

Date: August 14, 2023

To,
**Department of Corporate Services,
BSE Limited**
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400001
Scrip Code: 543333
ISIN: INE290S01011

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

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

PAL LAL
BAHADUR
DEEPNARAYAN

Digitally signed
by PAL LAL
BAHADUR
DEEPNARAYAN

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.

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CarTradeTech

Acquires OLX's business in India

 carwale

 bikewale

CarTrade.com

 SHRIRAM
Automall
THE POWER OF CHOICE

 ADROIT AUTO™

 OLX

Safe Harbor

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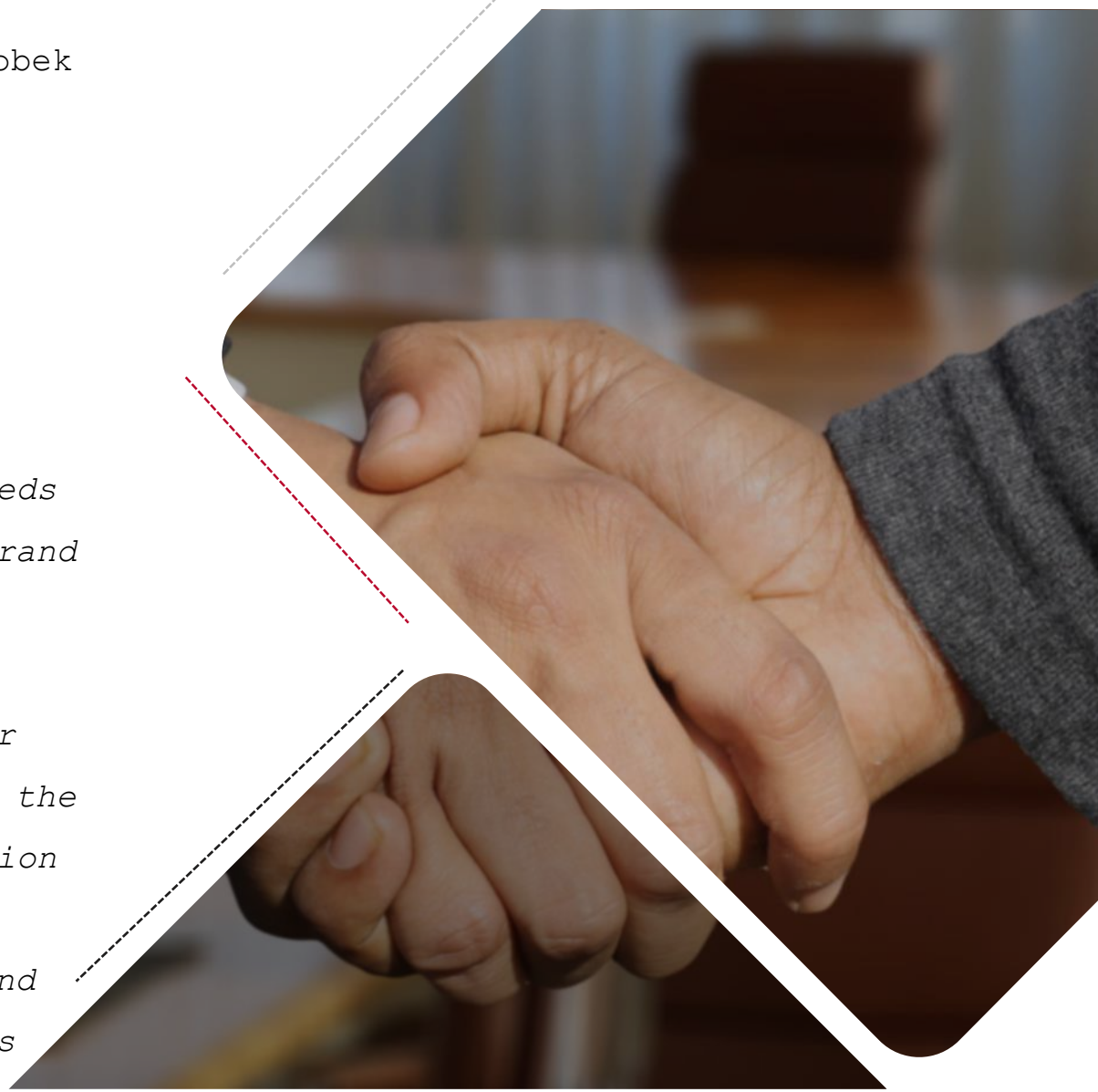
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CarTrade Tech Acquires OLX's business in India

- The deal includes the acquisition of a 100% stake of Sobek Auto India Private Limited, consisting of the OLX classifieds platform and OLX Autos C2B transaction businesses
- Cash consideration of INR 535.54 crores

Mr. Vinay Sanghi, Chairman and Founder, CarTrade Tech:

"OLX is one of the strongest brands in the online classifieds space and we are really excited to acquire such a strong brand and work with such a really talented team. With this synergistic acquisition of OLX Classifieds and OLX Auto in India, built with cutting-edge technology, we can offer our customers a diversified classifieds portfolio and simplify the way used vehicle buying and selling is done. This transaction makes us a leading player in the classifieds space, with approximately 68 million average monthly unique visitors and 32 million listings annually. This acquisition will help us generate lasting value for all our stakeholders"



OLX Classifieds and C2B Transaction Business in India

OLX Autos - C2B Transaction Business under the entity Sobek Auto India Pvt Ltd

- Tech enabled consumer experience allowing consumers to sell used cars in a simple and efficient manner. Revolutionising industry by addressing the consumer pain points.
- The OLX Autos business auctions customer cars to dealers bidding on the platform (C2B business) - **Asset light model with minimal inventory**
- One of the leading C2B platforms in India with approx. 35K+* cars transacted in a year

Horizontal classifieds platform (Transferred to Sobek Auto India by way of a Business Transfer Agreement "BTA")

- OLX is India's largest online classifieds platform that operates in broadly 12 categories, Pan India. Customers can list their various products for sale on the platform
- The main categories include Auto, Real estate, Mobiles/ Electronics, furniture, etc.
- The platform draws a monthly traffic of approximately 35mn+ organic users

OLX India at a Glance



#1

Used Classifieds Portal
(100Mn+ App
downloads)



35 Mn

Average Monthly Unique
Visitors



32 Mn+

Used Listings across
categories



350,000

*Cars inspected for
Auctions



35,000

*Cars Sold



GMV (C2B Transaction
Business)

1660 Crores



Net Revenue

285 Crores



Profit (Pre PDT**)

23 crores



Debt Free and
Cash balance

of more than 100 crores

Note: *July 23 Annualised

**PDT is the Product and tech cost to be incurred. It will start mid September till end December at the rate of approx. \$1.2 million per month. From January 1, 2024, the tech transfer will be completed and the cost will as incurred, on actuals.

Financial Overview of OLX Business in India

Financial Performance - Classifieds

INR in Cr	Annualised*
Revenue (Net)	177
Profit (pre-PDT)**	111

Financial Performance - C2B Transactions

INR in Cr	Annualised*
Gross Revenue (GMV)	1,660
Revenue (Net - approx. 6.5% margin)	108
Profit (pre-PDT)**	(89)

Financial Performance - Consolidated OLX

INR in Cr	Annualised*
Gross Revenue	1,837
Revenue (Net)	285
Profit (pre-PDT)**	23

*July 2023, annualized (unaudited).

**PDT is the Product and tech cost to be incurred. It will start mid September till end December at the rate of approx. \$1.2 million per month. From January 1, 2024, the tech transfer will be completed and the cost will as incurred, on actuals.

In the next few months, all efforts would be made to bring down the losses in the C2B transaction business and improve the unit economics in the business.

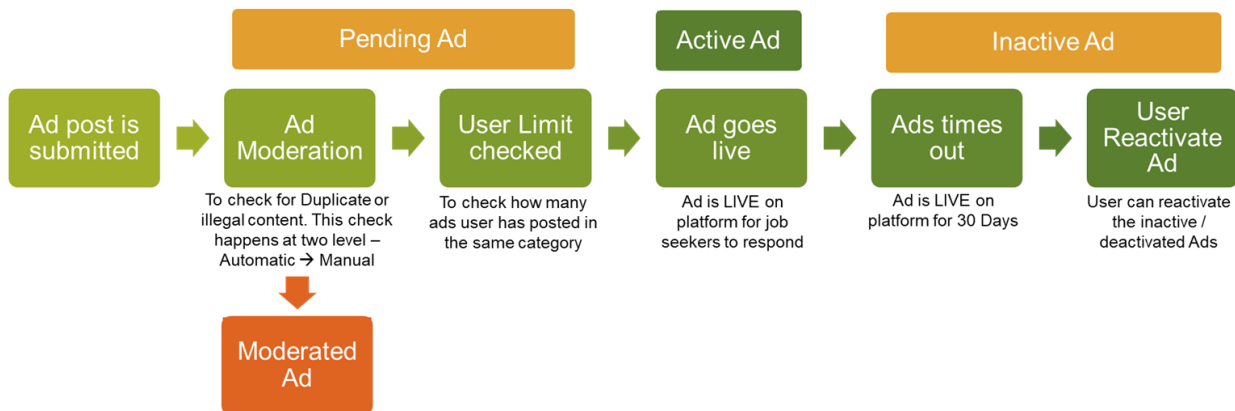
Classifieds ***Business***

Classifieds Journey

Sellers

- Ad posted by seller go live depending on the **Ad content quality** (basis moderation rules) and **available free limits**;
- These Ads are posted in specific location, as selected by the seller
- The posted Ad stays **live for 30 days**, post which it goes inactive

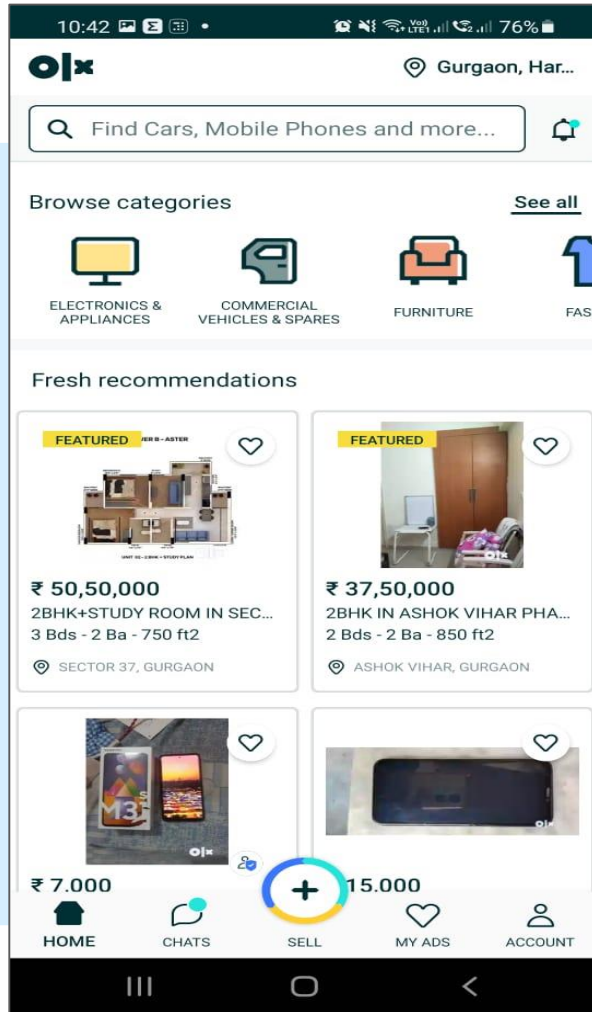
A typical Ad posting flow:



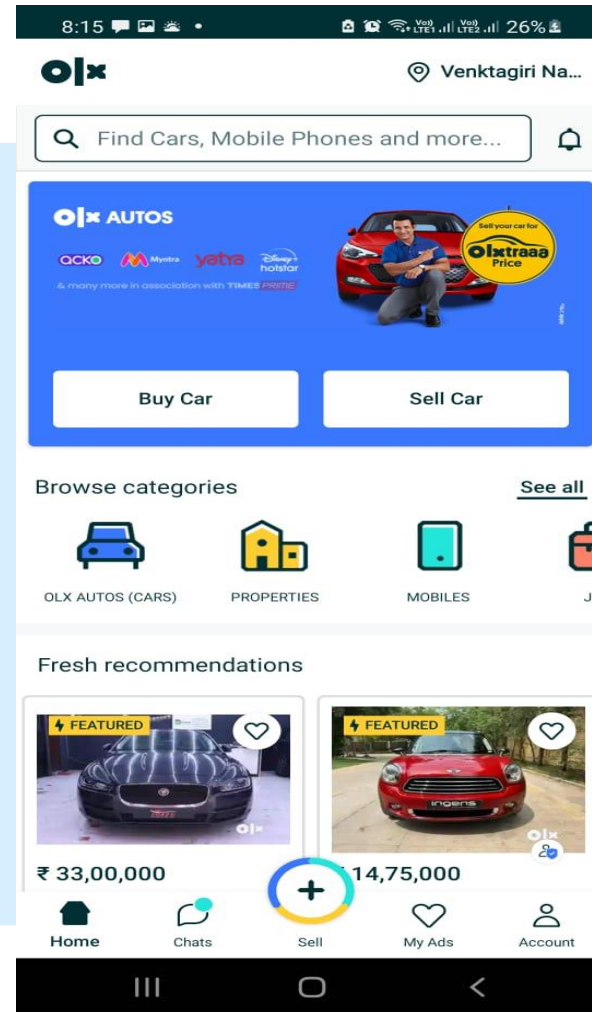
Buyers

- The set of Ads Buyer is shown, is a function of his **location** & **category**/filter selected
- The Ads are arranged basis '**Ad Recency**' and '**Distance from User**'; Posted Ads keeps on **trickling down in the feed timeline**, as new Ads get posted; These Ads are bucketed in concentric circles of 5Km and then sorted by recency within
- Once a user clicks on any Ad tile, he is redirected to Ad details page, **with CTAs**

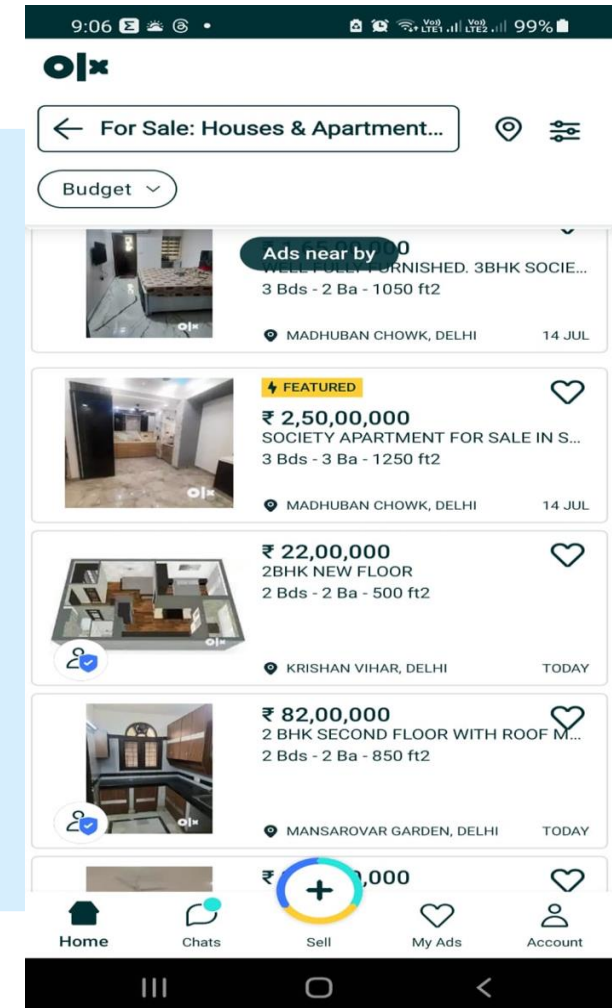
Classifieds Business - App home page listings



Home Screen

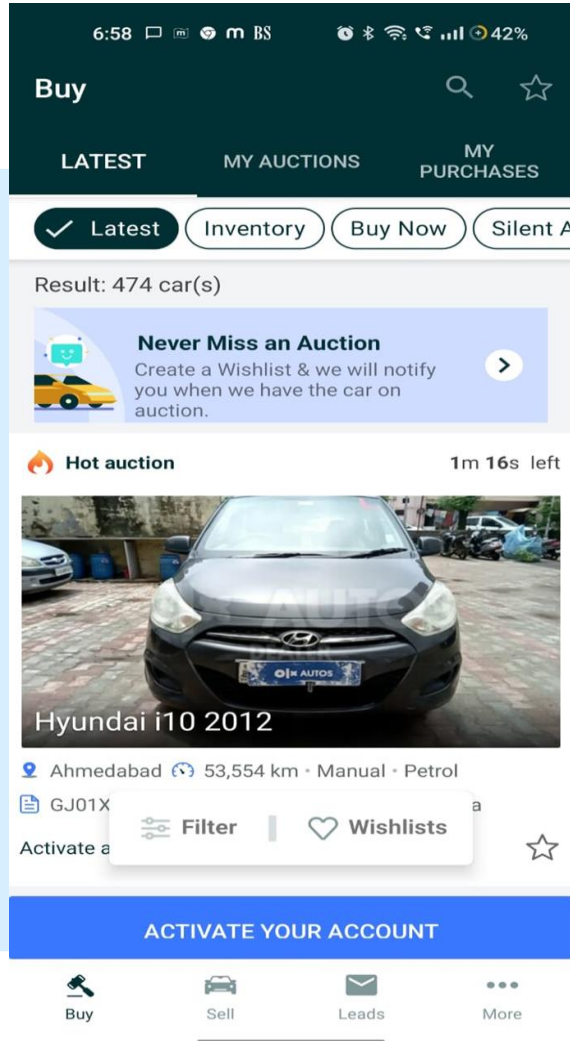


Categories on Platform

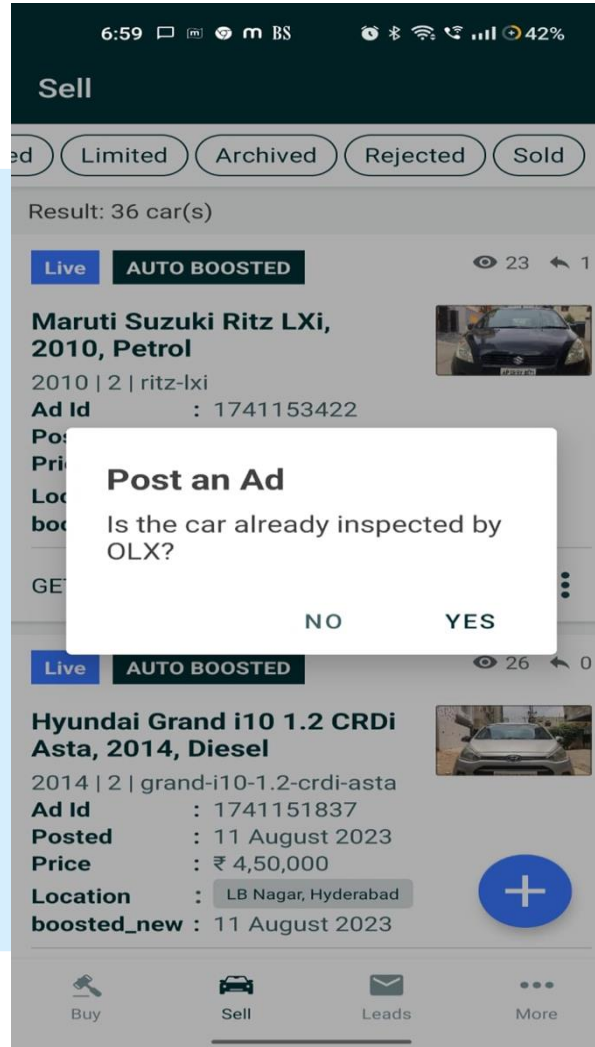


Listing Page

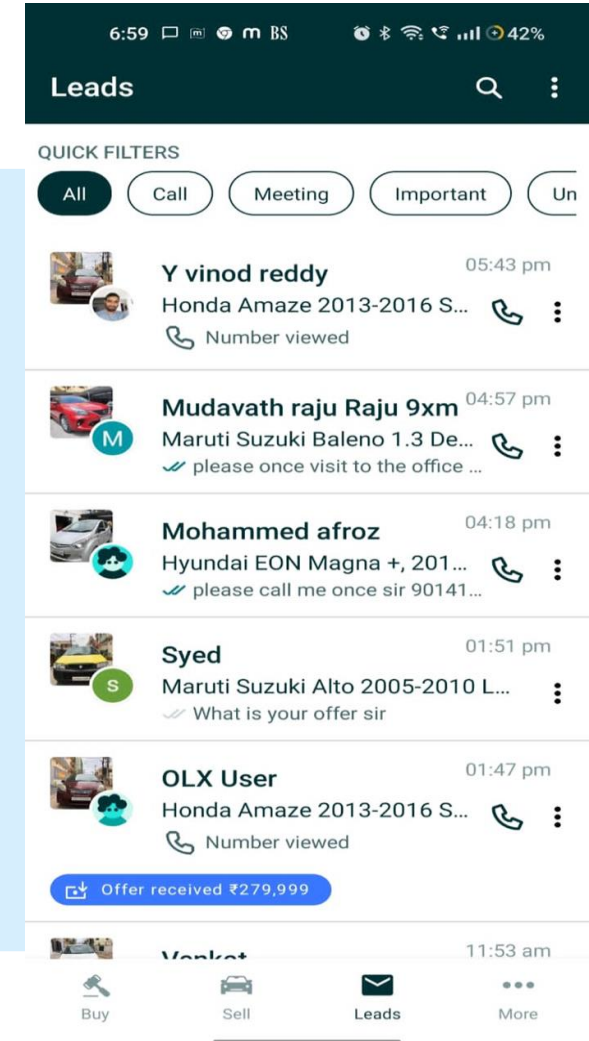
Classifieds Business - Dealer App



Dealer App Interface



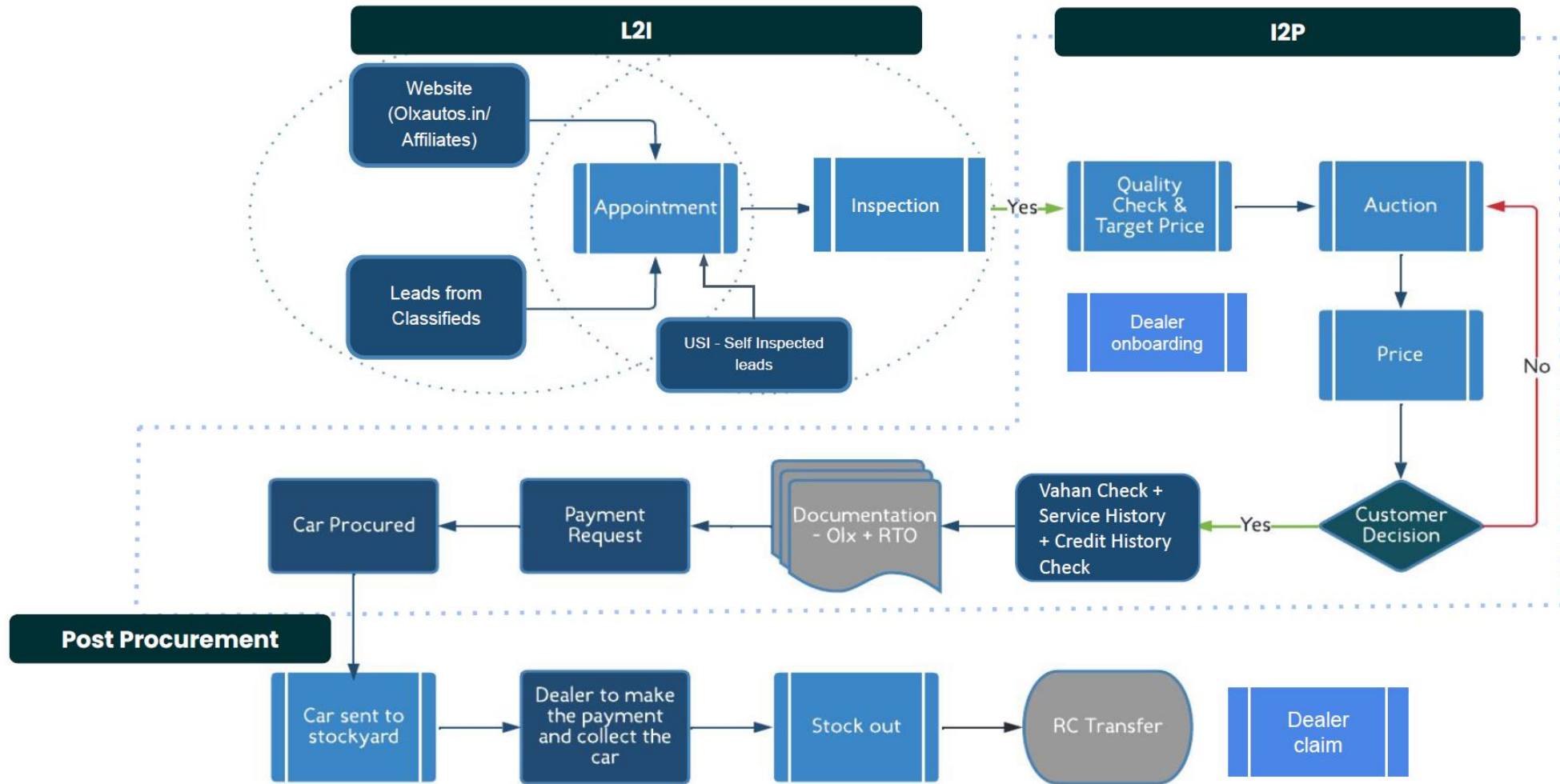
Ad posting



Portfolio Summary

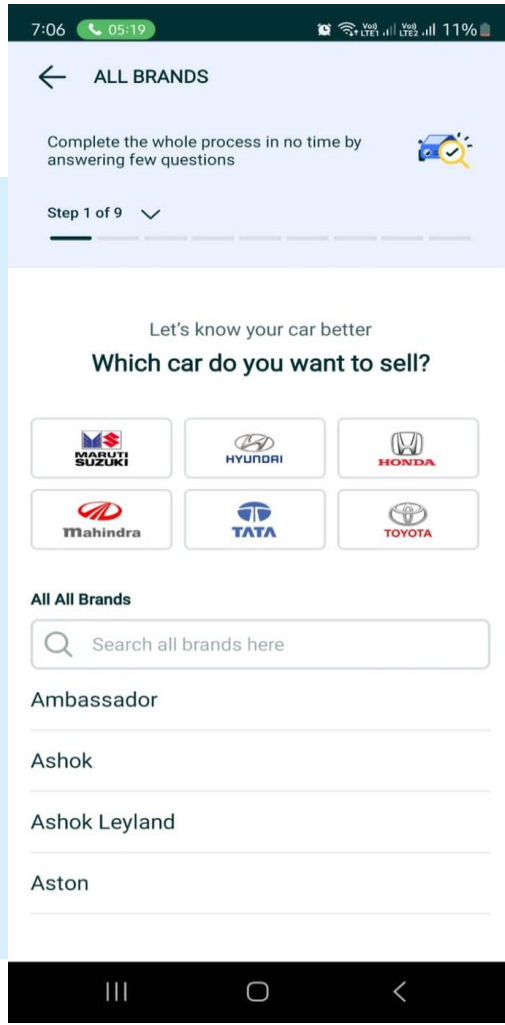
C2B Transaction

C2B Transaction Customer Journey

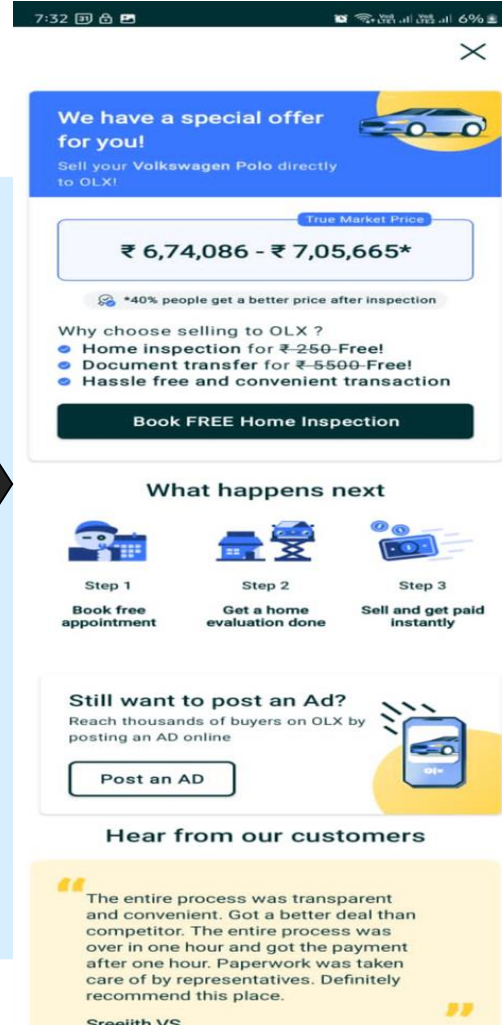


L2I - Lead to Inspection, I2P- Inspection to Procurement, USI - Unified Self Inspection

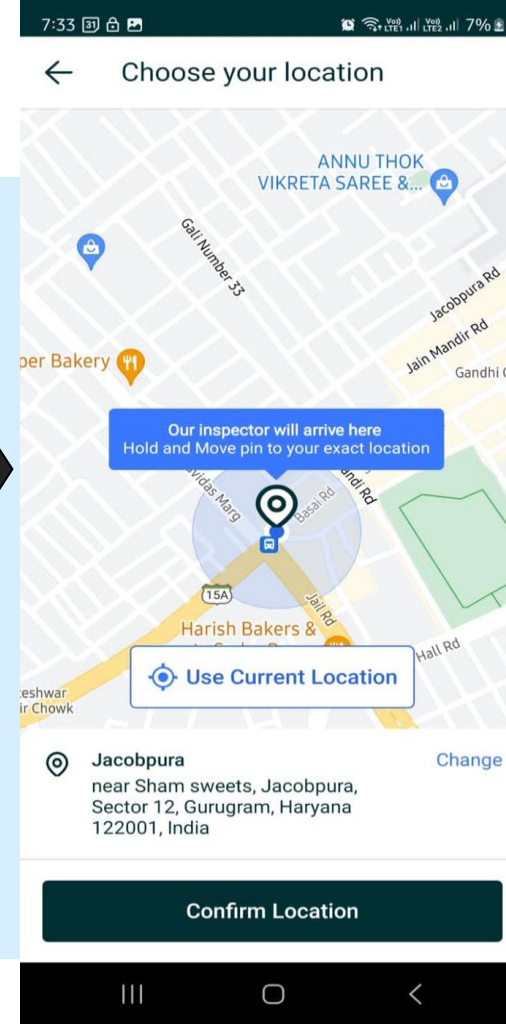
Auto Business - Seller Experience



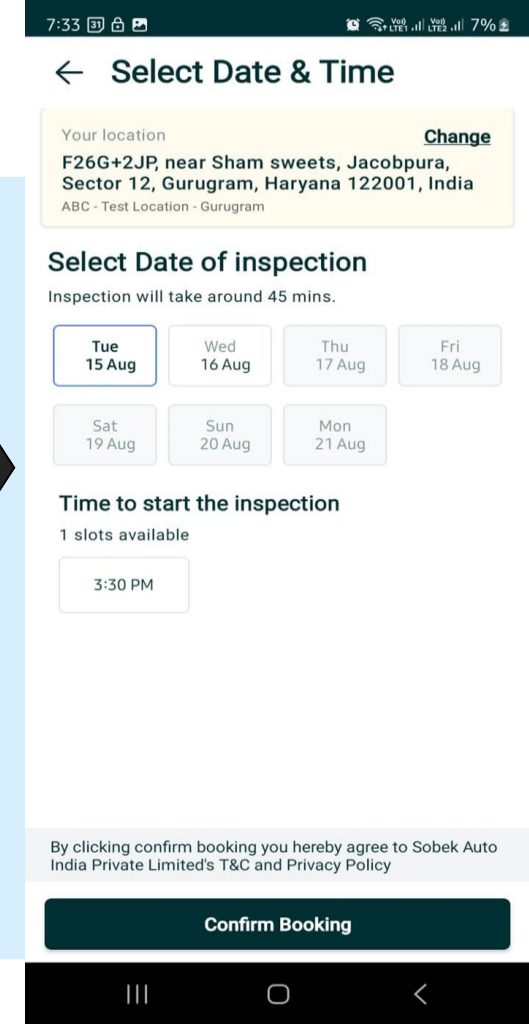
Car Details



Indicative pricing



Location Select



Select Inspection Time & Day

Tech Platforms - Digital Inspections

Deep Dive: Digital Enabled Inspections

AI Powered Virtual Self-Inspection and In-Store Inspection

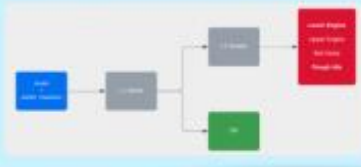
Live Image capture on smartphones guides customers through the self inspection using the assistive camera technology

Inspection in store using live image capture and guided by professionals in the OLX Autos retail locations

110+ point inspection



+ Engine noise detection to identify any unseen issues



At Home Inspection

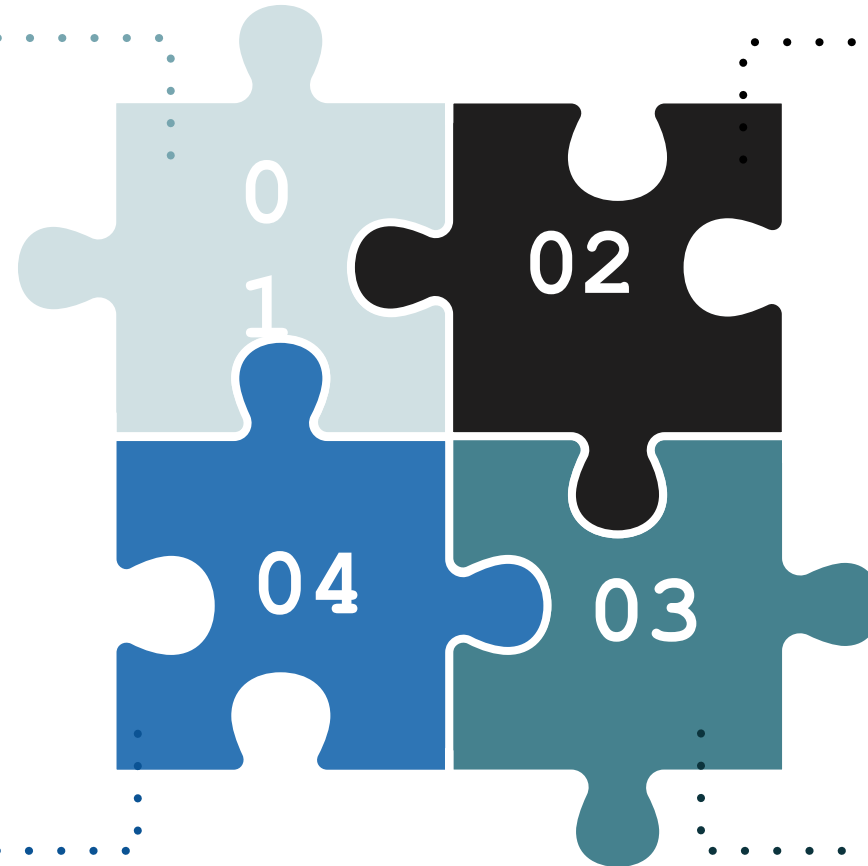
Inspection personnel come to customer homes and perform the inspection leveraging live image capture



Our operational capabilities provide the backbone to scale business in future

Call Centre

- End to End integrated/automated dialing and appointment booking
- Vernacular capability to handle different regions of India



Inspection & Auction

- Proprietary in house auction platform
- **Comprehensive inspection report** with 110+ critical parameter covered

Value Added Services

- Facilitating value added services for both customers and dealers, including financing
- Strong profiling for credit facilities offered to dealers.

Large dealer network

- OLX autos has one of the largest auto dealer network.



CarTrade Tech Limited
CIN: L74900MH2000PLC126237

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Officer
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CIN: U74140MH2010PTC204285

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A background image showing a close-up of two hands shaking in a firm grip. The hands are positioned diagonally across the frame, with the left hand on top and the right hand on the bottom. The background is blurred, showing what appears to be an office setting with a person's head and shoulders in the distance.

Thank You