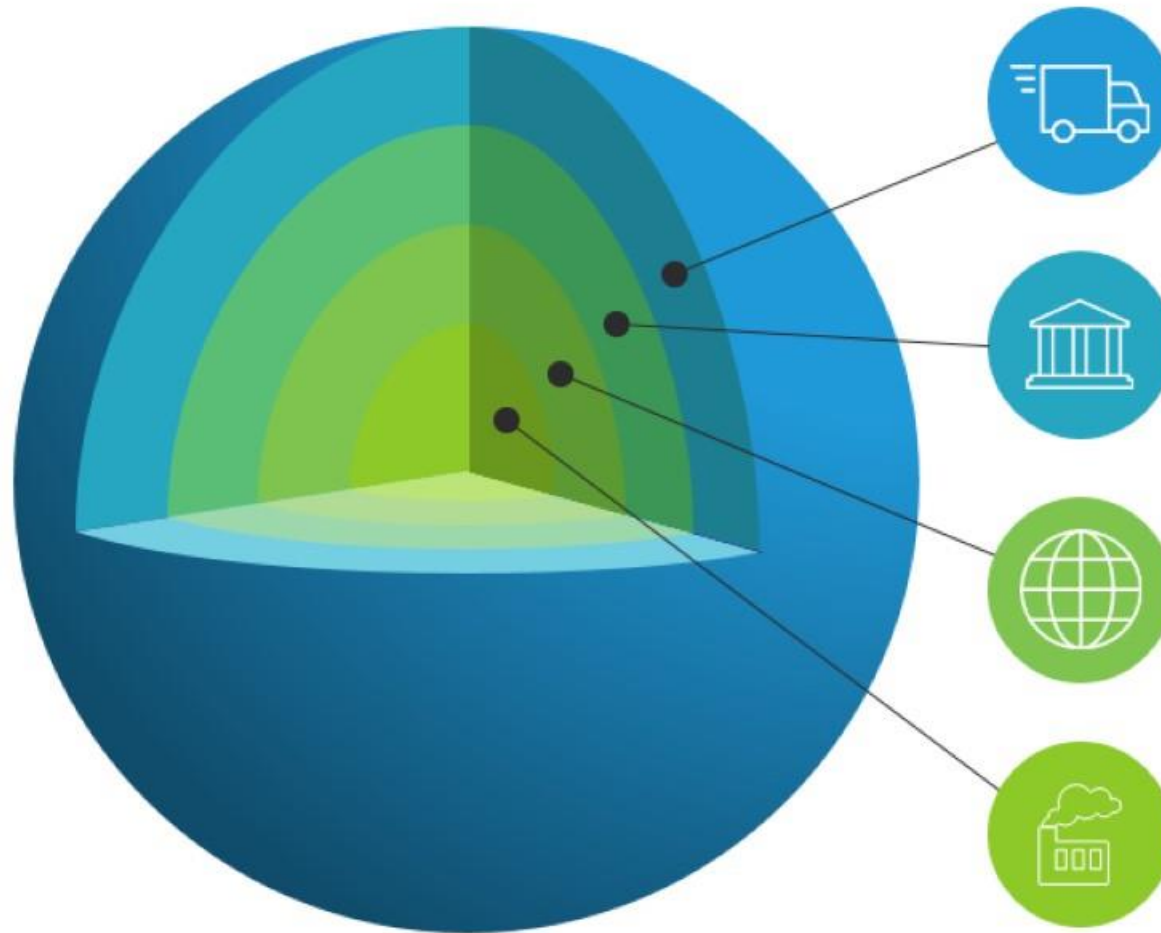




PHOENIX CONSULTING

About Phoenix Consulting



Turnkey solution for all the needs of the automotive industry.



Digital platform of products and solutions using AI for the retail space of the "Auto-verse"



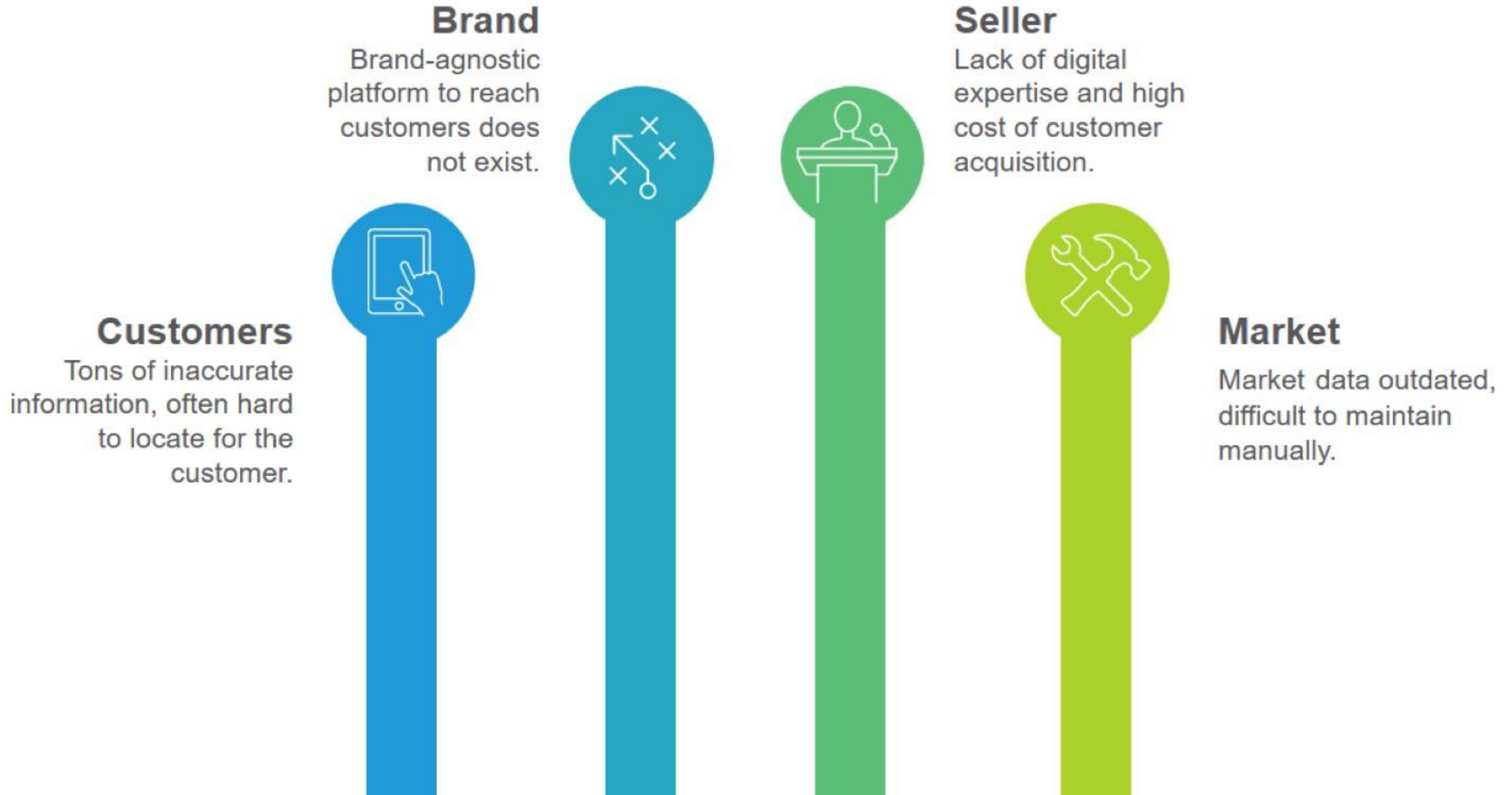
Targeted at manufacturers, dealers, spare parts retailers, Insurance providers, finance providers and the customers (end users).



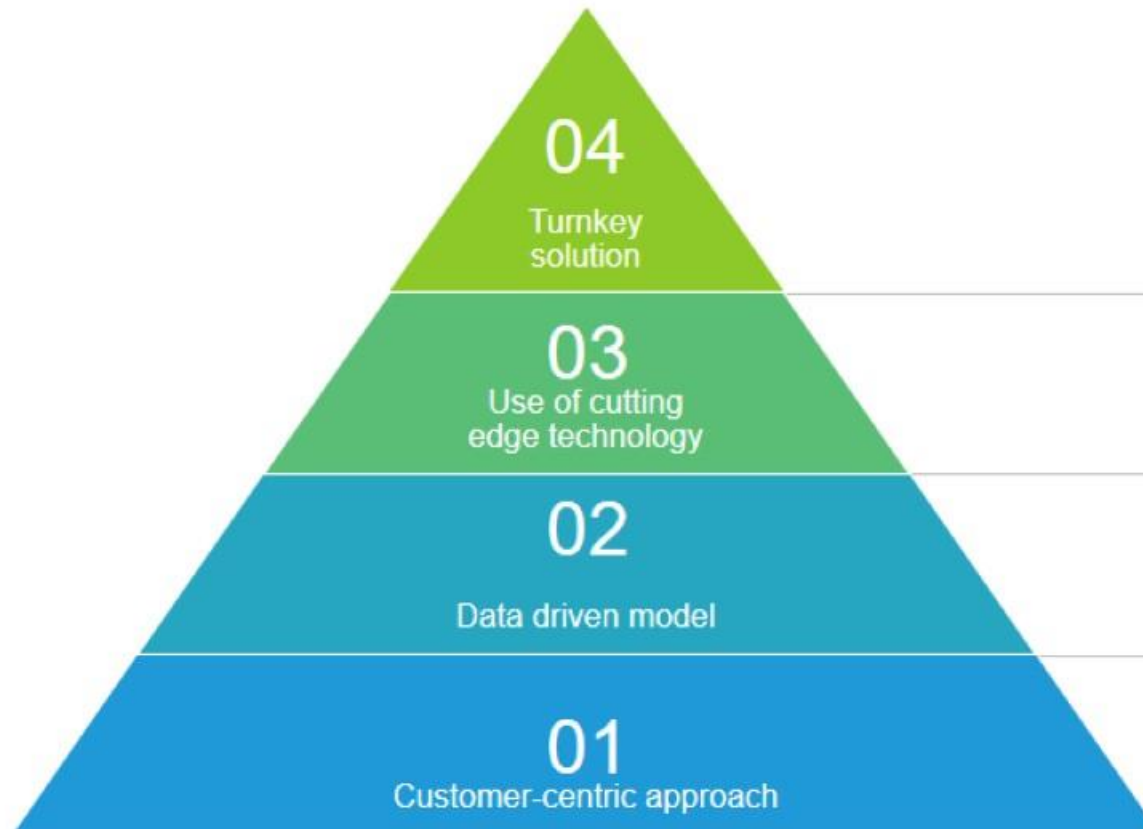
Products incorporating Cognitive Application Building, Speech Recognition, Computer Vision, Artificial Narrow Intelligence, Process Automation, Data Science & Machine Learning.



The problem



The solution



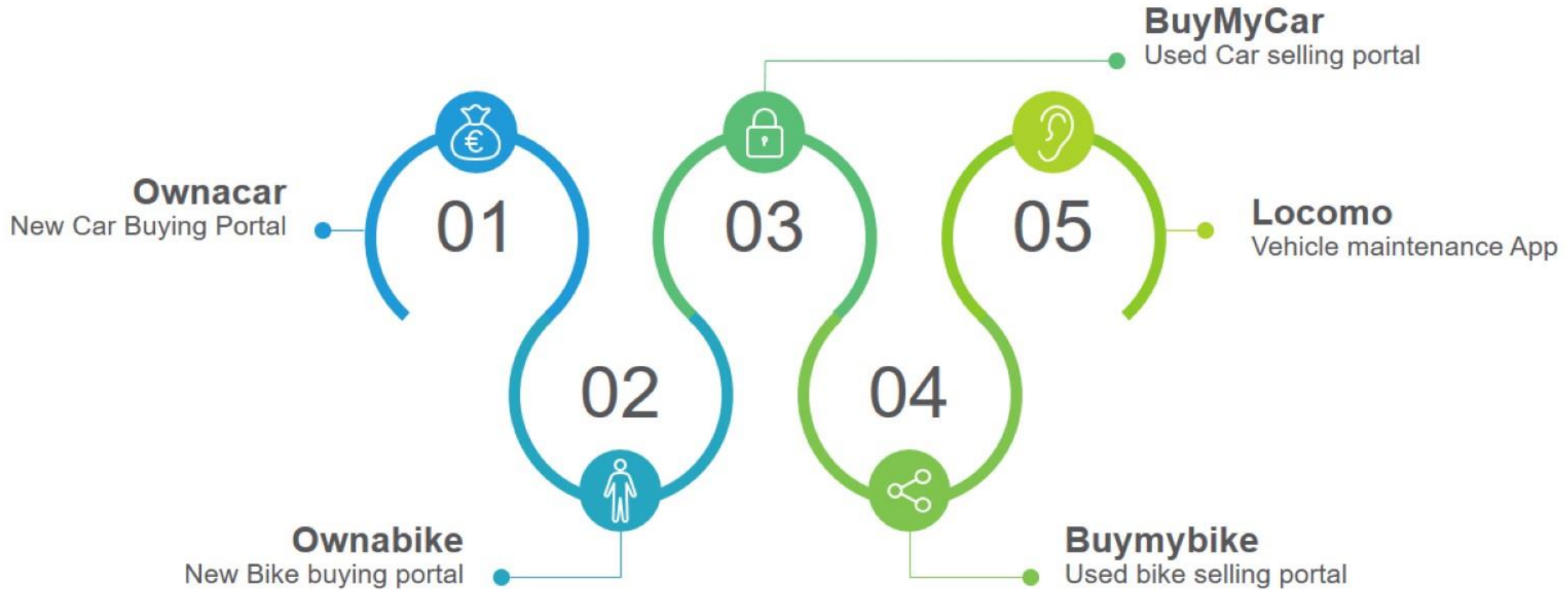
360 degree automotive ecosystem starting from discovery to resale encompassing the entire auto life-time

Technology stack of AI , ML, NLP and Data analytics powering the autoverse products

A host of value based digital solutions to connect with the right customer at the right time for the right product

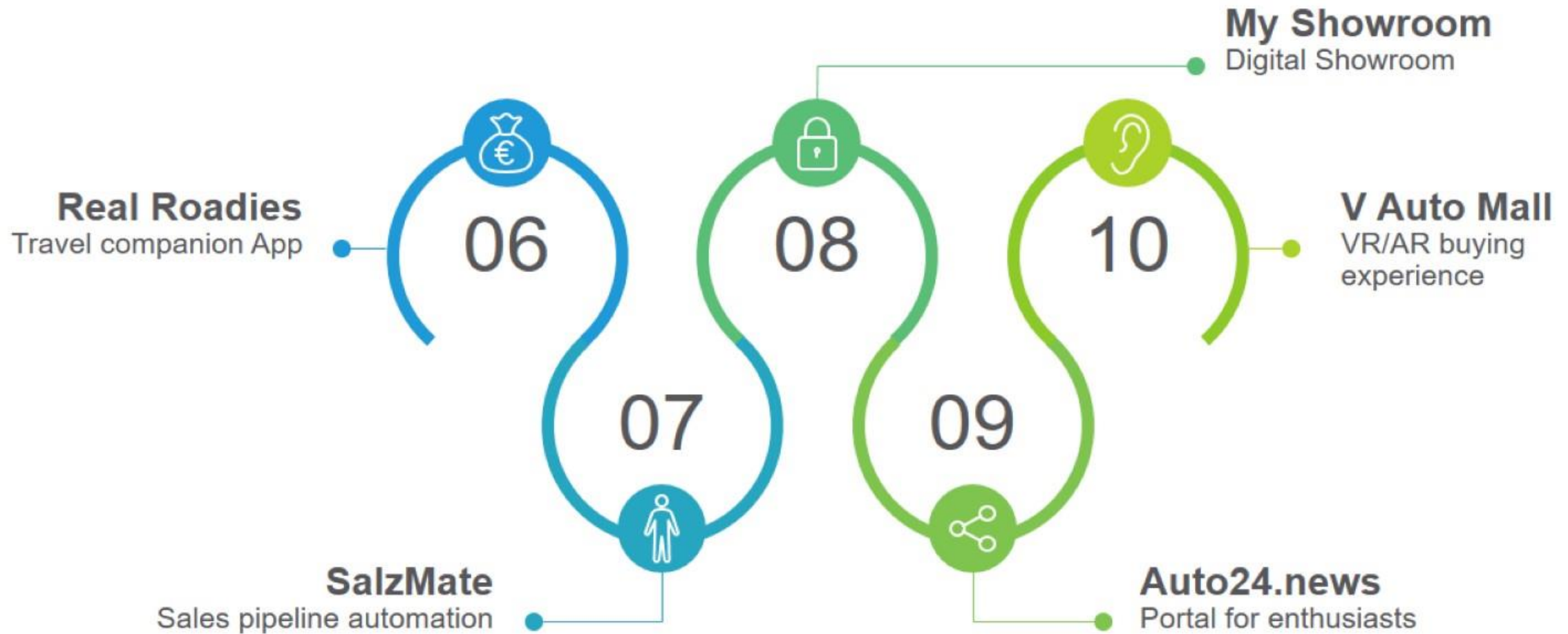
A portal where consumers, brands, manufacturers and vendors interact freely – healthy competition with maximum benefit to all parties

Our Products

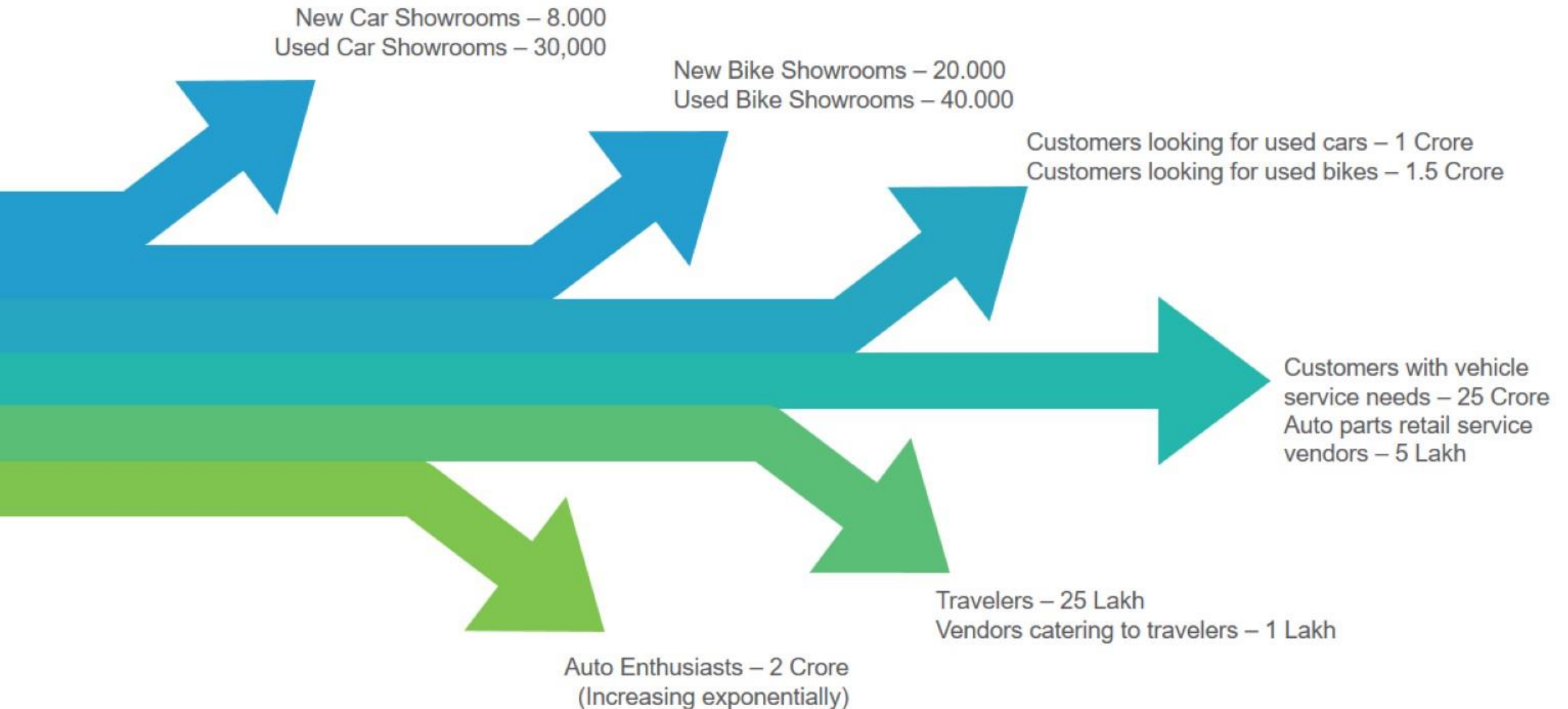




Our Products

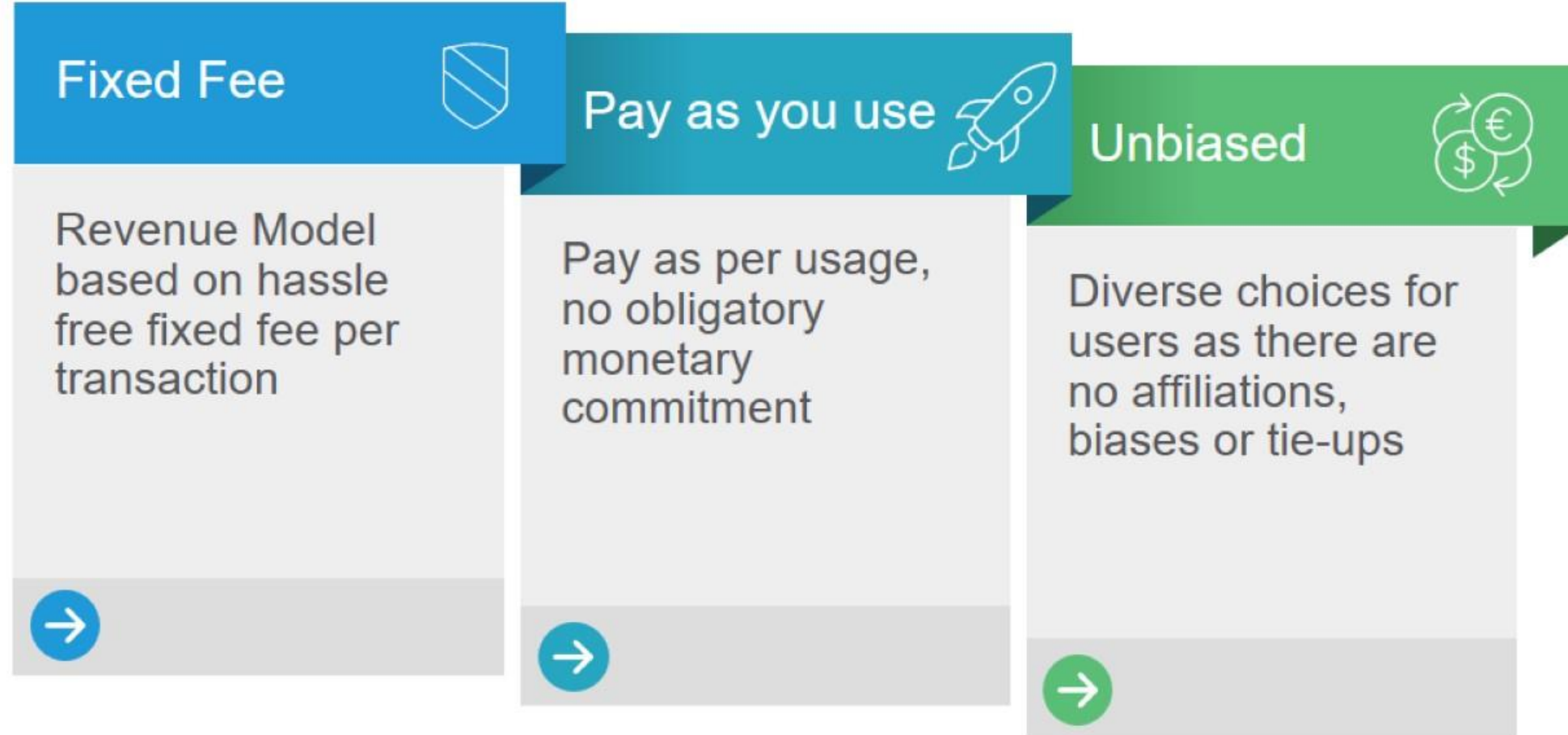


Market Size





The Phoenix Advantage



Traction



Name of Product	Total Market Size	Target Market Size at the end of 12 months
Ownacar	8,000	500
Ownabike	20,000	1,000
Buymycar	25,000	500
Buymybike	40,000	1,000
Locomo	25,00,00,000	1,000
Real Roadies	25,00,000	1000
Salzmate	28,000	2,000
Myshowroom	28,000	10
Auto24.news	2,00,00,000	8,00,000
V Auto Mall	5,00,000	500



Marketing Strategy

Open Marketplace

Marketplace Model for maximum value to Stakeholders

01



Optimized approach

Combination of digital outreach along with offline models

03



On-Demand Service

02 Pay per use model for multiple vendors across categories



Targeted appeal

04 Streamlined digital spending by targeting micro segments in customers

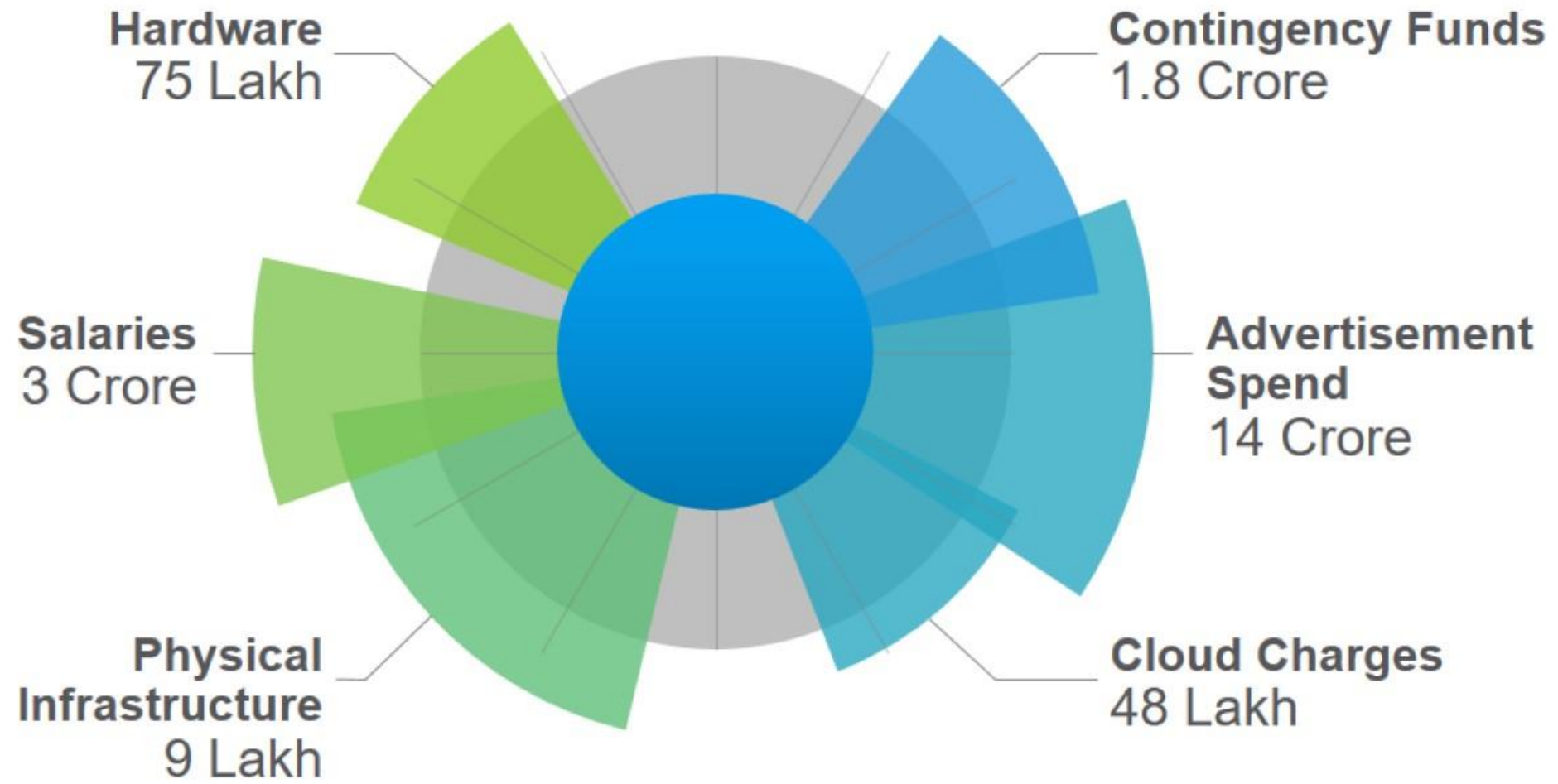




Revenue Model

Name of Product	Projected Revenue in INR at the end of 12 months
Ownacar	1,50,00,000
Ownabike	90,00,000
Buymycar	40,00,000
Buymybike	60,00,000
Locomo	30,00,000
Real Roadies	20,00,000
Salzmate	45,00,000
Myshowroom	60,00,000
Auto24.news	1,00,000
V Auto mall	30,00,000

Projected Investment Fund Utilization



Competition



01 Vehicle Information Portals

Example : Motor Beam, Zig Wheels



02 E – Commerce Marketplaces

Example : Car Dekho, Car Wale



Projected Growth



+1000% 2025

Revenue : 52.6 Cr

2021

Revenue : 5.26 Cr



The Team



The Team



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