

A background image showing two mechanics in a workshop, focused on working on a car's engine. The scene is dimly lit with a blue color cast, emphasizing the technical nature of the work.

Repairs24

(Previously Known As Repairanyvehicle.In)

ON DEMAND DOORSTEP VEHICLE REPAIR PLATFORM.

PROBLEM.



No Transparency Of Repair Works.



No Easy And Single Platform Exists To Book Car & Bike Repair Services.



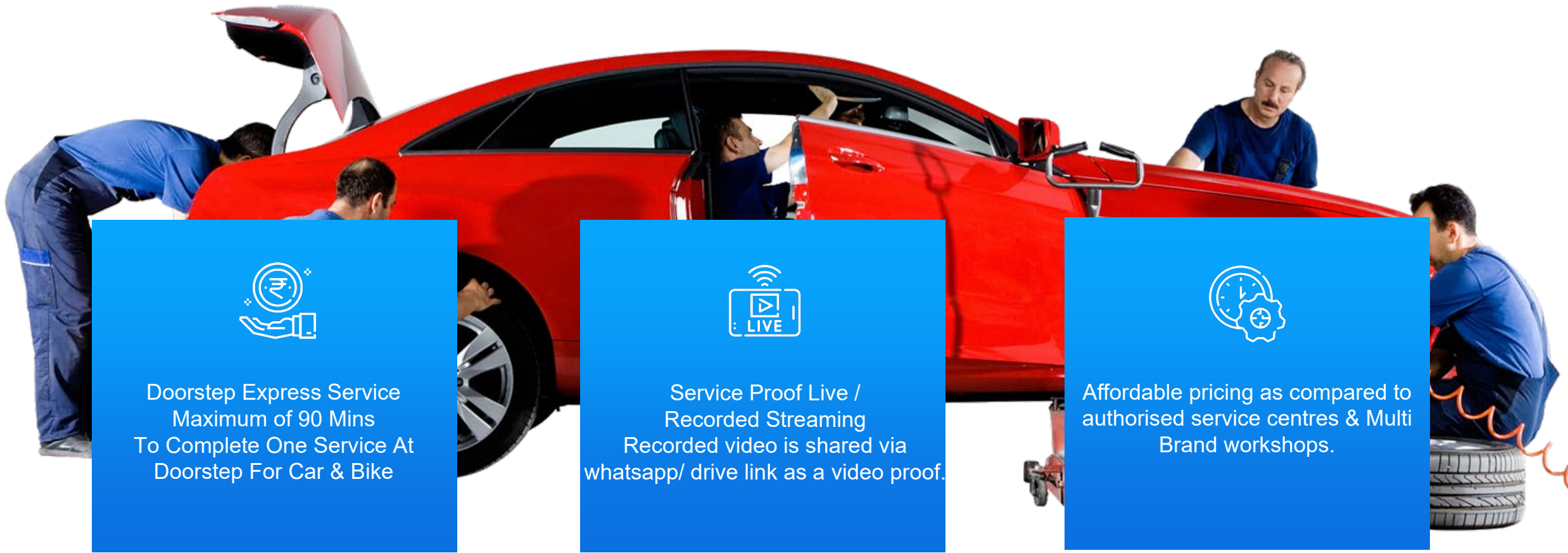
Authorised Service Centre Are Highly Expensive And Multi Brand Workshops Are Not Fully Equipped.



Minimum 12-24hrs Of Turnaround Period For Periodic/Repair Works.

SOLUTION.

Doorstep Vehicle Repair Through Tech Enabled Platform.



Doorstep Express Service
Maximum of 90 Mins
To Complete One Service At
Doorstep For Car & Bike



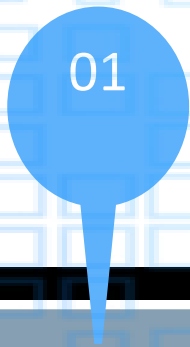
Service Proof Live /
Recorded Streaming
Recorded video is shared via
whatsapp/ drive link as a video proof.



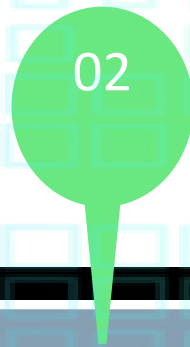
Affordable pricing as compared to
authorised service centres & Multi
Brand workshops.

PROCESS.

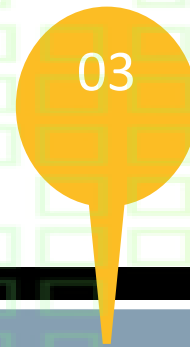
Search By Vehicle,
Fuel Type And Model.



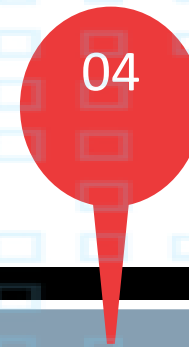
Review Packages



Appointment & slot confirmation



Doorstep service.

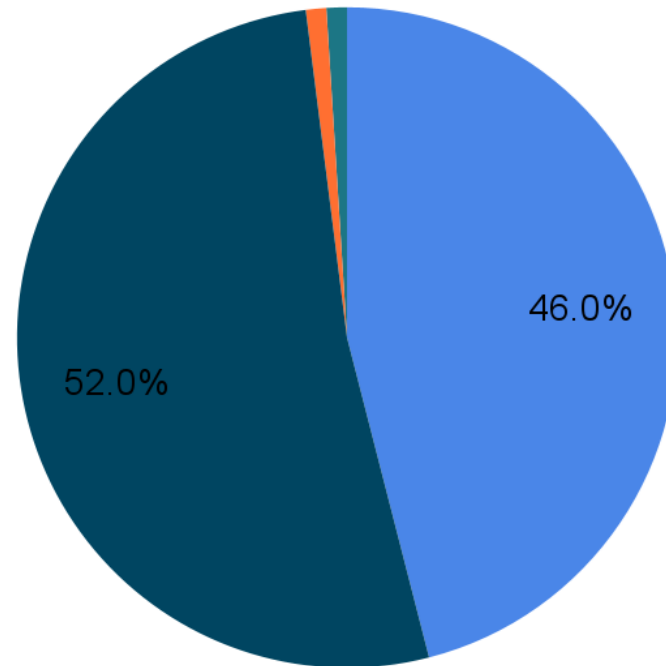


SERVICE DEMO.



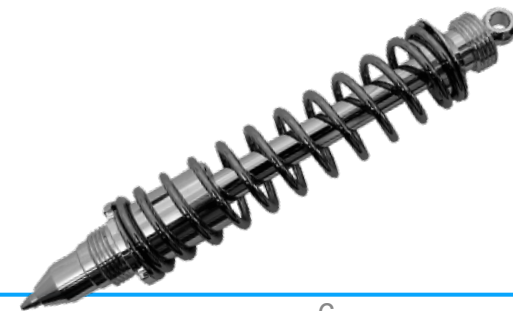
AUTOMOTIVE AFTERMARKET DISTRIBUTION - SERVICES.

Automobile Aftermarket -FY19



- Authorised Service centres
- Unorganised Local workshops
- Organised Multibrand workshop
- Online platforms

The total aftermarket has grown at a CAGR of 14% over 2013-2018. The vibrant automotive sector drives the growth of the automotive aftermarket in India and is estimated to grow at INR75,000 crore by fiscal year 2022.



BUSINESS MODEL.

₹ 2699/-

Average Ticket Price For Car Service.

Basic, Standard & Premium Service Packages.

Other Revenue Comes From Running Repairs, I.E, AC Repairs, Denting/Painting.

₹ 2600/-

Average Ticket size for Car body denting & painting.

Major Repairs Like, Accidental Claims, Engine Overhauls, Etc Are Done At Our Partner Workshops.

₹ 999/-

Average Ticket Price For Bike Repairs.

Basic & Standard Service Package.

Running Repairs & Value Added Services.

₹ 2499/-

Average Ticket Price For ASP For Cars.

Annual Service Packages For The Periodic Maintenance Of Cars & Bikes.

Consumables & Spares As Per Actuals.

COMPETITORS.

01

Authorised Car/ Bike Service Centres.

Maruti



Honda



Hyundai



Suzuki



Hero



Honda



Car Service Centres.

Bike service centres.

02

Online Platforms

Gomechanic



Carcrew



Mysyara



Garageworks



GreaseBoxIndia



03

Multi-brand Service Centres

Mahindra First Choice



Mytvs



Castrol



Pitstop



Gulf bike point



04

Local Garages

Roadside Local garages of cars and bikes.



COMPETITOR ANALYSIS.

	Repairs24.in	Pitstop	Authorised Service centre	Local Workshop	MultiBrand Workshop
Features					
Turn Around Time	45-90 mins	4-6 hrs	3-6 hrs	3-5 hrs	3-6 hrs
Doorstep Service	Y	N	N	N	N
Single Platform for Cars, bikes & Commercial vehicle.	Y	N	N	N	N
Service proof	Y	N	N	N	Y

COMPETITIVE ADVANTAGE.



MARKETING PLAN.

BRAND IMAGE

To Create The Story Of The Brand



1. Convenience



2. Transparent



3. Affordable



4. Quick.

How?

Social Media | Influencer collaborations | Btl Activities | Guerrilla Marketing

MARKETING PLAN.

CUSTOMER ACQUISITION

To Acquire The Market



OFFLINE

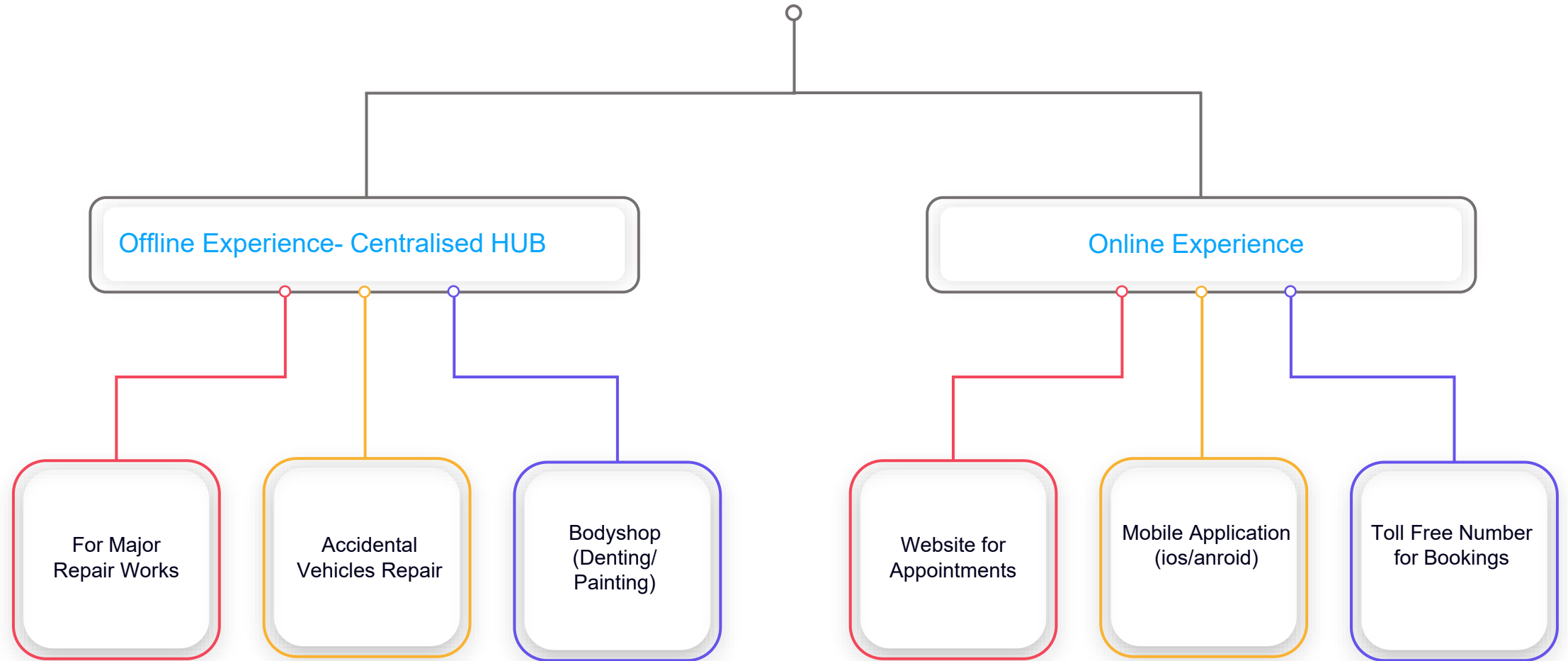
- Brochures/posters
- Btl activities - housing societies, corporate parks, etc.
- Billboards, Society adoption.



ONLINE

- Digital marketing
- SEO, SEM, SMM on.

A PHYGITAL PLATFORM.



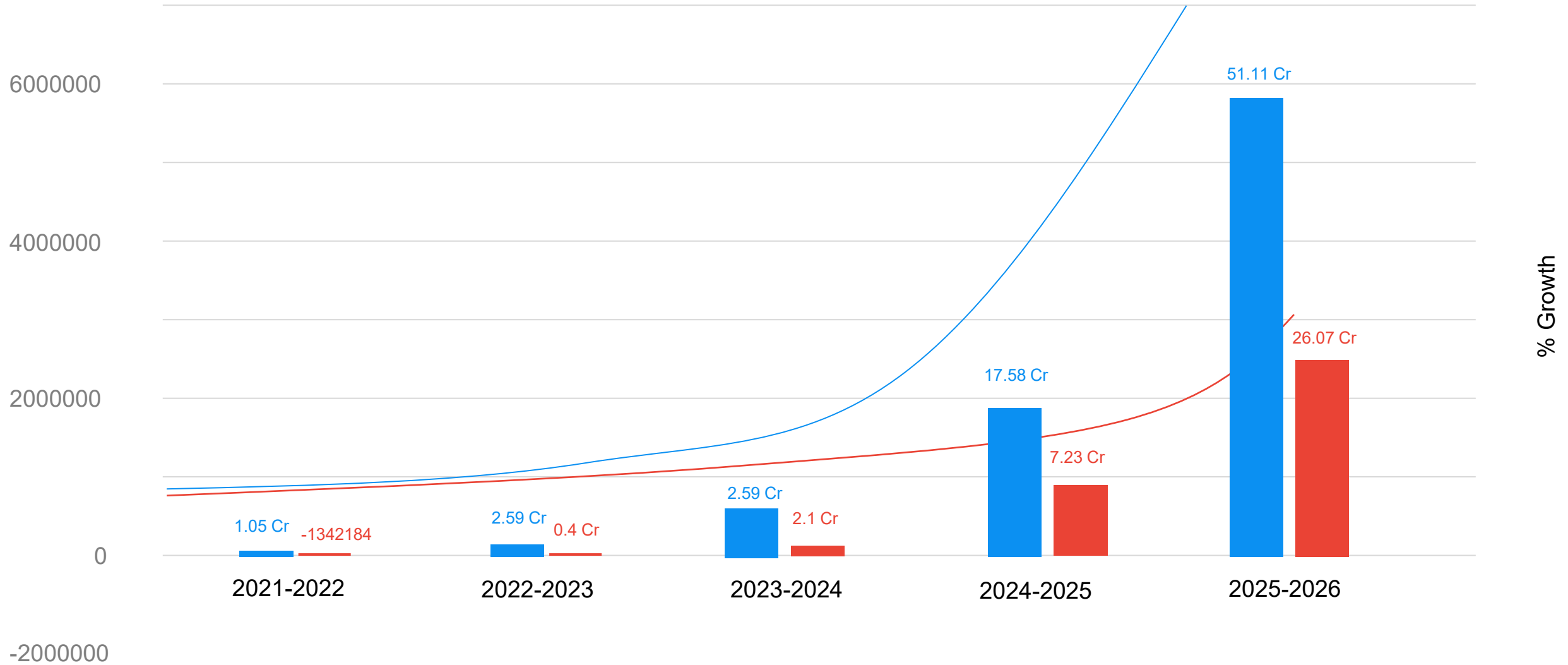
REVENUE (2020-2021).



Duration : 10 Months (June 20-March 21)

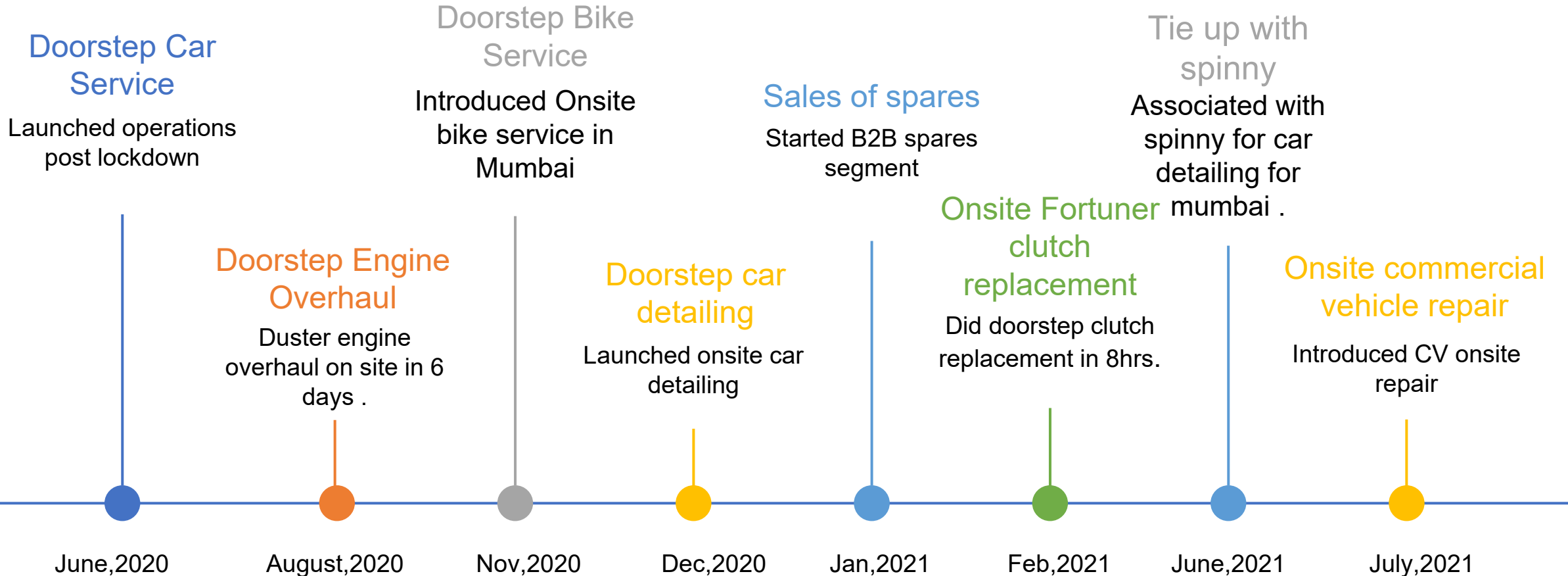
FINANCIAL PROJECTION: THE ROAD AHEAD...

Revenue Net Margin

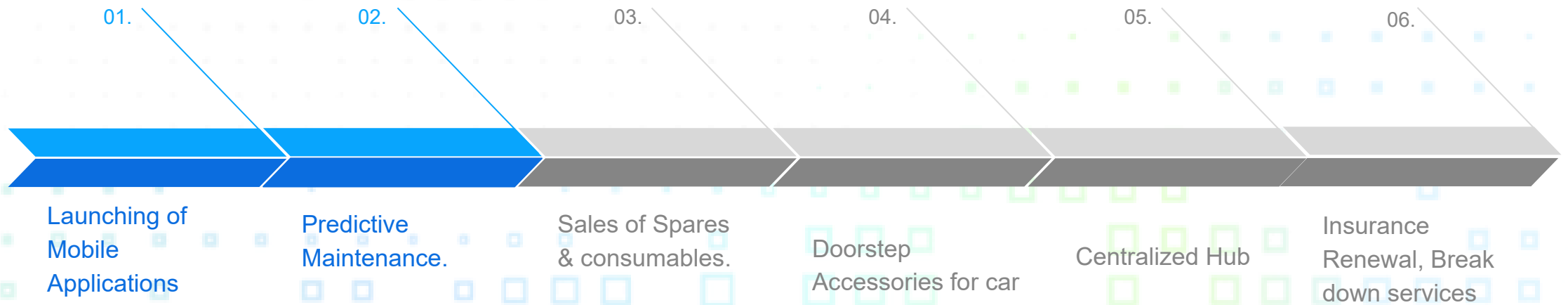


% Growth

MILESTONES ACHIEVED.



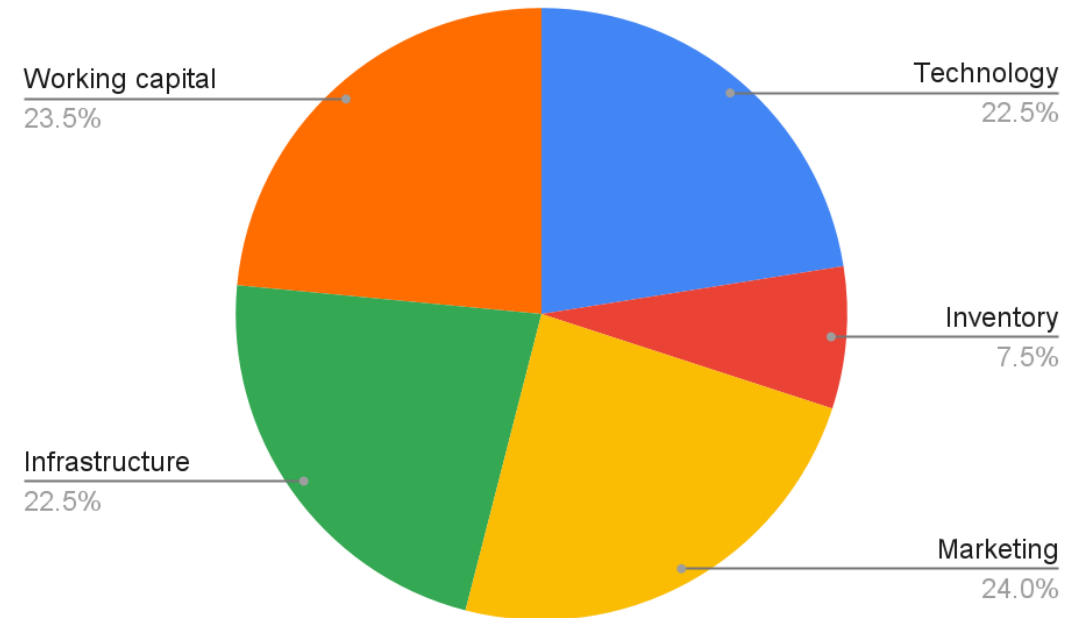
NEXT MILESTONES.



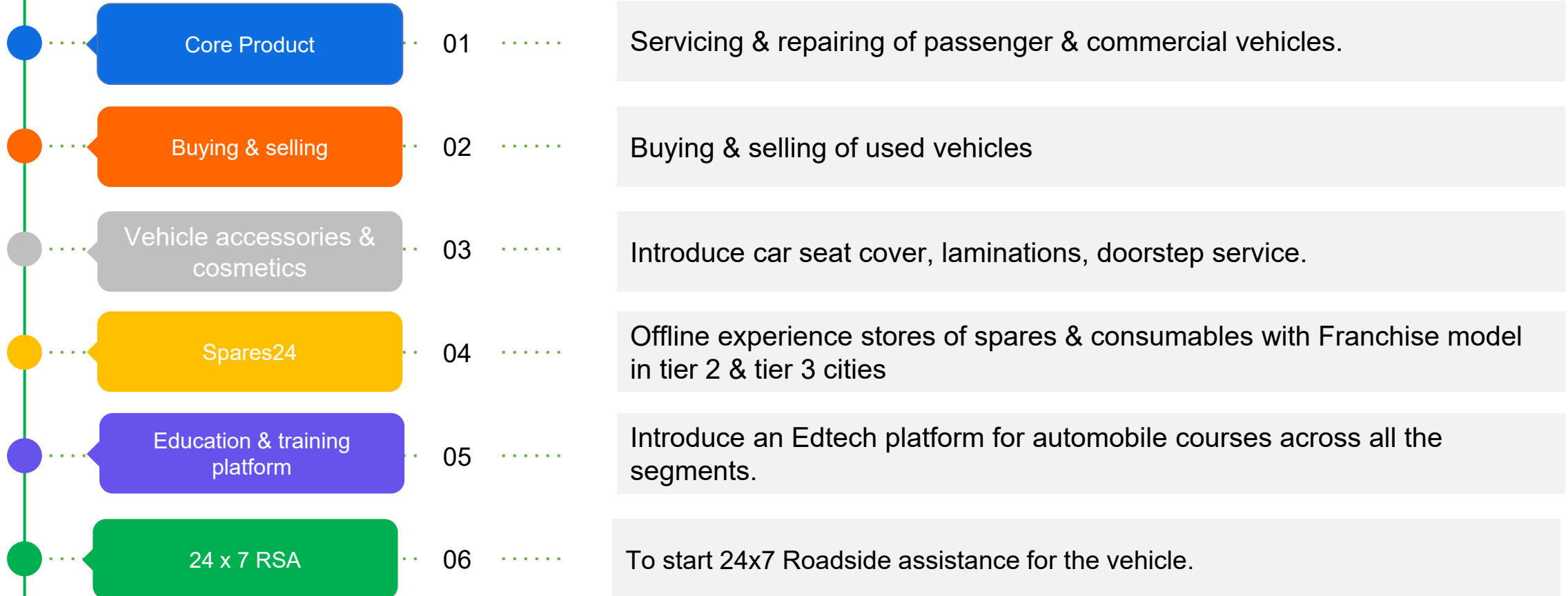
FUND ASK.

Run Period 12-16Months

<u>BreakDown</u>	<u>₹2 Crore</u>
Technology	₹45lakhs
Inventory	₹15lakhs
Marketing	₹48lakhs
Working Capital	₹47lakhs
Infrastructure	₹45lakhs



EXPANSION STRATEGY.



CORE TEAM.



AASHUTSOH R GHOSALKAR

Founder & Product Head.

Education- BBA (IB) AIS, ST HELENS, New Zealand.

- Ex Founder Of Budget Vacations
- Ex Product & Procurement Head At Emidukaan

Willing to Provide Affordable, Quality and Timely Automobile Service & Repairs Work To Consumers with The Help of Innovative Tools & Technology.



RAJESH SURYAWANSHI

Head of Operations

- Ex Indian Air force (20 years)
- Ex Volvo - Customer support head
- Ex Maruti- Workshop Manager
- Ex Tata- Workshop General Manager

Having 30+years of experience in automobile sector, thriving to deliver sustainable and dynamic experience to the consumers.



THANK YOU