

**SAHAYATA**

**GLOBAL ASSISTANCE**

**Locally Operated with Global Excellence**

# Our Background



**SG Auto Assist (formerly known as Sahayata Global Assistance P. Ltd.) is a Roadside Assistance Company (Emergency Car Breakdown Assistance Services).**

**We help customers get an affordable & professional On-Road Repair and Car towing Services whenever they need across India. In coming 2 Years we are targeting \$ 2-5B Market for this particular industry in India, by being centric to used cars (3-10 Years Old), Multiple Car Fleet operators like OLA, UBER and Car Leasing Companies.**

**We make money through probability of breakdown of our membership opted customers and by generating marginal commission on On Demand Assistance. We acquire customers through multiple approach like Digital, Referral, B2B Tie Ups & White Label Products.**

**We are the only Indian company in this domain which expanded its operations in APAC Countries namely Malaysia & Phillippines. We hold a service fleet of more than 10k contracted Third Party Service Providers with best in class fleets like Zero Degree Trucks, Flatbed Trucks etc.**

**We got ourselves incorporated in 2016, and since then we are boot-strapped. Our team have a strong background to compete with Global companies like Allianz Worldwide Partners and Europ Assistance as our competitors.**

# OUR PORTFOLIO COMPANIES

**SAHAYATA**  
GLOBAL ASSISTANCE

Parent Company



**Building The World's Largest  
A.I. Driven Auto  
Life-Cycle Management Platform  
to reduce hassle of Customers**



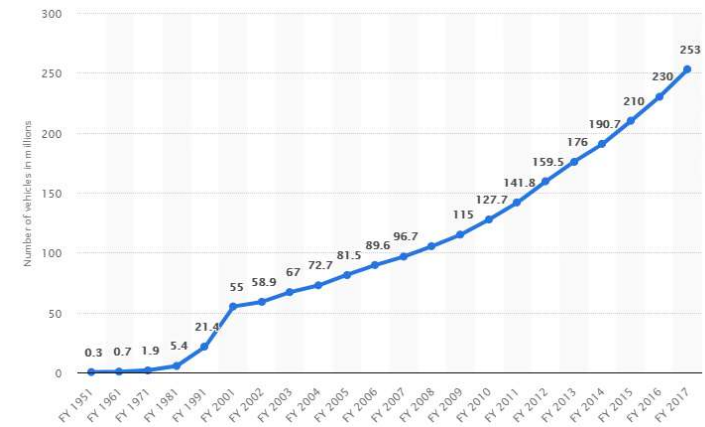
**OUR MISSION**



**OUR VISION**

**Change the way  
People think about CAR  
& It's Maintenance**

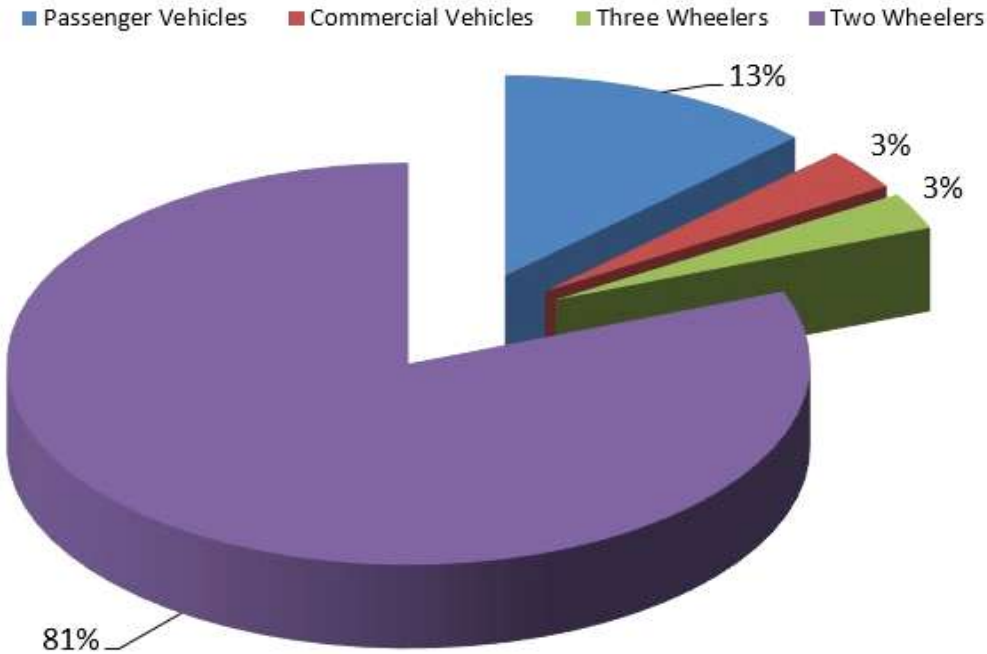
There are more than 2 Cr. Cars running on Indian roads, out of which only 15-22% are <3 Years old. OEMs are providing Complimentary care services to those vehicles only. Extended care packages are of high cost but technically older cars requires more care and replacement of spares after this age only.



## THE SERVICING WORLD

- **Rs 20,000 cr** is the car-servicing industry size in India
- **46%** organised service centers are there
- **53%** unorganised players
- **1%** multi-brand organised servicing players
- **Rs 33,000 cr** is the estimated growth of industry by 2020
- **8%** is the rise of shares of multi-brand organised servicing players expected to be by 2020
- **2.5** is the no of mechanical services per year needed by each car on an average
- **0.25** accident service per year needed by each car
- **30 mn** cars on Indian roads
- **28 mn** cars are road-worthy
- **5 mn** cars in warranty;
- **23.6 mn** off-warranty cars need total 65 mn services every year

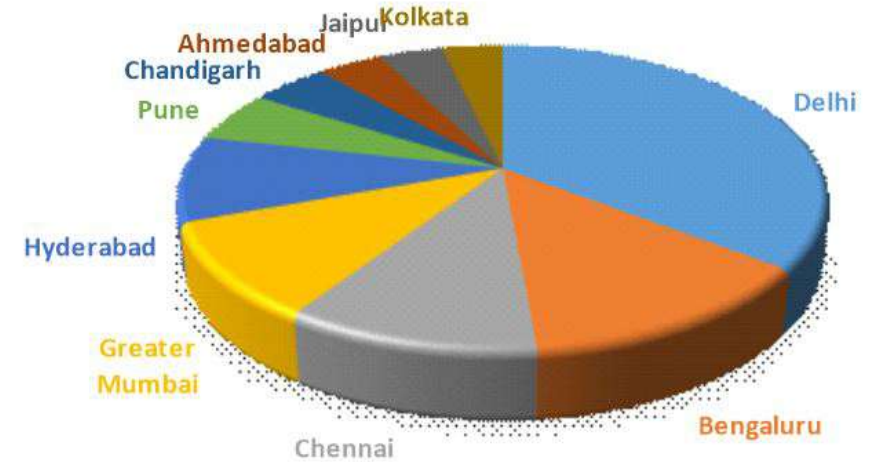
Domestic Market Share for 2019-20



Estimated **26.27** MN

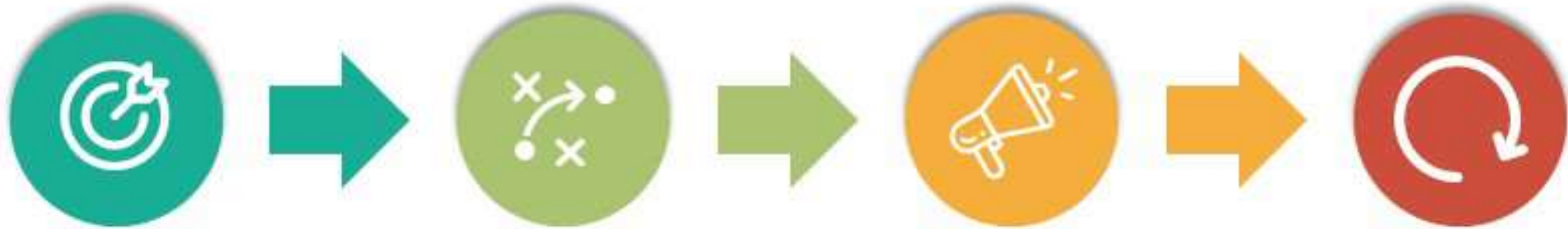
With Annual **6.71%** Increase

CITY WISE CAR POPULATION



Category	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Passenger Vehicles	2,601,236	2,789,208	3,047,582	3,288,581	3,377,389	2,773,575
Commercial Vehicles	614,948	685,704	714,082	856,916	10,07,311	717,688
Three Wheelers	532,626	538,208	511,879	635,698	7,01,005	636,569
Two Wheelers	15,975,561	16,455,851	17,589,738	20,200,117	21,179,847	17,417,616
Quadricycle#		0	0	0	627	942
Grand Total	19,724,371	20,468,971	21,863,281	24,981,312	26,266,179	21,546,390

# GO TO MARKET APPROACH & STRATEGY



## Targeting

1. We are targeting cars which are more than 3 years old and less than 10 Years.
2. We offer annual membership plans and on-demand (Pay Per Use Model)
3. We will obtain customers through online & Offline sales channels.

## Strategic Partnerships / Channel

1. Online Sales, Digital Platforms, Referral Sales, Offline AD & Radio Campaigns help us to acquire customers
2. Bundled Services approach, discounts, Service Guarantee are some key selling points to close customers.
3. Already in the process of getting associations with FasTag Co., National Highway Authority, Motor Insurance Companies & Used Cars Buying Selling Platforms

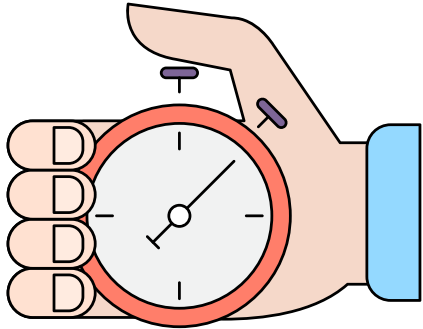
## Marketing

1. Radio & Print Media is the most effective way of reaching to customers.
2. Organic digital marketing, events like Auto Expo gives us brand visibility & opportunity to reach end users directly.
3. Cross Branding Campaigns e.g. white label products & visibility on Leasing Cos. fleet.

## Customer Retention

1. We retain our customers by giving them discount on renewals & providing referral schemes.
2. Bundled advantages and partnership benefits like discount on insurance, tires and batteries.
3. Service Guarantee is the unique offering of ours in the whole industry.

# THE SMART SOLUTION - RSA



Minimal Time of Arrival  
**(Quick Response)**

Largest Towing Fleet  
across India



Standard Pricing  
Everytime, Everywhere

Highly Skills &  
Trained Manpower



**CHOICE OF AVAILING SERVICES**



**Pay Per Use**



**Subscription  
As Required**



## On-Spot Repairs

- Flat Tyre Replacement
- Fuel Delivery
- Key Retrieval
- Battery Jump-Start



## Towing of Vehicle

- Zero Degree Towing
- Flatbed Towing
- Under-Lift Towing
- Winching Towing



## Tele Assistance

- On Call Assistance
- Map Guidance
- Emergency Message Relay
- Medical Coordination

Support Offerings



Hotel Accommodation



Cab Assistance



Onward Flight Assistance

# OUR GROWTH

Founded by -  
Hitesh Sharma  
with 3  
Service Providers  
in Delhi

**2016**

Successfully  
Expanded in  
North India  
with  
650  
Service Providers

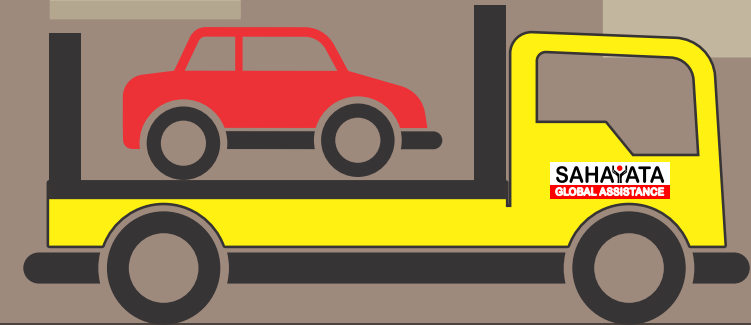
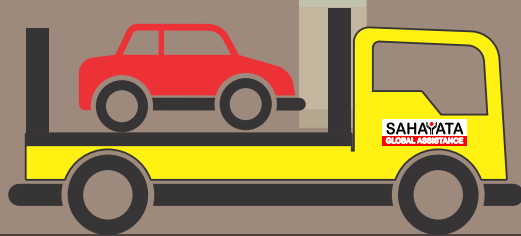
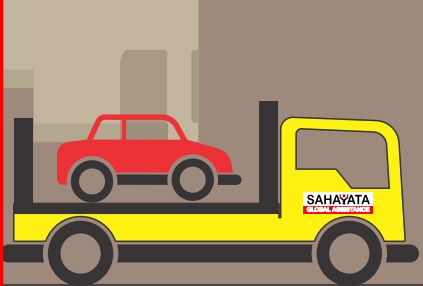
**2017**

7000+ Trained  
Service Providers  
Pan India Service

**2018**

10000+ Trained  
Service Providers  
6500+ Towns & Distt.  
&  
100+  
Service Providers  
in  
Malaysia  
&  
Phillippines

**2019**



**29** States

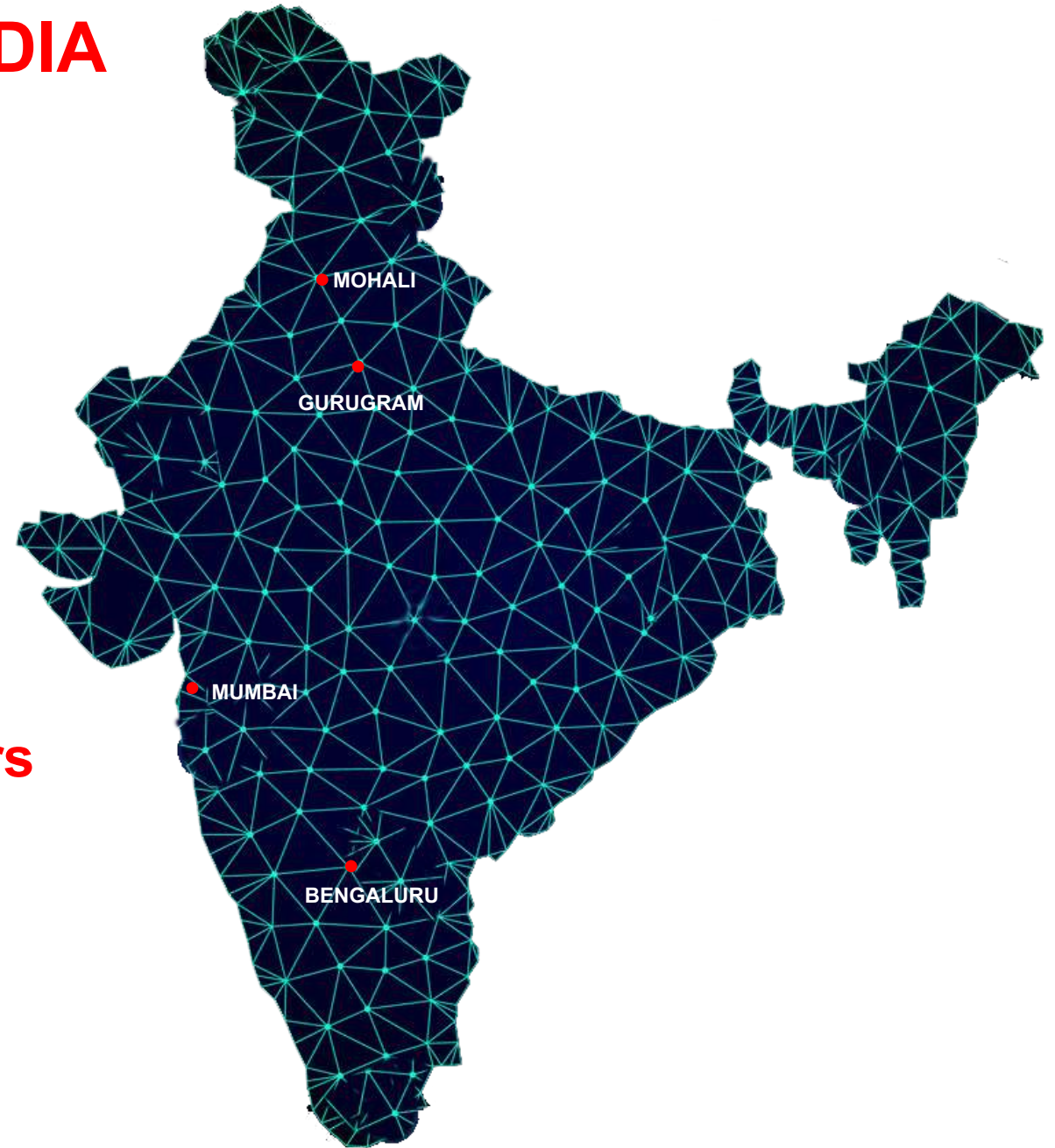
**7** Union Territories

**6500+** Towns & Districts

**10000+** Trained  
Service Providers

**1.60 L** Customers

**Zero-Degree Trucks | Flatbed Trucks**  
**Fork-Lift Trucks | Winch Towing**  
**QRT Cars & Bikes**



# CLIENTS & ASSOCIATIONS



**2 Times "OFFICIAL ROADSIDE ASSISTANCE PARTNERS"**



9 - 14 FEBRUARY 2018  
INDIA EXPO MART, GREATER NOIDA, UTTAR PRADESH, INDIA



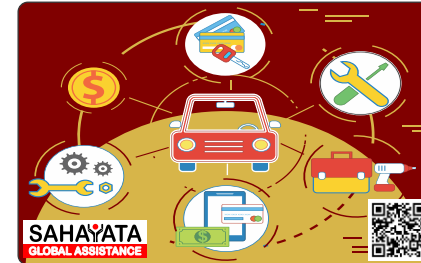
7 - 12 FEBRUARY 2020  
INDIA EXPO MART, GREATER NOIDA, UTTAR PRADESH, INDIA

## ROADSIDE ASSISTANCE



- Current Customer base of 1.6 Lakhs Customers (Recurring)
- Target for FY 2020-21 is to register more 5.4 Lakh customers
- White Label RSA Product
- On-Demand Roadside Assistance Users
- Clubbed RSA with our services offered.

## LIFE-CYCLE MANAGEMENT



- Potential of 23 Mn Customers
- Target for FY 2020-21 is to register 1.5% (3.45 Lakh customers)
- Membership Fee + Commission at different stage of Service
- White Label Care Product



## FOR CUSTOMERS

- One-Stop Shop
- Free Fitments
- Free Delivery
- Discounts & Offers
- 24 Hours Service
- Free Pick & Drop of Vehicle



## FOR OEMs

- Alternate Sales Channel
- Low Commission
- Quality Control
- Trained Manpower
- Quick Payment & Delivery
- No Capital Investment



## FOR SERVICE PROVIDERS

- Skill Enhancement
- Quick Reimbursement
- Training & Development
- Branded Dress & Ids
- Alternative Source of Income



## FOR PARTNERS

- Qualified Leads
- Free CRM & Billing Software
- Source of Revenue
- Marketing Source
- Proper Accountability of Customer.
- Reminder Facility to Customer.

# THE FUTURE

## LIFECYCLE MANAGEMENT





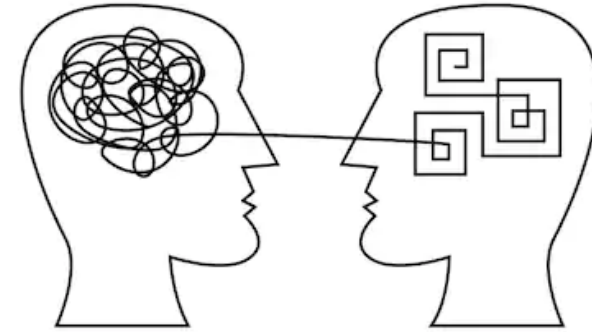
## CAR SERVICING & LIFECYCLE MANAGEMENT

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- 0.25 accident service per year needed by each car
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- 28 mn cars are road-worthy
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## CHALLENGES WE SEE

- Lack of Proper Knowledge about Car Care
- Low Quality Local Spares
- Lack of Trained Manpower & Specialized Equipments
- Poor Road & Traffic Conditions
- High Expenses for the Services Offered by OEMs after Warranty
- Non Availability of Experts in growing Auto Market
- No Control over Fuel Quality



## ORGANIZED & UN-ORGANIZED CARE

- 46% organised service centers
- 53% unorganised players
- 1% multi-brand organised servicing players
- 8% rise of shares of multi-brand by 2020

We are simplifying your Car Experience by providing you all car related services & Life-Cycle Management requirement under Single Roof with our new 100% A.I. based Auto-ECommerce Platform

