

# My Car Segment for Cars24



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# Agenda



# Problem Statement

Gaps in the Current Cars24 App

- LIMITED USER RETENTION POST-TRANSACTION.
- LACK OF TOOLS FOR MANAGING ONGOING CAR OWNERSHIP NEEDS.





# Opportunity

## Introduce the "My Car" Segment



- Engage users throughout the car ownership lifecycle.
- Build Cars24 as a one-stop solution for car management.
- Tap into new revenue streams via partnerships and premium features.



# Proposed Solution

Introducing the  
"My Car"  
Segment

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- ▶▶ **Track car value, insurance, challans, and service history.**

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  - ▶▶ **Provide actionable insights and AI-driven recommendations.**

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  - ▶▶ **Ensure seamless car management, all in one app.**

# Key Features

Personalized  
Car Dashboard

Insurance  
Management

Challan  
Tracker

Service Records  
& Reminders

Secure  
Document Vault

Expense  
Tracker

Eco-Driving  
Insights

Car Selling  
Assistance

# Feature Deep Dive

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## Real-Time Dashboard

AI-powered car health and value score.

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## Insurance Hub

Compare, renew, and purchase insurance.

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## Expense Tracking

Budget management for all car-related costs.

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## Challan Payments

Instant updates and seamless payment options.

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## Community Engagement

Car Owners' Club with rewards and events.

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## Predictive Analytics

AI-based repair and resale insights.

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## Green Driving

Carbon footprint tracking and eco-friendly tips.

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## Marketplace

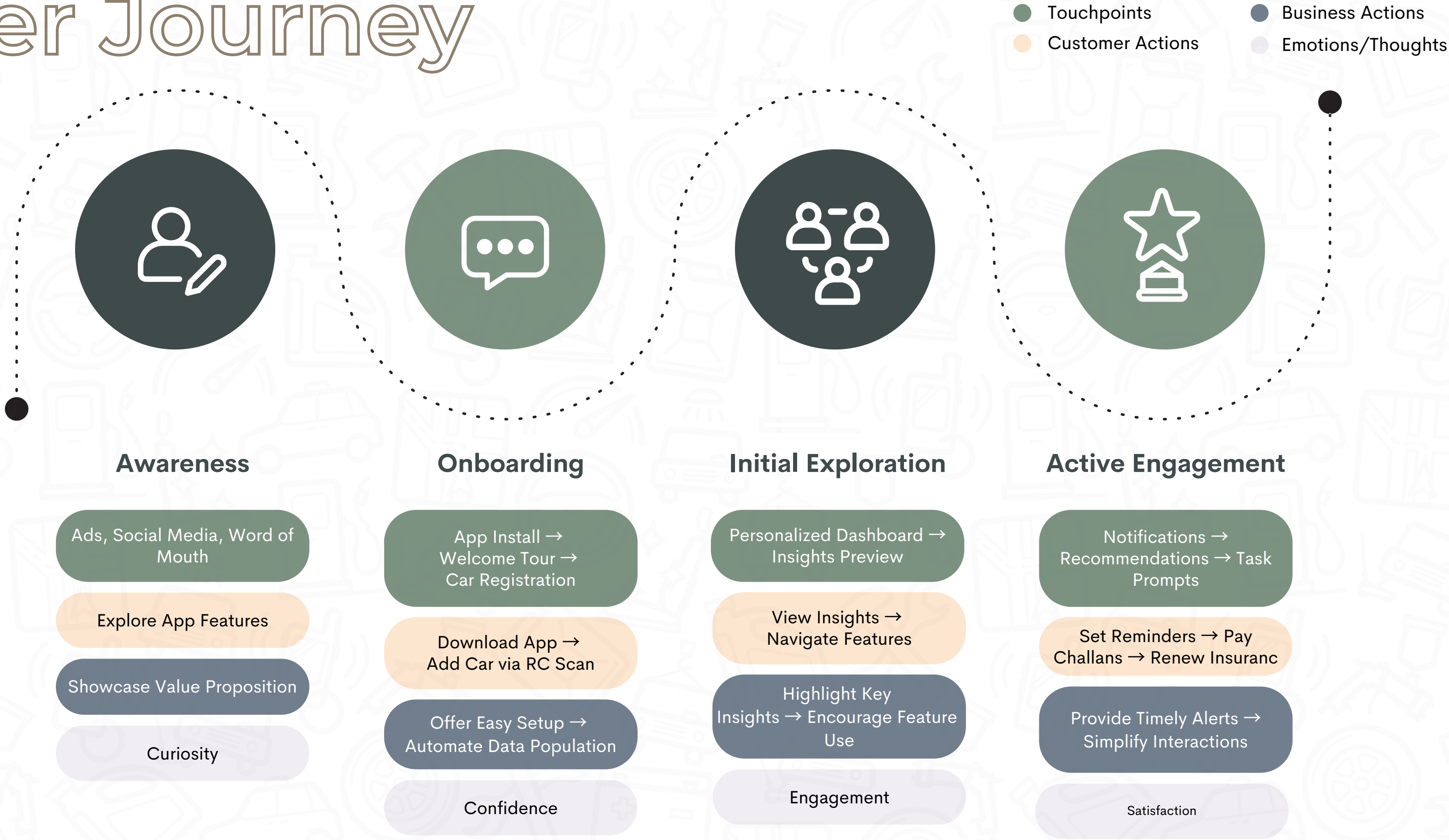
Accessories and upgrades within the app.

# Innovative Extensions

Beyond Basics: Innovative Additions



# User Journey



- Touchpoints
- Business Actions
- Customer Actions
- Emotions/Thoughts



## Community Building

My Car Club" → Discussion Forums → Challenges

Join Groups → Participate in Eco Challenges

Foster User Interaction → Incentivize Participation

Belonging

## Monetization

Exclusive Deals → Premium Features

Purchase Add-Ons → Upgrade to Premium

Offer Deals → Promote Subscriptions

Rewarded

## Advocacy

Feedback Requests → Shareable Achievements

Review App → Share Experience

Leverage Testimonials → Amplify Referrals

Pride

# KEY INNOVATIONS

- **Community Engagement:** Move beyond transactions to build relationships.
- **Gamification:** Add fun and purpose to tasks like eco-driving or expense tracking.
- **Holistic Value:** Integrate features that anticipate user needs beyond basic management.



# Revenue Model



## FREEMIUM

Free basic features with a paid premium tier.



## PARTNERSHIPS

Revenue from insurance, service centers, and accessories.



## RETENTION BOOST

Higher user engagement drives repeat transactions.

# Metrics for Success

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## Adoption

Percentage of users adding cars to "My Car."

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## Engagement

Monthly interactions per user.

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## Revenue

Growth from partnerships and premium features.

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## Retention

Improved app stickiness post-launch.



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Thank  
**you!**