



Pre-Series-A

Doorstep Service at Home

One field-service network for enterprise tickets and on-demand consumer support.

Raising ₹2 crore for 10% equity

45 B2B cities • 500+ engineer network • 3 B2C cities



Market Opportunity - India

Total IT Support Market

₹45,000Cr

+12.1% YoY

SMB Segment

₹15,000Cr

350.3Cr businesses

Serviceable Market

₹7,000Cr

Top 15 cities

Competitive Gap

NO competitor offers 30-minute AI-powered IT support in India. Current players (JustDial, UrbanClany, local shops) take 2-48 hours with inconsistent quality. **Clear market gap for speed + reliability.**

IT support still breaks at the last mile

Finding, dispatching and tracking a qualified engineer is the operational bottleneck

01

Slow response

Device downtime continues while tickets pass between teams.

02

Fragmented supply

Local technicians differ in skill, coverage, availability and reliability.

03

Poor visibility

Customers need an ETA, a job record and clear proof of resolution.

The opportunity: faster dispatch with enterprise-grade control and consumer-grade convenience.

A live B2B network, with B2C launched in Delhi NCR

Current operating footprint, as reported by Door2fy management in September 2026.

48

cities

B2B service live

500+

engineers

Pan-India partner network

3

cities

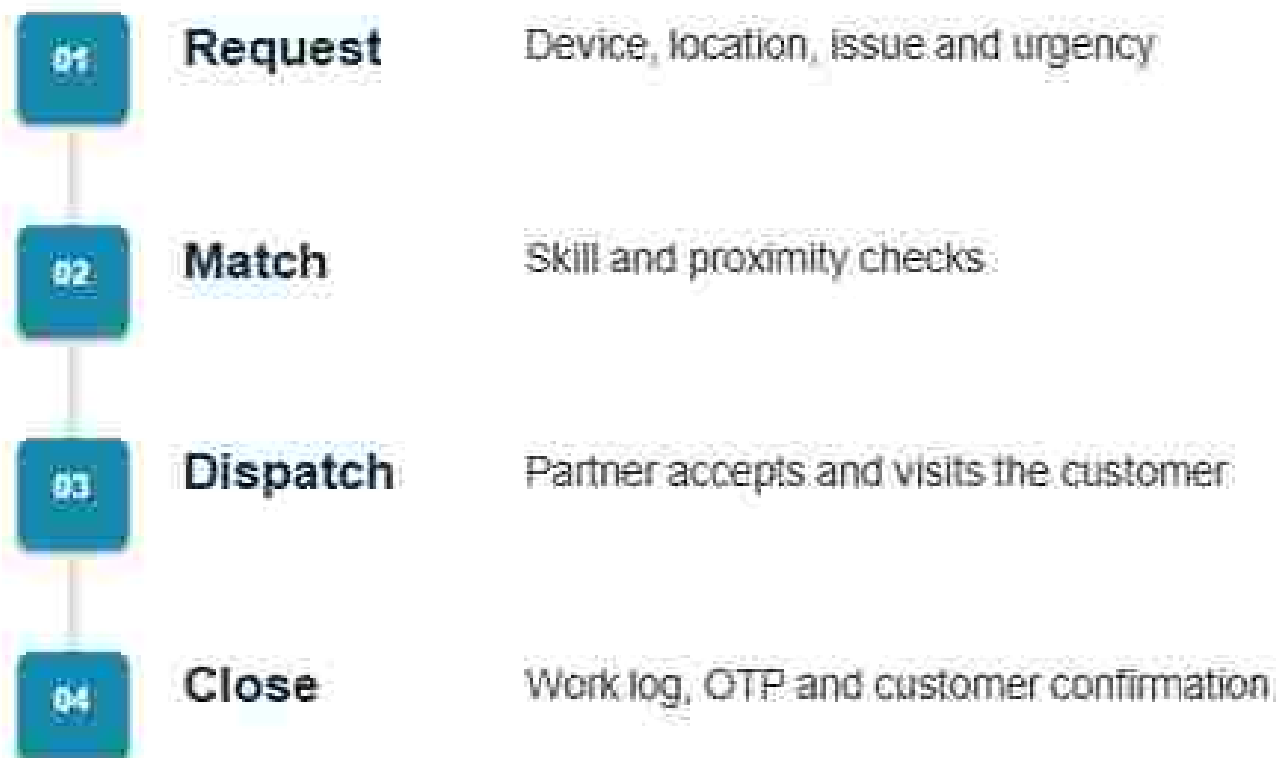
B2C currently live

B2C live today: Gurugram • Delhi • Noida

B2B city coverage and B2C consumer availability refer to different service footprints.

One workflow from request to verified closure

The platform routes service jobs to suitable professionals and records the outcome.



Illustrative visual. Arrival time varies by city, geography, partner availability and service category.

India's PC shipments span enterprise and consumer markets

Recent shipments are an indicator of device deployment, not repair spend.

3.9M

traditional PCs shipped in Q2 2026

+12.1% year over year

2.2M

commercial PCs

1.7M

consumer PCs

Device shipments are a market backdrop, not a Door2fy TAM or forecast of repair tickets.

Source: IDC, India PC market Q2 2026, 1 Sep 2026 — <https://www.idc.com/analysis/enterprise-releases/india-pc-market-growth-q2-2026/>

A variable-cost partner model

Professionals earn 70% of each completed ticket; Door2fy retains 30% before operating costs.

₹300

average ticket value

Ticket values can reach ₹1,200 for larger jobs.

AT A ₹300 TICKET

70% partner

30%

₹210

partner payout

₹90

platform commission

At ₹1,200: ₹840 paid to the partner; ₹360 gross commission to Door2fy.

Gross commission excludes customer acquisition, support, refunds, payment charges, taxes and other operating costs.

Deepen NCR coverage, then prove 4800+ daily tickets

B2C is live in Gurugram, Delhi and Noida. The milestones below are targets.

TODAY

3 B2C cities

Current consumer coverage

5 MONTHS

500+ professionals

2000+ tickets/day

Targeted NCR deployment by Feb 2027

5 MONTHS

1200+ professionals

4800+ ticket/day

Targeted 5 Metro cities by April 2027

At 300 tickets/day x ₹300 average:

₹4.32Cr monthly ticket value

₹1,29,60,000. monthly gross commission

Turn existing service reach into repeat daily demand

B2B operations provide infrastructure; NCR consumer growth adds local ticket density.

1

B2B accounts

Grow repeat orders within 48-city enterprise footprint.

2

NCR consumer

Acquire and retain customers in current B2C zones.

3

Channel partners

Pursue OEM and IT partner ticket feeds; volume remains to be contracted.

Operating dashboard: completed tickets • CAC • repeat rate • on-time arrival • partner activity

Replicate B2C city clusters every three months

Existing B2B coverage supports city selection; consumer launch follows local demand and partner readiness.

NOW



Delhi NCR

Optimize three live B2C cities

+3 MONTHS



Next metro city

Select and activate one new cluster

EVERY +3 MONTHS



Repeat

Enter another metro after evidence of demand

Launch gate: anchor ticket sources + verified partner coverage + measurable service quality

Raising ₹2 crore for 10% equity

Proposed Seed A terms imply ₹18 crore pre-money and ₹20 crore post-money valuation.

₹2 crore

to expand the proven B2B network into dense, repeatable B2C city operations

Capital milestone

500+ NCR partners deployed and 300+ completed tickets/day targeted

NCR partner deployment + QA ₹70L 35%

Demand generation + partnerships ₹60L 30%

Dispatch product + data ₹40L 20%

City operations + SLA ₹20L 10%

Reserve ₹10L 5%

Use-of-funds split is a proposed plan for investor discussion. Final budget and timing require management approval

What Seed A capital is expected to demonstrate

Convert reported footprint into a measured, repeatable expansion playbook.

Footprint	48 B2B cities; 3 B2C cities	Client coverage and live-city evidence
Network	1200+ partners nationwide	Verified and active partner records
Demand	4800+ tickets/day Metro Cities target	Completed-ticket dashboard by source
Economics	30% gross take rate	Order, payout and cost reconciliation



A field-service network ready for consumer scale.

48 B2B cities • 500+ engineers • 3 B2C cities

Seed A: ₹2 crore for 10% equity