



Suprbag

To Upgrade Rideshare Experience.

www.Suprbag.com



The Problem

Brand

- Brands don't have any direct medium/platform to reach millions of users traveling in ride-hailing cabs.
- Instant Delivery not possible.

The Problem

Drivers

- **Reducing
Income**



Solutions

- Opportunity for Brands to connect to consumers
- New Point Of Sale/Performance Marketing
- Multiple Cab Advertisements Solution



Product/ Services & USP

01

Instant Delivery in
the Cab to Users

02

New POS

03

First Mover Advantage

04

Low-Cost Advertising

04

Unit Economics

- **Driver LTV 13,000/- Churn rate @ 10%**
- **User LTV 700/- Churn rate @ 5%**

Business Model

- We make an average 15% margin on each sale
- In-cab advertising

15 %



**Multiple cab
Advertising**

Key Financials

Invested 35 lakhs



Revenue 30 lakhs



Market Size

1.5 Million

Total Cabs in India

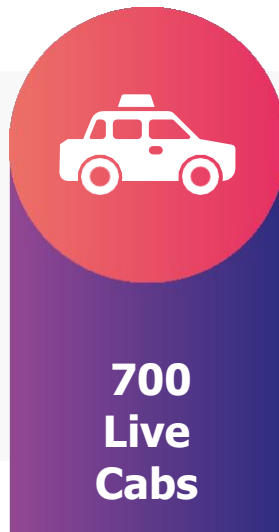
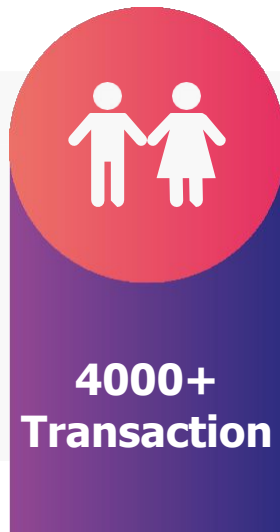
₹**1305**

Revenue Per Cab
(Monthly)

150 Billion

Total Revenue INR

Journey so far...



Competitions

- Cargo (USA) Last valued 100 MN
- Grabox (Australia)



Go to Market Strategy

**Connect directly to customers
(for brands)**

**Earn Extra with Suprbag
(for drivers)**

**No more stops between
ride get instantly in the cab
(for users)**



Funds Requirements & End-use

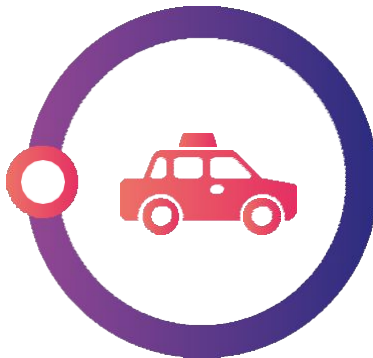
- We are looking for finance for 12 months to reach 50000 cabs.

FUNDS REQUIRED



4 Crores

TOTAL CABS



20000 Cabs

TOTAL REVENUE



50 Crores

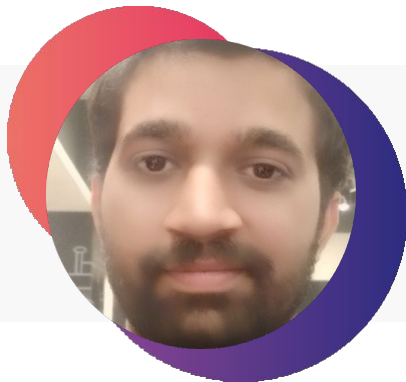


Funds allotment

1. **50% For Inventory**
2. **30% Management & Team**
3. **10% Technology Development**
4. **10% Marketing**



Team



Viral Sonigara
(Founder & CTO)

MBA



Avani Mehta
(Founder & CFO)

Chartered Accountant



Abhay Mehta
(Founder & COO)

**Business Experience
of 14 years.**



Contact Us



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