CARVVE

India's First Tech-Enabled Car Accessories & Upgrade Platform

$17B+

India Aftermarket by 2027

500+

Paid Customers · 12 Months

+10%

EBITDA — Already Profitable

$550K

Seed Round · 20% Equity

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What We'll Cover

- The Problem — Car OEM Trap & Automotive After-market is highly unorganised
- Market Opportunity — India's $15B+ & Global $550B +TAM
- Our Solution — Platform + AI + Hub-and-Spoke (end to end, a complete ecosystem)
- Traction — 500+ Customers, EBITDA Positive
- Business Model & Moat
- Financial Projections — ₹72L → ₹1,135 Cr
- The Ask — $550K · 20% Equity
- Founder — Pankaj Tiwari

PROBLEM · OPPORTUNITY

India's Smart Car Buyers Are Paying 2X — For Features They Don't Need

❌ The OEM Trap

(**For Example** — Hyundai Creta)

- **Base Variant:** ₹12L — stripped features
- **Top Variant:** ₹24L — full features
- **Gap:** ₹12 Lakh for infotainment, sound, leather, alloys, lights
- **Buyer is forced to pay for a bundle they don't fully want**

✅ The Smart Buyer's Move

- **Buy base variant:** ₹12L
- **Upgrade aftermarket:** ~₹2L (25% of OEM cost)
- **Total:** ₹13–14L · Saving: ₹10–11L
- **Same features. Smarter spend. Better ownership.**

2x

OEM Variant Price Gap

₹12L base → ₹24L top, same model

25%

Aftermarket Cost vs OEM

Same features, fraction of the price

4M+

New Cars Sold Annually

Majority buy base/mid variants

But the Aftermarket Is Broken

No Trusted Platform

Genuine products impossible to verify — buyers fly blind

Opaque Pricing

Same product quoted at 3x different prices across shops

Zero Accountability

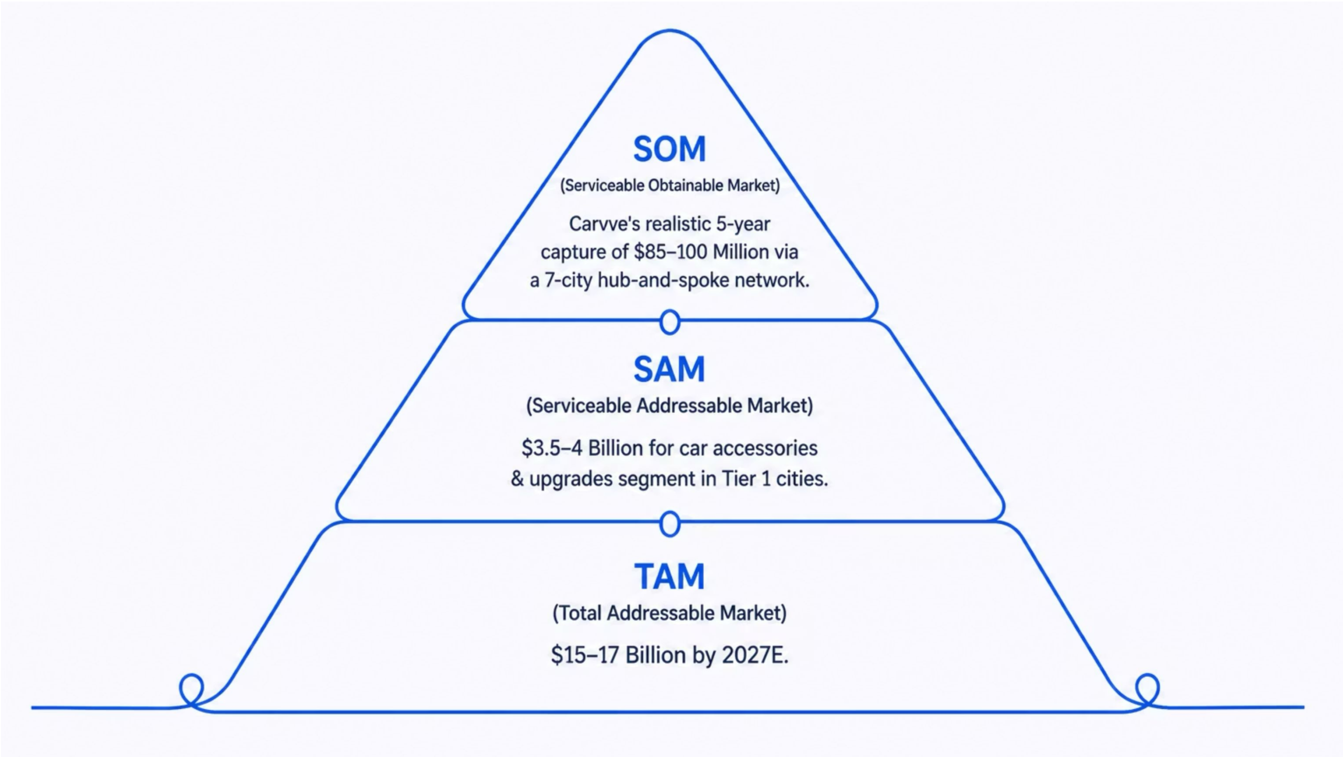
Botched installs, no warranty, no recourse

No After-Sales Support

Once installed, you're completely on your own

MARKET OPPORTUNITY

TAM · SAM · SOM — A $15B+ Market With No Dominant Player



30M+
Cars on Indian roads driving upgrade demand

10% CAGR
Aftermarket growth outpacing new car sales

0
Organised players owning product + install + warranty

Sources: ACMA Industry Report 2024 · Frost & Sullivan India Automotive Aftermarket Study 2024 · RedSeer Automotive Sector Report 2024 · SIAM (Society of Indian Automobile Manufacturers) · IBEF Automotive Sector Report 2024

SOLUTION

One Platform. Curated Products + Expert Install + AI + Total Transparency.

Curated Products
Trusted brands only. No refurbished, no duplicates. Verified quality on every SKU.

Certified Installation
At-home or in-workshop by certified technicians. 7-day refund + 1-year warranty on every job.

3D Visualisation Portal
Preview upgrades on your actual car model before buying. Live costing. Zero surprises.

AI Sales Agent
WhatsApp AI replaces 5 manual reps. Responds in <1 min. 391% better conversion.

The Hub-and-Spoke Model — Scales Without Capital Risk

Mother Warehouse
Central hub with deep inventory across all SKUs. 24hr dispatch to partner garages.

Partner Garages
20–30 garages per zone showcase ₹1L+ of products with ₹0 inventory risk. 10% margin earned per sale.

Customer Everywhere
Local access + central-warehouse depth. Full fill rate. One visit. One relationship.

CARVVE

TRACTION · PROOF OF MODEL

500+ Paid Customers. EBITDA Positive. Model Proven.

500+
Paid Customers in 12 Months
Happy & satisfied customers

+10%
EBITDA — Already Profitable
Stage 3: ₹50K surplus

45%+
Gross Margin
Held and improved across all 3 stages

₹20K
Average Order Value
Validated across Delhi operations

84%
Fixed Cost Reduction
₹7.6L → ₹1.15L/month — radical discipline

5–7%
Meta Ads Spend
% of revenue — lean acquisition, strong organic pull

The 3-Stage Journey — Discipline Over Growth

1
Stage 1 (Months 1–6): High-Growth Launch
₹12L/mo revenue · 30% MoM growth · -33% EBITDA · Validated demand signal

2
Stage 2 (Months 7–12): Cost Optimisation
Cut fixed costs ₹7.6L → ₹4.55L · Gross margin 30% → 40% · EBITDA improved to -25%

3
Stage 3 (Month 13+): Pivot & Scale
Fixed costs ₹1.15L/mo · Gross margin 45% · EBITDA +10% · Hub-and-spoke model live

The revenue dip was deliberate — A strategic move. We chose profitability over growth. That discipline is the foundation of everything that comes next.

BUSINESS MODEL · MOAT

Three Revenue Streams. One Structural Moat. Zero Replicable Overnight.

🔧 Partner Garage Network

- AOV: ₹20K–25K · Gross Margin: 45%
- 10% garage + 5% technician + 2% logistics + 8% warehouse
- Zero inventory risk for partners
- Scales to 1,000 garages by FY30

🏪 Dedicated Workshop

- AOV: ~₹70K · Gross Margin: 45%
- Full base-to-top upgrades: audio, interiors, exteriors
- Higher ticket, higher control, higher brand impact
- Own-operated, premium experience

📦 White-Label Product Sales

- Gross Margin: 40%
- Carvve-branded accessories online & in-store
- Builds brand equity and repeat purchase behaviour
- Private label margin expands to 65% by FY30

Why This Moat Is Structural

Technician Network = Compounding Moat

Every certified technician onboarded raises switching costs. 3–5 years to replicate pan-India.

Proprietary Data Flywheel

Every order builds car-model × upgrade × technician data. Powers smarter recommendations and supplier deals.

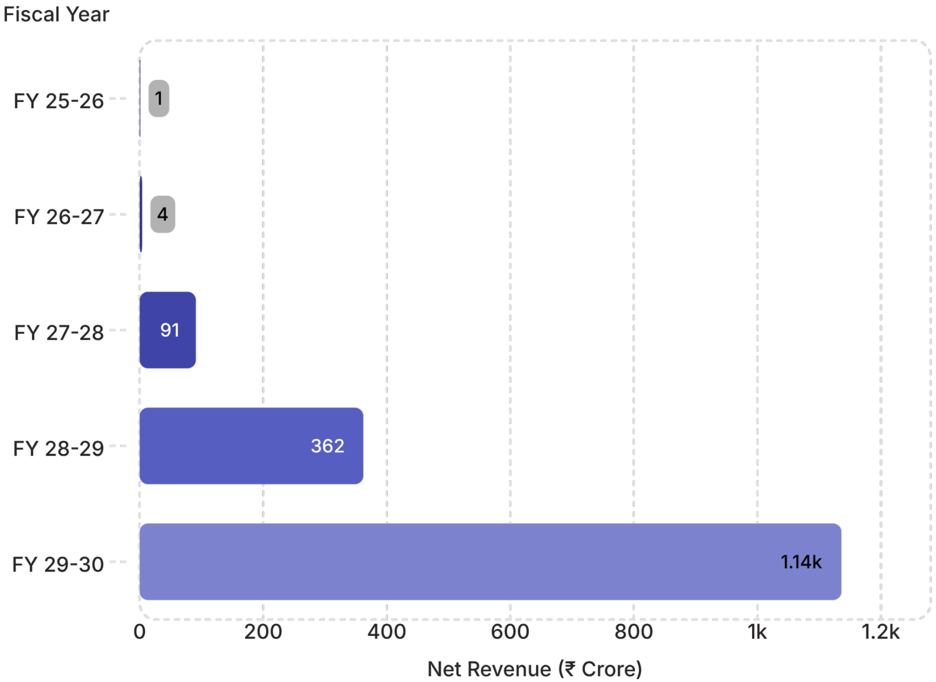
Garage Loyalty = Local Network Effect

10% margin + ₹0 inventory risk = garages stay. Switching means losing income. Repeats city by city.

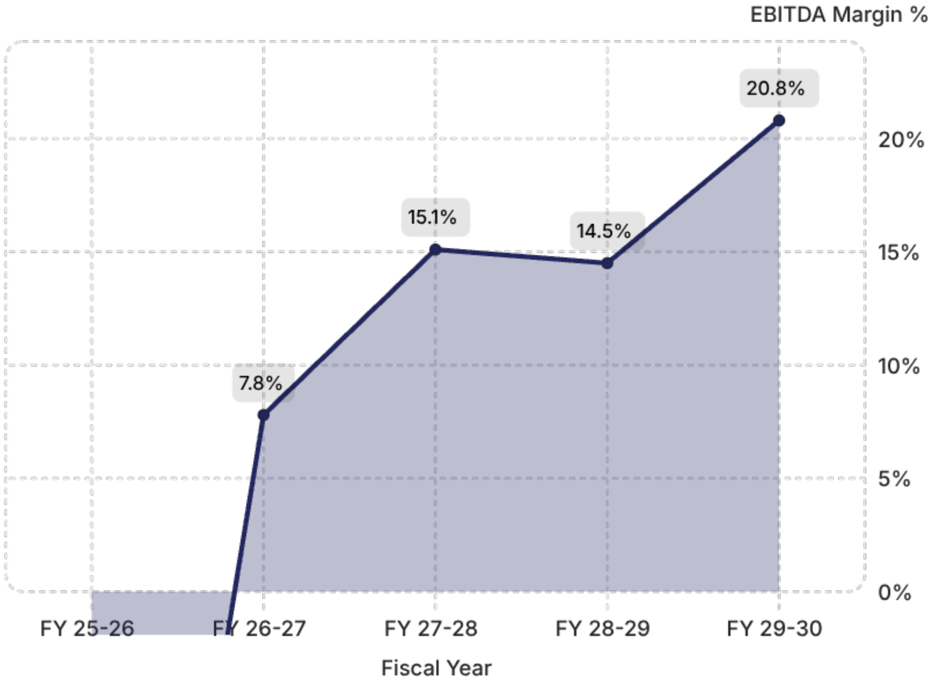
FINANCIALS · PROJECTIONS

₹72L Today → ₹1,135 Cr by FY30 — The Numbers Behind the Vision

Net Revenue Growth (₹ Crore)



EBITDA Margin % Trend



5-Year P&L Snapshot

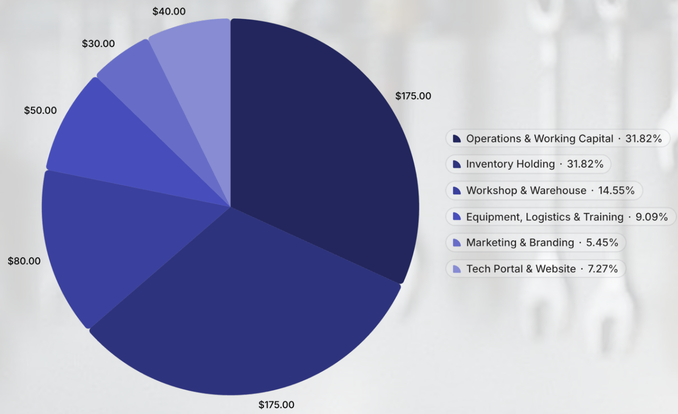
Metric	FY25-26	FY26-27	FY27-28	FY29-30
Net Revenue	₹72L	₹4.3 Cr	₹91 Cr	₹1,136 Cr
Product Margin	30%	52%	53%	65%
EBITDA Margin	-38.5%	+7.8%	+15.1%	+20.8%
Partner Garages	5	40	500	1,000
Cities	1	2	7	7

THE ASK

Raising $550K Seed — 20% Equity

Capital deployed across six strategic areas to accelerate the hub-and-spoke rollout.

$550.00



$175K
Operations & Working Capital
Day-to-day fuel to run and grow the business.

$175K
Inventory Holding
Stock the warehouse to serve 20–30 partner garages without delay.

$80K
Workshop & Warehouse
Set up the central hub — the engine of all high-value installs.

$30K
Marketing & Branding
Build the Carvve brand across Delhi and NCR.

$40K
Tech Portal & Website
3D visualiser, booking engine, and customer-facing platform.

$50K
Equipment, Logistics & Training
Tools, delivery infrastructure, and technician up-skilling.

$550K to unlock the NCR network, prove the hub-and-spoke at scale, and set the foundation for a $10.5M ARR business.

Built for 0→1. Now Scaling 1→10.

TEAM · FOUNDER

Pankaj Tiwari (Founder & CEO, Carvve)

Led by a Founder Who Has Scaled 50x Before

50x

Revenue Scale at Avneshan

₹4 Cr → ₹200 Cr ARR as VP-Finance

12 Yrs

Experience

Across MNCs & High-Growth Startups

MBA

Finance

JIMS Vasant Kunj, New Delhi

The Operator

12 years across MNCs and high-growth startups. VP-Finance at Avneshan D2C — scaled ₹4 Cr → ₹200 Cr ARR, EBITDA from -20% to breakeven. Knows what it takes to survive and scale.

The Builder

Carvve born from personal frustration: repeated disappointments with unprofessional shops, refurbished parts, zero after-sales support. Built the solution he wished existed.

The Disciplinarian

Took Carvve from -33% EBITDA to +10% EBITDA in 3 stages — without external equity. Radical cost discipline is in the DNA.

A lean, battle-tested team of 5 — each owning a critical function end-to-end.

Pankaj Tiwari

Founder & CEO · Growth, Strategy & Funding

Harsh Anand

Supply & Sourcing · Building the supply chain and sourcing products

Garvit Arora

Ops & Social Media · Ground operations and brand presence

Prashant Srivastava

Tech & Design · Tech portal and product design

Raja Ali

Lead Technician · Technician team and network building

Thank You

Let's revolutionize car upgrades in India, together.

Pankaj Tiwari, Founder & CEO

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