

Date: May 06, 2023

To,
**Department of Corporate Services,
BSE Limited**
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001

Scrip Code: **543333**
ISIN: **INE290S01011**

Dear Sir/Madam,

Sub: Investor Presentation

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**SEBI LODR Regulations**”) read with Schedule III thereof, as amended, we enclosed herewith our Investor Presentation.

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

You are requested to kindly take the above information on your records.

Yours faithfully

For CarTrade Tech Limited

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

Enclosed a/a

CarTrade Tech Limited (formerly known as MXC Solutions India Private Limited)

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

W: cartradetech.com | T: +91 22 6739 8888 | CIN: L74900MH2000PLC126237

CarTradeTech



 carwale

 bikewale

CarTrade.com

 SHRIRAM
automall
THE POWER OF CHOICE

 ADROIT AUTO™

Investor Presentation

May 2023

Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by CarTrade Tech Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy,

The Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

Revenue growth by 20% & Adj. EBITDA growth by 28%

#1

Car and Two-Wheeler
Auto Portal in India⁽¹⁾

200+ Physical Locations

Automalls and abSure outlets

1.1 Million

*FY23 Auction Listings

34 Million

Average Monthly Unique Visitors in
Q4 FY23

86.30%

Organic Unique Visitors in
Q4 FY23

Revenue FY23
4277 Mn INR

Q4 1166 Mn INR

Adj EBITDA FY23

1249 Mn INR

Q4 398 Mn INR

PAT FY23

404 Mn INR

Q4 PAT 175 Mn INR

Adj PAT FY 23 800 Mn

Debt free
strong Cash balance
of around 11 Bn INR

Note: *FY23 refers to Apr22 to Mar23 of FY23

(1) Based on relative online search popularity on Google Trends when compared to our key competitors over the period from April 2020 to March 2023.

Quarterly Financial Performance



Consolidated Financial results for the year ended March 2023

Amount in Rs lakhs

Particulars	Quarter ended				Year ended		
	March 31, 2023	December 31, 2022	March 31, 2022	Y-o-Y	March 31, 2023	March 31, 2022	Y-o-Y
Income							
Revenue from operations	9,586.48	9,720.76	9,314.11	3%	36,373.92	31,272.35	16%
Purchase of Stock-in-trade (Inc. Inventory Change)	46.00	349.00	308.41	-85%	645.90	875.02	-26%
Net revenue from operations	9,540.48	9,371.76	9,005.70	6%	35,728.02	30,397.33	18%
Other income	2,073.17	1,865.20	1,273.80	63%	6,398.25	4,622.67	38%
Net Revenue	11,613.65	11,236.96	10,279.50	13%	42,126.27	35,020.00	20%
Employee cost (Excl ESOP)	4,404.69	4,520.80	3,986.96	10%	17,739.04	14,758.58	20%
Marketing	691.78	641.13	644.23	7%	2,572.31	2,130.03	21%
Other expenses	2,534.08	2,414.97	2,452.32	3%	9,323.36	8,406.00	11%
Total expenses (B)	7,630.55	7,576.90	7,083.51	8%	29,634.71	25,294.61	17%
Adjusted EBITDA	3,983.10	3,660.06	3,195.99	25%	12,491.56	9,725.39	28%
Adjusted EBITDA %	34%	33%	31%		30%	28%	
Adjusted EBITDA Excl. Other income %	20%	19%	21%		17%	17%	
ESOP (refer note below)	732.27	735.34	4,515.46		2,793.88	18,518.29	
Finance cost	204.33	186.99	176.04	16%	767.19	645.21	19%
Depreciation and amortization expense	758.93	723.24	645.58	18%	2,873.89	2,473.61	16%
Profit Before Tax	2,287.57	2,014.48	-2,141.09		6,056.60	-11,911.72	
Tax expenses	210.41	344.48	362.67	-42%	850.95	954.57	-11%
Deferred tax adjustment	328.11	265.29	-364.49		1,162.28	-731.09	
PAT	1,749.05	1,404.71	-2,139.27		4,043.37	-12,135.20	
Adjusted PAT	2,809.43	2,405.34	2,011.70	40%	7,999.53	5,652.00	42%

Note: Revenue as per Financials (excluding purchase of stock)

Total Income as per Financials	11,659.65	11,585.96	10,587.91	10%	42,772.17	35,895.02	19%
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Standalone Financial results for the year ended March 2023

Amount in Rs lakhs

Particulars	Quarter ended				Year ended		
	March 31, 2023	December 31, 2022	March 31, 2022	Y-o-Y	March 31, 2023	March 31, 2022	Y-o-Y
Income							
Revenue from operations	4,279.03	4,199.89	3,647.51	17%	15,667.50	12,484.60	25%
Purchase of Stock-in-trade (Inc. Inventory Change)	-	-	308.41		132.32	875.02	-85%
Net revenue from operations	4,279.03	4,199.89	3,339.10	28%	15,535.18	11,609.58	34%
Other income excluding dividend income	1,591.77	1,524.73	1,002.12	59%	4,958.99	3,211.95	54%
Net Revenue excluding dividend income	5,870.81	5,724.62	4,341.22	35%	20,494.17	14,821.53	38%
Employee cost (Excl ESOP)	2,200.32	2,136.47	1,709.92	29%	8,479.49	6,753.26	26%
Marketing	618.06	515.56	574.48	8%	2,267.89	1,993.16	14%
Other expenses	640.96	624.17	855.56	-25%	2,406.04	2,300.56	5%
Total expenses (B)	3,459.34	3,276.20	3,139.96	10%	13,153.43	11,046.99	19%
Adjusted EBITDA	2,411.47	2,448.42	1,201.25	101%	7,340.74	3,774.55	94%
Adjusted EBITDA %	41%	43%	28%		36%	25%	
Adjusted EBITDA Excl. Other income %	19%	22%	6%		15%	5%	
ESOP (refer note below)	713.33	723.66	4,485.19		2,694.56	18,412.43	
Dividend Income	-	-	-		665.22	-	
Finance cost	12.92	13.05	13.95	-7%	60.15	67.19	-10%
Depreciation and amortization expense	162.56	148.22	118.15	38%	611.24	488.02	25%
Profit Before Tax	1,522.65	1,563.49	-3,416.03		4,640.01	-15,193.10	
Tax expenses	-	-	-		-	-	
Deferred tax adjustment	360.13	381.81	-247.97		1,380.24	-586.47	
PAT	1,162.52	1,181.68	-3,168.06		3,259.77	-14,606.63	
Adjusted PAT	2,235.98	2,287.15	1,069.16	109%	6,669.35	3,219.34	107%

Note: Revenue as per Financials (Including dividend & excluding purchase of stock)

Total Income as per Financials	5,870.80	5,724.62	4,649.63	26%	21,291.71	15,696.55	36%
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Remarketing Consolidated Financial results for the year ended March 2023

Amount in Rs lakhs

Particulars	Quarter ended				Year ended		
	March 31, 2023	December 31, 2022	March 31, 2022	Y-o-Y	March 31, 2023	March 31, 2022	Y-o-Y
Income							
Revenue from operations	5,324.87	5,573.93	5,774.22	-8%	20,870.64	19,117.67	9%
Purchase of Stock-in-trade (Inc. Inventory Change)	46.00	349.00	-		513.58	-	
Net revenue from operations	5,278.87	5,224.93	5,774.22	-9%	20,357.06	19,117.67	6%
Other income	479.28	338.46	269.64	78%	1,431.64	1,402.25	2%
Net Revenue	5,758.15	5,563.39	6,043.86	-5%	21,788.70	20,519.92	6%
Employee cost (Excl ESOP)	2,174.60	2,353.38	2,241.15	-3%	9,129.02	7,874.46	16%
Other expenses	2,008.59	1,993.86	1,809.43	11%	7,492.15	6,687.28	12%
Total expenses (B)	4,183.19	4,347.24	4,050.58	3%	16,621.17	14,561.74	14%
Adjusted EBITDA	1,574.96	1,216.15	1,993.28	-21%	5,167.53	5,958.18	-13%
Adjusted EBITDA %	27%	22%	33%		24%	29%	
Adjusted EBITDA Excl. Other income %	21%	17%	30%		18%	24%	
ESOP (refer note below)	18.94	11.68	30.28	-37%	99.32	105.86	-6%
Finance cost	191.70	174.37	162.09	18%	708.97	578.02	23%
Depreciation and amortization expense	445.39	420.38	370.77	20%	1,650.00	1,350.39	22%
Profit Before Tax	918.93	609.72	1,430.14	-36%	2,709.24	3,923.91	-31%
Tax expenses	208.56	344.48	362.67	-42%	849.10	954.57	-11%
Deferred tax adjustment	6.89	-76.76	-77.62		-60.20	13.14	
PAT	703.48	342.00	1,145.09	-39%	1,920.34	2,956.20	-35%
Adjusted PAT	729.31	276.92	1,097.75	-34%	1,959.46	3,075.20	-36%

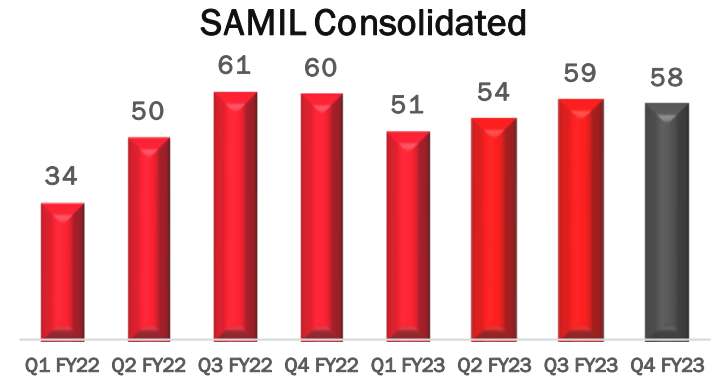
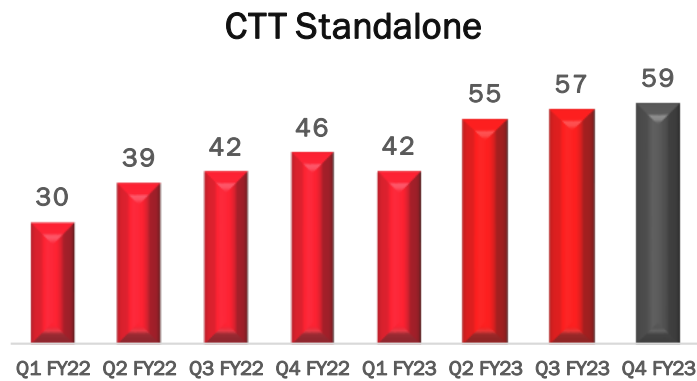
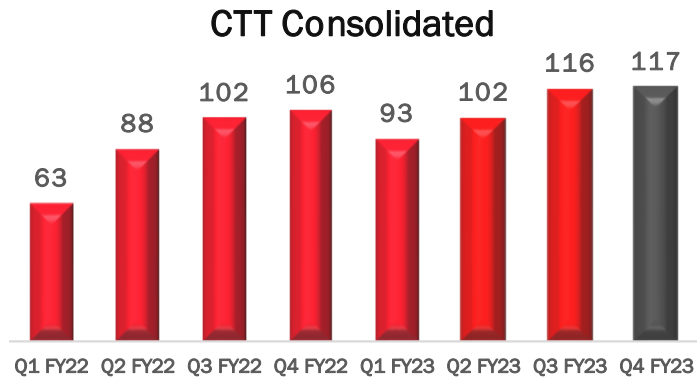
Note: Revenue as per Financials (Including dividend & excluding purchase of stock)

Total Income as per Financials	5,804.15	5,912.39	6,043.86	-4%	22,302.28	20,519.92	9%
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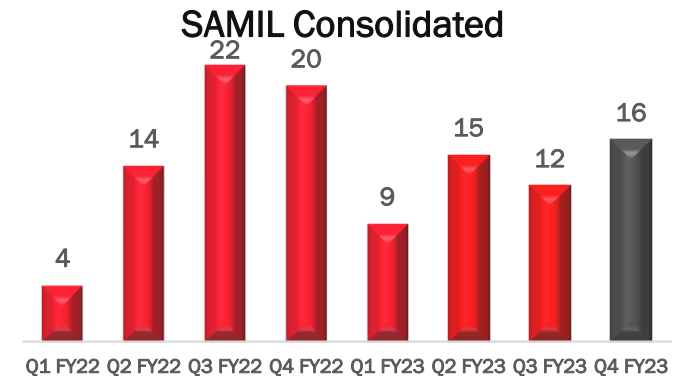
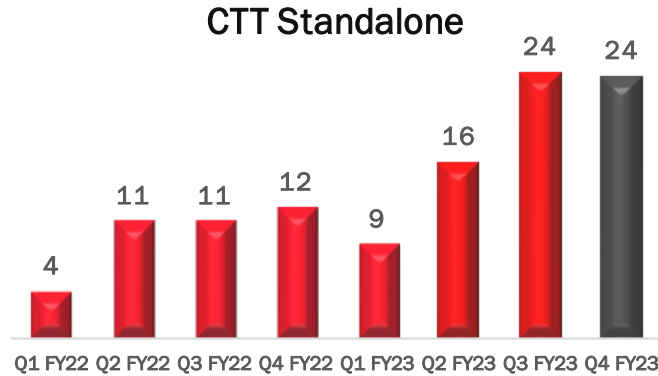
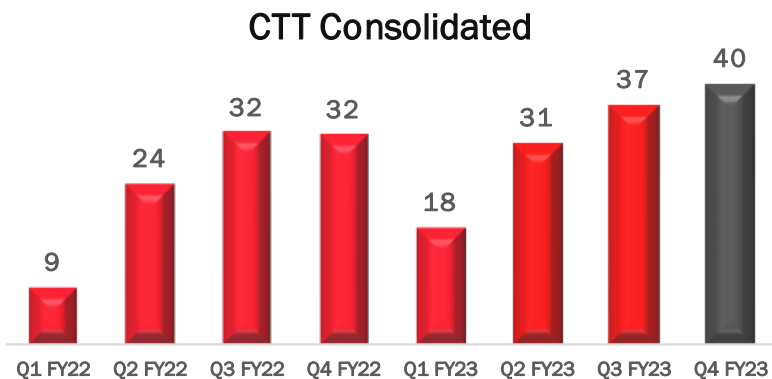
Historical Financial Performance

Amount Rs in Cr

Quarterly Revenues



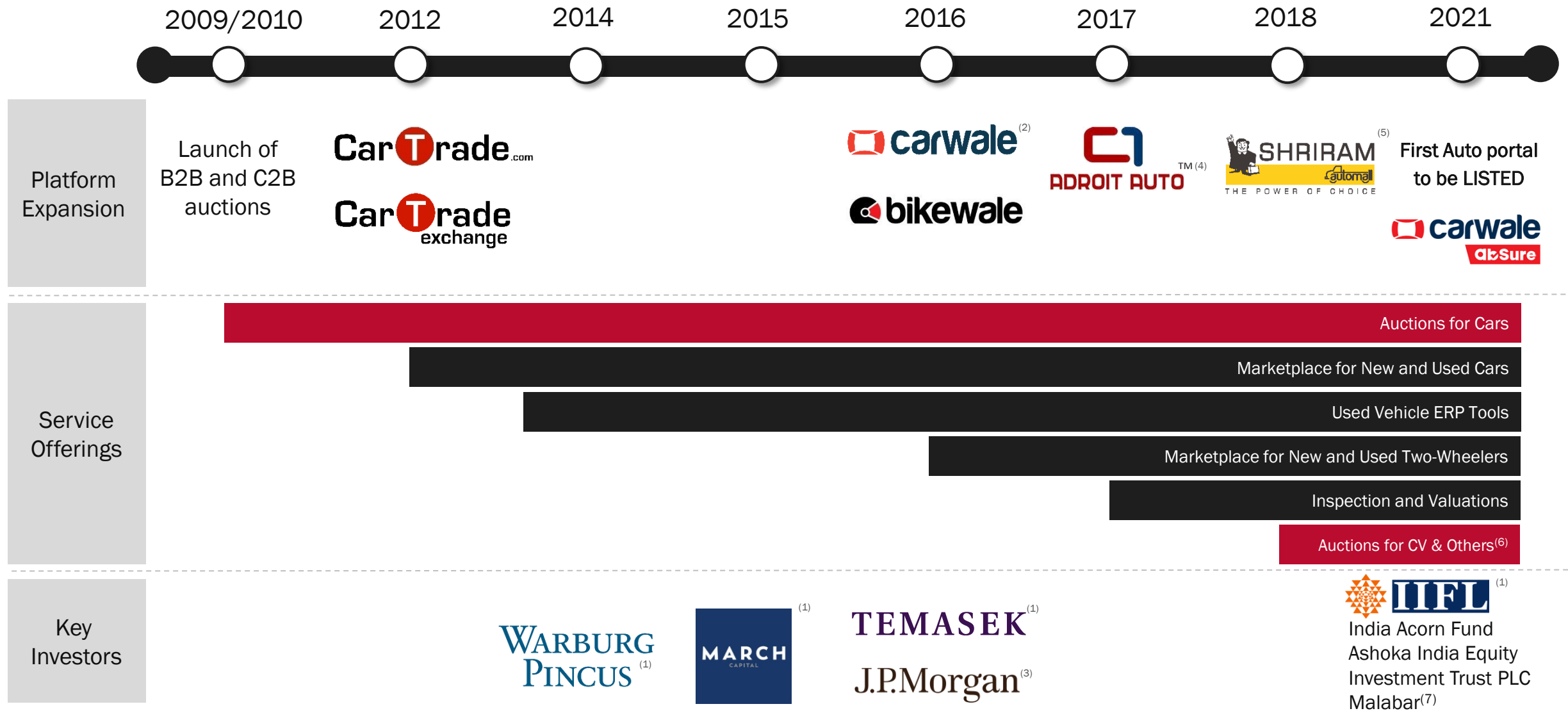
Quarterly Adjusted EBIDTA



CarTradeTech



Journey So Far



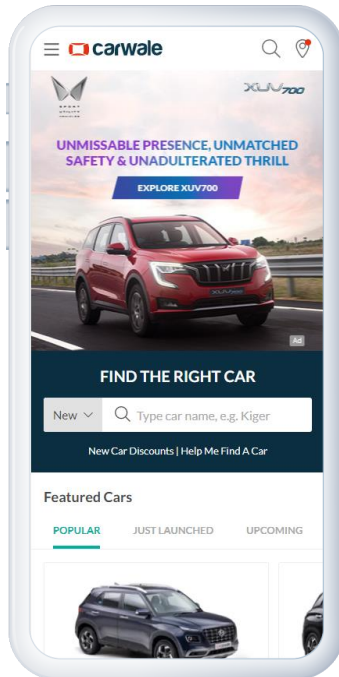
Note: (1) CarTrade Tech is backed by several marquee institutional shareholders - Warburg Pincus LLC, March Capital, Temasek, JP Morgan and IIFL through their affiliates Highdell Investment Ltd, Springfield Venture International, MacRitchie Investments Pte. Ltd., CMDB II and IIFL Special Opportunities Fund - Series 8 respectively. (2) Acquired Automotive Exchange Private Limited, owners of brand name CarWale and BikeWale. (3) Indicates year of primary investment. (4) Acquired AISPL (Adroit) for a sum of INR 129.98mn. (5) Acquired 51% (55.43% on actual basis) of the paid-up share capital of SAMIL. (6) Includes farm equipment, construction equipment and others. (7) Malabar India Fund, Malabar Select Fund, Malabar Value Fund and Malabar Midcap Fund.

CarTrade Tech

Consumer Group

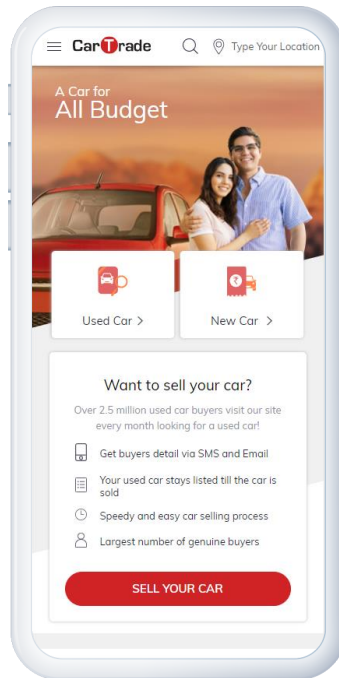
CarWale

New & Used Cars



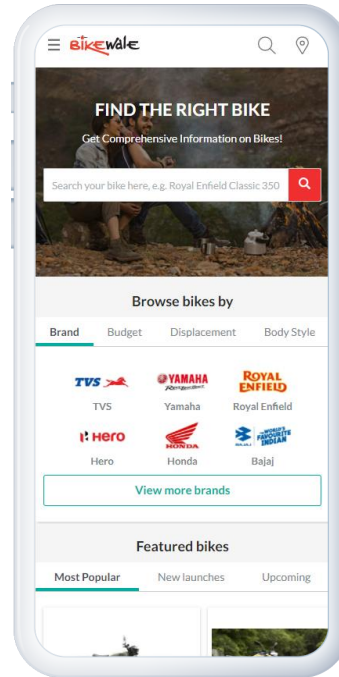
CarTrade

New & Used Cars



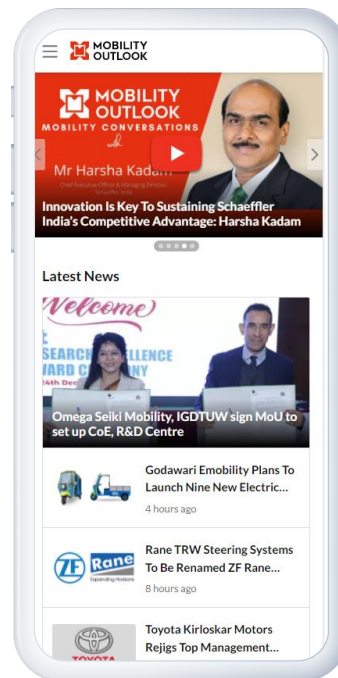
BikeWale

Two Wheelers



Mobility Outlook

Industry Intelligence

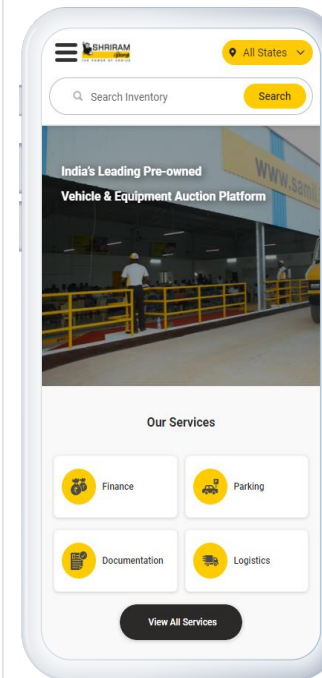


Online Platforms for customers, dealers, and OEMs, to buy and sell new and used vehicles seamlessly. Powered by tech-enabled ERP and CRM solutions.

Remarketing Group

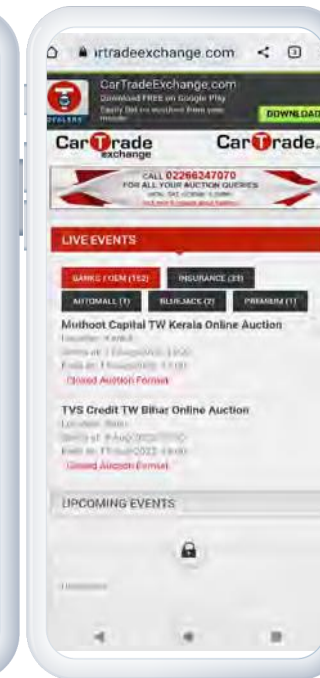
Shriram Automall

Phygital Auction Services



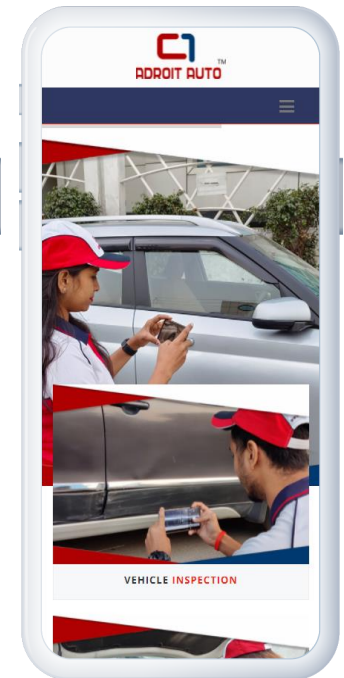
CarTrade Exchange

Online Auction Services



Adroit

Inspection Services



Online-offline auction platform used by consumers, business sellers, dealers, and fleet owners

Inspection and valuation services for insurance companies, banks, and other financial institutions

Our Platform Strategy – Built on Brand, Tech and Data

Consumer Group | New & Used

48%*
Of revenues



Provide research services to customers looking for new and used cars / two wheelers and connect them with dealers, OEMs and other partners to sell and buy cars. In addition, we engage with financing and automotive ancillary companies to offer their products and services.

In turn, new and used car/ two-wheeler dealers and OEMs get access to these customers and can reach out to them.

Software solutions used by consumers, business sellers, dealers to manage processes, including lead management & processes for procurement, inspection, inventory and customer relationship management ('CRM').

Monetization

Running paid advertisements and marketing campaigns for OEMs, dealers, banks, insurance companies, and other financial institutions.

Lead generation revenue by originating customer leads for business partners.

Remarketing | Auction Platforms (B2B-C2B)

52%*
Of revenues



Facilitates sales of pre-owned vehicles of retail customers, banks and other financial institutions, insurance companies, OEMs, leasing companies, and fleet and individual operators by organising online offline auctions and offering remarketing services.

Shriram Automall – Phygital Auction Platform

CarTrade Exchange - Digital auction platform

Adroit Auto - Valuation, inspection and registration services to banks, insurance companies, financial institutions and OEMs.

Monetization

Commission and fees from the auction and remarketing services of used vehicles for retail customers, banks and other financial institutions, insurance companies, OEMs, leasing companies, and fleet and individual operators

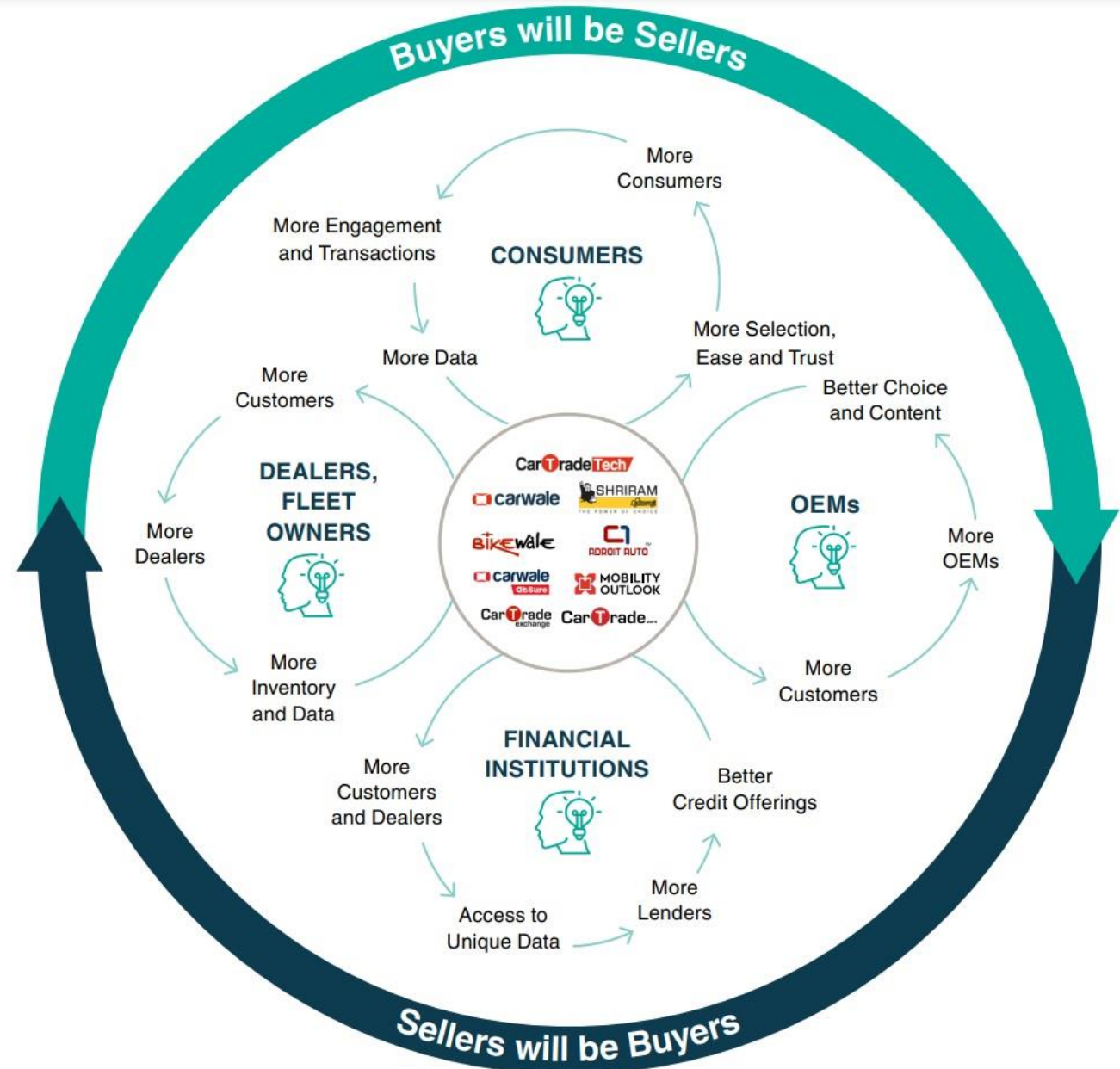
Technology-based services to OEMs, dealers, banks, and other financial institutions and insurance companies

Commissions and fees paid for our allied services such as inspections, valuations, etc.

CarTradeTech

...Driving Powerful Network Effects

We create a virtuous cycle, benefitting all of our key stakeholders including consumers, dealers, fleet owners, original equipment manufacturers (“OEMs”), vehicle leasing companies and financial institutions



CarTradeTech



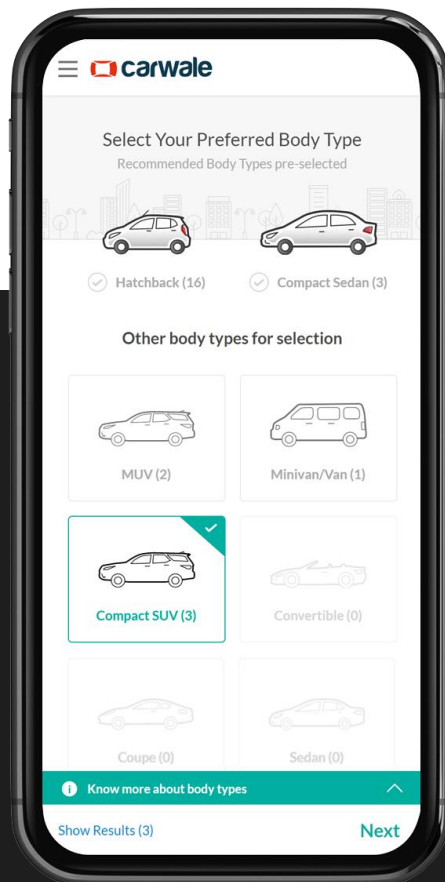
Consumer Group

Consumer Group (1/2)

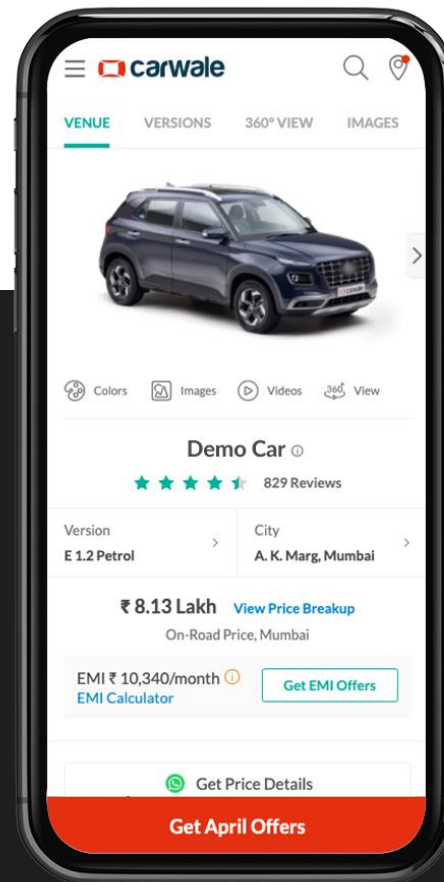


We have simplified the auto purchase and sale journey for our consumers and partners through our technology platform and value-added offerings.

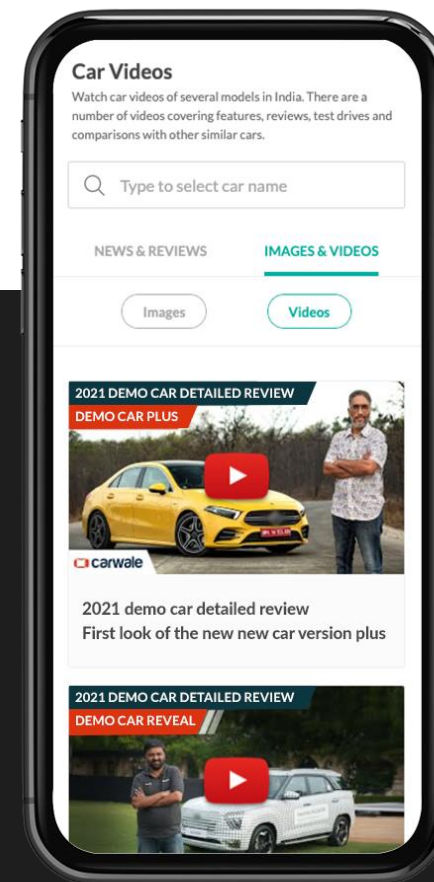
Recommender



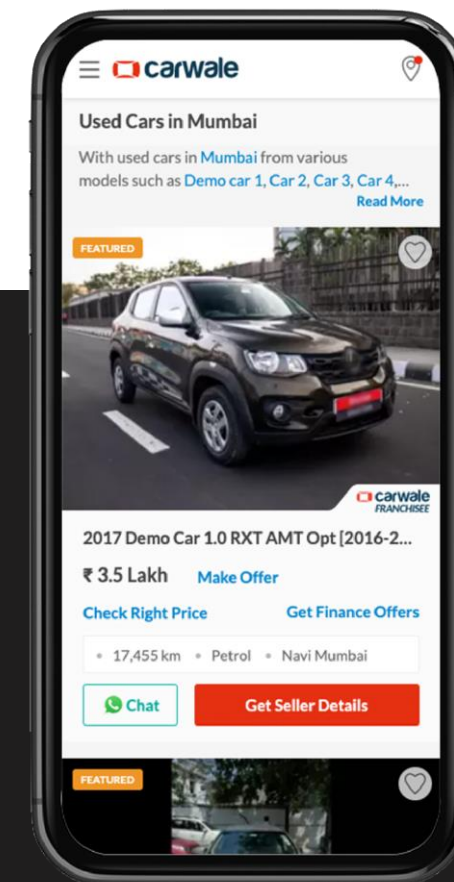
Details



Reviews



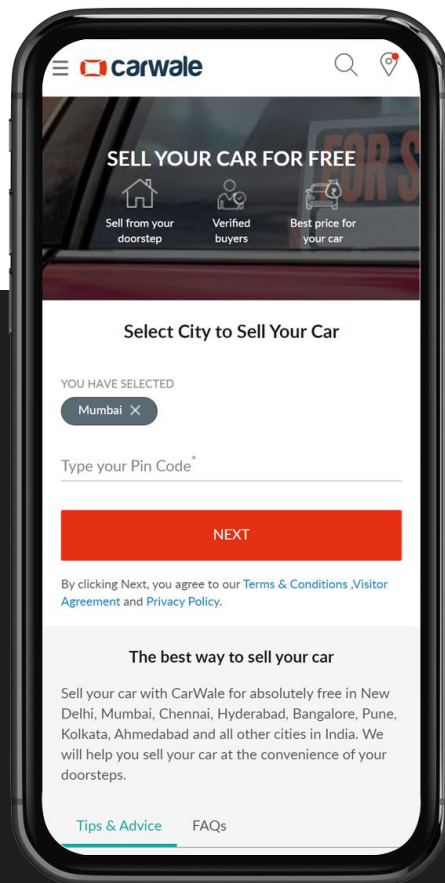
Listings



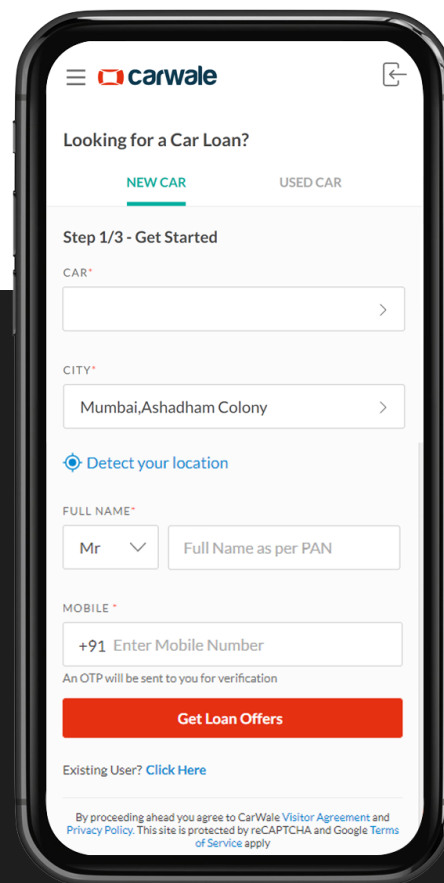
Consumer Group (2/2)



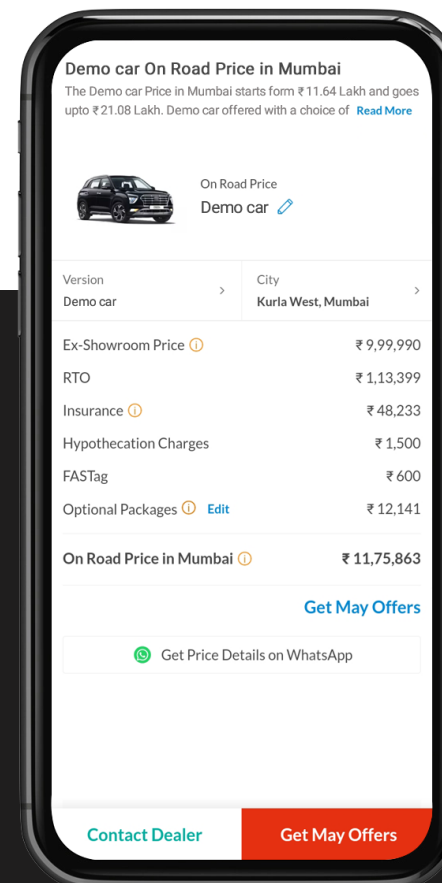
Trade-in Solutions



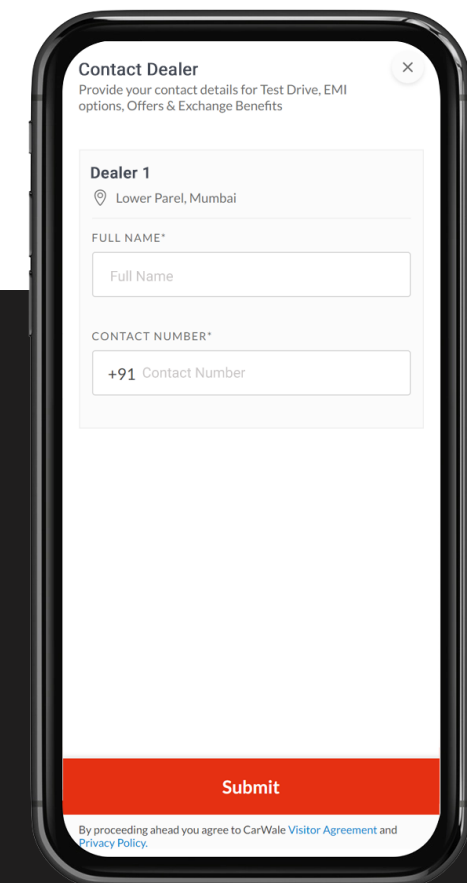
Financing



Price Quote

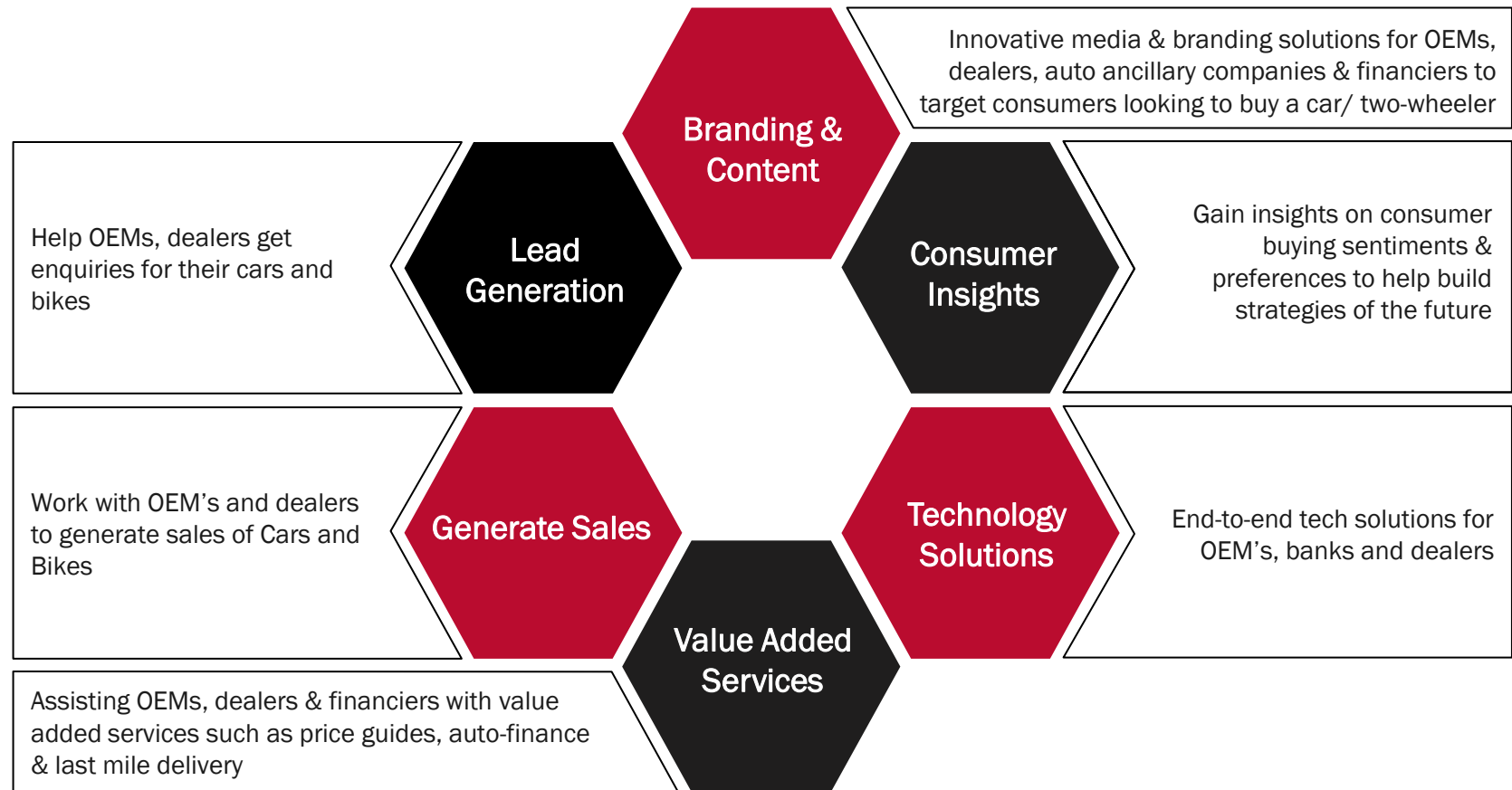


Connect and Buy

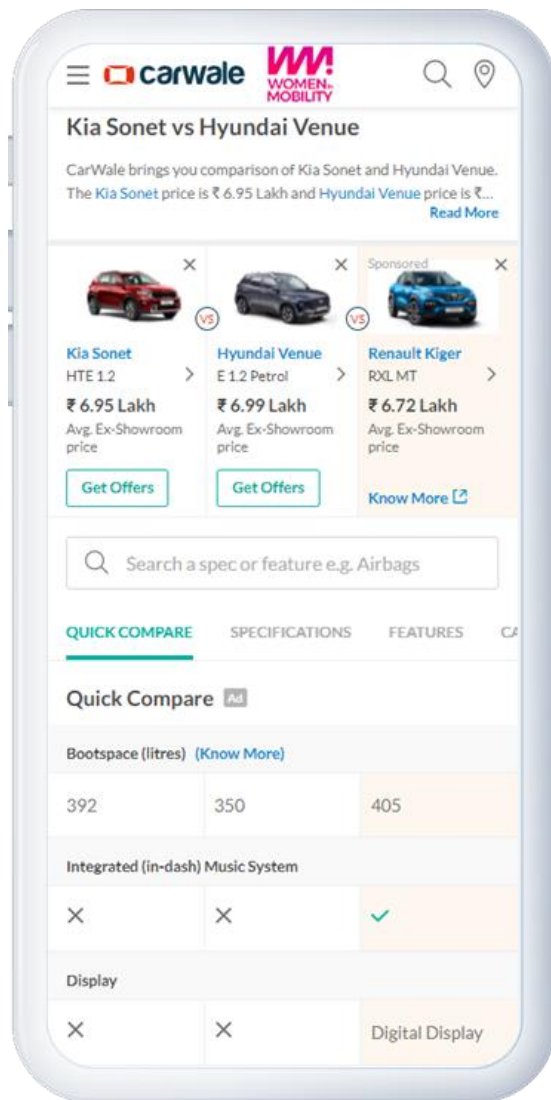


Consumer Group Offerings

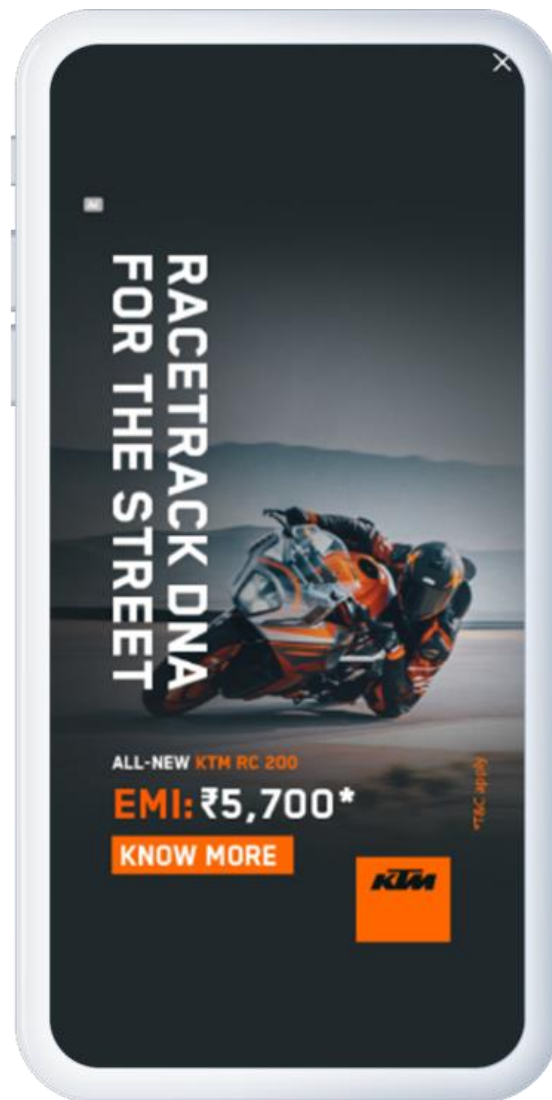
With a large organic user base of 3.4 crores average monthly unique visitors, our Consumer Group provides media services to automotive manufacturers, dealers, financiers, auto ancillaries, etc. with highly targeted marketing solutions for brand promotion, brand image management, new model release and sales promotions.



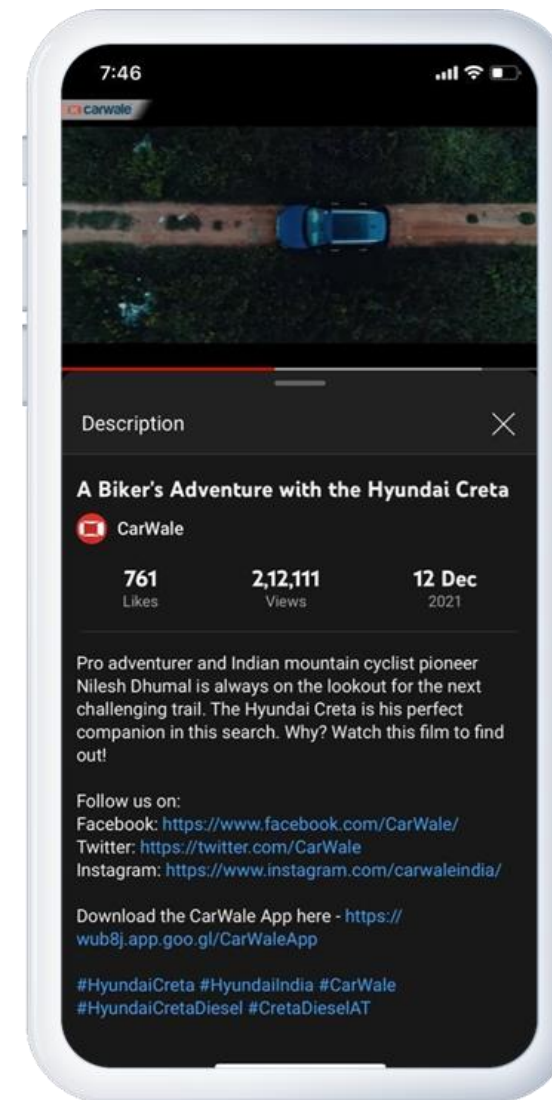
Branding & Content Solutions for OEMs



Targeted Comparison



App Innovation



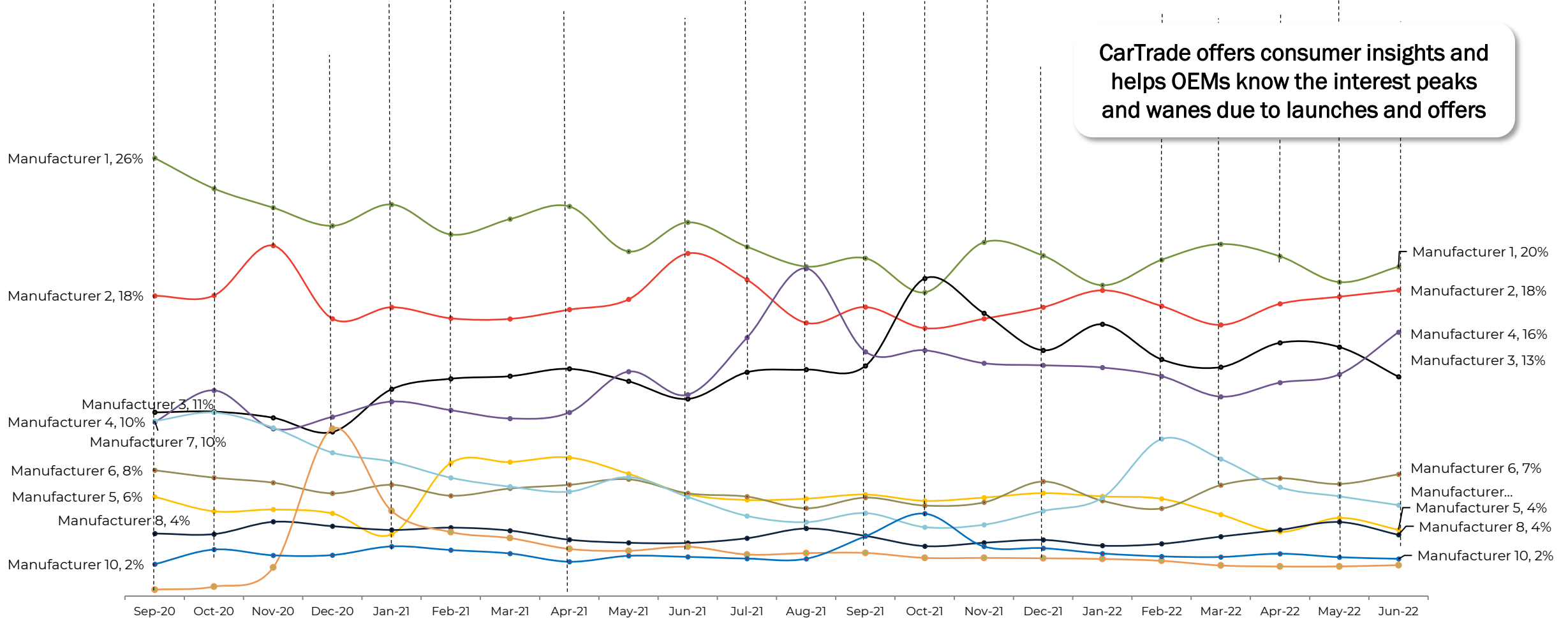
Curated Content

Consumer Insights | Helping OEMs

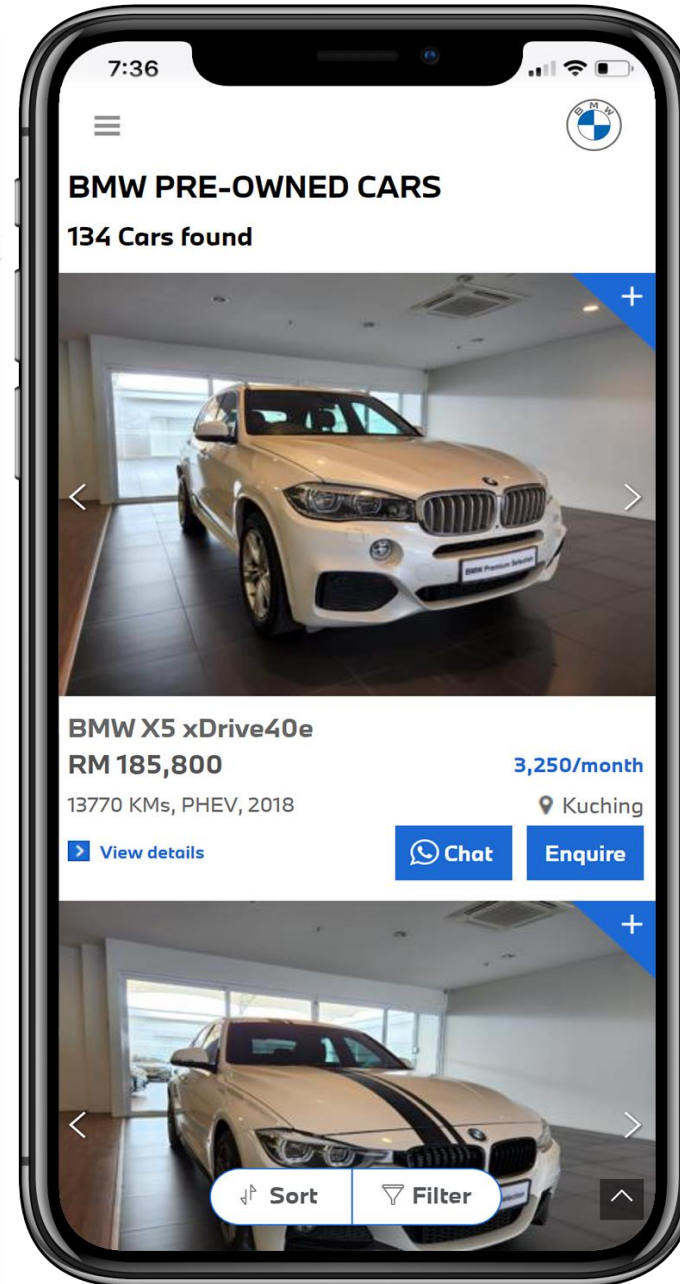
Research In Terms Of Pageviews

- Manufacturer 1
- Manufacturer 2
- Manufacturer 3
- Manufacturer 4
- Manufacturer 5
- Manufacturer 6
- Manufacturer 7
- Manufacturer 8
- Manufacturer 9
- Manufacturer 10

CarTrade offers consumer insights and helps OEMs know the interest peaks and wanes due to launches and offers



Tech Solutions - BMW uDrive



uDrive Advantage

Lead and inventory management – assigning leads, following up with customers, managing inventory and profitability

Auctions – unique and end-to-end solution for private dealer auctions

Workflow Management – custom workflows for trade-in bonus, warranty issuance, customer retention

Seamless third-party integration – allowing dealers to create listings on external used car websites by just a few clicks

Financial calculator – customers can estimate their monthly payment for Standard/Bullet/Balloon plans

Extensive dashboards, reports and AI/ML insights. Extensive analytics framework on consumer sites.

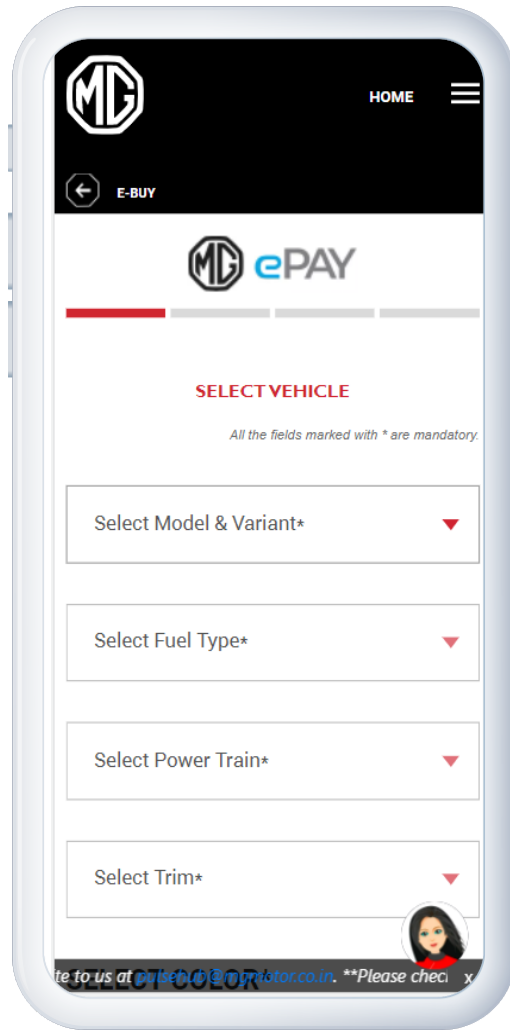
Tech Solutions - MG – Vehicle Finance & Reassure

Module 1 – Link Integration with Booking Module

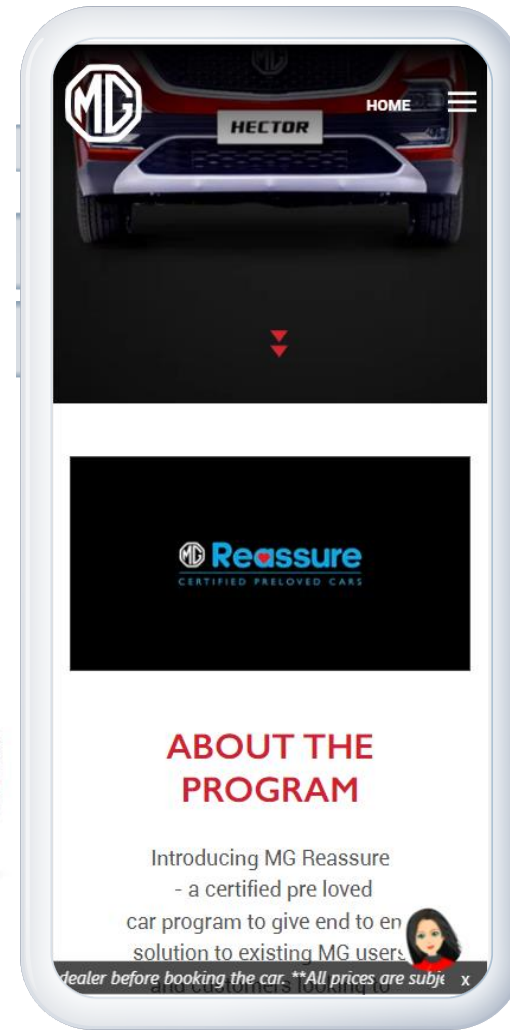
Module 2 – Capture Customer Profile on our Retail Finance Platform

Module 3 – Pre-approval, Soft Loan Approval and Application for Loan Sanction

Module 4 – Loan Sanction Confirmation and Voucher Download



MG ePay



MG- Reassure

Integrated Homepage For Dealer Management System based On Activated Modules

Comprehensive Program Dashboard

LMS System, Lead Allocation & Status Dashboard

Inventory Status Update

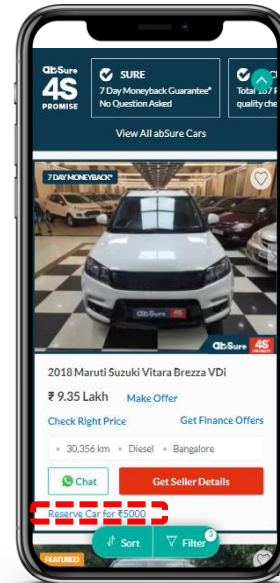
Evaluation And Approval For Trade-in Bonus Built In

Centralised Program Reports For Central Brand Team and Network

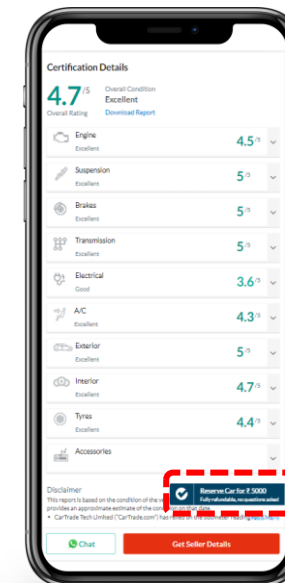
Warranty, RSA & Money Back Dashboard



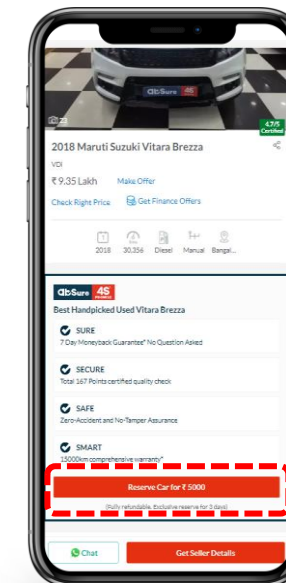
“ Building a world class online buying journey for customers to buy used cars ”



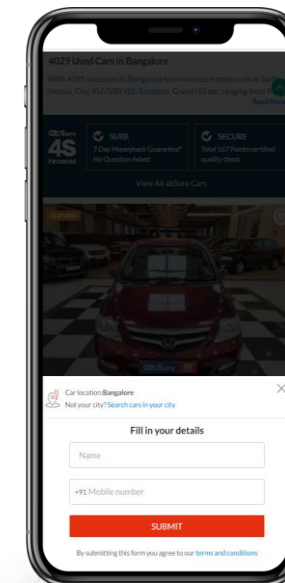
Find the car



Certification Report



Peace of Mind

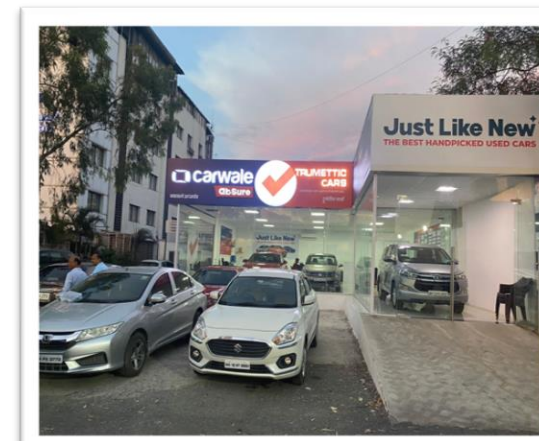


Book it

CARWALE ABSURE 4S PROMISES:

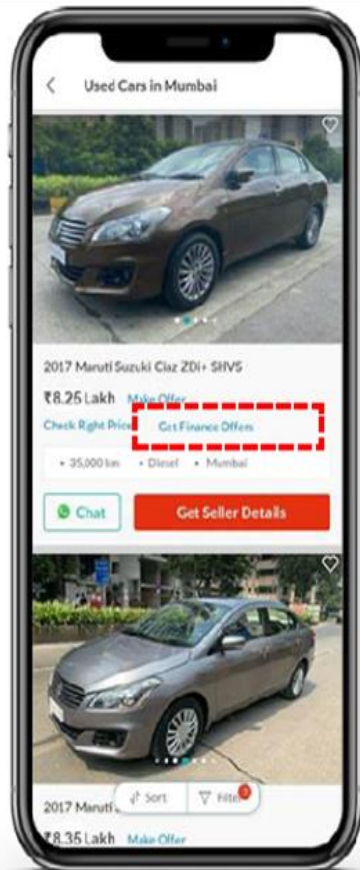
- ✓ SURE**
7-DAY MONEY-BACK GUARANTEE, NO-QUESTIONS ASKED
- ✓ SECURE**
167 POINT CERTIFIED TOTAL QUALITY CHECK
- ✓ SAFE**
ZERO-ACCIDENT AND NO-TAMPER ASSURANCE
- ✓ SMART**
15000 KM COMPREHENSIVE WARRANTY

90 abSure and Signature dealers

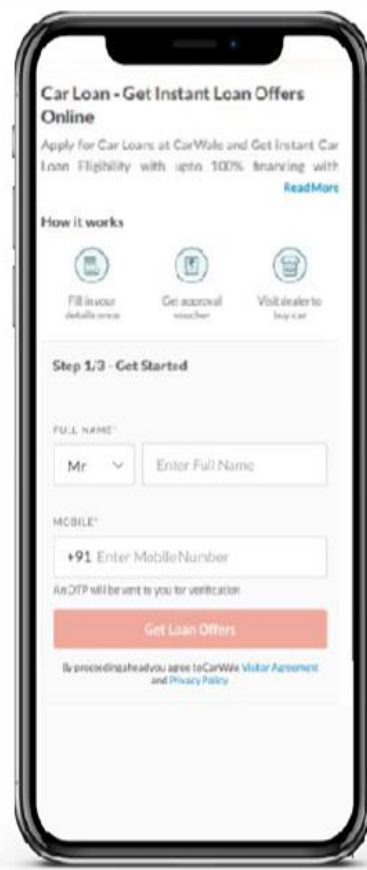


Striving to create India's #1 auto loan marketplace

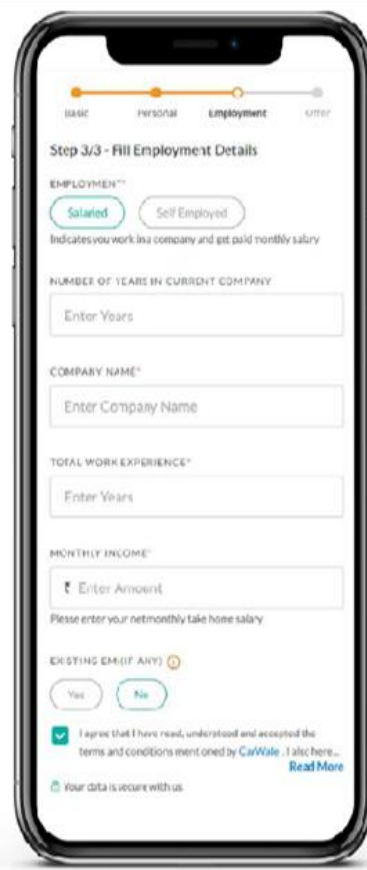
Convenience - Instant Auto Loan Approvals; **Choice** - Multiple Banks and NBFC's; **Customized Offers** - Innovative Products.



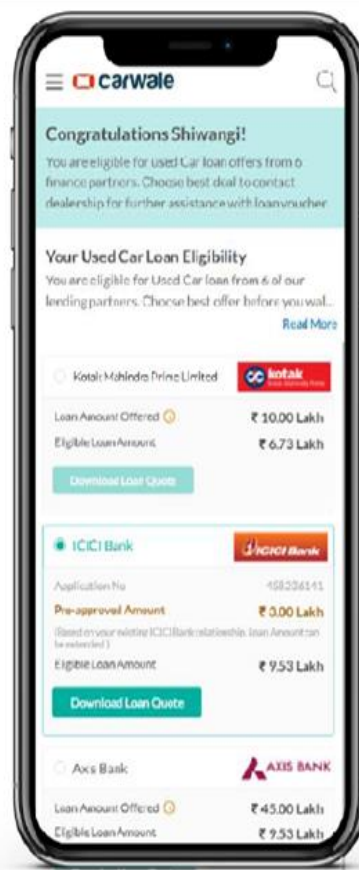
Get finance



Capturing customer details



Instant Approval



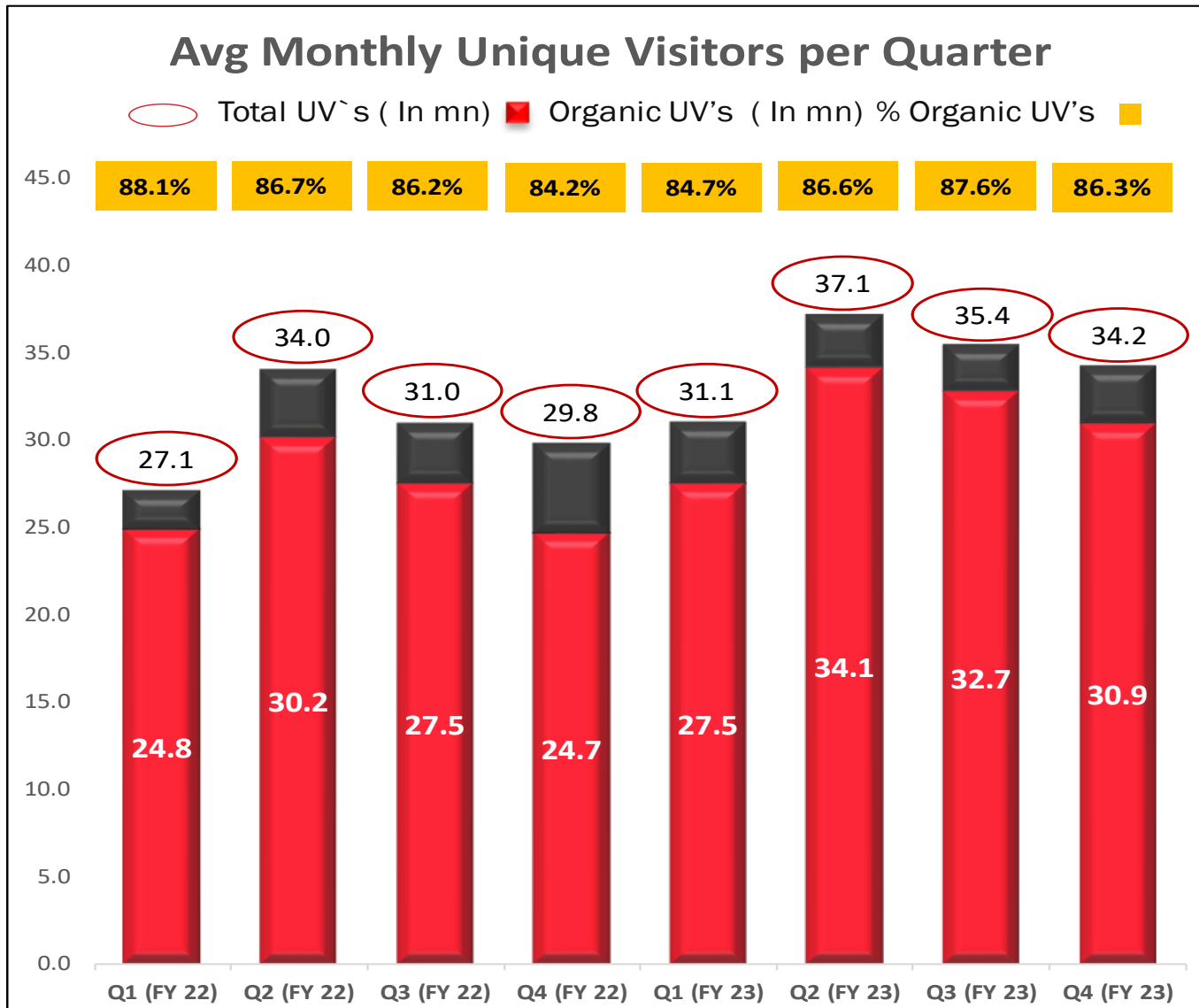
Approvals to Disbursement with innovative products*

Bank Partnerships






* Working with banks to provide online disbursements and curate innovate auto-finance products and offerings.

Average Monthly UVs at 34 Mn; 86.3% Organic



Key Advantages of having a large Organic Customer Base

- 
 Our platforms are built to connect potential buyers with dealers, OEMs and other partners which are monetized by running marketing campaigns from OEMs, dealers, banks, insurance companies and other financial institutions.
- 
 Having a large organic customer base not only strengthens the brand equity, but also helps in lowering the Customer Acquisition Costs
- 
 This large customer base and resultant exposure gives OEMs and dealers the perfect platform to effectively leverage their marketing spends and enhance sales

Note - We define a monthly unique visitor as an individual who has visited our websites or apps (CarWale, CarTrade and BikeWale) within a calendar month, based on data as measured by Google Analytics and Firebase. If an individual accesses more than one of our websites and apps within a given month, the first access to each website or app by each such individual is counted as a unique visitor. Percentage of Organic Unique Visitors = Average monthly unique organic visitors as a percentage of the sum of average monthly unique organic visitors and average monthly unique visitors from paid sources. If a visitor has visited through both organic and paid sources, then such visitor will get counted as unique under both categories.

CarTradeTech



Remarketing

Remarketing: Leader in Vehicle Auctions

We are a leading auto auction player that offers full-stack, fast, simple, reliable, organised auctions and allied services across all vehicle types. We pioneered the 'Phygital Auction' format—a seamless online and offline integration with real-time video streaming of events. We have transformed the way auction events are conducted in the industry.

1.1 Mn

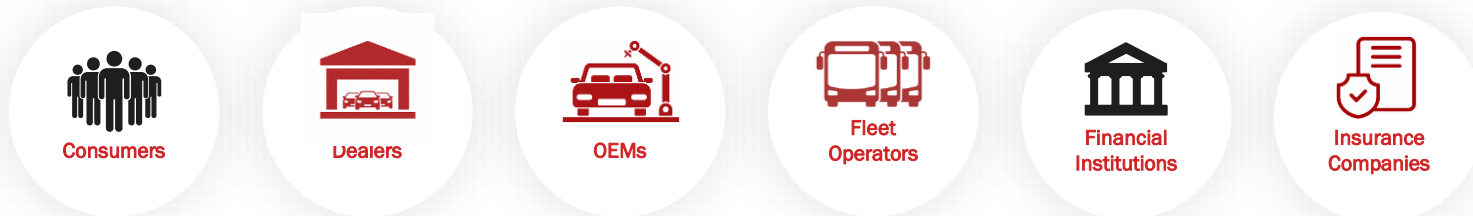
Number of Vehicles Listed for Auction⁽¹⁾

130+ Number of Automalls⁽²⁾

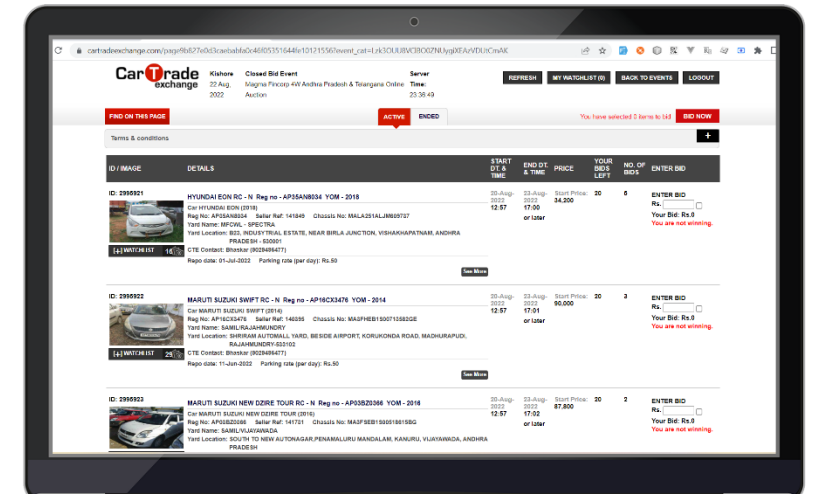
...Facilitating sales of **all types of used vehicles**...



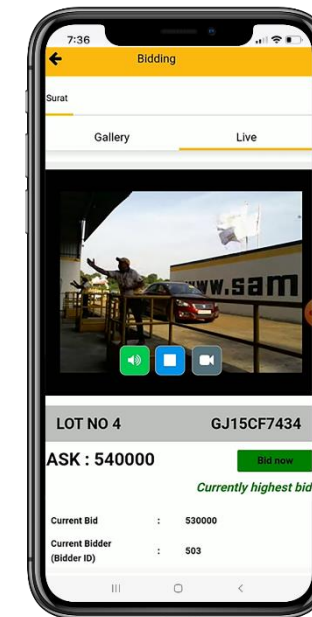
...and used by **all stakeholders** in the auto value chain...



Online Auction



Live Stream Auction



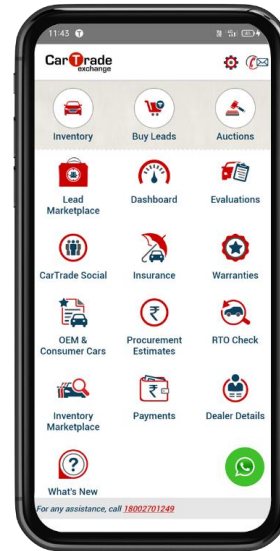
Source: RedSeer
 Note: (1) For FY23 Total Listing (2) Includes 3 owned automalls and the rest are leased premises.

Auction Services for Buyers & Sellers



The PriceX

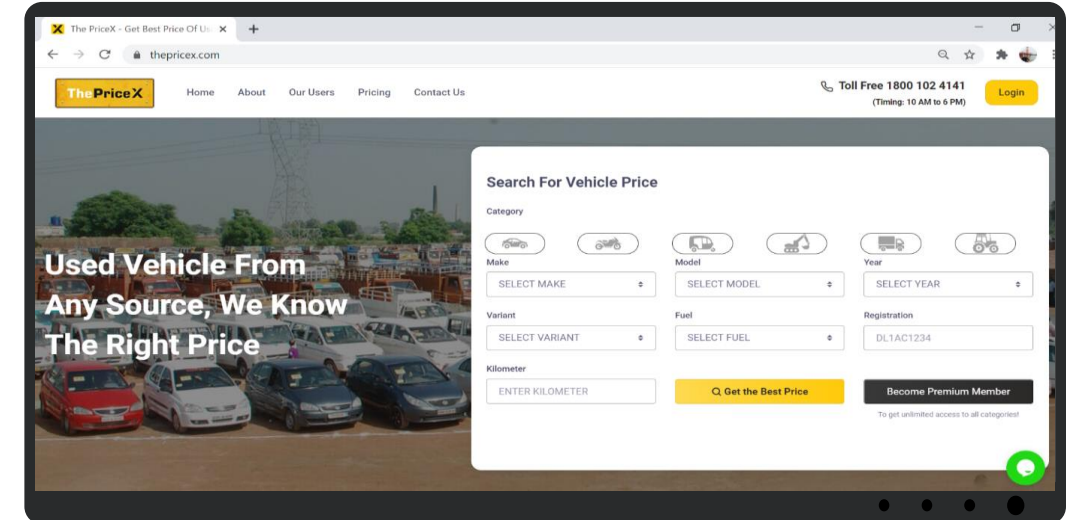
Auction Platforms



Auction services operated through **online platforms** and **automalls** spread across India

We also offer related services like **valuation** and **inspection** to buyers in their vehicle procurement journey

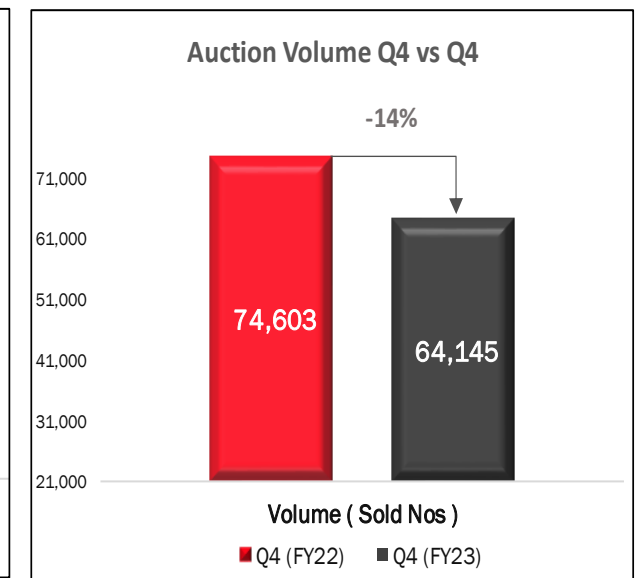
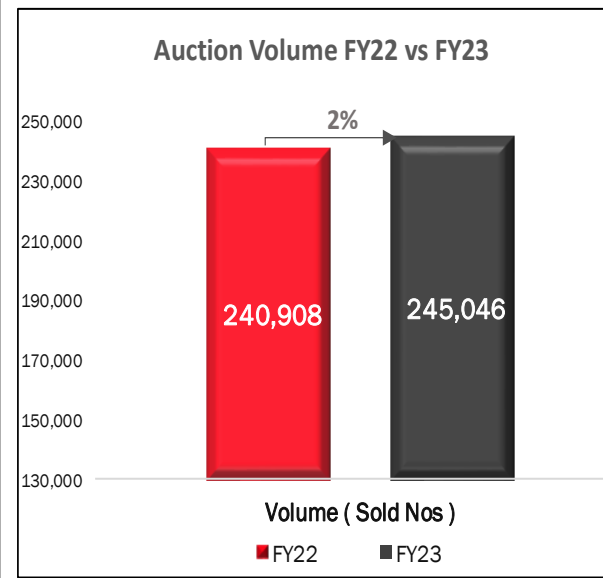
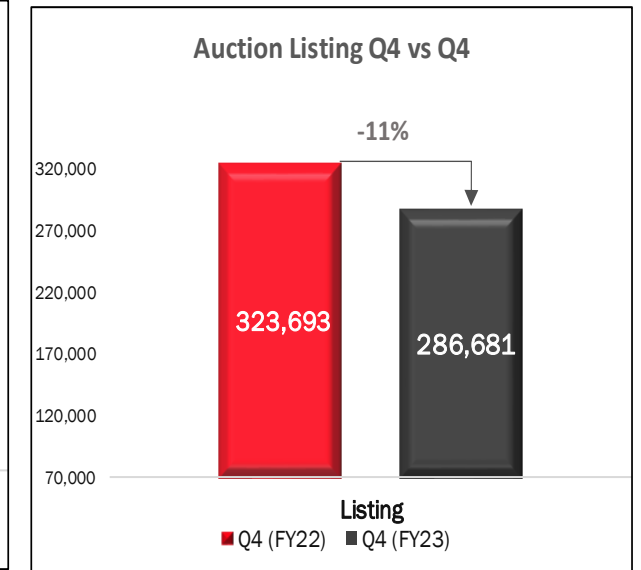
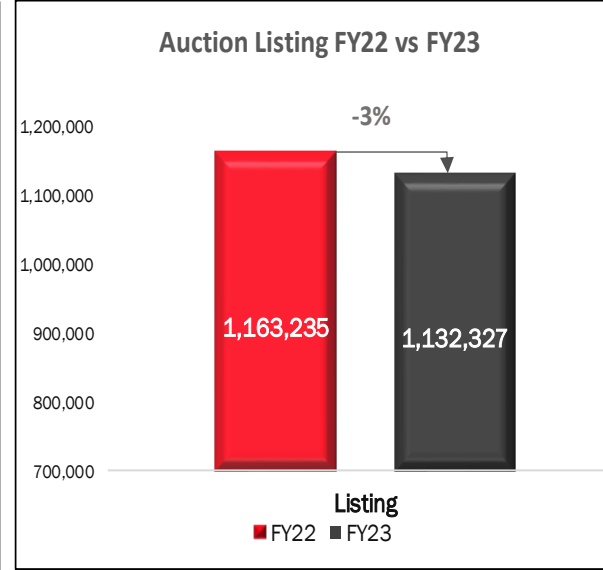
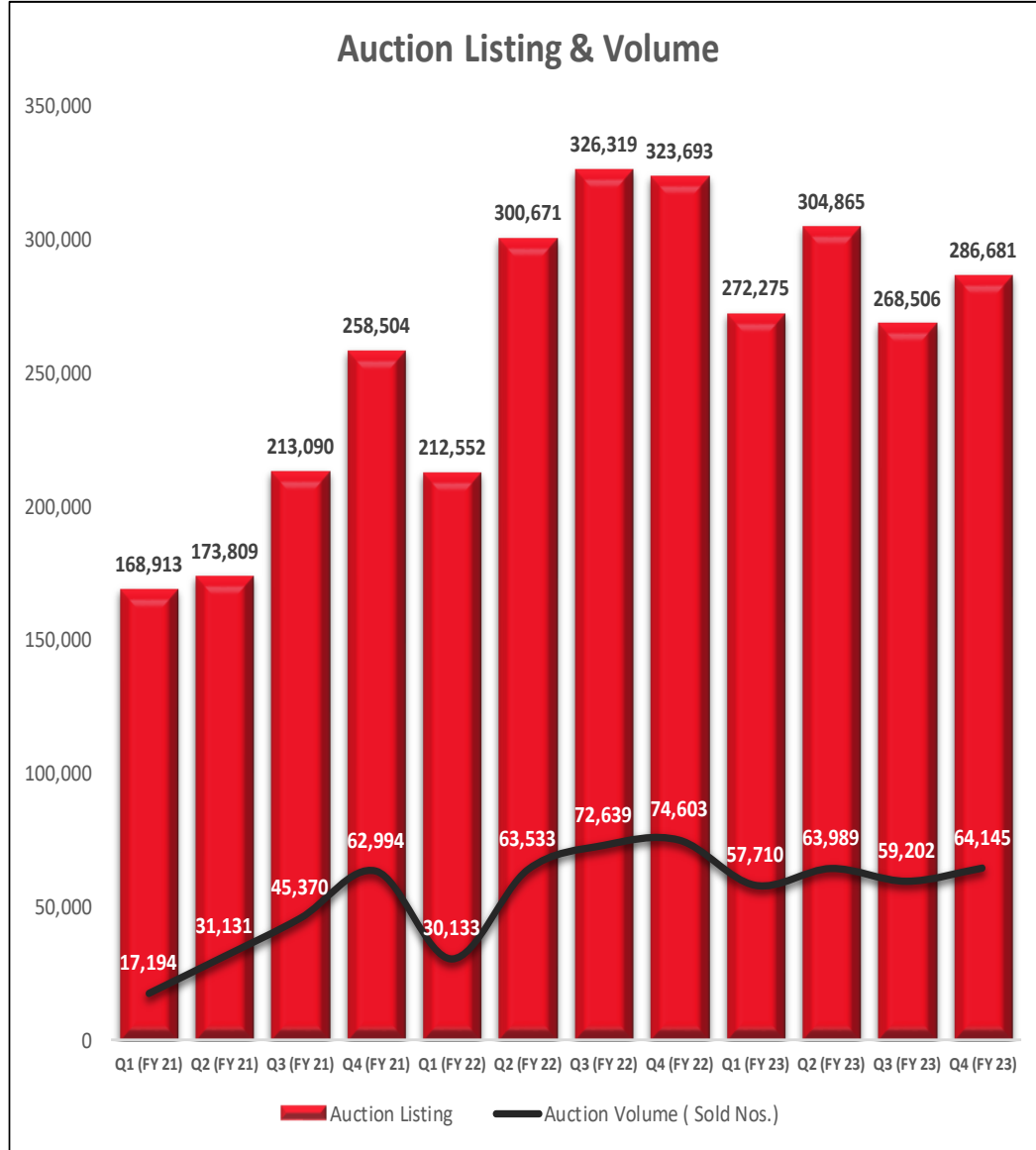
Pricing Guidance



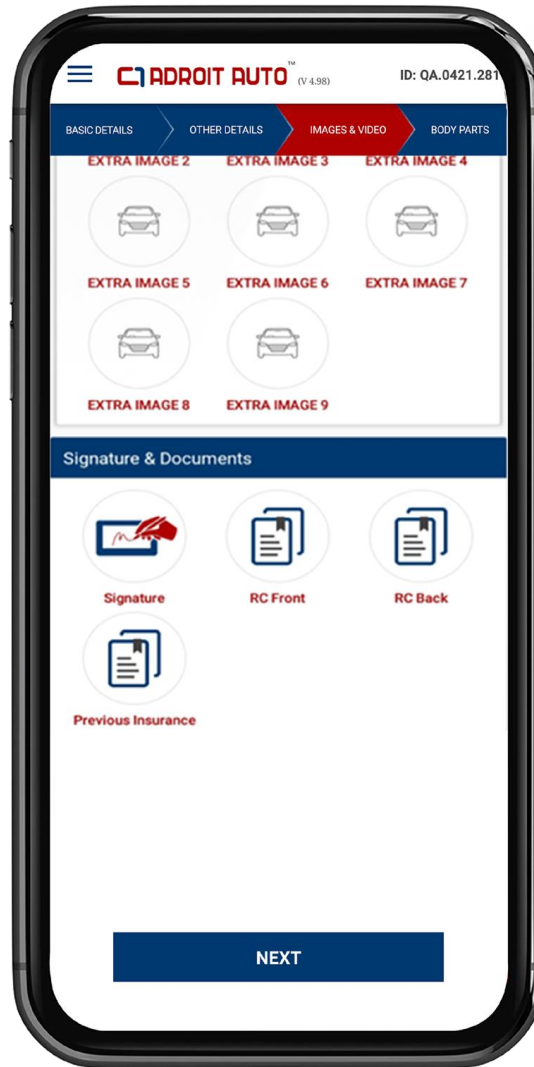
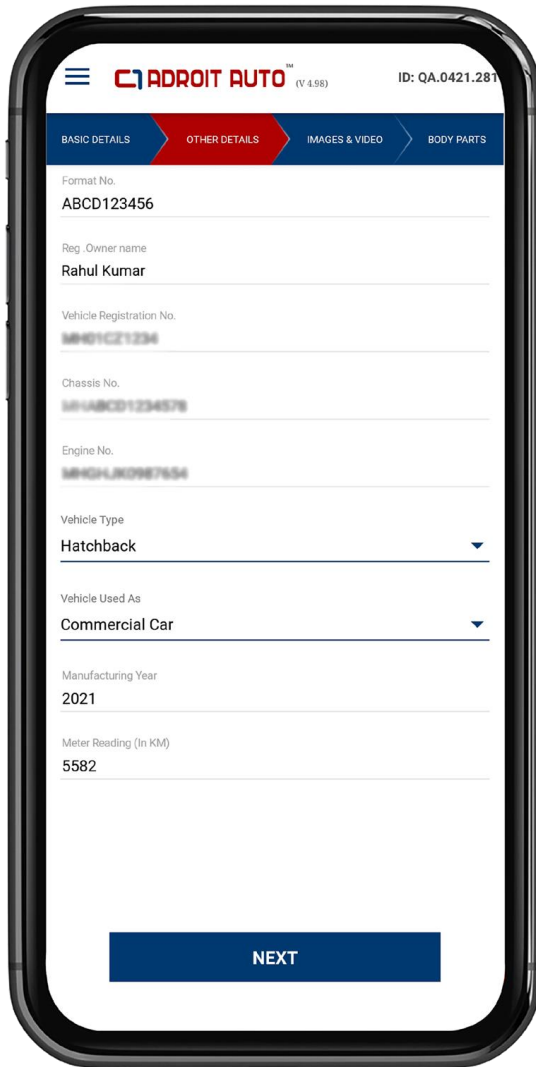
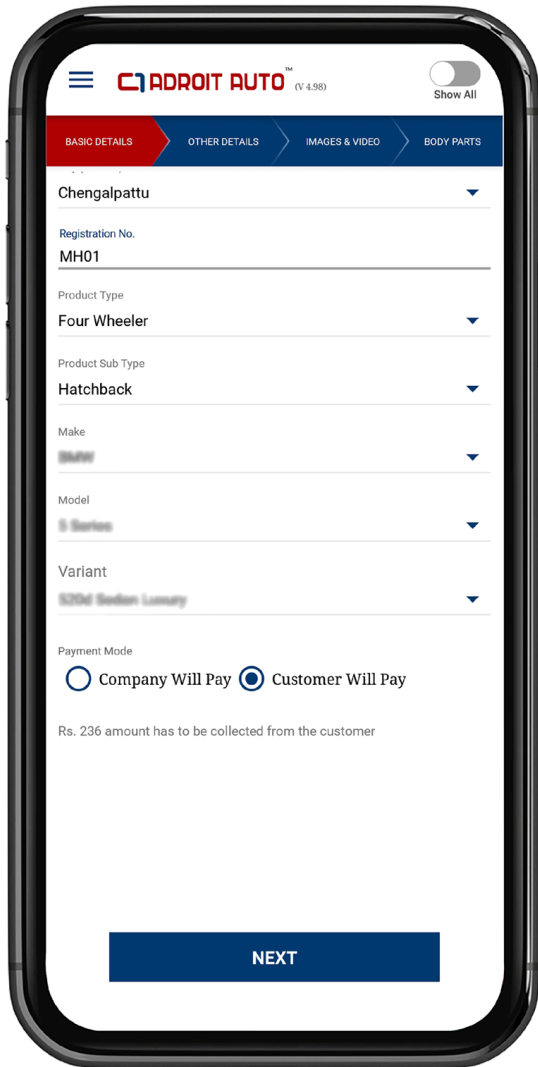
Easily accessible guide on pricing offered to buyers to help in their decision-making process

Leverages **large amount of vehicle pricing data** available across platforms

Auction Listings and Volumes



ADROIT AUTO™ : Inspection and Valuation Services



Dynamic mobile app for on-site inspections & valuations



Serving insurance companies, banks and others



Strong synergies with Shriram Automall - valuation reports for auctions



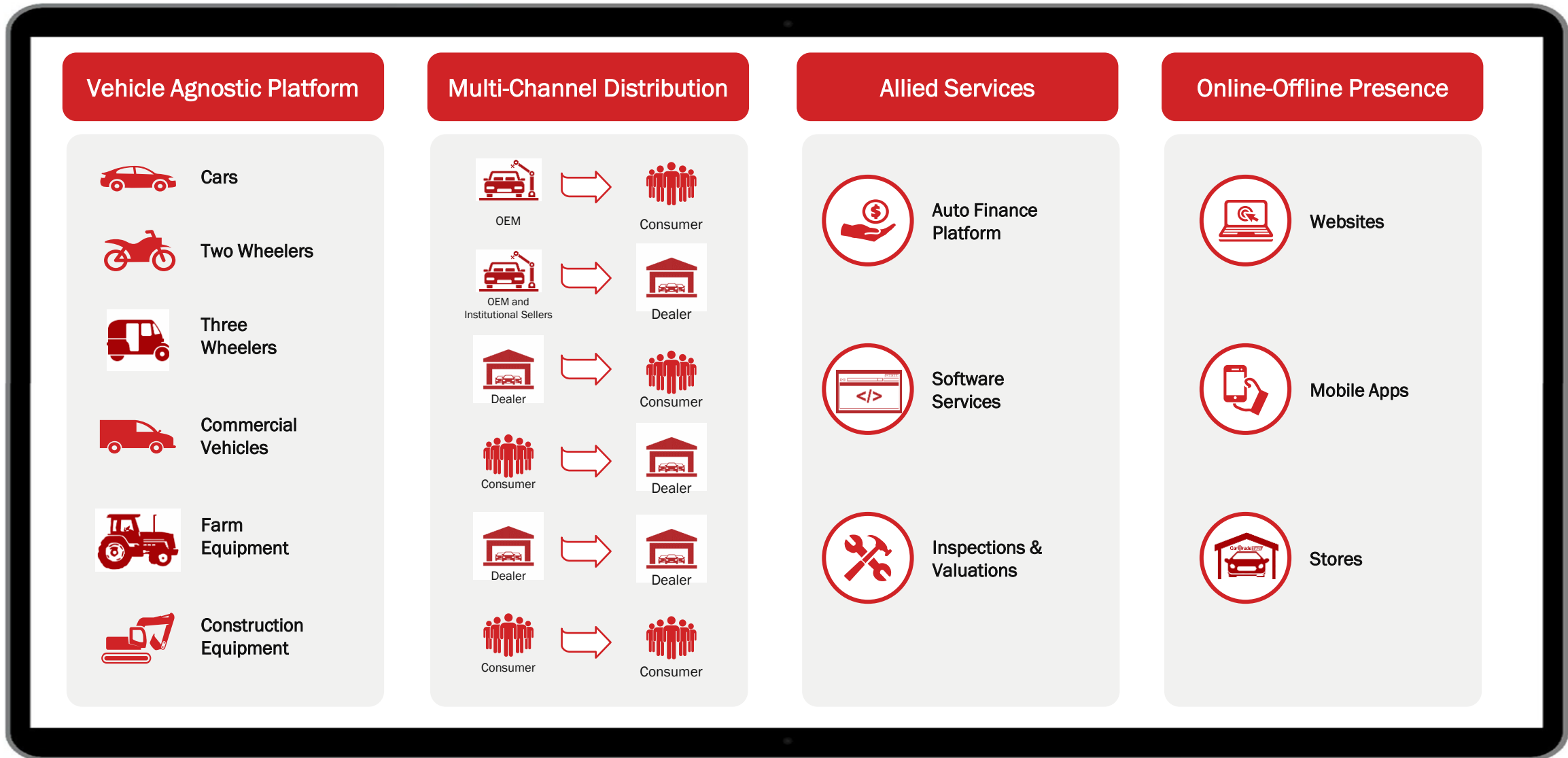
Key Strengths

CarTradeTech : Key Strengths

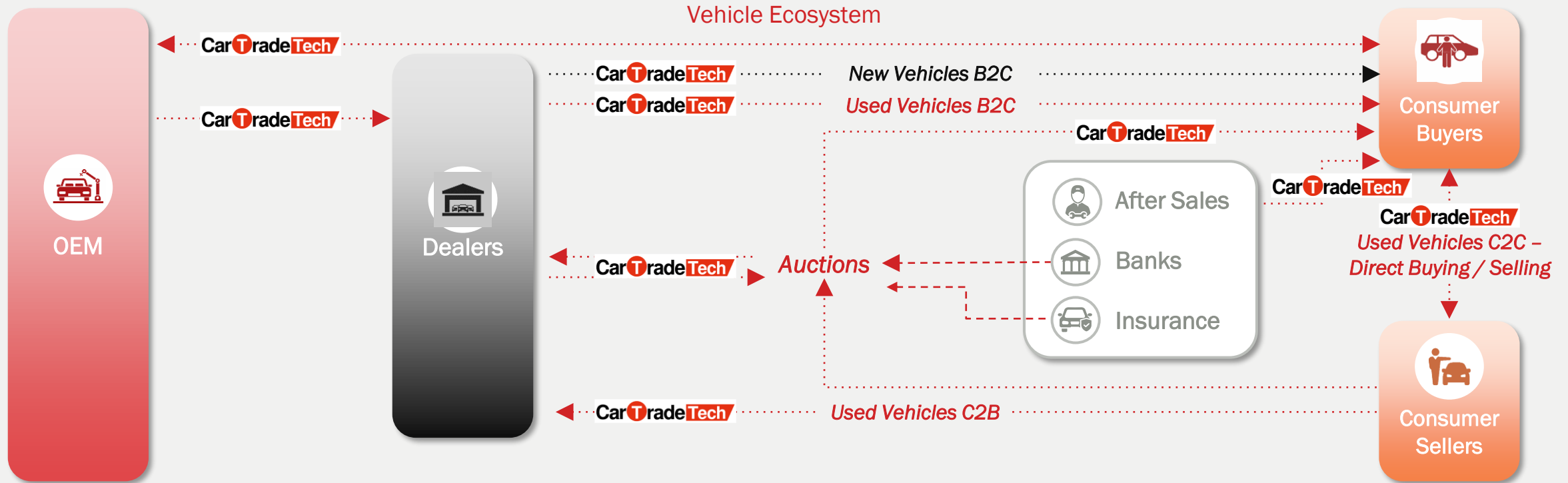
- 1 Leading Marketplace for Automotive Sales with a Synergistic Ecosystem
- 2 Brands and Customer Experience Driving Powerful Network Effects
- 3 Proprietary End-to-End Technology Platforms
- 4 Focus on Data Science to Provide Superior Solutions
- 5 Profitable and Scalable Business Model
- 6 Founder-led Management Team



1) Synergistic Ecosystem for Automotive Sales...



... To Address Pain Points Across the Value Chain



CarTradeTech's Value Proposition

OEMs

- ✓ Access to wider audience
- ✓ Engaged audience
- ✓ Better access to buyers / sellers

Dealers

- ✓ Inexpensive customer acquisition
- ✓ Improved inventory sourcing
- ✓ Effective trade-in execution

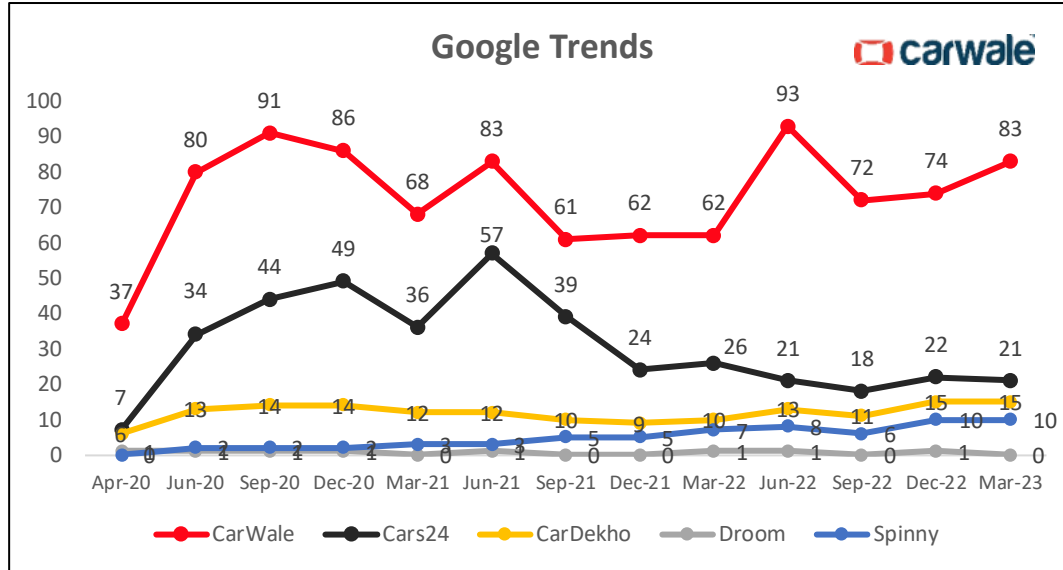
Consumers

- ✓ Independent & unbiased coverage
- ✓ Comparison tools / price guides
- ✓ Intuitive search results

2) Strong Portfolio of Well-Recognized Brands

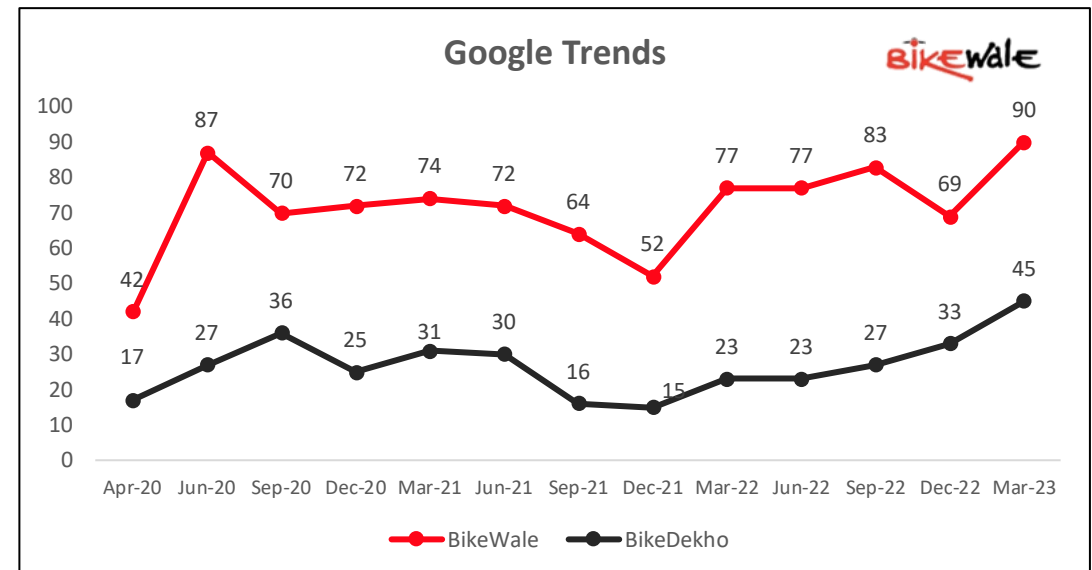
Google Trends - Relative Search Interest⁽¹⁾

(April 2020 – Mar 2023)



Google Trends - Relative Search Interest⁽²⁾

(April 2020 – Mar 2023)



Highest index score among competitors



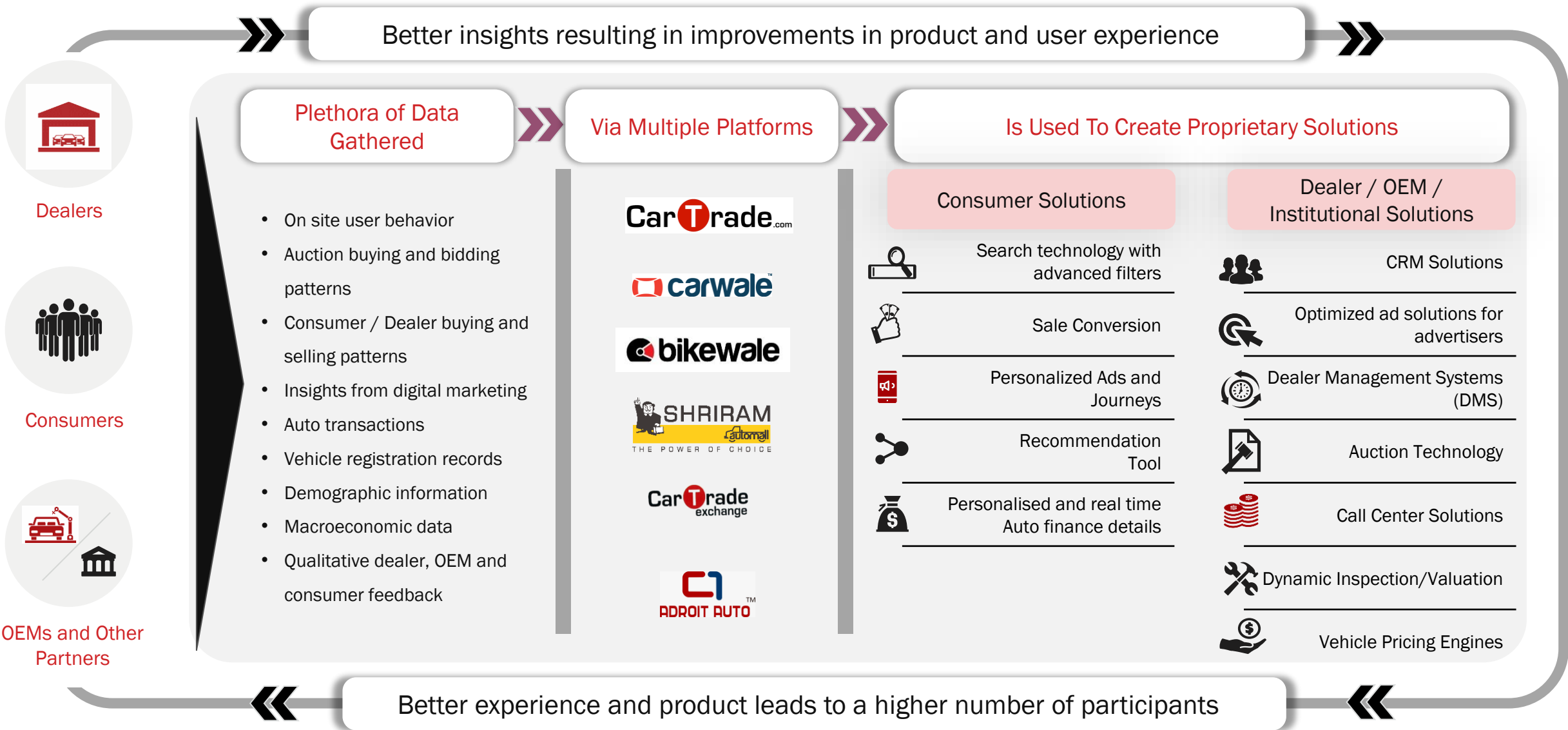
Organic traffic comprising 86.3% of all traffic⁽³⁾



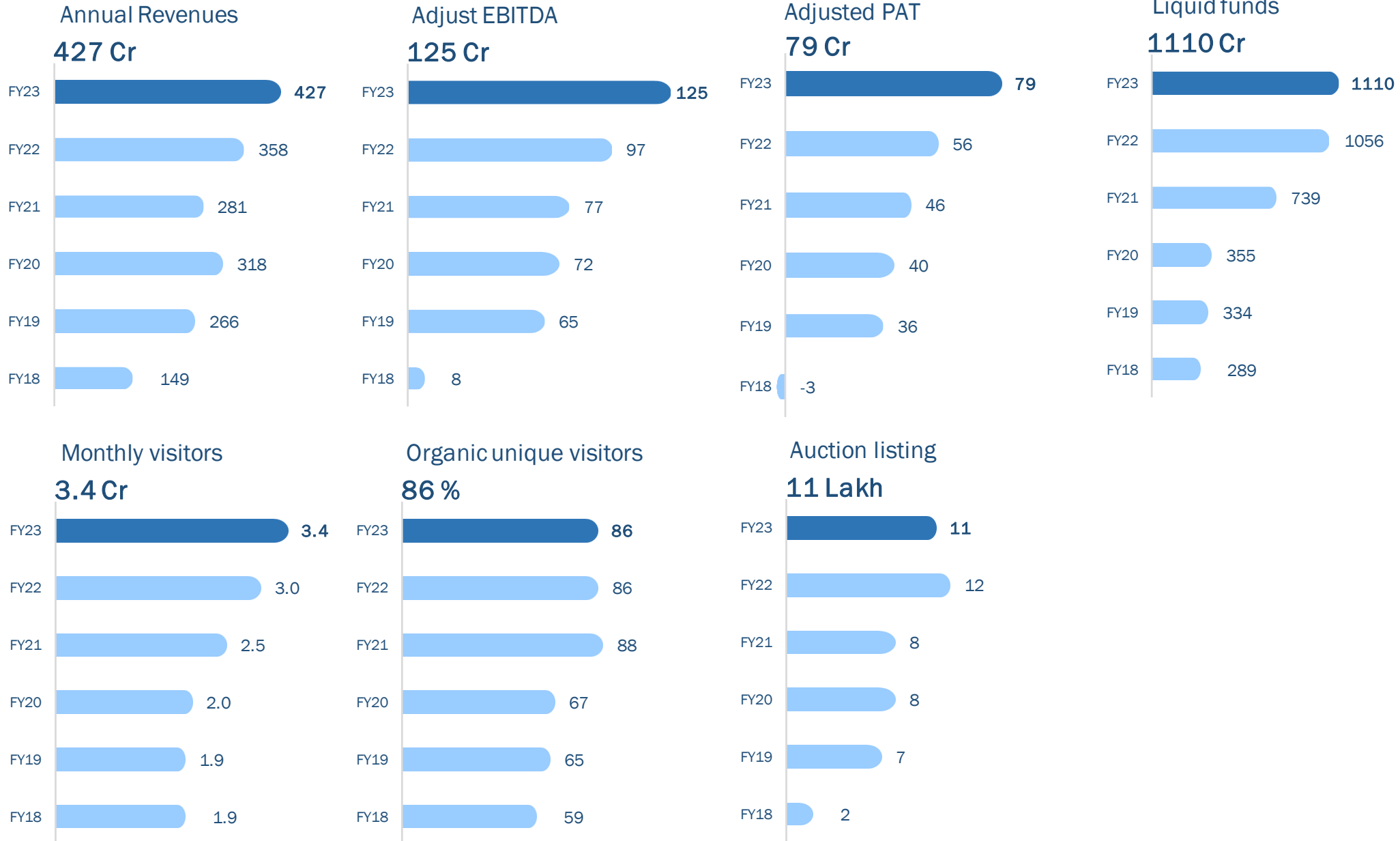
Brands synonymous with trust, quality and reliability

Note: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was no enough data for this term. (1) In "Autos and Vehicles" category in India. "Search Term" has been selected for all the selected players (CarWale, CarDekho, Cars24, Droom, and Spinny.). (2) In "Autos and Vehicles" category in India. "Search Term" has been selected for all the selected players (BikeWale and BikeDekho). (3) For Q4 FY23

3) Focus on Data Science to Provide Proprietary Solutions



4) Profitable and Scalable Business



5) Founder-Led Management Team and Experienced Board



Vinay Vinod Sanghi
Chairman and Managing Director

- Founder and the driving force of CarTrade Tech since its inception in 2009.
- Has been instrumental in building the vision of the Company and taking it from a start-up to a leading automotive marketplace.
- With more than three decades in the ecosystem, Vinay has established a standard of excellence in the auto industry.
- Previously, he was employed with Mahindra First Choice Wheels Ltd.
- Currently also serving as an Independent Director of HDFC Ergo General Insurance Company Ltd.

Management Team



Aneesa Menon
Executive Director and CFO

- S.R. Batliboi & Co. LLP (EY)
- Automotive Exchange Private Limited



Vikram Alva
Chief Strategy Officer

- Tata International Limited
- Webneuron Services Limited



Banwari Lal Sharma
CEO, Consumer Business

- Automotive Exchange Private Limited



Sameer Malhotra
CEO, SAMIL

- Ritchie Bros. Auctioneers (ME) Limited
- Ansal Housing and Construction Limited



Akshay Shankar
Chief Product Officer

- ABN AMRO Central Enterprise Services Private Limited
- Nassau IT Services Private Limited

Board of Directors



S. Lakshminarayanan
Non-executive and Independent Director

- An Ex-IAS, he has served as a Secretary in Ministry of Home Affairs



Kishori Jayendra Udeshi
Non-executive and Independent Director

- Former deputy governor of the Reserve Bank of India from June 2003 to October 2005.



Vivek Gul Asrani
Non-executive and Independent Director

- Over 26+ years of experience in setting up distribution networks, manufacturing systems and overall people and process management.



Victor Perry
Non-executive and Non-Independent Director

- Former president and chief executive officer of TrueCar, Inc.

CarTradeTech



Investment Strategy

Leveraging Opportunities

Our acquisition and investment strategy leverages our existing foundation comprising of proprietary technology and large visitor base. We look for players that have synergies with our existing platforms to create an automotive ecosystem

Core Business

Consumer Group

New Cars

Used Cars

Two Wheelers

Remarketing

Retail Auctions

Business Auctions

Trade In

Inspections

Auto Finance & Insurance

Auto Finance

Auto Insurance

Leasing

Subscription

Software Services (SaaS)

Domestic Market

International Market

Retail & Franchising

CarWale AbSure

Retail Offerings

Others

Electric Vehicles

Ownership/Rideshare

Connected Vehicles

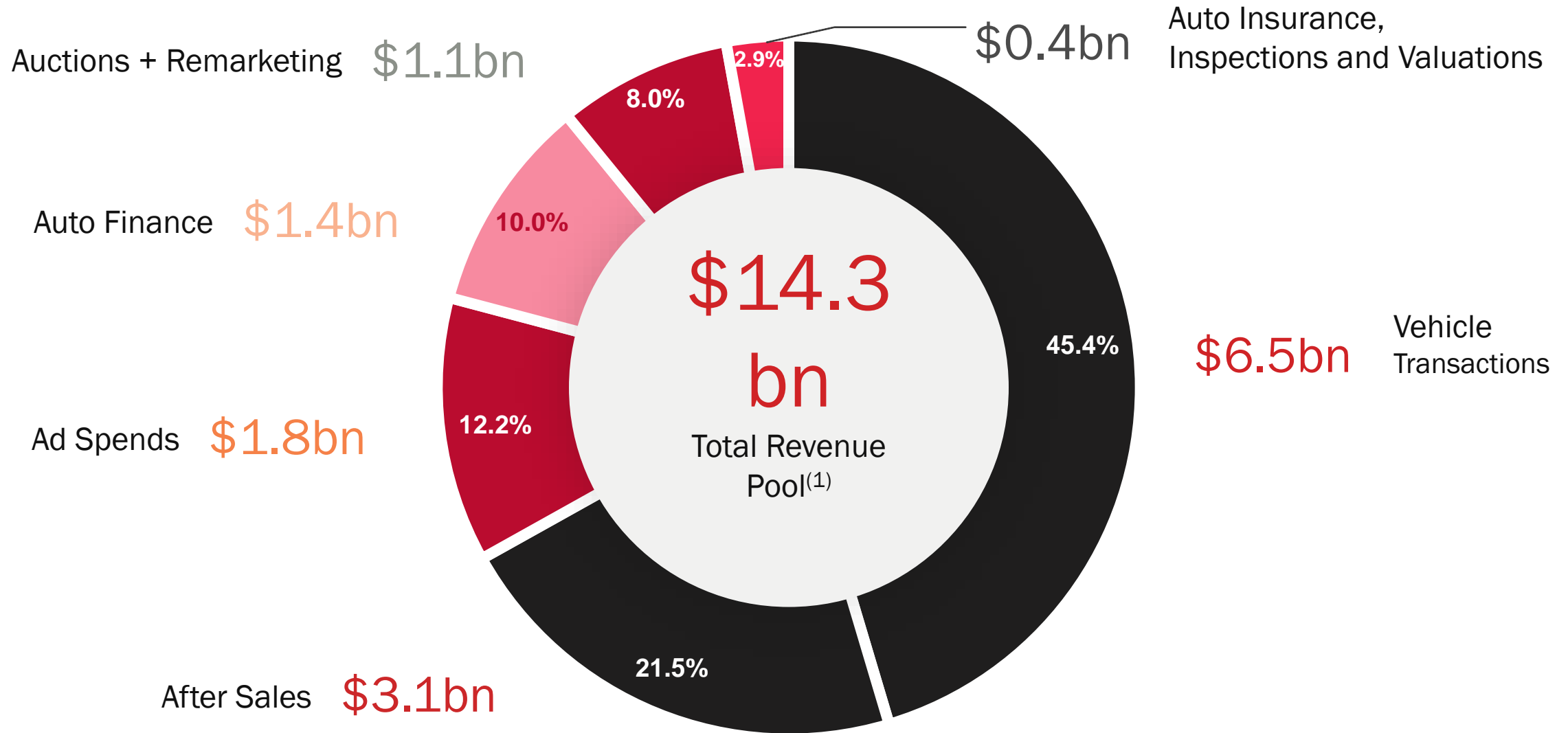
Emerging Trends

CarTradeTech



Industry Dynamics

Addressing a Sizable Opportunity

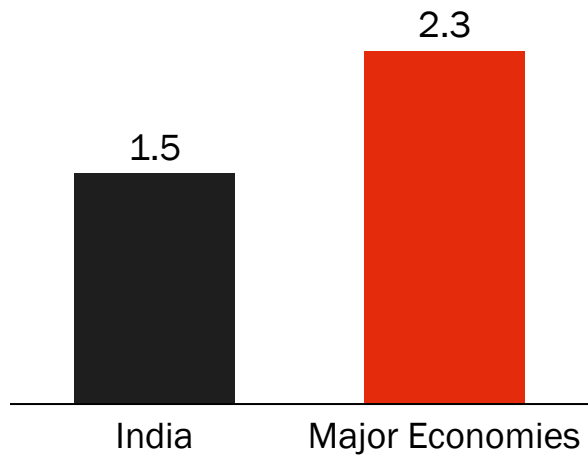


Source: RedSeer.
 Note: (1) As of FY20.

...with Growth Potential in Used Vehicles and Allied Services

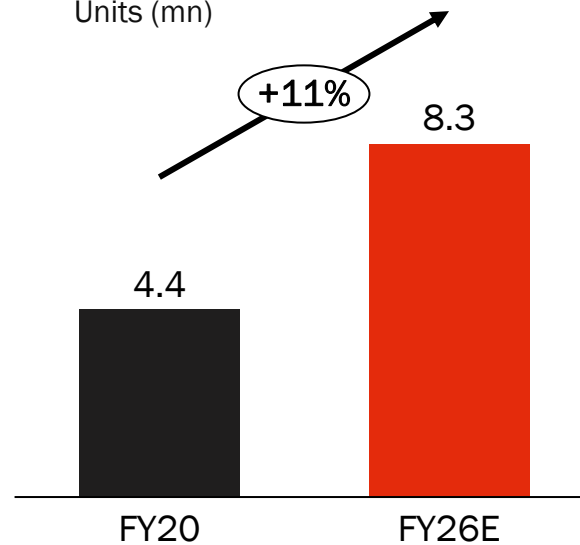
2019 Used vs New Car Sales Ratio

Parc turn rate⁽¹⁾ of 16.1% amid low car volumes



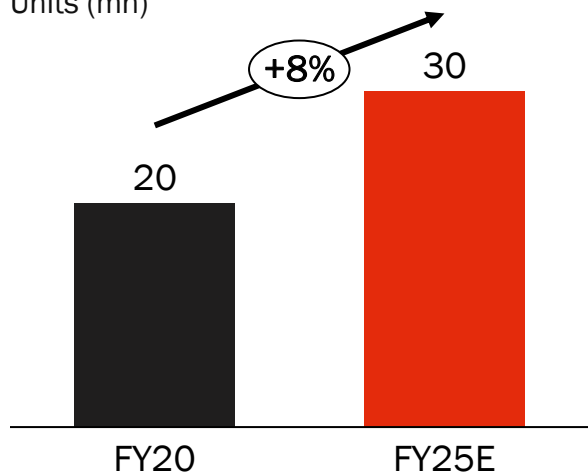
Used Car Market

Units (mn)



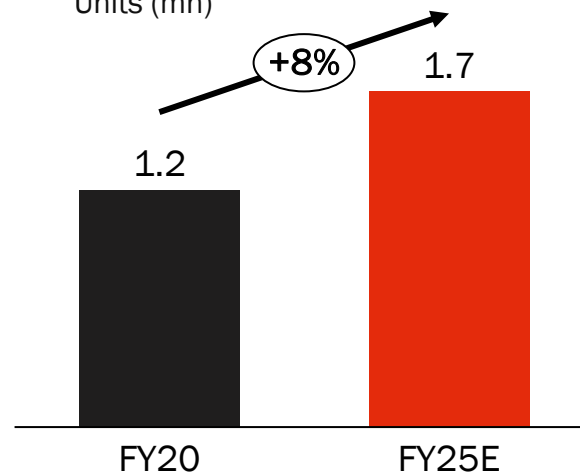
Used 2W Market

Units (mn)



Used CV Market

Units (mn)



Aftermarket and Allied Services

Auto aftermarket to grow from ~\$15.4 bn in FY20 to ~\$19.0 bn in FY26E

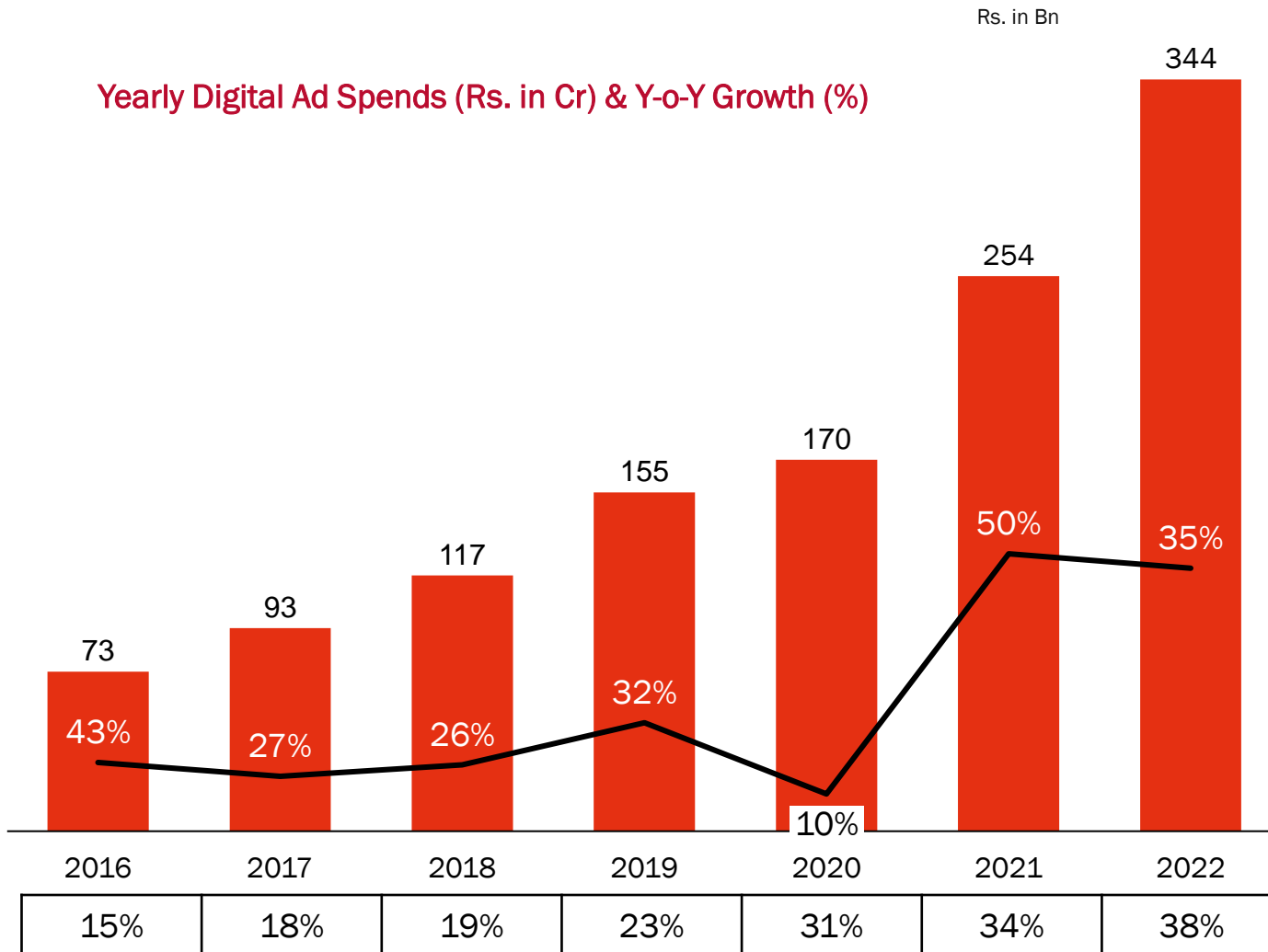
Only 3.8% digital penetration in ~\$8.6 bn⁽²⁾ auto insurance market

17% auto finance penetration in used car segment vs 37% in the US⁽²⁾

Amidst Evolving Consumer Behavior, Ad Spends in India are Shifting Online

Rs. in Bn

Yearly Digital Ad Spends (Rs. in Cr) & Y-o-Y Growth (%)



Share of Digital Ad Spends of the Total Adex

Digital Pie of Ad Spends increasing rapidly



Digital ad spends have been growing rapidly, with a **50%** growth in **FY21** and a **35%** growth in **FY22** combined with an increase in the total Adex share each year



Auto players continue to be one of the biggest spenders when it comes to advertising and digital ad spends provide a measurable and optimal ROI



Digital Ad spends by OEMs in India are only **~13%-14%** as compared to **~40%** in USA, which leaves a high headroom for growth

Auto Industry too is increasing spends on online channels

Changing Consumer Behavior...

... Has Initiated a Shift to Online in India Auto, With Significant Potential for Further Growth

150 – 180 mn
Indians shopping online
(2020), compared to c.75
mn in 2016

Over 92%
Of new and used car buyers
research online

3 – 5 years
Average car ownership
(2019) compared to 8 – 10
years in 2009

\$ 1.2 bn total ad
spend by OEMs

Percentage of ad spend on
“digital”, by OEMs (FY20)



\$ 125 - 167 mn total
spend by used car
dealers⁽²⁾

Percentage of ad spend on
“online channels”, by used
car dealers⁽³⁾



30,000 used car
dealers

Number of used car dealers
transacting online in India



Source: RedSeer
Note: (1) For CY2019 (2) Used car dealers in India spent approximately US\$ 10 million on online channels in 2020, comprising 6% to 8% of their marketing spend. (3) India- CY20, USA- CY17, Germany/UK- CY19, France -CY18.

Thank You

CarTradeTech

CarTrade Tech Limited

CIN: L74900MH2000PLC126237

Mr. Lalbahadur Pal

Company Secretary & Compliance Officer

Email id: investor@cartrade.com

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt Ltd.

CIN: U74140MH2010PTC204285

Shikha Puri / Aakash Mehta

Email id: shikha.puri@sgapl.net / aakash.mehta@sgapl.net

Tel No: +91 98192 82743 / +91 98191 78243

