

FIXOTTO:

Cars

Helping

Hand

Your Trusted Partner for Smart &
Seamless Automotive Solutions

1. Company Overview

Fixotto is an innovative, technology-driven automotive service platform committed to transforming the vehicle maintenance and repair ecosystem in India. The company provides location-based doorstep services designed to offer convenience, reliability, and efficiency to vehicle owners. By integrating digital solutions with skilled professionals, Fixotto aims to redefine the future of automotive care.

2. Vision

To become India's most trusted and comprehensive automotive solutions provider, delivering convenience, quality, and innovation at every doorstep.

3. Mission

- To simplify vehicle maintenance through technology-enabled, on-demand services.
- To provide reliable, affordable, and high-quality automotive solutions.
- To create a robust ecosystem that benefits customers, technicians, and partners.
- To promote sustainable mobility through EV solutions and eco-friendly practices.

4. Core Values

- Customer First – Ensuring superior service and satisfaction.
- Innovation – Leveraging advanced technology for smarter solutions.

- Integrity – Upholding transparency and ethical business practices.
- Reliability – Delivering dependable and timely services.
- Excellence – Striving for quality in every aspect of operations.

5. Services Offered

A. Doorstep Automotive Services:

- Car Repair and Maintenance
- Periodic Vehicle Servicing
- Emergency Breakdown Assistance
- Car Diagnostics and Health Checkups
- Battery Replacement and Jumpstart Services
- Tyre Repair and Replacement

B. Car Care & Accessories:

- Car Detailing and Cleaning
- Interior and Exterior Enhancement
- Sale of Genuine Car Accessories
- Installation and Customization

C. Digital & Compliance Services:

- Pollution Under Control (PUC) Certification
- Vehicle Inspection and Diagnostics
- Insurance Assistance and Renewals
- Extended Warranty Support

D. Electric Vehicle (EV) Solutions:

- EV Servicing and Maintenance

E. Future Expansion Services:

- Manufacturing of Automotive Oils and Spare Parts
- AI-Based Vehicle Diagnostics
- Fleet Management Solutions
- Automobile Training Institutes
- Franchise and Dealership Opportunities
- EV Charging Stations
- EV Diagnostics and Support

6. Business Model

- B2C: Direct services to individual vehicle owners.
- B2B: Partnerships with corporates, fleet owners, and institutions.

- B2G: Collaboration with government agencies and public sector organizations for AMC (Already registered on GeM).
- Franchise Model: Expansion through authorized service partners across India or helping setup Garages under PMEGP Scheme of Ministry of MSME.
- E-Commerce Integration: Online platform for accessories and spare parts.

7. Technology Platform

- Mobile App and Web Platform
- Real-Time Booking and Tracking
- AI-Based Diagnostics
- Secure Digital Payments
- CRM and Customer Support Systems
- Data-Driven Predictive Maintenance

8. Target Market

- Individual Car Owners
- Corporate and Institutional Fleets
- Logistics and Transportation Companies
- Ride-Hailing Drivers
- Electric Vehicle Owners
- Insurance Companies and Automobile Dealers

9. Competitive Advantages

- Doorstep Convenience
- Transparent Pricing and Genuine Parts
- Skilled and Verified Technicians
- Technology-Driven Operations
- Comprehensive Service Portfolio
- Scalable Franchise Model

- Focus on EV and Future Mobility

10. Revenue Streams

- Service Charges and Subscription Packages
- Commission from Insurance and PUC Services
- Sales of Accessories and Spare Parts
- Franchise Fees and Royalties
- Corporate and Fleet Contracts
- EV Charging and Maintenance Services
- Manufacturing of Oils and Components

11. Brand Tagline

Fixotto – Cars Helping Hand.

12. Corporate Information (To Be Updated)

- Company Name: Dirvar Industries LLP
- Industry: Automotive Services & Mobility Solutions
- Headquarters: Haryana, India
- Operational Area: Pan India (Planned)
- Business Type: Technology-Enabled Service Provider

13. Future Roadmap

- Launch of the Fixotto Mobile App and website www.fixotto.com
- Expansion across major Indian cities
- Establishment of EV charging infrastructure

- Introduction of private-label automotive products
- Development of a nationwide franchise network
- Strategic partnerships with OEMs and insurers