



FINECARS

CERTIFIED TRUE COPY OF THE RESOLUTION PASSED BY THE DIRECTORS OF FINELISTINGS TECHNOLOGIES LIMITED IN ITS BOARD OF DIRECTORS MEETING HELD AT ITS REGISTERED OFFICE OF THE COMPANY SITUATED AT G-07, GROUND FLOOR, AMBIENCE MALL, NELSON MANDELA ROAD, VASANT KUNJ, SOUTH WEST DELHI, NEW DELHI-110070, INDIA, ON FRIDAY OF APRIL 26, 2024 AT 11:00 A.M.

Approval for business chapter certification

“RESOLVED THAT, pursuant to the recommendations of the Board of Directors of the Company and pursuant to the relevant provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, Companies Act, 2013 along with the rules made thereunder, each as amended, and other applicable provisions thereof a statement duly initialed by the Chairperson for the purpose of identification, indicating the details of utilization of funds to be raised through IPO for business chapter certification, which placed before meeting and , be and is hereby approved.”

“RESOLVED FURTHER THAT Arjun Singh Rajput DIN: 08936998, Managing Director , be and is hereby severally authorized to do all acts and deeds in order to give effect to the resolution.”

“RESOLVED FURTHER THAT, certified copies of this resolution be provided to those concerned under the hands of a Director or Chief Financial Officer or Company Secretary wherever required.”

For Finelisting Technologies Limited

**Arjun Singh Rajput
Managing Director
DIN: 08936998**



Finelisting Technologies Limited

Email: am@finelisting.com | Ph: +91 98110-51555

G07 Ambience Mall Vasant Kunj Nelson Mandela Marg. South Delhi 110070

CIN: U74999DL2018PTC331504

BACKGROUND

Our Company is engaged in diversified business viz., (a) retail of pre-owned luxury car; and (b) software development services, that address digital transformation, data analytics, technology consulting, infrastructure and security needs of our customers. Our offerings are spread across the spectrum of various digital technologies such as cloud-based services, IT consulting services such as, big data analytics, cloud architecture, data engineering, IoT solutions and offering based solutions such as, business intelligence analytics, cloud development, cloud solutions, data management, digital transformation, IoT development and web development.

Under our pre-owned luxury car retail business, we are focused on the used premium and high-end luxury cars where the average sale price is ₹ 40.00 lakhs. We currently have a limited presence over the pre-owned value chain, such as after sales services and repairs (including sales of spare parts, lubricants and accessories), which we undertake through our affiliated service centers. We also help our clients in securing financial assistance from third-party financiers. We started our operations and opened our first showroom under the brand “Finecars” on August, 2022 at Ambience Mall, Vasant Kunj, National Capital Region (NCR).

We believe that the young population of India, which constitutes 66% of our total population of 1.3 billion (*source: <https://indbiz.gov.in/>*) is the key driver for the growth of our business. Since, the launch of our retail business in 2020, we have sold 100 pre-owned cars to 100 customers. We have evolved our business model from a pure commission based to a buy-n-sell retail model since mid-2020, with an objective to improve our margins. Under our buy-n-sell retail model, we have sold over 37 cars, 35 cars and 14 cars for the period ended March 31, 2023, 2022 and 2021, respectively and 32 cars for the stub period ended February 29, 2024, where our average selling price for this car were ₹ 21.15 Lakhs, 22.54 Lakhs, 10.18 Lakhs and 15.65 Lakhs respectively. Since 2020, our sales through our off-line channel i.e. through our showroom constituted 30% of our total sale and 70% was sales made through our online platform, including various 3rd party platforms.

The Software service activity is outsourced to third party vendors. These thirty party vendors execute the project as per the specification detailed/ description from our customers and has guided by us. Considering the nature and size of the operations, one of the promoters of the Company namely Aneesh Mathur who has relevant educational qualification (bachelor’s degree in technology (electronics and communication engineering)) and relevant work experience of total 5 years in industries out of which he serves 2 years and 4 months in Paytm (Aneesh’s is last employment was as Strategic Alliances – F&B, Retail and Hotel team in One 97 Communication “Paytm”) solely manages the software division of the Company. Our Company may appoint additional employees as the size of the business increase.

As our strategy, we engage in the buy-n-sell model where we procure the pre-owned cars from its owners, under take necessary services, refurb the cars mechanically and aesthetically to make it ready for display in our showroom and also on our website and other multi-channel auto platforms. The automotive ecosystem is highly fragmented and complex. The process of buying vehicles requires buyers to go through several channels and numerous stages. Our vision is to create an O2O (online-to-offline) ecosystem for automobiles which connects customers, OEMs, dealers, banks, insurance companies and other stakeholders. We believe that a hybrid model of offline and online sales would help in expanding our presence across our customer base. To provide a seamless service offering and increase our connectivity with our potential customers we would also be launching our mobile application.

Our pre-owned luxury car business offers a wide range of cars, including sedans, SUVs, sports cars, and convertibles. All the vehicles we purchase are thoroughly inspected and certified, ensuring that they meet our high standards for quality and reliability. In addition to selling vehicles, we also offer financing, warranties, and maintenance services to ensure that our customers make the most of their investment.

We also leverage on the experience and expertise of our promoters, in providing software development services which includes, digital transformation, data analytics, technology consulting, infrastructure and security needs of our customers. Our offerings are spread across the spectrum of various digital technologies such as cloud-based services, IT consulting services such as, big data analytics, cloud architecture, data engineering, IoT solutions and offering based solutions such as, business intelligence analytics, cloud development, cloud solutions, data management, digital transformation, IoT development and web development.

We continuously evolve our services and customize our offerings as per the need of our clients. We carry our software development service under a lien model, where we engage staffing companies and freelancer software developers who are engaged on-call basis. We also outsource our requirements to

third-party software developing companies. Our model helps us in hiring and engaging with a wide talent pool available in the market, thus offering a diverse range of services to our customers. Our Company is promoted by Aneesh Mathur and Arjun Rajput. Our Promoters manage and control the major affairs of our business operations with their considerable experience in our Industry. We believe our success is the result of sustained efforts over the years in key aspects of our business, such as product portfolio, process improvements and increased scale of operations. For more details, please see the chapter titled, “*Our Management*” and “*Our Promoters and Promoter Group*” on page 115 and 128 of this Prospectus.

Key Performance Indicators of our Company.

(₹ in lakhs)

Particulars	For the stub period ended February 29, 2024	As on March 31, 2023	As on March 31, 2022	As on March 31, 2021
Revenue from Operations ⁽¹⁾	1,359.40	1,388.75	694.12	146.34
Growth in Revenue from Operations ⁽²⁾	NA	100.07%	374.32%	NA
EBITDA ⁽³⁾	386.13	251.14	1.33	(22.99)
EBITDA Margin ⁽⁴⁾	28.40%	18.08%	0.19%	(15.71%)
Restated Profit After Tax for the Year	267.12	178.92	(8.33)	(17.26)
PAT Margin ⁽⁵⁾	19.65%	12.88%	(1.20%)	(11.79%)
Net Worth ⁽⁶⁾	618.96	351.83	47.91	56.24
Capital Employed	805.88	477.23	147.91	56.24
ROE% ⁽⁷⁾	43.16%	50.85%	(17.39%)	(30.69%)
ROCE% ⁽⁸⁾	21.73%	52.37%	0.23%	(41.54%)

Notes:

- 1) Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.
- 2) Growth in Revenue from Operations (%) is calculated as Revenue from Operations of the relevant period minus Revenue from Operations of the preceding period, divided by Revenue from Operations of the preceding period.
- 3) EBITDA is calculated as Profit before tax + Depreciation + Finance Cost - Other Income
- 4) EBITDA Margin is calculated as EBITDA divided by Revenue from operations
- 5) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.
- 6) Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account
- 7) Return on Equity is ratio of Profit after Tax and Shareholder Equity
- 8) Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders’ equity plus total borrowings (current & non-current).

OUR STRENGTHS

1. Diversified business offerings

Our Company is engaged in diversified business viz., (a) retail of pre-owned luxury car; and (b) software development services, that address digital transformation, data analytics, technology consulting, infrastructure and security needs of our customers. Our offerings are spread across the spectrum of various digital technologies such as cloud-based services, IT consulting services such as, big data analytics, cloud architecture, data engineering, IoT solutions and offering based solutions such as, business intelligence analytics, cloud development, cloud solutions, data management, digital transformation, IoT development and web development.

Under our pre-owned luxury car retail business, we are focused on the used premium and high-end luxury cars where the average sale price is ₹ 40.00 lakhs. We currently have a limited presence over the pre-owned value chain, such as after sales services and repairs (including sales of spare parts, lubricants and accessories), which we undertake through our affiliated service centers. We also help our clients in securing financial assistance from third-party financiers. We started our operations and opened our first showroom under the brand “Finecars” on August, 2020 at Ambience Mall, Vasant Kunj, NCR. We believe that a hybrid model of offline and online sales would help in expanding our presence across our customer base. To provide a seamless service offering and increase our connectivity with our potential customers we would also be launching our mobile application.

We believe that our diverse service offerings enable us to effectively leverage on our strength and generate income from diverse and unrelated sources. Our revenue from retail of pre-owned premium and luxury car and software development services have increased since their launch. As per the certificate received from our statutory auditor M/s. D G M S & Co, Chartered Accountant dated April 09, 2024 our revenue from retail of pre-owned premium luxury car for the for the period ended February 29, 2024, Fiscal 2023, Fiscal 2022 and Fiscal 2021 was ₹ 491.27 lakhs, ₹ 768.83 lakhs, ₹ 690.25 Lakhs and ₹ 139.67 lakhs, respectively and which represented 36.14%, 55.36%, 99.44 and 95.44% of our revenue from operations, respectively. Further, our revenue from software development services for the for the period ended February 29, 2024, and for the Fiscal 2023, Fiscal 2022 and Fiscal 2021 was ₹ 771.70 lakhs, ₹ 619 lakhs, 0.28 Lakhs and ₹ 1.45 lakhs, respectively and which represented 56.77%, 44.57%, 0.04% and 0.99% of our revenue from operations, respectively.

2. ***Brands and Customer Experience Driving Powerful Network Effects.***

We believe that our brand ‘FineCars’ is a trusted brand for pre-owned automotive buyers and sellers. We believe that the strength of our brand and its association with trust, quality and reliability is a key attribute in our business, which increases consumer confidence and influences their consumption behaviors. Our customer confidence has helped us in achieving a sale of over 100 cars since 2020.

We believe that our O2O (online-to-offline) model, helps in building the confidence of our customer on our existence and providing a hybrid experience of on-line and off-line. We believe that our approach of listing our pre-owned luxury car on various multi-channel auto platforms and on other online platforms helped us to reach to our customers from across the country. For instance, we sold 37 cars in Fiscal 2023 across cities.

We believe that we are able to offer a superior experience to all stakeholders through our large inventory selection, trust and unbiased transparency.

3. ***Quality assurance.***

We believe that we are a quality focused company. We are committed to maintain quality at all steps from procurement of Cars till handling of them to the desired buyers. We have established a quality control team which has the responsibility to ensure compliance with testing, checking, refurbishing. Before commencement of the selling process, the inventory (Cars) purchased by our Company have to undergo a quality check, to ensure that they are of relevant quality and match the standards as specified.

4. ***Experienced Promoters and management team.***

We are led by qualified and experienced Board of Directors, Key Managerial Personnel, who we believe have extensive knowledge and understanding of the used cars buying and selling market and have the expertise and vision to scale up our business.

Our Promoters and Directors, Aneesh Mathur and Arjun Singh Rajput, has over 5 years of experience in the pre-owned car buying and selling market and has been the anchor person to craft out new avenues. For details, relating to the experience of our management, please see the chapters titled “***Our Management***” and “***Our Promoters and PromoterGroup***” on page Error! Bookmark not defined. and Error! Bookmark not defined. of this Prospectus. We believe that our senior management team has helped us in successfully implementing our development and operating strategies over the years. We believe that owing to the understanding of the industry trends, demands and market changes of our senior management team, we have been able to adapt and diversify our operating capabilities and take advantage of market opportunities since the incorporation of the

Company.

Apart from the members on our Board, we believe that the knowledge and experience of our senior and middle level management team members in the automotive buying and selling market provides us with a significant competitive advantage as we seek to grow our business.

OUR STRATEGIES

1. *Increase our Online-Offline Presence with special focus on premium and luxury cars*

Leveraging our brands, we provide services across pre-owned premium and luxury cars. Our focused approach of dealing in pre-owned premium and luxury cars increases our efficiencies and profitability as our services and technology can be leveraged and applied across our portfolio. We believe that we can be an efficient and effective partner for companies such as banks, insurance companies, vehicle accessory companies and our other business partners, as we can work with them in their transactions with a focused business approach.

As we grow in size and offerings, we believe we would work with automobile consumers, dealers, insurance companies, financiers, after sales service and leasing companies. With our strong relationships and integration with our stakeholders and large customer base, we believe we can create and build products and services for our customers quickly and efficiently, giving us opportunities to grow our business with these partners. While we have a strong offline presence through our showroom at Ambience Mall, we would create strong online presence through our mobile app "finecars". Our app will be available in android and other operating system. We are testing our beta version of our mobile app and we believe we would be able to launch our full-scale app around March 2025.

In addition, we would also launch our franchisee network under the brand "Finecars" comprising a select number of pre-owned premium and luxury car dealers who carry the Finecars brand and who are required to adhere to certain standard operating processes so that customers can buy used cars with confidence. We believe this online and offline pan-India presence will enable us to efficiently grow our products and services and cater to our customer needs across touch points.

2. *Create an opportunity to monetize value added services*

As a dealer of pre-owned premium and luxury cars we can work across dealers, insurance companies, financiers, after sales service and leasing companies. We believe that the complexity of a vehicle purchase transaction provides substantial opportunity for technology investment. While we currently depend on third party vendors for repair and after sales service, we believe that with our increased sales and presence across the sales channel we would be able to create opportunity across the value-added service offerings. We intend to increase monetization opportunities by introducing complementary, value-added products and services to improve the experience of buying, selling and owning vehicles.

We also plan to provide vehicle servicing, automobile accessories and automobile insurance by engaging with product and service providers who will provide these to consumers on our websites and mobile application. Further, subject to regulatory approvals, we may consider diversifying into the business of financing the purchase of cars on our platforms

3. *Continue to invest in technology and digitalizing sales and service channels*

Building our digital footprint is a strategic priority. We aim to be a leading premium and luxury pre-owned cars retailer through the use of technology, which we believe will help us scale more quickly and efficiently. While we list our cars on 3rd party platforms, we plan to create a dedicated platform to cater to premium and luxury segment through our mobile application. We look to engage with our customers through their preferred mode of customer service experience. As such, we look to expand our customer engagement by continuing to invest in our online presence.

To strengthen our in-house technology capabilities, our IT and digital initiatives, includes a) developing mobile applications to help connect with our suppliers and customer; b) We intend to launch a loyalty program which will run through our locations. Customers will be able to earn rewards for every transaction.

4. *Acquire new accounts and deepen key account relationships*

Over the years we have developed strong relationships with our customers in the Software development vertical. We devote significant attention to being able to understand the

behavior, preferences and trends of our customers through research and a consultation process. We believe that this gives us a distinct perspective that we bring to our engagements. We also conduct periodic market scans to identify upcoming technologies. With this approach, we aim to become a key part of our customer’s operating and growth strategy, enabling us to serve our customers across multiple touchpoints and projects. We are focused on continuing to expand our relationships with existing customers by helping them solve new problems and become more engaging, responsive and efficient. We have a demonstrated track record of expanding our work with customers after an initial engagement.

We believe that we continue to have opportunities to add new customers to our portfolio. Leveraging our creative and engineering capabilities, we work with our customers to create complete solutions, often involving custom, task-oriented user interfaces, integration and continuous delivery pipelines. We often use a blend of open source, commercial and custom technologies in order to optimize for cost, flexibility, sophistication and long-term sustainability requirements unique to our customers’ environments.

5. Inventory Management.

Develop an efficient inventory management system to ensure that we always have a good mix of vehicles in stock to meet the needs of our customers. Regularly update our inventory and rotate our vehicles to keep our offerings fresh and attractive to customers.

METHODS TO PROCURE

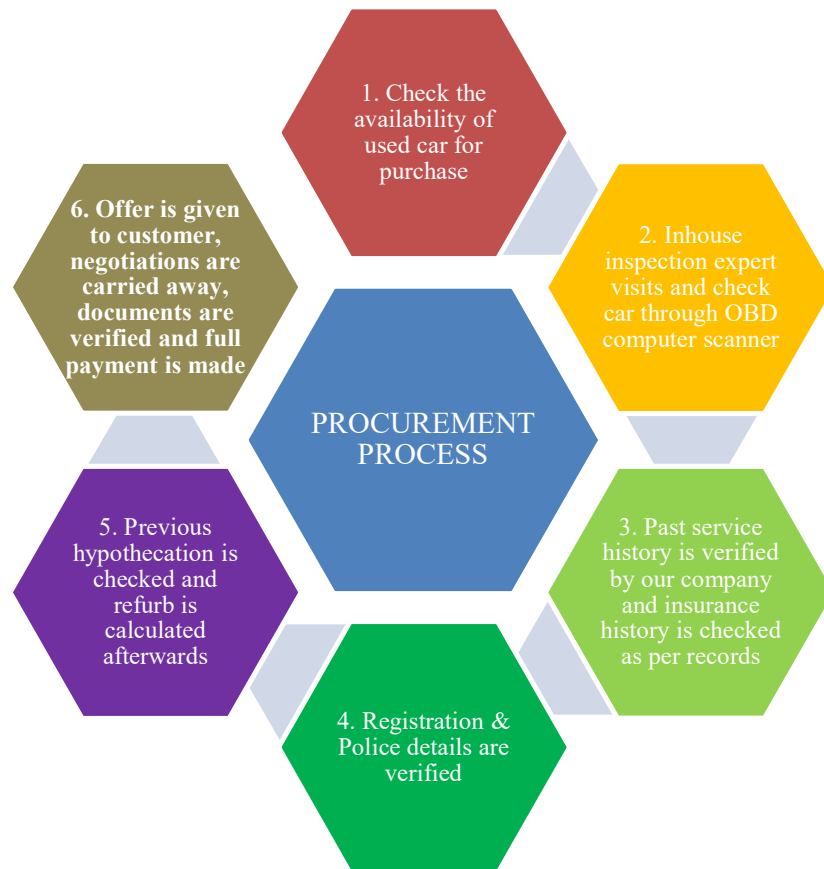
We have a process for sourcing and purchasing high-quality pre-owned luxury cars. This involves building relationships with auction houses, working with private sellers, or partnering with other dealerships.

SEGMENT WISE REVENUE

(Rs.in Lakhs)

Segment	February 29,2024		March31,2023		March31,2022		March31, 2021	
	Amount	% of Revenue	Amount	% of Revenue	Amount	% of Revenue	Amount	% of Revenue
Sale of Used Cars	491.27	36.14%	768.83	55.36%	690.25	99.44%	139.67	95.44%
Software Development	771.70	56.77%	619.00	44.57%	0.28	0.04%	1.45	0.99%

OUR BUSINESS PROCESS



Check the availability of used car for purchase.

Once we receive a lead for a used car available for sale, either directly from the seller or through other sources, our team member will inspect the car and prepare a comprehensive summary book containing all the details. This summary book will then be handed over to our car inspection expert for further inspection.

Inhouse inspection expert visits and check any defect or damages in car through On-board diagnostics (OBD) computer scanner.

Upon receiving the comprehensive summary book, one of our car experts will conduct an in-person inspection of the car. They will utilize an On-board Diagnostics (OBD) computer scanner to check for any defects or damages in the car. Based on their findings, they will evaluate the estimated cost and time required for any necessary modifications, which will be carried out before the car is made available for sale.

Past service history is verified by our Company and insurance history is checked as per records.

As part of our process, we thoroughly verify the past service history of the vehicle. This involves gathering relevant records and documentation to ensure that the car has been regularly serviced and well-maintained. Additionally, we diligently check the insurance history of the vehicle by reviewing records and confirming its coverage details. These steps are taken to provide us with accurate information about the car's maintenance and insurance background, giving confidence in their purchase decision.

Registration details are verified through VAHAN portal and police records are verified for any legal matters and inclusions on car.

To ensure the authenticity and legality of the vehicle, we verify the registration details through the VAHAN (Vehicle and Highways National Portal) portal. This portal allows us to access the official records and information associated with the car's registration, including ownership history and registration validity. Additionally, we conduct thorough checks on police records to ensure there are no legal issues or pending matters related to the vehicle. This comprehensive verification process helps us provide our customers with accurate and reliable information about the car's registration status and any potential legal concerns.

Hypothecation and finance are checked on car and refurb is calculated and informed to the customer.

As part of our thorough assessment, we conduct checks to determine if there is any existing

hypothecation or financial encumbrance on the car. This involves verifying whether the vehicle has been pledged as collateral for a loan or if there are any outstanding financial obligations associated with it. Additionally, we calculate the refurbishment cost, taking into account any necessary repairs or upgrades needed to bring the car to optimal condition. We then provide this information to the customer, ensuring transparency and enabling them to make an informed decision about the purchase.

Offer is given to seller, negotiations are carried away, documents are verified and full payment is made.

After presenting the offer to the customer, negotiations commence to finalize the terms and conditions. Once both parties reach a mutually beneficial agreement, the documents are thoroughly examined and verified for accuracy and legality. Upon successful verification, the Company proceeds to make the full payment as per the agreed terms. This marks the completion of the transaction and ensures that all necessary requirements are fulfilled for the offer to be considered officially accepted.

Listing of cars

We list our inventories across multiple online platforms such as, dedicated platforms for buying and selling of pre-owned cars and also on general e-commerce platform. We also list our products on instant messaging apps. The listing provides relevant information about the cars such as, make, year of manufacturing, previous owners, etc.

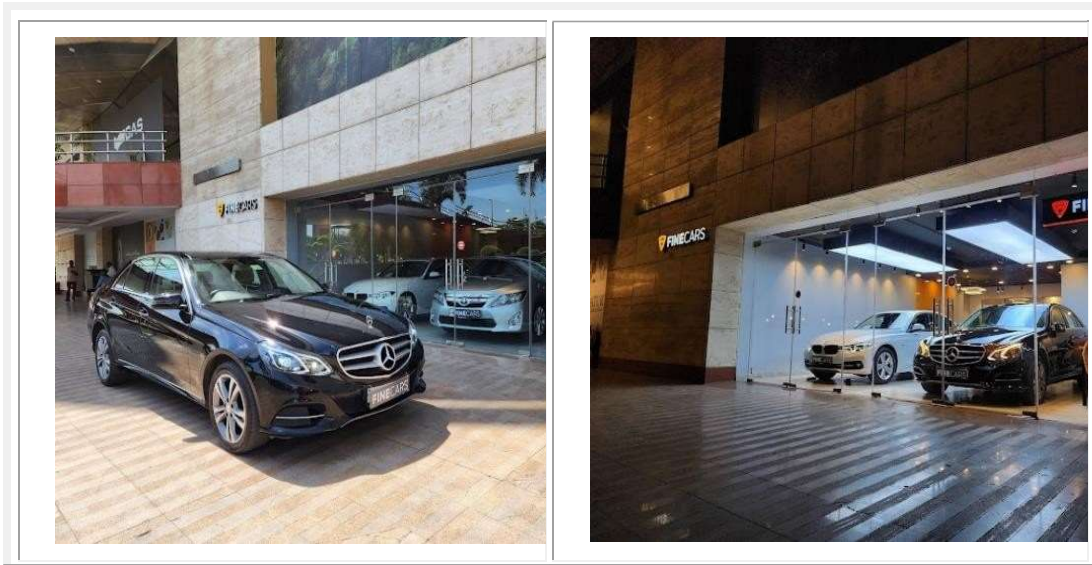
Car parked at the showroom

After due verification and necessary refurbishment, the cars are parked at the showroom. Our customers can either walk-in or make a pre-booking for test drive.

Post sale

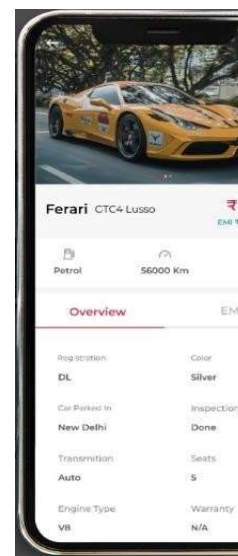
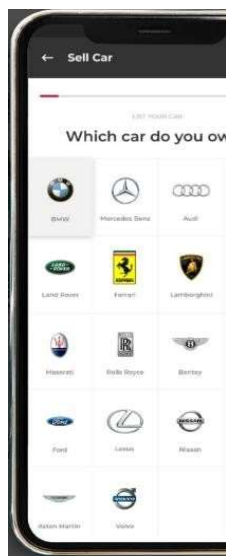
Once the customer agrees to purchase the car, the pricing is discussed and agreed. Simultaneously, with sale necessary process is initiated for the registration and transfer of the car, including insurance paid in favor of our buyer.

OUR SHOWROOM





We provide user friendly and intelligent tools for users to identify the used car suitable to them in accordance with criteria they have set, following are some pictures of our company's mobile application:



Our editorial team tests, reviews and photographs used cars and creates independent and unbiased coverage of the used car landscape focusing on consumer advice, trends and analysis. They upload video on social media platforms for decision-making process of buyers. In addition to that, written by our editorial team, we also allow our website users to write user-reviews of vehicles.

Business Process for Software Development vertical

Marketing

Marketing is about strategic collaborations with industry leaders, such as IT & ITeS companies, cloud storage offering company’s, domain provider, etc. Our senior management is actively involved in maintaining client relationships and business development through interaction with different levels in the client organization. We follow both direct and indirect marketing approach towards client acquisition.

Pre-sales

Research and Development - Thoroughly understanding client needs, our company undergoes a process of comprehensive solution research and development. This approach ensures that the solutions we propose are tailor-made to address specific challenges and objectives.

Estimation Process - Estimation process is about estimating and evaluating the man hours required to achieve the requirement of the client in terms of the IT service.

Proposal creation and negotiation - To document the entire process of execution with every stage for agreement with client and keeping it for record purpose. We prepare proposals with techno-functional mapping.

Post-sales

Project Planning - We start with clear project charters, detailing objectives and stakeholders. Detailed project plans and methodologies, such as waterfall or agile, aid in systematic progress tracking. It includes identifying 3rd party staffing companies, freelancers with necessary technical capabilities and allocating these resources (personnel, equipment, budget) for project execution. Our diverse team is carefully selected for effective collaboration. We finalize the technological stack and comprehensive management plans ensure organized execution, covering risk, communication, and quality aspects.

Prototyping - Prototyping is creating a preliminary version of a product or system to test and validate the functionality. These prototypes serve as a bridge between ideas and practical implementation.

Proof of Concepts - Our proof of contracts serves as a tangible validation of our commitments, outlining the terms, expectations, and responsibilities in a clear and concise manner. These documents provide a solid foundation for our partnerships, fostering transparency and ensuring both parties are aligned towards successful collaboration.

White Papers and Recommendations - White papers are authoritative documents that explains a specific solution in depth, supported by valuable recommendations. These resources empower clients to make informed decisions by offering a clear understanding of the benefits, challenges, and potential outcomes associated with each solution.

Trail Runs - Once the requirement is channelized into operational working, the same is tested again and again to make it operationally error free. It’s a routine process we undergo the same for each of the service we provide.

Go live and support - The final project stage involves executing release plans. We create a production support plan, allocating resources, and establishing contact points. Performance matrices with reports and dashboards monitor system performance. Enhancements are planned and implemented as needed. System testing and quality assurance ensure production readiness. Collaboration across departments facilitates a seamless transition. End-user training and comprehensive documentation support a successful launch. Vigilant monitoring and issue resolution guarantee operational stability during the go-live phase.

As needed, a dedicated support team is allocated for warranty and ongoing support through Annual Maintenance Contracts (AMC).

OUR LOCATIONS

Unit Name	Address
Showroom -1	G-07,GroundFloor,AmbienceMall,NelsonMandelaRoad,VasantKunj,NaNNewDelhiSouthWest-110070Delhi,India.
Godown	Basement,AmbienceMall,NelsonMandelaRoad,VasantKunj,NaNNewDelhiSouthWest-110070Delhi,India.

For further details, kindly refer to the section titled; “Our Properties” mentioned below.

CAPACITY AND CAPACITY UTILISATION

Capacity and capacity utilization is not applicable to our Company since our business is not in the nature of a manufacturing concern with specified installed capacity.

PRICING

We determine the prices for our products based on various parameters, including market demand, brand of car, mileage, condition of car, colour of car, inventory levels, refurbished cost, credit terms and sometimes it is fixed for particular customer to maintain the relationship. Our sales and marketing team takes into consideration the margins of intermediaries at different stages, in accordance with market practice, and applicable taxes to arrive at the list price of our offerings.

In our Software Development vertical, we determine the pricing based on the product complexity, resource requirement and time to deliver the customer requirements.

RAW MATERIALS

We are not engaged in manufacturing so we don't procure any raw materials from suppliers. We only resell used cars of those cars form part of our inventory.

UTILITIES

Registered Office Infrastructure Facilities

Our registered office situated at Delhi is well equipped with computer systems, Laptops, internet connectivity, other communication equipment, security and other facilities like fire safety, etc. which are required for our business operations.

Power facilities

Our Company meets its power requirements in our offices from Local Authority and the same is sufficient for our day-to-day functioning.

Water facilities

Our registered office is having adequate water supply arrangements for human consumption purpose from Local Supplier. The requirements are fully met at the existing premises.

CUSTOMERS, SALES AND MARKETING

The efficiency of the marketing network is critical to the success of our Company. Our success lies in the strength of our relationship with our customers who have been associated with our Company. Our team through their vast experience owing to timely and quality delivery of services plays an instrumental role in creating and expanding a work platform for our Company. We have in-house team which looks after the sales and marketing of our products. Our in-house team work closely with our existing and prospective customers to understand their technical needs and specifications, evolving preferences and meet their requirements.

We believe that our brand strength has improved as result of the superior customer experience we provide and word-of mouth from our existing customers. Additionally, we focus on improving our brand strength across our various stakeholders through targeted communication to consumers, dealers, OEMs and other institutions. Based on market and product needs, we will continue to invest and grow our brands.

Digital marketing is a key marketing tool for us, as this allows us to target customers relevant to our products. We use search engine marketing across different search engines such as Google and Bing. To this end, we constantly analyze a large number of search terms relevant to our target markets and target the appropriate search terms in accordance with our business needs. We also rely on social media marketing and run advertisements on social media platforms. In addition, we engage in retargeting, affiliate marketing and other digital marketing activities.

In addition, we endeavor to enhance the ranking of our websites in organic searches, a process known as search engine optimization. By analyzing the relevance of key search terms and designing our websites and apps to fit the intended searches and to provide relevant products, we try to ensure that our websites and apps are ranked highly in organic searches and that the maximum relevant traffic is directed to them.

Our continuous endeavor to be in touch with our customers, vendors and stakeholders have helped us to build a network of around 24800 followers on Instagram, a social media platform as on November 15, 2023 (*source: Data as provided by the platform*).

INVENTORY MANAGEMENT

The used cars which we purchase from our sellers forms part of our inventory. Cars are stocked up in showroom for selling, and for backup considerable number of cars are kept in godown.

LOGISTICS

As we are directly purchasing cars from seller there is no logistic activity involved in the process.

COMPETITION

We operate in a competitive atmosphere. Some of our competitors may have greater resources than those available to us. While product quality, brand value, distribution network, etc. are key factors in client decisions among competitors, however, reliability and competitive pricing is the deciding factor

in most cases. We face fair competition from both organized and unorganized players in the market. We believe that our experience, and reliability record with our customers will be key to overcome competition posed by such organized and unorganized players. Although, a competitive market, there are not enough number of competitors offering services similar to us. We believe that we are able to compete effectively in the market with our quality of services and our reputation. We believe that the principal factors affecting competition in our business include client relationships, reputation, and the relative quality and price of the services.

INFORMATION TECHNOLOGY

We believe that an appropriate information technology infrastructure is important in order to support the growth of our business. Our facilities are connected to our central IT network that facilitates monitoring of our operations and management of supply chain. Our IT infrastructure enables us to identify buyers to sell our cars and to grow our business.

QUALITY CONTROL

As our company is not engaged in manufacturing, quality control aspect is not applicable to our company.

HUMAN RESOURCE

We believe that our employees are key contributors to our business success. We focus on attracting and retaining the best possible talent. Our Company looks for specific skill-sets, interests and background that would be an asset for its kind of business.

Our manpower is a prudent mix of the experienced and youth which gives us the dual advantage of stability and growth. Our work processes and skilled/ semi-skilled/ unskilled resources together with our management team have enabled us to implement our growth plans. The following table sets forth a breakdown of our employees by function as on the date of March 31, 2024:

Sr.no	Category	No. of Employees
1.	Executive Director	2
2.	Finance & Accounts Department	1
3.	Sales & Purchase Department	1
4.	Car inspection	1
5.	Car detailing & Washing Cleaning	1
6.	House Keeping / Office Boy	1
7	Company Secretary & Compliance Officer	1
Total		8

EXPORT AND EXPORT OBLIGATIONS

As on the date of this Prospectus, we do not have any export obligation.

COLLABORATION

As on date of this Prospectus, our Company has not entered into any technical or financial collaboration agreements.

INSURANCE

As on date of this Prospectus, our Company has not taken any insurance policies.

PROPERTIES

Following Properties are owned /taken on lease/license by our company:


Date of Lease and License/MOU	Lessor/ Owner	Address	Area	Period of Lease/ Rented /Owned/Formal arrangement	Monthly Amount	Purpose
June 01, 2022	Ambience Commercial Developers Private Limited	G-07, Ground Floor, Ambience Mall, Nelson Mandela Road, Vasant Kunj, New Delhi South West 110070 Delhi, India	1,546 Square Feet	3 years (Lease) May 30, 2025	Rs.2,25,000/- per month (Subject to a minimum increase of 7% after every year over the paid lease rental)	For operating a showroom facility
April 01, 2024*	Ambience Commercial Developers	Basement-1 (Store), Ambience	10 Car Parking Space	March 31, 2025	Rs. 60,000/- per month	For promotional activity of

	Private Limited	Mall Nelson Mandela Road, Vasant Kunj, New Delhi South West 110070 Delhi, India. ("Basement")	and Office Space			Car Parking Purpose
--	-----------------	---	------------------	--	--	---------------------

*For more details please refer to risk factor chapter titled "Risk Factor on page Error! Bookmark not defined. of this Prospectus.

INTELLECTUAL PROPERTY

Trademarks/patents/ copyright/registered/objected/abandoned in the name of our company:

Sr.No	Brand Name/Logo Trademark	Classes	Nature of Trademark and registration number	Owner	Date of Registration / Application	Authority	Current Status
1.		35	Application No. 5506825	Fine Listing Technologies Private Limited	June 27, 2022, Used since March 16, 2019	Registrar of Trademarks, Delhi	Objected and pending for Show Cause hearing
2.	FINECARS	35	Application No. 5506824	Fine Listing Technologies Private Limited	June 27, 2022, Used since March 16, 2019	Registrar of Trademarks, Delhi	Objected and pending for Show Cause hearing

DOMAIN

Sr.No	Domain Name and ID	Sponsoring Registrar and ID	Registrant Name, ID and Address	Creation Date	Registry Expiry Date
1.	www.finecars.co.in	D1439EA22E2754E378D70AB82A71975 E8-IN	www.GoDaddy.com , LLC, IANA ID: 146	June 28, 2022	June 28, 2025