



BidWheelz

PITCH DECK

Lets, Sell Used Vehicle!!

Bid the Best,
Forget the Rest!



5L

6L

3L

4L

Show More



Introduction

- The Indian **used vehicle market (cars, two-wheelers, and commercial vehicles)** was valued at USD 84 billion in 2020, and it is expected to register a **CAGR of 15% during the forecast period (2020-2025)**.
- Bidwheelz aims to capture a sizeable portion of the used vehicle market, through its transparent live-bidding process. Bidwheelz lists cars, two-wheelers, and commercial vehicles on its **transparent, live-bidding platform**.
- Our **AI-powered automated inspection** allows users to list their vehicles for sale from the comfort of their homes, whilst being assured of a fair price.
- Bidwheelz also sells all **key ancillary services**, from RC transfer and insurance, to accessories and servicing & repairs (launching soon).
- One of Bidwheelz's key advantages is its **inventory-free and logistics-free business model**, since we do not maintain any stock of vehicles at any time.
- Users (end customers, as well as dealerships) can live bid for any number of vehicles on the Bidwheelz portal, by paying a **small daily fee that ranges between Rs 99 to Rs 999**.
- Recent **traction** includes **annual contracts with ICICI Bank, Indusland Bank, Govt. Of Maharashtra (Exclusive)**, therefore raising it to **10,000 auctions a year**.

Our Team



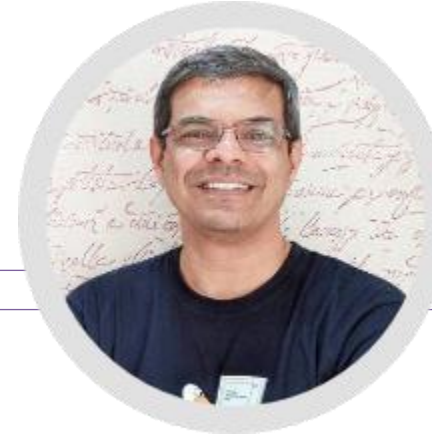
Nakul Khandelwal
Co Founder & CEO

Experience - 3 Years

nakul@bidwheelz.com

MBA Finance, SIBM.

Coming from an entrepreneurial family
with vast domain knowledge.



Sameer Tilak
Co Founder & CTO

Experience - 30 Years

sameer.tilak@bidwheelz.com

Product Management for large scale high
performance products. Project Management in
diverse industries including retail, media,
insurance, logistics and real-estate.



Josh Software – Technical partner

OUR VISION

Change the way people sell and buy vehicles!

- ☐ Penetrate Indian auto market
- ☐ Transparent LIVE BIDDING process
- ☐ Inventory-Free
- ☐ Logistics-Free
- ☐ Best price using AI-powered **Automated Inspection**
- ☐ ML-powered **drive profile** (suggestion engine)



Market Size & Opportunity

*Used vehicle segment is 1.5 times the new vehicle

TAM – (US \$ 84 Billion)

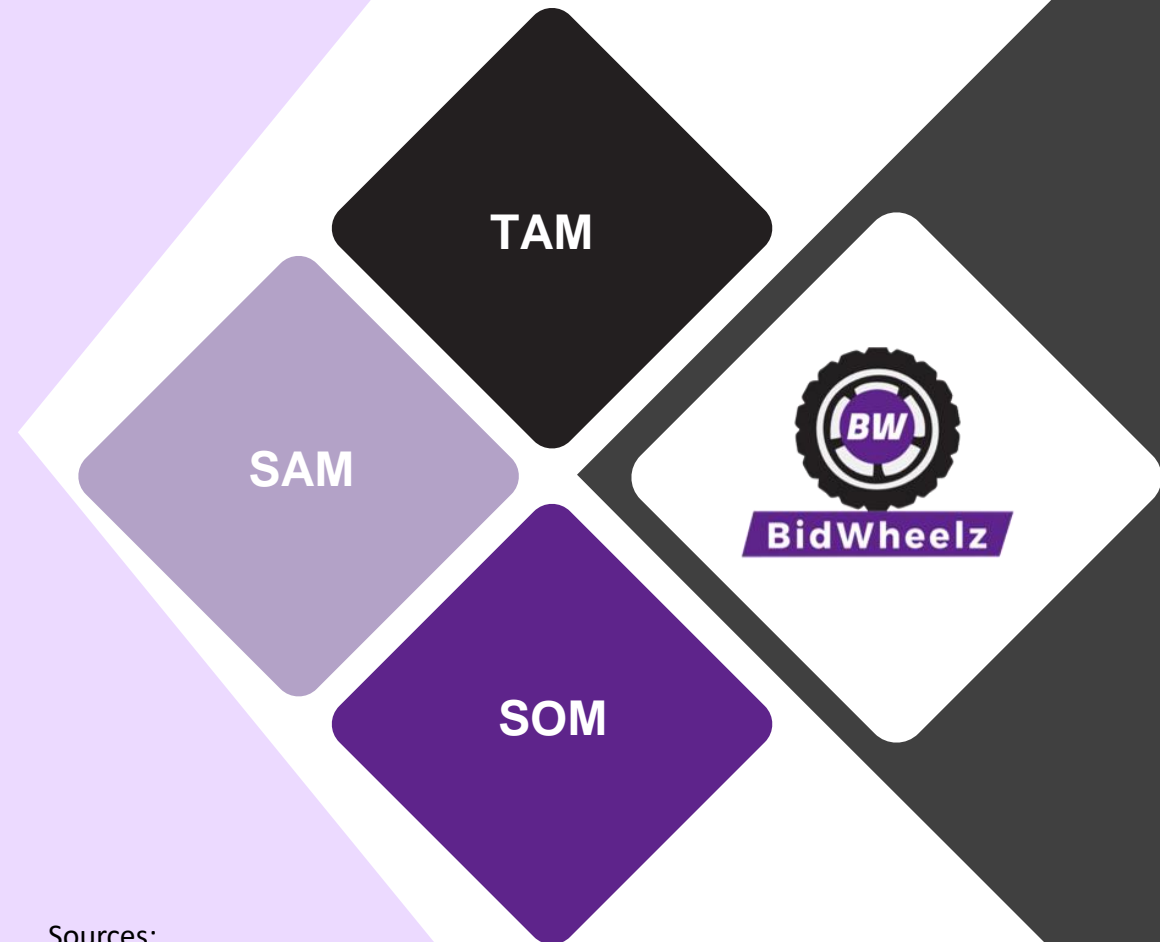
- Cars: 4.97 Mn units / US\$ 40Bn
- Commercial: 1.7 Mn units/ US\$ 30Bn
- Two wheelers : 35Mn units/ US\$14Bn

SAM – (US \$ 50.4 Billion)

- Cars: 2.982 Mn units / US\$ 24Bn
- Commercial: 1.02 Mn units / US\$ 18Bn
- Two wheelers : 21Mn units/ US\$5 8.4Bn
(4 Tier-1 cities with ~60% share)

SOM – (US \$ 8.4 Billion)

- Cars: 0.5 Mn units / US\$ 4Bn
- Commercial: 0.2 Mn units / US\$ 3Bn
- Two Wheelers: 3.5Mn units/US\$1.4Bn

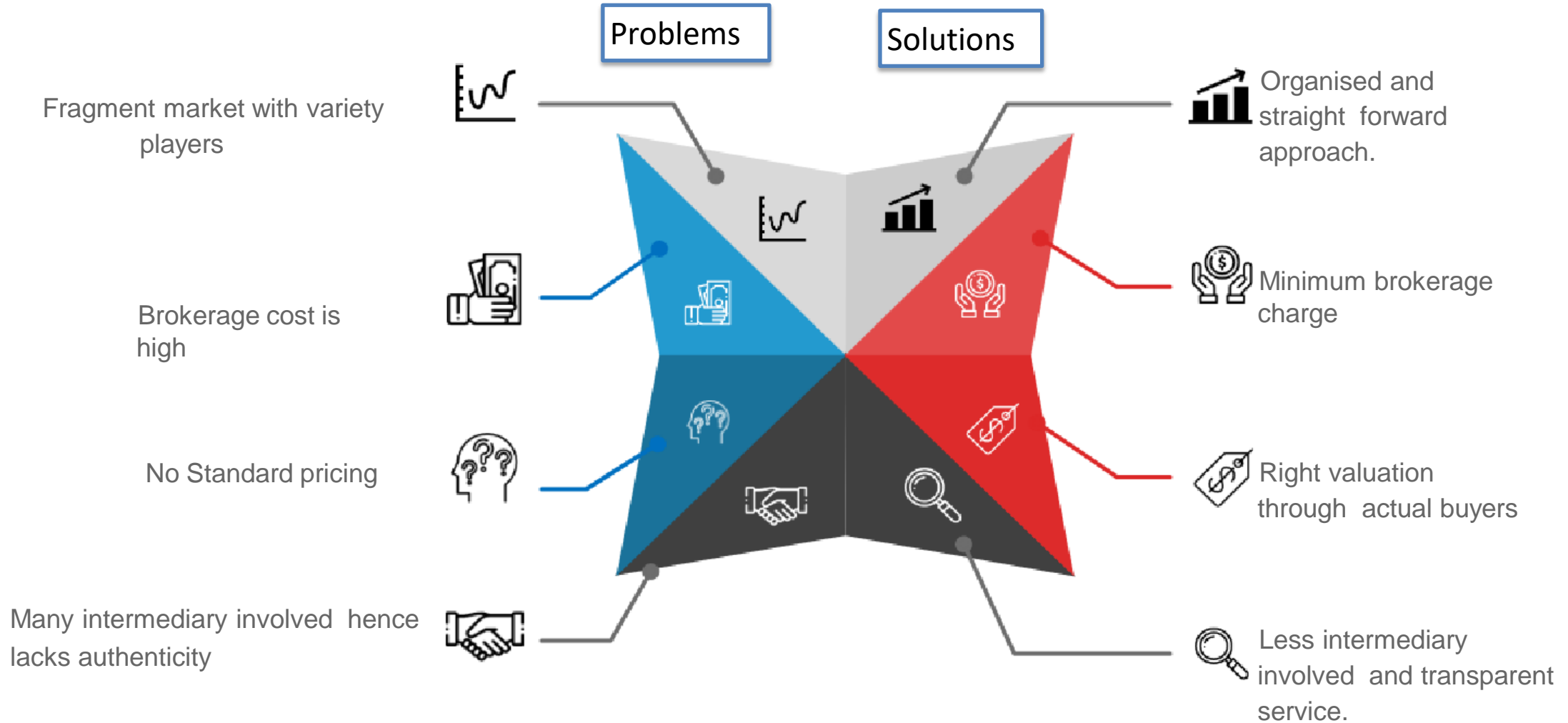


Sources:

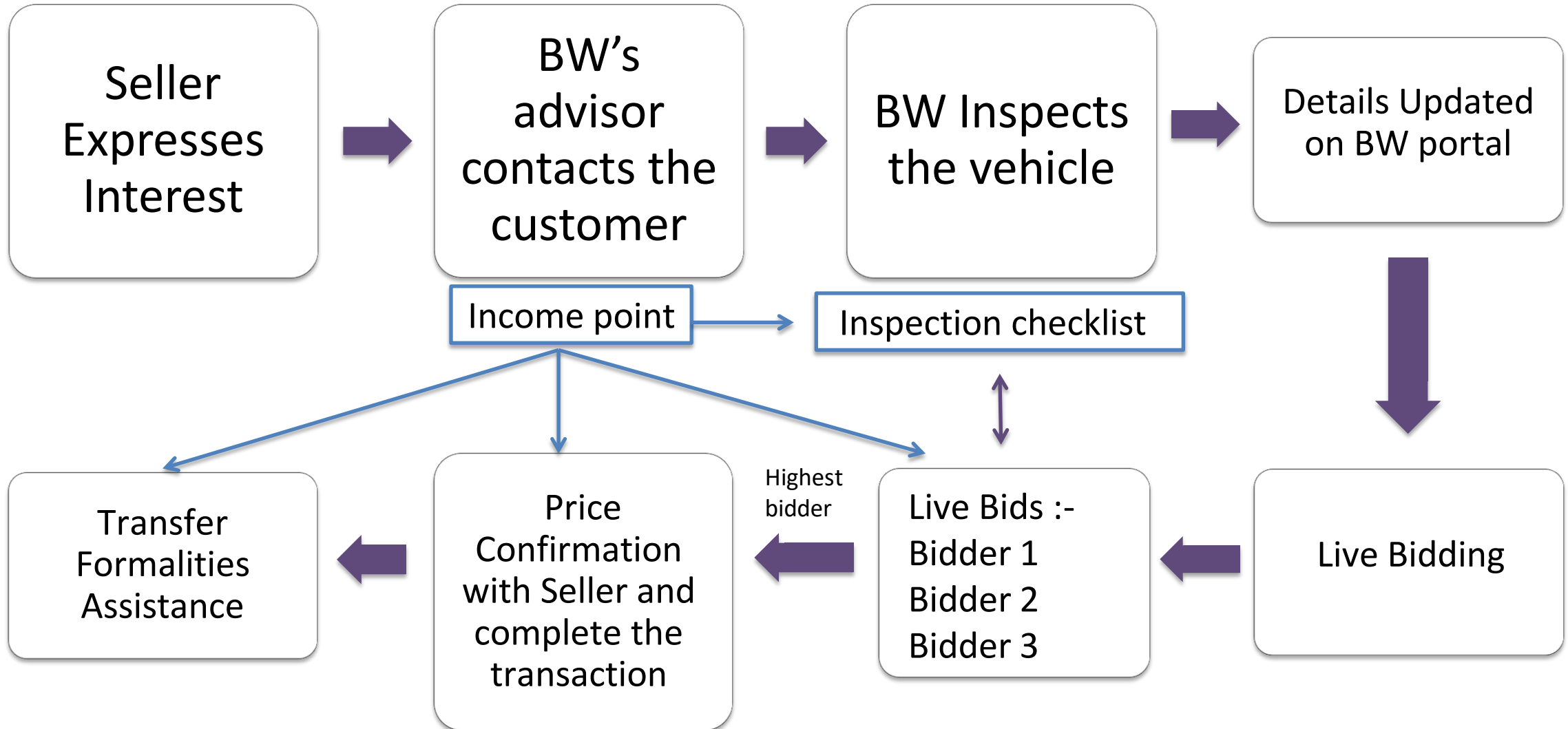
McKinsey: [The auto component industry in India: Preparing for the future](#)

Siam: <http://www.siamindia.com/statistics.aspx?mpgid=8&pgidtrail=12>

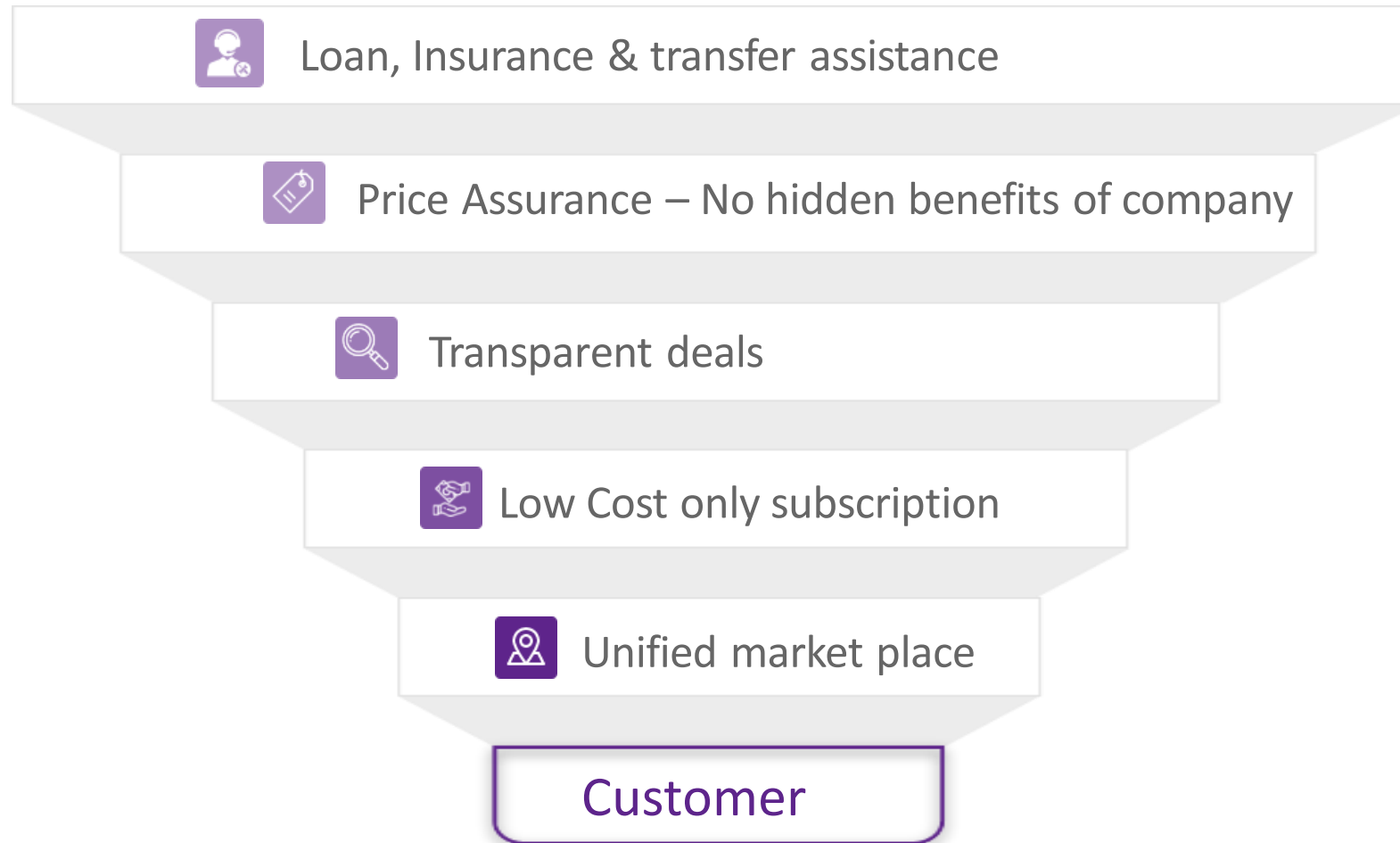
Problems and Solutions









Business model



Value Proposition



Competitive And Landscape Analysis

	Live Auction	Inventory Free	Automated Inspection	4 wheeler / 2 wheeler	Construction & Farm Equipment	Buses and Trucks	Funds Raised
 BidWheelz	✓	✓	✓	✓	✓	✓	✗
 droom	✗	✗	✓	✓	✓	✓	✓
 CAR DEKHO	✗	✗	✗	✓	✗	✗	✓
 CARS24.com	✓	✗	✗	✓	✗	✗	✓
 OLX	✓	✗	✗	✓	✓	✓	✓
 CREDR	✗	✗	✗	✓	✗	✗	✓

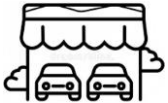
Crafting strong partnerships to create demand and supply

Strong supply side tie-ups ...



Partnerships with Banks

- Tie Ups with ICICI Bank, Indusland bank, and Government of Maharashtra.
- Company is in discussion with a few other national / regional banks for similar tie-ups



Car Showrooms

- Company has already partnered with some car dealers from Pune to help them sell their vehicles through the platform



Vehicle Owners

- Any car owner can come on the platform and list his vehicle seamlessly for bidding



... Offering robust demand & quality



Brokers / Garage Owners / Dealers

- Company already has 300+ dealer registrations from Pune on the platform
- Plans to have around 5,000 such dealers across the cities the company operates in within 24 months

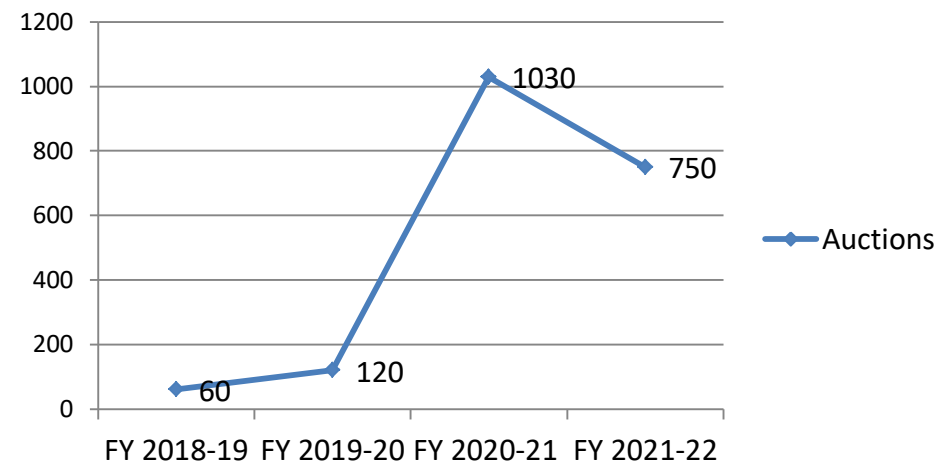


End consumer

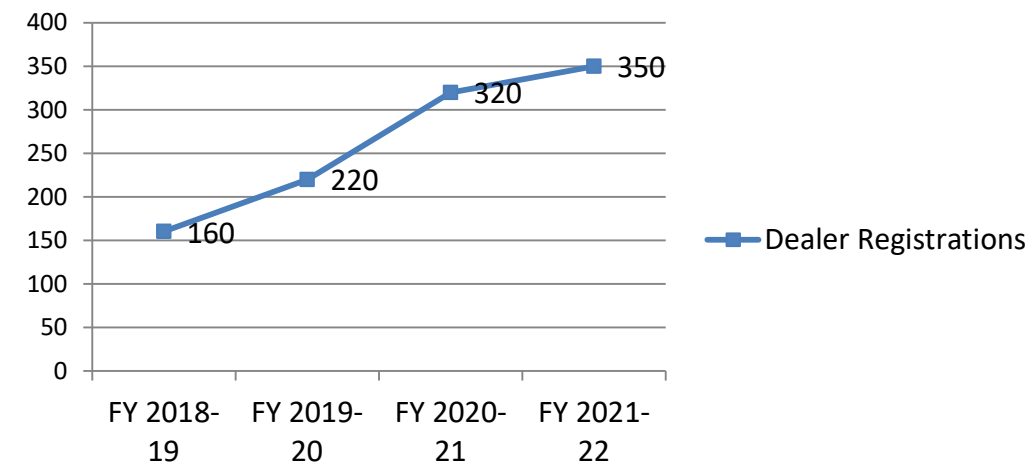
- Any consumer can come on the platform and bid for any vehicle that he is interested to buy

Transactions Till Date

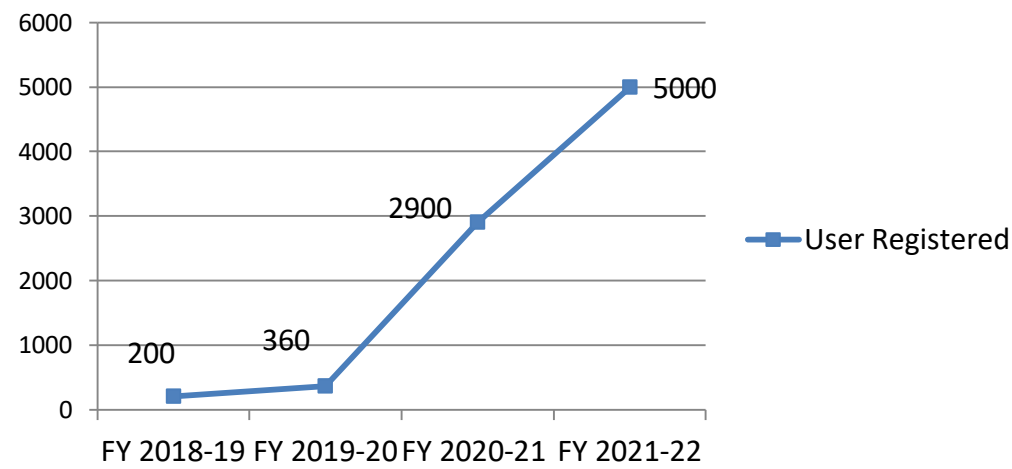
Auctions



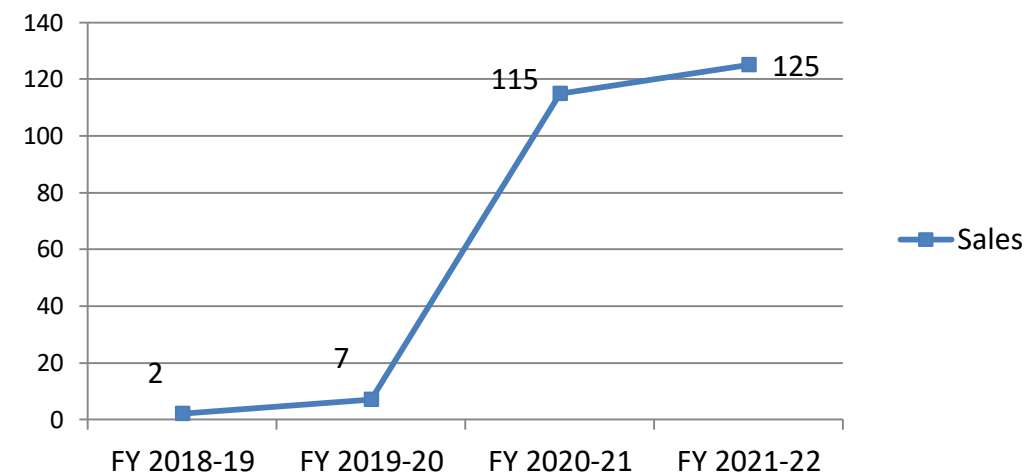
Dealer Registrations



User Registered



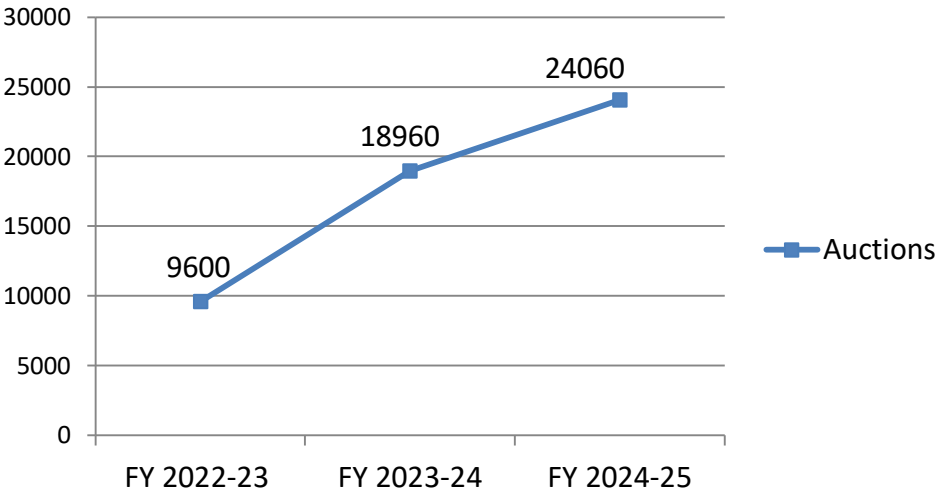
Sales



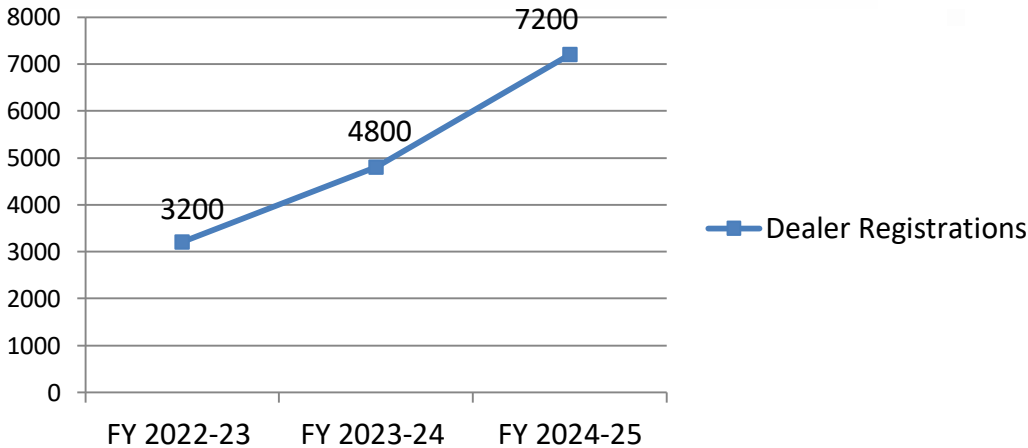
Future Projections

These numbers are increased cause of bank tie ups which leads to continuous supply**

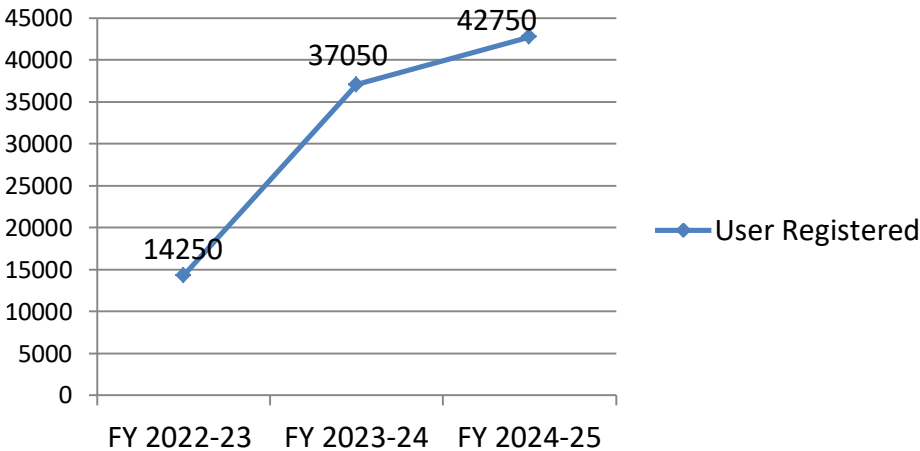
Auctions



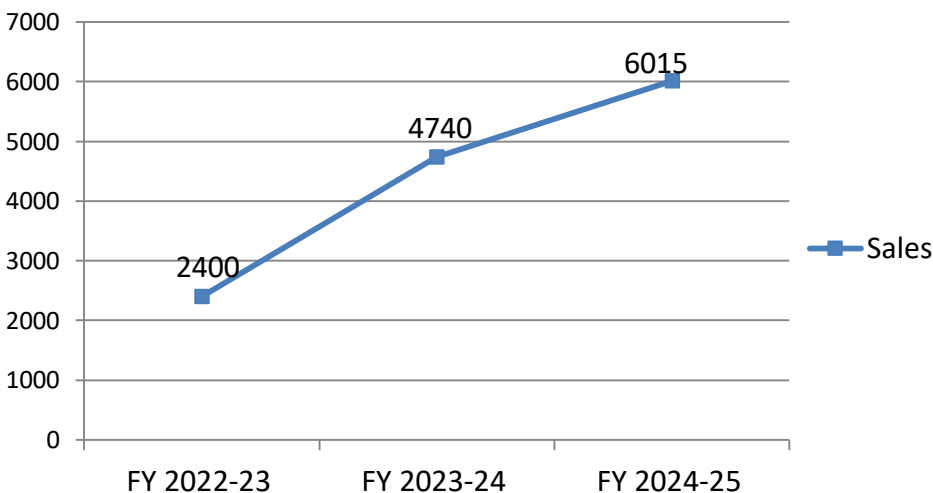
Dealer Registrations



User Registered



Sales



This will give us a better runway.



₹ 20,00,000

Technology and Platform Development



₹ 15,00,000

Marketing & Promotions



₹ 60,00,000

Operations, Business

Development to multiple cities



₹ 5,00,000

Allied Service

- 1) Service assistance
- 2) Insurance assistance
- 3) Loan assistance
- 4) Accessories coupons
- 5) Scrap Market tie ups

₹1,00,00,000

* Additional rounds of funding will be required based on the company's growth.

ROADMAP FOR NEXT 2 YEARS

- Start Expansion in Tier 2 cities by registering Dealers of all categories.
- Make the B2B model CASH FLOW POSITIVE MODEL.
- Go to market to raise a bigger round for B2C and C2C, expansion.



2022- 2023

- Expand PAN INDIA across 13 major cities.
- Build User base of buyers
- Tie up with 5 Banks and 2 Financial institutions as auction partners Pan India
- Expand the auctioning across all vehicle categories.

2023-24

2024-25

2025-26

Capturing Tier 2 cities in India in B2C and C2C segment.
Raise bigger round to enter other countries.

Contact Us

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