



CarSlice: Revolutionising Luxury Car Ownership in India

Democratising access to premium vehicles through fractional ownership — where aspiration meets innovation, and luxury becomes accessible to all.

Our Vision & Mission

Vision

To revolutionise car ownership in India by enabling individuals to own, experience, and invest in premium vehicles fractionally — making luxury mobility accessible, profitable, and community-driven.

Mission

To democratise access to luxury and performance cars through a legally structured fractional ownership model, supported by LLP-backed secure ownership, transparent exit mechanisms, and community-driven experiences.



Market Opportunity: India vs. Global Benchmarks

India's fractional car ownership market presents a compelling ₹3.5 billion+ opportunity, driven by rising luxury car demand and the proven success of fractionalization globally.

India Market Size

₹3.5B+ potential in fractional ownership and luxury rentals

Global Benchmarks

USA: \$8B market

Europe: \$4B market

Target Audience

HNIs, NRIs, entrepreneurs, aspirational professionals (25–45 years)

Business Model: Structured for Success



LLP-SPV Ownership

Each vehicle is housed in a legally compliant Limited Liability Partnership Special Purpose Vehicle with up to 10 partners, ensuring transparent and secure ownership.



Investment Structure

Average car value: ₹1.2–2.5 crore. Fraction size: 10% per investor. Multiple revenue streams: fractional sales, usage fees, rental share, and resale margins.



Attractive Returns

Target annualised ROI of 12–18% through rental income and vehicle appreciation, offering investors a compelling alternative asset class.



Revenue Streams & Value Proposition

Fractional Sales

Primary revenue from selling 10% ownership stakes in luxury and performance vehicles to qualified investors.

Usage Fees

Members pay competitive rates for vehicle usage, creating steady recurring income streams.

Rental Share

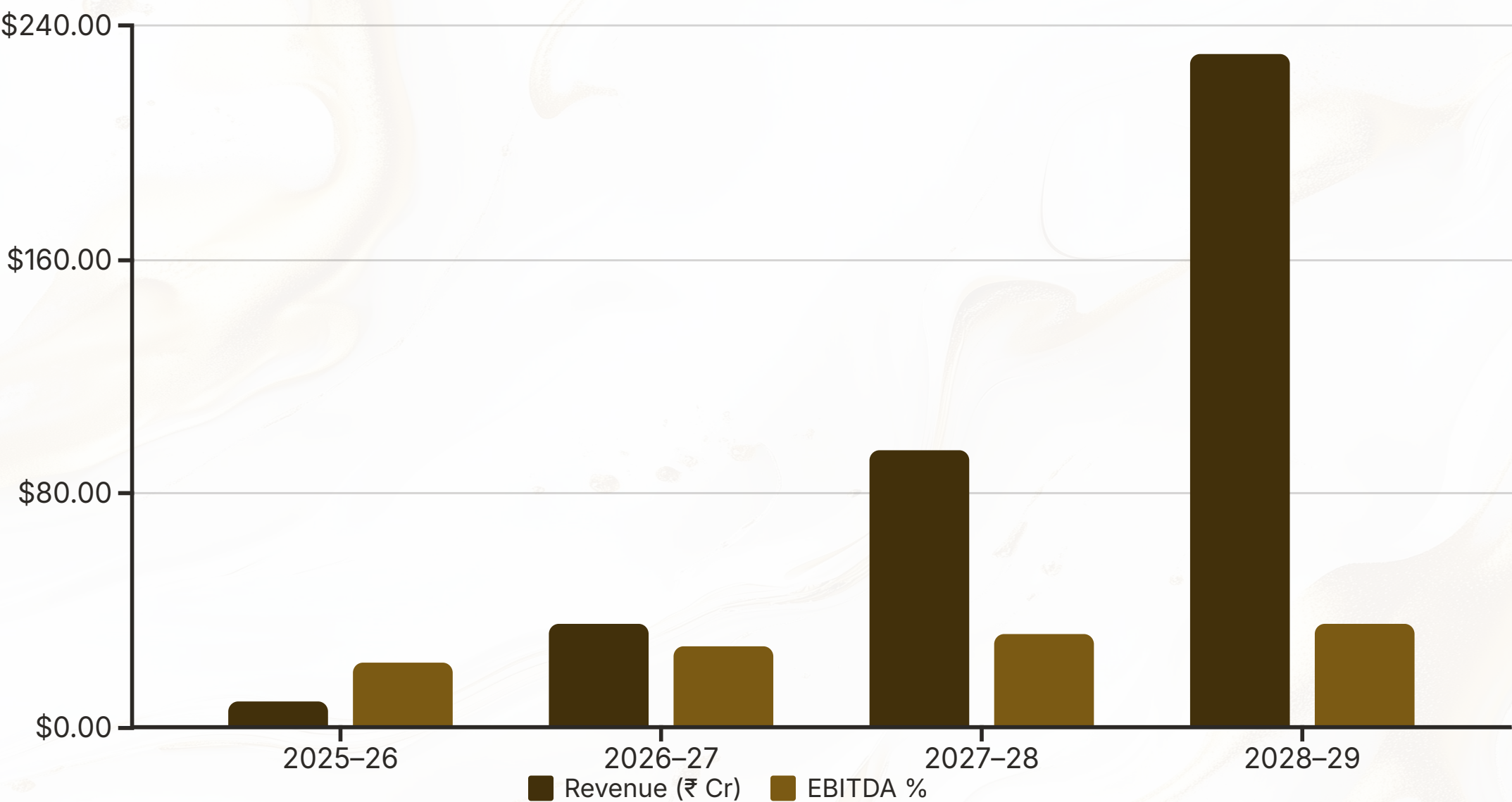
Additional revenue from third-party rentals when vehicles are not in use by owners.

Resale Margins

Commission on secondary market transactions and vehicle appreciation at exit.

Financial Projections: 2025–2029

Aggressive yet achievable growth trajectory, expanding from metros to Tier 2 cities whilst maintaining strong EBITDA margins.



Growth Roadmap: Geographic Expansion



Year 1 (2025–26)

Mumbai & NCR Launch

50 cars | 5,000 users | Establish brand presence in India's wealthiest markets



Year 3 (2027–28)

Metro Consolidation

600 cars | 80,000 users | Hyderabad & Chennai entry, deepening metro penetration



Year 2 (2026–27)

Southern Expansion

200 cars | 25,000 users | Add Bangalore & Pune to capitalise on tech entrepreneur demand



Year 4 (2028–29)

Tier 2 Markets

1,200 cars | 2,00,000 users | Scale to emerging cities with growing affluent populations



Marketing Strategy: Amura-Based Framework



Phase 1: Awareness

"Smarter way to own luxury" — Pre-launch waitlist via Meta & Google Ads targeting HNIs



Phase 2: Launch

PR blitz, influencer partnerships, grand test-drive events at premium venues



Phase 3: Growth

User testimonials, SEO dominance, SliceHub networking, metro & Tier 2 expansion

Why CarSlice? The Competitive Advantage



Legal Security

LLP-backed ownership structure ensuring complete transparency and investor protection



Community Experience

SliceHub and CarSlice Connect foster exclusive networking and shared passion



Transparent Exits

Clear secondary market mechanisms for liquidity and value realisation



Asset Diversification

Alternative investment opportunity with tangible assets and experiential value





Vision 2029

To make CarSlice the preferred asset-sharing platform for mobility — where owning a luxury car becomes as easy as owning a share.

10L

Users

Building India's largest
luxury car ownership
community

1L

Cars

Premium fleet
spanning supercars to
luxury vehicles

₹500...

AUM

Assets under
management through
fractional vehicle
ownership