



India's First Location-Based Car Service Platform

Fixing breakdowns with trust, speed,
and total transparency.



THE INEVITABLE EVOLUTION OF THE AUTOMOTIVE REPAIR ECOSYSTEM

The Last Sector to be Digitized

Digital adoption has accelerated, and users now demand a 'One-Stop Solution' for every basic need. Yet, car servicing remains stubbornly analog.

We are building the **Zomato, Urban Company, and Blinkit for Car Services and Accessories.**

24/7 OPERATIONS

30-MINUTE DISPATCH

LOCATION-BASED PRECISION



The Analog Era



Opaque pricing & no genuine parts transparency.



Garages close at 5:00 PM.



High time loss searching Google for unreliable mechanics.



Traffic congestion makes physical garage visits frustrating.

The Clinical Future



Total price transparency & guaranteed OEM/OES parts.



24x7 doorstep operations.



Real-time digital booking & live location ETA.



Customers reclaim their holidays and family time.

The FixOtto Trust Protocol

[01]

Live GPS ETA: Track the technician's exact location en route to the breakdown.

[03]

Component Verification: Receive high-res photos and OEM part numbers via phone before installation.

[02]

Live Video Feed: Watch the mechanic perform the service in real-time.

[04]

Fluid Verification: Live confirmation of oil and fluid levels being fueled up.



The Competitive Landscape

GoMechanic (\$1.7B peak valuation, acquired by Lifelong/Spinny for ~₹450 Cr) proved the market, but they remain opaque garage aggregators.

	Local Mechanics	Authorized Centers	Aggregators (GoMechanic)	FixOtto
Doorstep Convenience	None	Low	Low	High
Pricing	Unpredictable	Expensive	Mid	Transparent
Live Parts & Video Verification	No Surety	No Surety	No Surety	Yes ✓
24/7 Emergency Speed	No	No	No	Yes ✓

The Multi-Channel Flywheel

Franchise (Expansion)

1st Franchise garage approved by Ministry of MSME under PMEGP scheme with a 15% subsidy.

B2G (Government)

Collaboration with public sector for AMC. Platform is already registered on GeM.



B2C (Direct)

Emergency breakdown assistance, detailing, jumpstarts, and doorstep servicing. Feeds into accessory sales.

B2B (Enterprise)

Corporate and fleet contracts. Fleet service planned for LPS Bossard (large enterprise in Rohtak).

Immediate Market Validation

10

**Cars Serviced
in Month 1**



Service Split:

8 On-Location (Doorstep) | 2 In-Garage



Additional Services:

1 RSA (Jumpstart) | 4 Location Car Cleanups

Validated across all segments—from premium impirto daily commuters.
A personal problem proven to be a universal market gap.

Hyper-Local CAC Reduction

Securing premium users through offline lifestyle partnerships in Rohtak, exchanging discounts for direct customer access.



10% discount on FixOtto bills (up to ₹5,000) for partner patrons.

Institutional Readiness & Compliance



Quality Standard:
ISO 9001:2015
Certified



Government Recognition:
Start UP Certificate
received from DPIIT



Corporate Entity:
Registered LLP (ACG-4870) & GST Active
(06AAWFD5060H1Z7)



MSME Status:
Udyam Registered
(HR-160028087)



IP Protection:
Trademark applied
across Classes 4, 12,
25, 35, 37

The Path to 45% Margin



Profitability Milestone: At just 100 orders per month per city, the model achieves strong profitability due to its capital-efficient, asset-light structure.

The Franchise Control Protocol



Revenue Protocol: 20% commission to FixOtto on each order. FixOtto controls all centralized billing.

Supply Chain Protocol: Mandatory parts purchase from FixOtto for location-based services (ensures 100% genuine OEM/OES components).

Quality Assurance: Internal teams deployed for continuous auditing, franchise checks, rigorous training, and closed-loop CSAT feedback collection.



The Catalyst Ask

₹5 Cr for 5% Equity + Strategic Mentorship

Geographic Expansion: Entering NCR market by July.

Fleet Deployment: Launching specialized two-wheeler fleet for 30-minute rapid dispatch.

Tech Infrastructure: Developing AI/ML diagnostics, cashless app-based insurance, and finalizing www.fixotto.com.

