



a curated product rental marketplace

THE EXISTING GAP



Thoughtless **Purchasing** of New Items, Everyday

And to Buy this Sofa, people are **borrowing money** from any-&-every lender

Invest in
buying a Sofa

Sell for
peanuts

Borrow money
at 18% - 26%
Annual Interest



Use it for
2 years



Even then, *borrowing* money cannot help everyone

VISION



Just borrow the
product itself!

Provide Accessibility Of Any Product To Anyone

By creating an alternate method of consuming products
without having to own

Via

Leasing Tech Platform

CHALLENGES IN THE EXISTING SOLUTION



Trust

Local Suppliers - limited outreach
Lack of quality products
Call based booking - Tedious



Payments

Cheque collections or full advance
No automation for monthly recurring payments
Security Deposit – highly unreliable



Product Security

Supplier and Customer are strangers
No product insurance – High NPAs
Lack of professional logistics - damages

No
Reliable
Source

SOLUTION



An efficient, secure & customer-centric product rental marketplace



Quality Products

Curated Products from
India, China & Malaysia



Product Security

E-KYC, Credit Risk
Assessment, Insurance



Efficient Supply Chain

Highly Trained Executives,
Geo-tagging



Payments

Monthly Online Payments,
launching Auto-debit

CATEGORIES



BANGALORE | MUMBAI | HYDERABAD | GURGAON

LONG TERM RENTAL

AVERAGE LIFE TIME PER
ORDER IS ~13 MONTHS



FURNITURE



HOME APPLIANCES



MOTOR-BIKES



FITNESS EQUIPMENTS



LAPTOPS

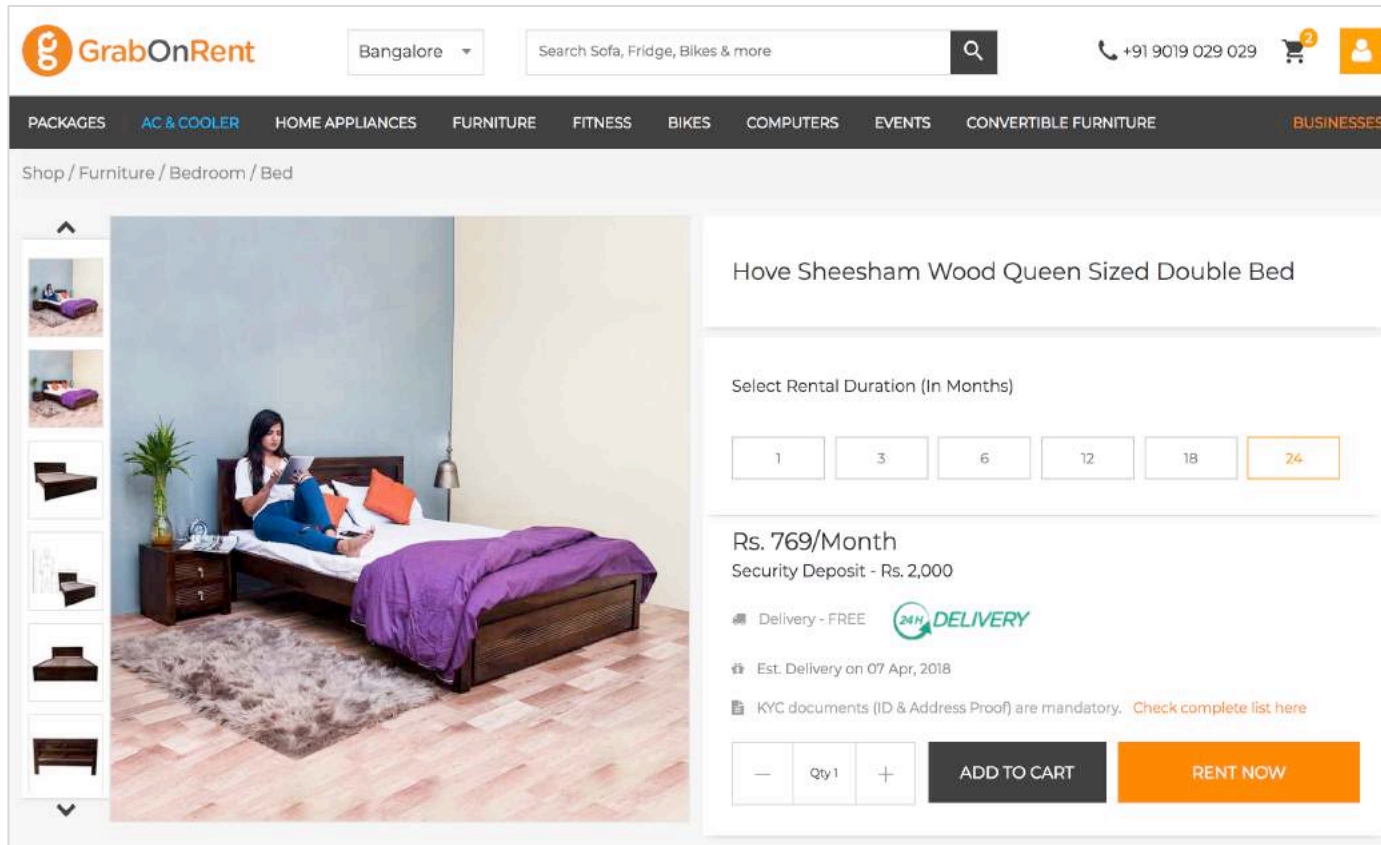
SHORT TERM RENTAL

AVERAGE LIFE TIME PER
ORDER IS 1.4 DAYS



EVENTS SUPPLY

CUSTOMER CENTRICITY



BEFORE ORDER

- Widest product selection across industry
- High quality products curated nationally, internationally
- No more calls, no more non-reliability

AFTER ORDER

- Do just don't deliver, we setup the experience
- Complete Order Management on mobile, web
- Transparent payments, high tech enablement

WHO RENTS FROM US?



REASONS TO RENT

- Migrants to Urban Cities
- Have Limited Duration of Stay
- Unsure of the Duration of Stay
- Refresh interiors, Upgrade Lifestyle
- Want to Save, Not Block Capital

NUMBERS SPEAK !



61%
Aged 21-30

35%
Aged 31-40



81%
Live in Rented Flats

USE CASES



Flexibility (against EMIs)

- ✓ Flexibility allows switch-swap-save
- ✓ If one of my friends leaves the home, who pays the EMI?



Save Capital Expenditure

- ✓ We're just married, want to save & buy later
- ✓ Only need to use a product for 6 months

IS IT BENEFICIAL TO RENT?



ECONOMICS

- One can Rent at ~ 3% (per month) of the product MRP
- Customer sees breakeven in 3 years+
- GrabOnRent enjoys 50% arbitrage on the asset MRP
- Today, renting makes sense 3.5 years for a customer
- At scale, this can be brought up to 5 years

FOR CUSTOMERS

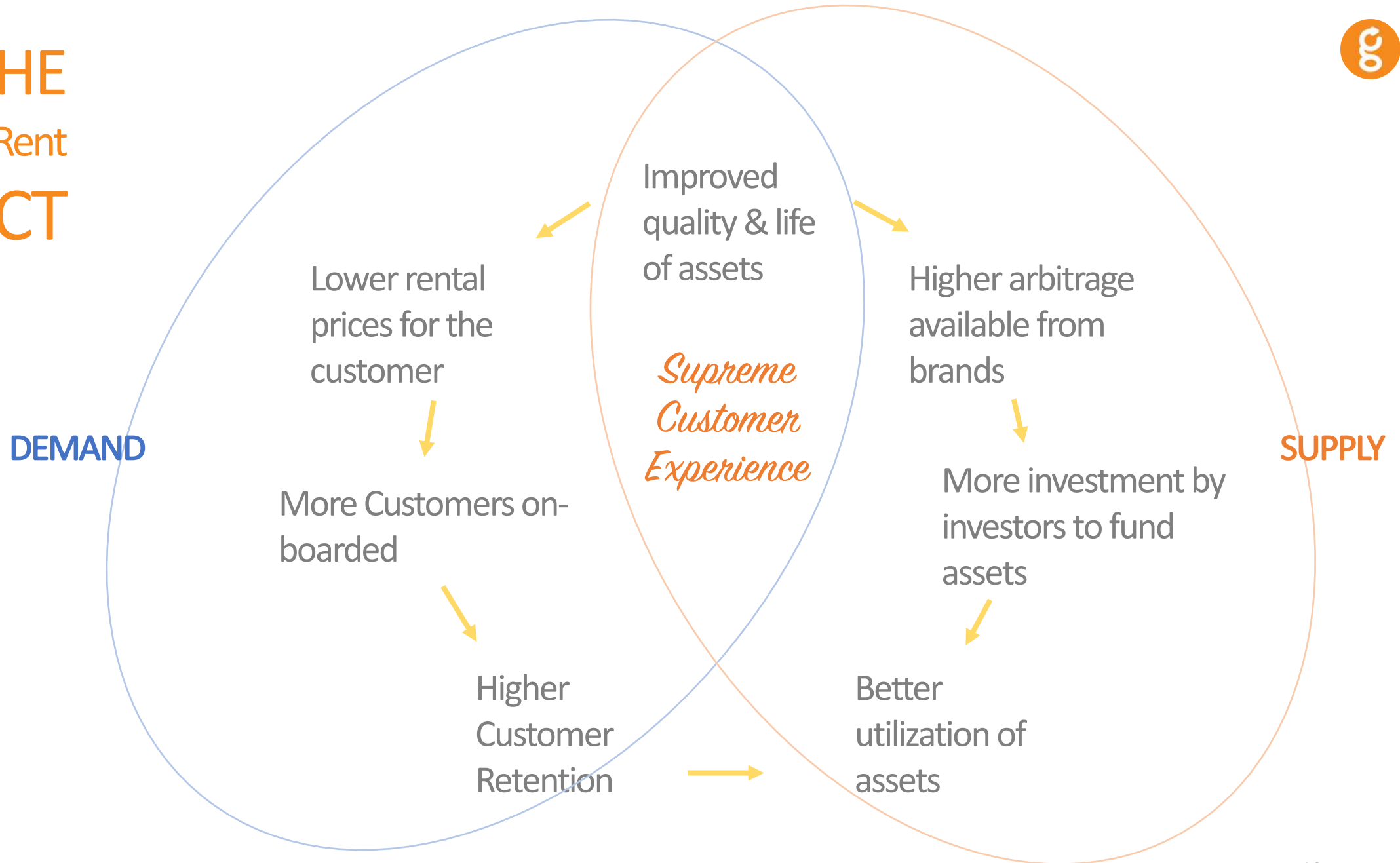
- Zero Capital Expenditure
- Zero Maintenance
- Zero Asset Liability
- Zero Relocation Cost
- Zero Buyer's Remorse

FOR THE ENVIRONMENT

- Better Life-cycle Utilization Of Assets
- Lesser Electronic & Other Dumping
- Lesser Carbon Footprints



THE GrabOnRent EFFECT



AND IT'S TECHNOLOGICAL ENABLED



Credit Risk Score

E-KYC + Aadhaar integration allows to construct Credit Risk Score

Launch in May 2018

Low NPAs

Auto Debit monthly recurring rent via UPI 2.0, reduce NPAs

Launch in Jun 2018

Repeat Rate

Intelligent Cross Sell via proprietary tool SmartAssist (AI tool), 26% Repeat Rate

LIVE

Demand Forecasting

Accurate demand forecasting, 92%+ asset utilization

LIVE

Inventory Dashboards

Live Inventory dashboards for suppliers to monitor utilization, returns

Launch in Apr 2018

TOTAL ADDRESSABLE MARKET



104m

Census 2001 - 2011

People migrated to Urban Cities in
2001-2011

(Rural to Urban, Urban to Urban)



32.9m

Census 2001 - 2011

For Employment, Business, Education
Aged between 21-39 years



7.3m

Census 2001 - 2011

Households occupied by these
migrants



This number is just for a period of 10 years (2001 – 10).
It is expected to grow at a ~20% every decade.

\$2.4B Market Size Today

\$23.6B by 2023

	CURRENT PERFORMANCE	5 YEARS FROM TODAY
Ticket Size (\$)	25.2	70.3
Subscription Period	13.1	36.0
No. of Households (In Millions)	7.3	8.6
Est. Market Size (\$Billions)	2.4	21.6

KNOWING OUR SUPPLIERS



Electronics On Rent



Honeywell



Furniture On Rent



\$5m
worth of
inventory
deployed

Debt - based Purchase Channel



WORKING OF UNIT ECONOMICS



Long-term Rental Categories

All numbers in \$

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13
Avg. Rent/Month	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
Vendor Payment	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2
Direct Cost	10.4												
Acquisition Cost	16.0												
Net	(19.4)	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
Cashflows		(12.4)	(5.5)	1.5	8.5	15.4	22.4	29.4	36.3	43.3	50.3	57.3	64.2

↑
Break-even Month

	13 Months	15 Months	18 Months
Investment	26.4	26.4	26.4
Returns	64.2	78.2	99.1
ROI	2.4	3.0	3.8

GROWTH NUMBERS



	In Mar 16	In Mar 17	In Mar 18	
Gross Rental Value	7.1	88.1	240.7	<i>All Numbers in \$100,000</i>
Revenue (Commissions)	1.8	23.7	62.6	<i>All Numbers in \$100,000</i>
Live Subscribers	334	3,301	10,200	

\$2m

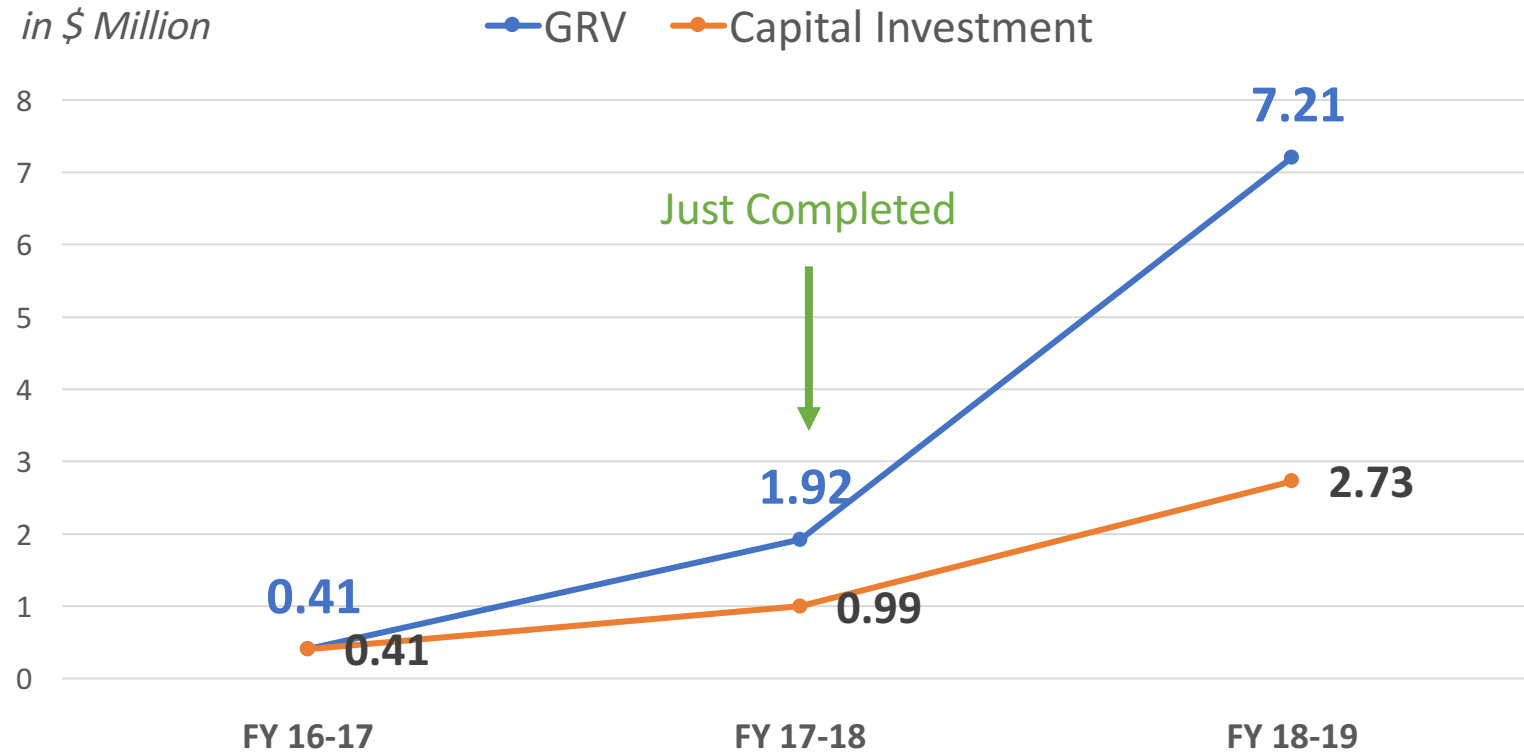
Future Committed GRV (Trailing GRV)

INDUSTRY BEST METRICS



GRV vs Capital Investment

All Numbers
in \$ Million



\$16

Lowest CAC

2.4

ROI Per Order

26%

Customer Repeat Rate

No. of days needed to place 2nd order
89 Days (Mar 17) to 24 Days (Mar 18)

JOURNEY TO “LARGEST RENTAL MARKETPLACE”



Habit of Renting

Vertical Integration

Widest selection

Customizations

Profitable Business

~75% IRR

~27% monthly commissions

EBIDTA +ve by 2021 at 20%+

Expansion

Top 12 Cities

GCC and UK

Pure financing business

By 2023 (5 years from today), GrabOnRent aims to organize 1% of the potentially addressable market, at an annual run rate ~\$250 Million

FOUNDERS AND TEAM



Shubham Jain

CEO

B. Des. IIT Guwahati

Co-founded, Perdix Business Solutions

Responsibilities

Marketing, Customer Insights and
Business Development

Manish S Sugandhi

COO

B. Tech. IIT Guwahati

Co-founded, Perdix Business Solutions

Responsibilities

Operations, Process Engineering and
Finance

Aditya Sharma

CTO

B. Tech. CSE, IIT Guwahati

Ex- HP Sr. R&D Engineer

Responsibilities

Technology and Product

Team

102 Members

We have gathered a team of inspired individuals, who believe in the concept of renting, have outperformed their pay-scales and have been an enormous boost to the efficiency of the business.

The team comprises of individuals from diverse experience from companies such as Schlumberger, Flipkart, Snapdeal, Airtel, Reliance, PepperFry, Zoomcar, LocalOye, and more.

INVESTMENT



RAISED

\$3 Million

IVYCAP VENTURES

\$200 Million VC Fund

UNICORN VENTURES

\$40 Million VC Fund

INDIVIDUALS

Mr. Ivor Braganza

Mr. Jayesh Parekh

SEEKING

\$8 Million

USE OF FUNDS

Marketing

Technology Development

Geographical Expansion

TARGETS (May 2020)

Top 12 Indian Cities

150,000 LIVE Customer base

Annual Business of \$50 Million