

- The Idea of this product is on concept stage
- This product is service based considered as Intangible product
- **Focus**
The focus of this product is to provide One-Stop Shop solution to car users in India for all their car needs. Starting from buying a new or old car till its sale.
- **Value Proposition**
On the enrolment in this product customer will get every auto related ancillaries and services under one roof. Also he will be rewarded by best in market discount and free bees as per his loyalty towards the brand.
- **Industry Overview**
This product is a mix of multiple industry e.g. Tires, Batteries, Motor Insurance, Motor Finance & Used Car.
~figures for every vertical is mentioned below for reference
 1. Tires – 60,000 Cr.
 2. Batteries – 46,400 Cr.
 3. Motor Insurance – 70,000 Cr.
 4. Motor Finance – 2,60,000 Cr.
 5. Used Car - 1,81,875 Cr.

Every portfolio mentioned above grows more than 15% every year.
- What are customer's opinion on the membership where he get everything under one roof
- How much customer will to pay for the same
- What are the features missing in this what customer looking to add or tweak more
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