

Date: June 25, 2025

To,
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400001
Scrip Code: 543333

To,
Listing Department,
National Stock Exchange of India Limited
Exchange plaza, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra East,
Mumbai – 400051
Scrip Symbol: CARTRADE

ISIN: INE290S01011

Dear Sir/Madam,

Sub: Investors Presentation

Pursuant to Regulation 30 (read with Para A of Part A of Schedule III) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith the copy of Presentation on OLX India Product Strategy 2025.

The same is also made available on the website of the Company at <https://www.cartradetech.com/>

The above is for your information and record.

Yours faithfully
For CarTrade Tech Limited

Lalbahadur Pal
Company Secretary and Compliance officer
Mem. No. A40812

Enclosed: a/a

CarTrade Tech Limited

Reg. Off. & Corp. Off.: 12th Floor, Vishwaroop IT Park, Sector 30A, Vashi, Navi Mumbai 400705.

W: cartradetech.com | T: +91 22 6739 8888 | E: investor@cartrade.com | CIN: L74900MH2000PLC126237



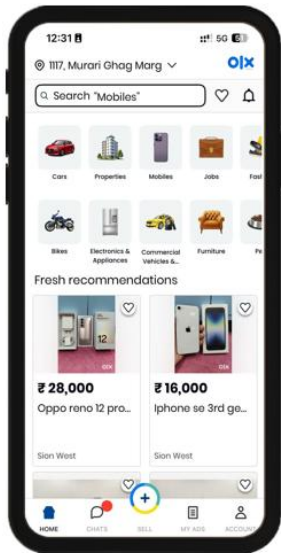
OLX INDIA

Product Strategy 2025



Vision

To be the world's largest used products marketplace with a product-led, customer-first approach, making transactions simple and seamless through Trust, Technology and Innovation



Scale & Access: Seamlessly reach millions across India through secure, intuitive technology.



Trust & Ease: Build confidence with user verification, protection, and AI personalization.

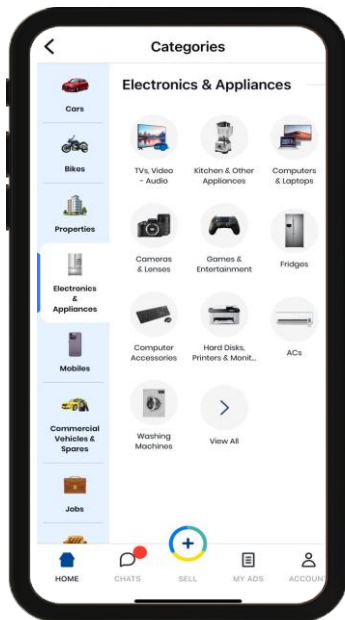


Empowering Transactions: India's most trusted platform for easy, secure used goods transactions—vehicles, real estate, mobile phones, electronics and more.

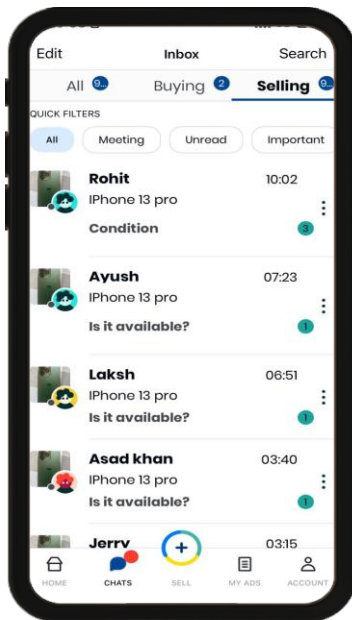
India's Leading Used Product Marketplace

Enabling B2C, C2B and C2C transactions of used products & services.

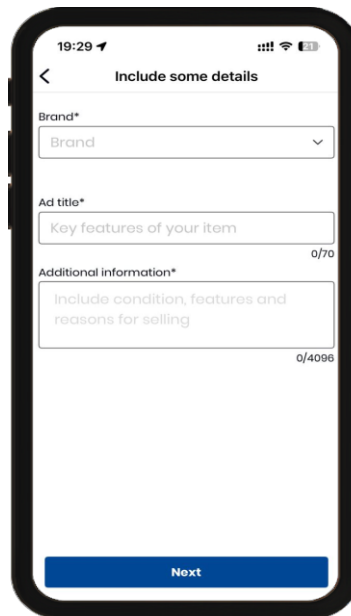
1. Wide Category Coverage



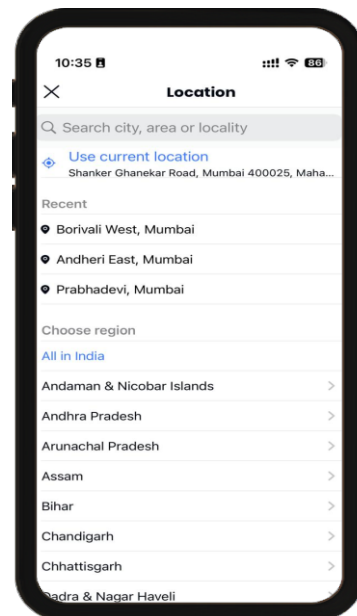
2. Large Number of Buyers



3. Simple Listing Flow



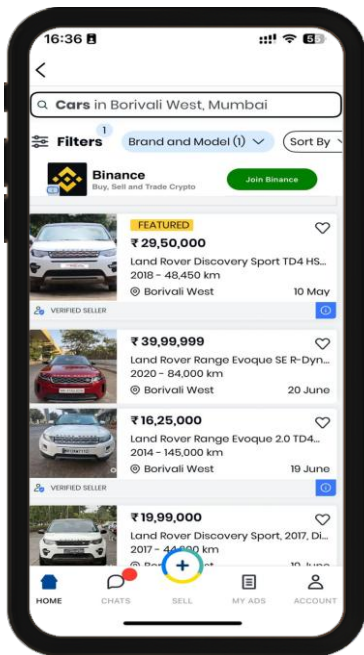
4. Hyper-local Reach



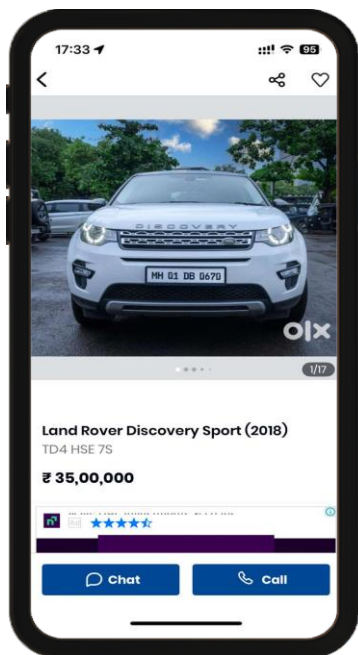
Connecting Buyers & Sellers

Buyers and sellers can connect via Chat or Calls or Make an offer

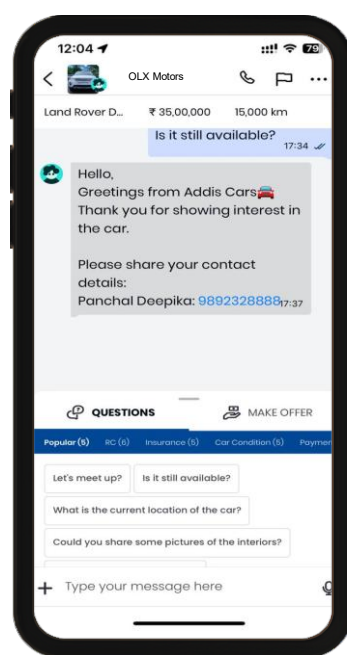
Wide
Selection



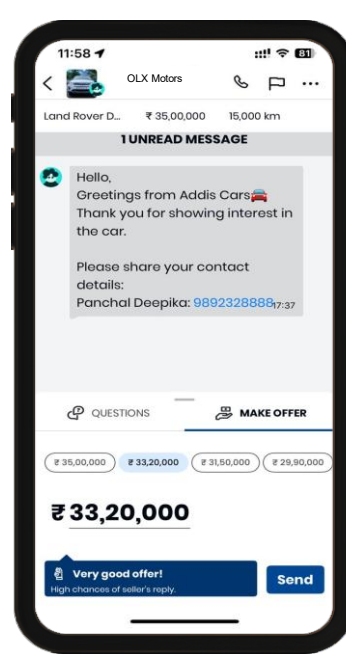
Discover
Detail



Smart
Connect



Make an offer



OLX INDIA at a Glance



#1

Used Product Marketplace



+180 Mn

Yearly Unique Visitors



100%

Organic Traffic



~26Mn Products listed

~6Mn Buyers per month



~\$3bn+

GMV of Used products
sold



> 1 Mn

Business Users



470+ Employees



2000 Mn

Revenue

460 Mn

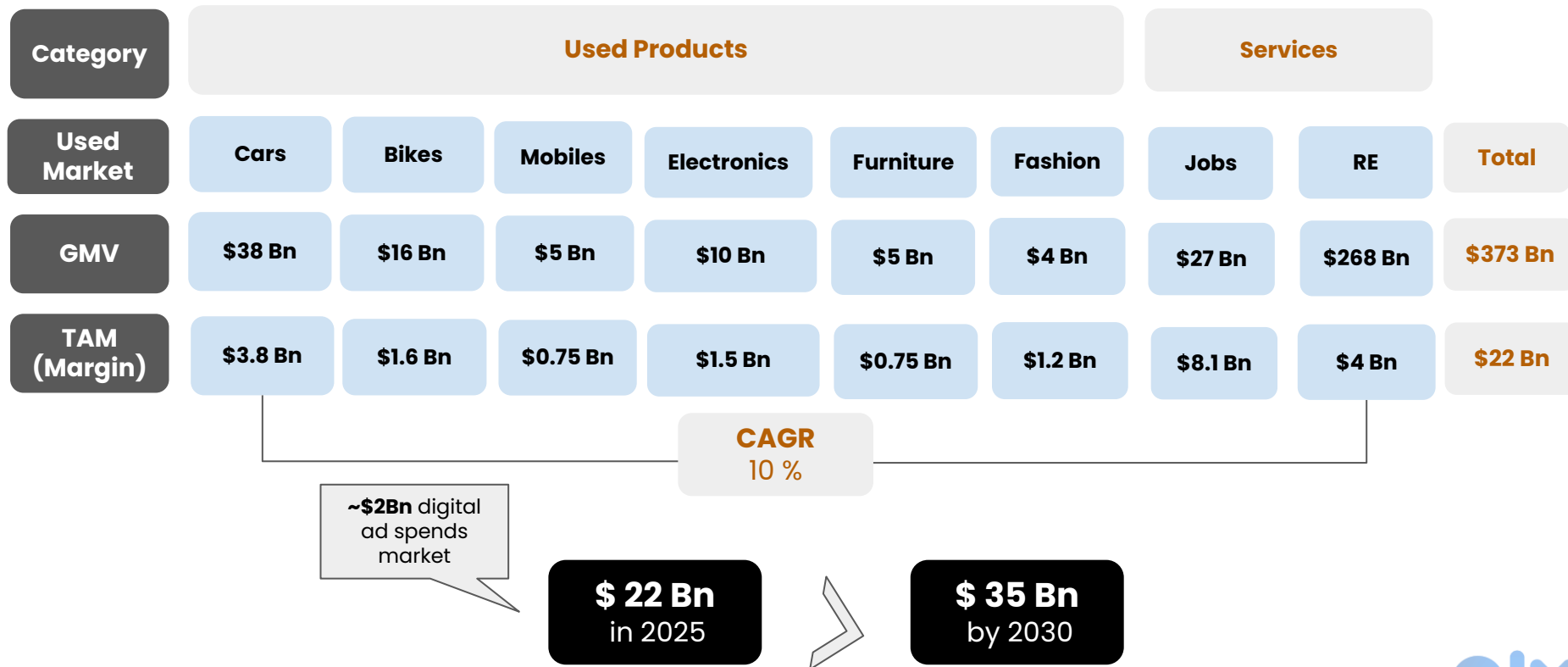
Profit after tax (PAT)



29 % EBITDA

**All the numbers are for the year ended 31 March 2025.*

Total Addressable Market – Recommerce GMV and Margin Pool



OLX Market Share –37% on Used products

Category	Used Products						
Used Market	Cars	Bikes	Electronics	Furniture	Fashion	Mobiles	Total
GMV	\$38 Bn	\$16 Bn	\$10 Bn	\$5 Bn	\$4 Bn	\$5 Bn	\$78 Bn
GMV of Listings on OLX	\$24 Bn	\$2.4 Bn	\$0.7 Bn	\$0.3 Bn	\$0.03 Bn	\$1.3 Bn	\$29Bn
Market Share	63%	15%	7%	6%	1%	25%	37%

~\$3bn worth used products sold on OLX

Driving Buyer Engagement & Trust

Smarter Buying on OLX

- Search 2.0

AI enabled search, smart recommendations, intent driven results to simplify decision making.

- Building trust & quality

Introduction of verified users, money-back guarantee, and other trust signals to boost conversions and buyer confidence.

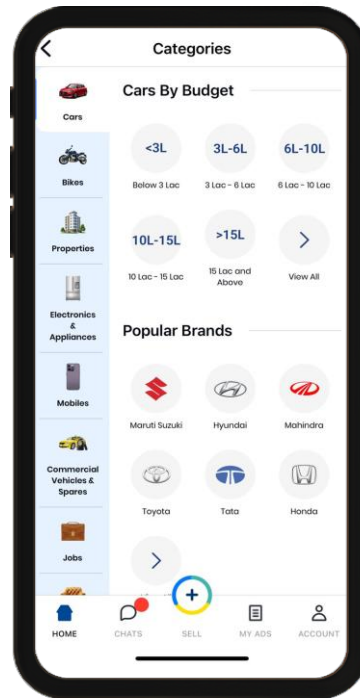
- Personalisation

Related ads and similar listings tailored to user interest

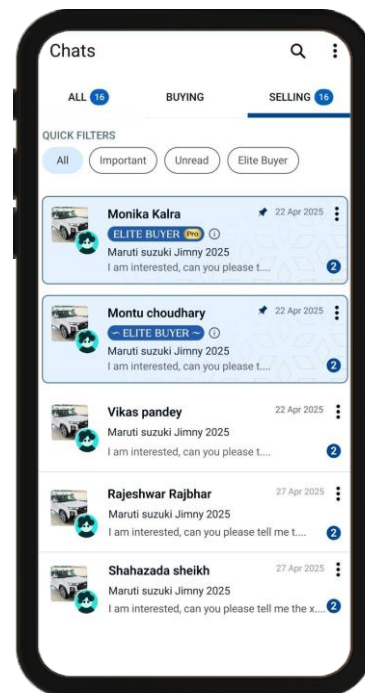
- New programs

Introduction of the Elite User program to drive high-intent activity

Largest
Selection



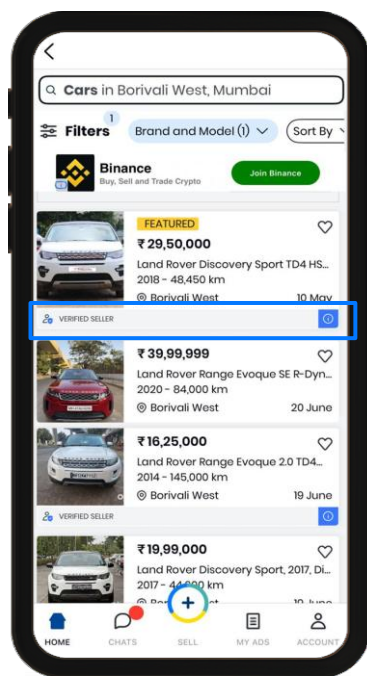
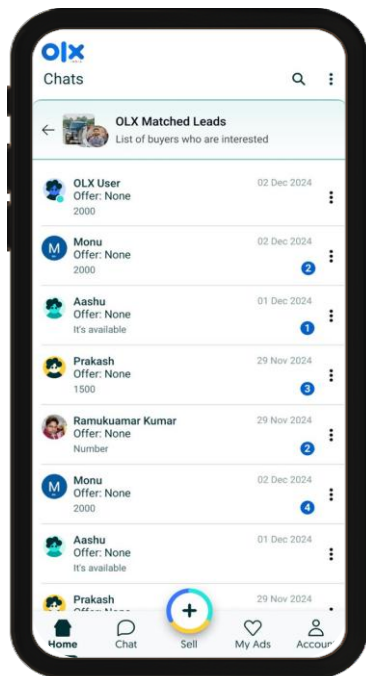
Elite
Buyer



Enhancing the Seller Experience

New Seller Programs

Trust & Verification



Simplifying Selling on OLX

– Smart Listings

Image / click based flows, simplified forms, VAS integrations

– Trust & Quality Enablers

Verified sellers, certified products to boost buyer confidence

– New Seller Programs

Elite user, instant sale, strategic partnerships to drive high quality supply

– Dashboard and Analytics

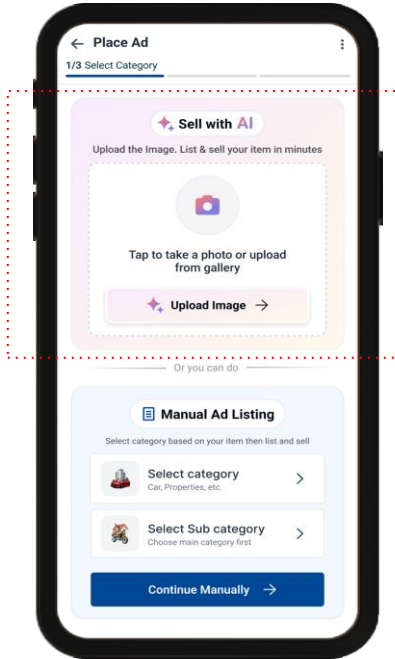
Hub for lead, inventory & performance management with actionable insights

– Boosting Responses

Improved inventory discovery to increase engagement

OLX Intelligence (AI)

AI- enabled Listing Tech



Building the Future of Marketplaces

- Listing Tech

Image recognition, pricing intelligence, digital inspection

- Chatbot: Conversational AI

End to end assistance for search, personalisation, listing, communication and transactions

- Buy Online

Integrated purchase experience with financing, delivery and return options - powering instant sale

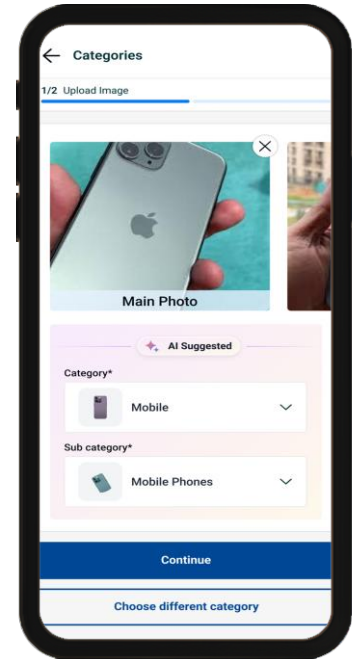
- Value Added Services

Embedded shipping, logistics, payment infrastructure to enable seamless transactions

- Trust Infrastructure

Trust layer with verified users, authentic products, and secure transactions to boost confidence and conversions.

Smart Suggestions





Thank You