votes from all the respondents. Indeed when you are a startup, you need the right kind of manpower to stay with you, and you need to ramp up your reach so that you can grow. The second big challenge is a natural follow-on to the top challenge of enhancing reach, and is to scale the business, while the third highest is again linked to the first two, and is to be able to do marketing and promotion.

Technology Adoption Plans

We asked the startups which technologies were they already using or planning to deploy in the future and received some interesting response. As a result, the highest number of startups said they were planning to use more of social media in the future. The second highest on their list was to enhance the usage of mobile apps, which is again very much linked to enhancing reach, since this is the technology that has the highest penetration in the country. The third highest on the list was UI/UX applications, because without that, companies might be able to attract consumers, but may not be able to hold them. Mobile wallets is a technology that about 29 per cent of the startups didn't have, but are planning to go for in the near future. IoT was the second highest in demand.

In the pages to follow, you'll see brief coverage of all the valid nominations we received, divided into different start-up categories. Stay tuned on the next steps as we identify the best ones of the lot!

Key Challenges Faced



CUBE26

Cube26 has been working with Indian OEMs since past 2 years, helping them customize their software to reach out to their required audiences



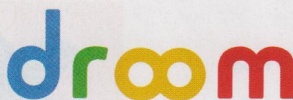
Mobile apps are the rage these days. Unless a business, that's heavily into servicing its customers, has a mobile app that provides a user-friendly interface for the user to interact with them, they are likely to lose a huge base of revenue. This startup has worked on features like Look Away to Pause and Blink to Capture for Micromax and Panasonic respectively. They have a user base of 8 million, through which they have been helping close to 40 brands like Flipkart, Myntra, Disney Games, Snapdeal etc. in user acquisition, engagement and revenue generation. To give Indian audiences a taste of easily accessible smart devices, the company has launched smartphone operated, Bluetooth enabled LED bulb, Iota Lite. They have sold close to 10000 smart bulbs in the last 4 months.

SNAPSHOT

Name of the founder:	Saurav Kumar, Aakash Jain and Abhilekh Agarwal
Type of startup:	Mobility
Year of inception:	2012
Product/service offered:	Android software customization
Target customers:	Indian OEMs and smart device users

DROOM.IN

An online marketplace to buy and sell new and used automobiles that have been certified through various checks



Droom is an online marketplace to buy and sell new and used automobiles and automobile services. With its technology-driven marketplace approach, Droom enables transactions between buyers and sellers by bringing transparency, building trust and mitigating information asymmetry. It is a mobile-first marketplace with presence on three platforms i.e. Android, iOS, and even PC. Droom's proprietary technologies and algorithms take into account trust factors that are important while buying used automobiles, such as auto inspection, warranty, authentication of seller, attractiveness of pricing for the buyer, and level of disclosures by the sellers. They use an algorithmic pricing engine to calculate fair market value of any used vehicle.

SNAPSHOT

Name of the founder:	Sandeep Aggarwal
Type of startup:	E-Commerce
Year of inception:	2015
Product/service offered:	Sale and purchase of vehicles
Target customers:	Urban Indians

FOODCLOUD.IN

Through this portal you can find and order delicious home-cooked food which is then delivered to your doorstep



Foodcloud.in is an online portal that connects foodies with home chefs and caterers in Delhi-NCR. Through this portal you can find and order delicious home-cooked food which is then delivered to your doorstep. To ensure quality every chef on FoodCloud participates in a tasting session before coming onboard. Covering over 30 cuisines with over 4500 dishes, all the chefs cook in their own kitchens and rest of the service like payments, delivery and transactions happen through their platform. They claim to serve around 10,000 people in Delhi NCR and have over 800 registered chefs. They are currently bootstrapped and looking to expand to other metros in the near future. They are now serving around 10,000 people in Delhi NCR.

SNAPSHOT

Name of the founder:	Vedant Kanoi
Type of startup:	Food delivery
Year of inception:	2014
Product/service offered:	Home cooked food delivery
Target customers:	People looking for home cooked meals, for parties and everyday needs