.

**Feature & Service Comparison**

| **Feature / Platform** | **DYD (Drive Your Dream)** | **GoMechanic** | **myTVS** | **Pitstop** | **Gaadizo** | **AutoBrix** | **CarCrew** | **Fixcraft** | **VehicleCare** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Service Model** | 100% Doorstep | Hybrid | Center-based | Hybrid | Hybrid | Hybrid | Hybrid | Hybrid | Hybrid |
| **App Availability** | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS | ✅ Android / iOS |
| **Web Platform** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **City Coverage** | Mumbai, Navi Mumbai, Thane | 80+ cities | Pan-India | 20+ cities | Delhi NCR | 10+ cities | 10+ cities | Delhi NCR | Delhi NCR |
| **Real-Time Slot Booking** | ✅ Yes | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Multi-Car Profile** | ✅ Yes | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Multiple Address Management** | ✅ Yes | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Service History Tracking** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Live Service Status** | ⚠️ Limited | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Technician Tracking** | ❌ No | ✅ GoConnect | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Instant Pricing** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Guest Login for Price Discovery** | ✅ Yes | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **GST Invoice Option** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Online & Offline Payment** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Loyalty Program / Points** | ✅ DYD Points | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Subscription Plans (AMC)** | 🚧 In Planning Stage | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **OBD Device Integration** | ❌ No | ✅ Yes | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Car Health Report** | ❌ No | ✅ Via GoConnect | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **Emergency Assistance** | ❌ No | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **In-App Support** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Customer Helpdesk** | ✅ Phone, Email | ✅ Phone, Email, Chat | ✅ Phone, Email | ✅ Phone, Email | ✅ Phone, Email | ✅ Phone, Email | ✅ Phone, Email | ✅ Phone, Email | ✅ Phone, Email |
| **In-App Instruction Videos** | ❌ Not Available | ⚠️ Few | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No | ❌ No |
| **First User Offers** | ✅ Yes (“DYDFIRST”) | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Coupon Codes** | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes | ✅ Yes |
| **Free Services for Referrals** | ✅ Yes (₹300 bonus) | ✅ Occasionally | ✅ Occasionally | ✅ Occasionally | ✅ Occasionally | ✅ Occasionally | ✅ Occasionally | ✅ Occasionally | ✅ Occasionally |

**Business Metrics Comparison**

| **Company** | **Revenue (FY24)** | **Funding Raised** | **Employee Count** | **Tech Team Size** |
| --- | --- | --- | --- | --- |
| **DYD** | Not disclosed | Bootstrapped | ~25 | ~1 |
| **GoMechanic** | ₹100+ Cr | $62M+ | ~1,000 | ~100 |
| **myTVS** | ₹600+ Cr | $50M+ | ~2,000 | ~150 |
| **Pitstop** | ₹30–50 Cr | $10M+ | ~300 | ~30 |
| **Gaadizo** | ₹10–20 Cr | $1–2M | ~100 | ~15 |
| **AutoBrix** | ₹15–25 Cr | $2–3M | ~150 | ~20 |
| **CarCrew** | ₹20–30 Cr | $5M+ | ~200 | ~25 |
| **Fixcraft** | ₹25–35 Cr | $4M+ | ~250 | ~30 |
| **VehicleCare** | ₹10–15 Cr | $1M+ | ~100 | ~15 |

## Strategic Insights

* **DYD**: Excels in customer-centric features like real-time slot booking, multi-car management, and a loyalty program. Its 100% doorstep model offers unparalleled convenience in its service areas.
* **GoMechanic**: Leverages a vast network and advanced technology integrations like OBD devices and car health reports, catering to a broad customer base across multiple cities.
* **myTVS**: With a strong pan-India presence and comprehensive service offerings, it appeals to customers seeking traditional service center experiences backed by a robust infrastructure.
* **Pitstop, Gaadizo, AutoBrix, CarCrew, Fixcraft, VehicleCare**: These players offer hybrid models with varying degrees of technology integration and service coverage, targeting specific regional markets and customer segments.

## Company Overview & Incorporation Year

| **Company** | **Year of Incorporation** | **Headquarters** | **Service Model** |
| --- | --- | --- | --- |
| **DYD** | 2022 | Mumbai | 100% Doorstep |
| **GoMechanic** | 2016 | Gurugram | Hybrid (Workshops + Limited Doorstep) |
| **myTVS** | 2016 | Chennai | Franchise-based Workshops |
| **Pitstop** | 2015 | Bengaluru | Doorstep + Workshop Network |
| **GetCarXpert** | 2016 | Delhi NCR | Aggregator (Local Garages) |
| **Gaadizo** | 2018 | Delhi NCR | Aggregator (Local Garages) |
| **AutoBrix** | 2018 | Bengaluru | Doorstep + Workshop Network |
| **MechanicBuddy** | 2019 | Delhi NCR | Aggregator |
| **CarCrew** | 2015 | Mumbai | Aggregator |
| **Fixcraft** | 2018 | Gurugram | Centralized Workshop Model |
| **VehicleCare** | 2018 | Delhi NCR | Aggregator |

## DYD Tech Product Roadmap (2025–2026)

### 🧩 I. **Feature Additions (Product Capability)**

#### ✅ **Short-term (0–6 months)** – High ROI, Competitive Parity & CX

| **Feature** | **Description** | **Benefit** |
| --- | --- | --- |
| **Subscription Plans (AMC)** | Configurable plans for regular maintenance with benefits like discounts, reminders, priority slots | Builds retention & predictable revenue |
| **Live Technician Tracking (SV App to User App)** | Show technician en route on map | Increases customer confidence & transparency |
| **Customer Feedback Deep Link** | Post-order feedback via SMS/deep link, not just app | Higher feedback volume & rating collection |
| **In-app Wallet / Prepaid Balance** | Store credits, referral bonuses | Improves repeat usage & retention |
| **Referral Program Integration** | Incentivize user growth | Organic growth channel |
| **AI-based Chatbot** | First-level support for bookings, FAQs, slot changes | Scalable CX with lower human dependency |

#### ⚙️ **Medium-term (6–12 months)** – Value Differentiators & Scalability

| **Feature** | **Description** | **Benefit** |
| --- | --- | --- |
| **Dynamic Pricing Engine** | Adjust pricing by location, demand, time slot | Maximizes margin & optimizes load |
| **Connected Car Data (OBD)** | Optional dongle for vehicle diagnostics | High-end user retention, adds tech appeal |
| **Instant Quotation for Repairs** | AI-based image/video estimate for repair jobs | Transparency & competitive edge |
| **B2B Dashboard for Corporates (B2BC)** | Interface for corporate fleet/employee plans | Opens new revenue channels |
| **Service Technician Leaderboard** | Track ratings, incentives, performance | Drives quality & accountability |

#### 🧪 **Long-term (12–18 months)** – Innovation & Moats

| **Feature** | **Description** | **Benefit** |
| --- | --- | --- |
| **Predictive Maintenance Alerts** | Based on car usage & past services | Stickiness & trust |
| **Parts Marketplace (B2B+B2C)** | Sell curated parts & accessories | Adds margin & becomes ecosystem |
| **Fleet Service Platform (B2B)** | Manage bookings, payments, invoices for fleets | Captures recurring revenue from fleet operators |
| **Voice-Activated Bookings (App & WhatsApp)** | Natural-language UX for reorders, queries |  |