



BYQO

India's Hyperlocal
Two-Wheeler Service Marketplace



Delhi NCR | India

www.byqo.in

Pre-Seed Fundraising | 2026

Digitising Two-Wheeler Maintenance

Winning One Market Before Scaling Nationwide.

Vision

India's two-wheeler maintenance ecosystem remains fragmented, offline and largely unorganised. Byqo is building a technology-driven marketplace that connects riders with verified mechanics, delivering trusted, transparent and on-demand servicing at their doorstep.

Mission

Make bike servicing as simple as booking a cab—through AI-powered diagnostics, real-time mechanic matching, transparent pricing, and genuine spare parts.

Why Now?

- 250M+ two-wheelers on Indian roads
- 80% of repairs happen in the unorganised sector
- Hyperlocal, on-demand services have become consumer expectations

250M+

Registered Two-Wheelers

World's largest two-wheeler market

80%

Unorganised Servicing

Massive digitisation opportunity

US\$6.3B+

Annual Aftermarket

Parts, servicing and lubricants

7.9% CAGR

Market Growth

Long-term structural expansion

Byqo is digitising one of India's largest yet least organised consumer service industries.

The Problem

A broken service ecosystem that creates friction at every step.

1 Bike Issue

Unexpected breakdown or routine maintenance interrupts daily mobility.

2 Finding Help

No easy way to discover trusted, nearby mechanics with transparent pricing.

3 Visiting Garage

Customers spend hours travelling, waiting and coordinating repairs.

4 Repair & Payment

Uncertain costs, inconsistent quality and limited visibility into parts used.

Time Lost

3-5 Hours

Average time spent for a routine service visit, including travel and waiting.

No Transparency

Variable Pricing

Customers rarely receive standardised quotations before work begins.

Quality Risk

Counterfeit Parts

Fake aftermarket components continue to undermine trust and vehicle safety.

Mechanic Challenge

Limited Digital Access

Independent mechanics rely heavily on local footfall rather than digital demand.

The current servicing model is fragmented, offline and inefficient for every participant in the ecosystem.

Our Solution

One platform. One tap. One trusted mechanic.

How Byqo Works

- 01 Open Byqo**
Launch the app and share your live location.
- 02 Choose a Service**
Select from standardised repair and maintenance categories.
- 03 Smart Dispatch**
Compare nearby mechanics by rating and distance, or let Byqo find the best match instantly.
- 04 Live Tracking**
Track mechanic arrival in real time.
- 05 Doorstep Service**
Repairs completed at home, office or roadside.
- 06 Secure Payment**
Cashless payment, digital invoice and rating.

Verified Mechanics

Every mechanic undergoes identity verification and onboarding.

Transparent Pricing

Know the estimated cost before booking.

Service History

Complete digital record of every service.

Hyperlocal Network

Mechanics distributed for faster response times.

Real-Time Tracking

Track your mechanic from acceptance to arrival.

Cashless Experience

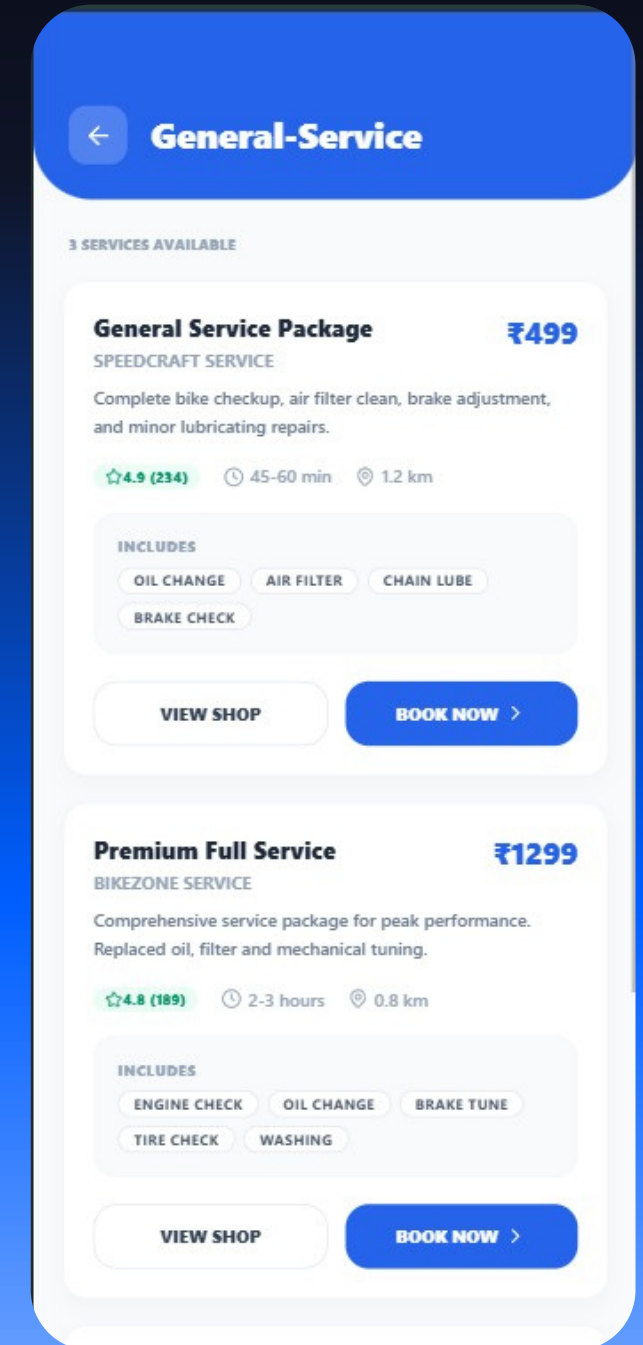
Integrated digital payments with instant confirmation.

Byqo Assistant (Future)

PLANNED

AI-powered service assistant that helps riders identify vehicle issues, recommends services, estimates costs and books the nearest qualified mechanic automatically.

Today Hyperlocal Marketplace Next Byqo Assistant Future Predictive Maintenance



From booking to bike repair in just a few taps.

Market Opportunity

A Large Market. A Focused Entry. A Scalable Expansion.

TAM
US\$6.3B+

Indian Two-Wheeler Aftermarket
Servicing • Repairs • Lubricants • Spare Parts

SAM
US\$840M+

Delhi NCR Addressable Market
Urban commuters, students, professionals & delivery riders

SOM
US\$53M+

Initial Obtainable Market
Hyperlocal expansion across Delhi NCR

Market Scope

Total Addressable Market

The complete opportunity across India's two-wheeler servicing ecosystem.

Serviceable Available Market

Urban riders within Delhi NCR requiring frequent maintenance and repairs.

Serviceable Obtainable Market

A realistic market share achievable through phased hyperlocal expansion over the next 3-5 years.

Delhi → NCR → Tier-1 Cities → Pan India

Every new two-wheeler sold today represents recurring service demand for the next 8-10 years.

Business Model

Multiple Revenue Streams. One Scalable Platform.

Revenue Flow



1 Marketplace Commission
Primary Revenue | Recurring | High Margin
Earn a commission on every completed service booking.

2 Premium Membership
Next
Subscription plans with priority support and discounted servicing.

3 Spare Parts Marketplace
Future | High Lifetime Value
Supply verified mechanics with genuine spare parts at wholesale margins.

4 Insurance & Roadside Assistance
Future | Partner-Led
Revenue through insurance claims, roadside support and warranties.

Revenue Evolution

Today
Marketplace Commission

Next
Subscription Ecosystem

Future
Spare Parts Supply

55% Marketplace Commission
Target Revenue Share

25% Spare Parts & Consumables
Target Revenue Share

8% Insurance & Roadside Assistance
Target Revenue Share

12% Subscriptions & Other
Target Revenue Share

Illustrative long-term revenue mix, for FY 2027 → commission only
Note: All monetary figures are presented in INR unless otherwise stated.

Every completed service unlocks multiple future revenue opportunities beyond the initial booking.

Competitive Landscape

Redefining Two-Wheeler Servicing



Why Byqo Wins

Doorstep First

No workshop visit required.

Brand Agnostic

One platform for every major two-wheeler brand.

Verified Mechanics

Identity-verified professionals with transparent ratings.

Digital Experience

Booking, live tracking, payments and service history in one app.

Scalable Marketplace

Asset-light model enabling rapid city expansion.

Competitors

Local Garages — Unorganised, no digital
GoMechanic — Car-focused, limited 2W
Hero/TVS/RE — OEM-only, workshop-bound

Byqo complements - not competes with - India's existing mechanic ecosystem by digitising independent workshops instead of replacing them.

Go-to-Market Strategy

Scaling Through Hyperlocal Density

Expansion Roadmap

- Delhi

Phase 1 | Launch

Achieve marketplace liquidity
- Delhi NCR

Phase 2 | Regional

Expand operational coverage
- Tier-1 Cities

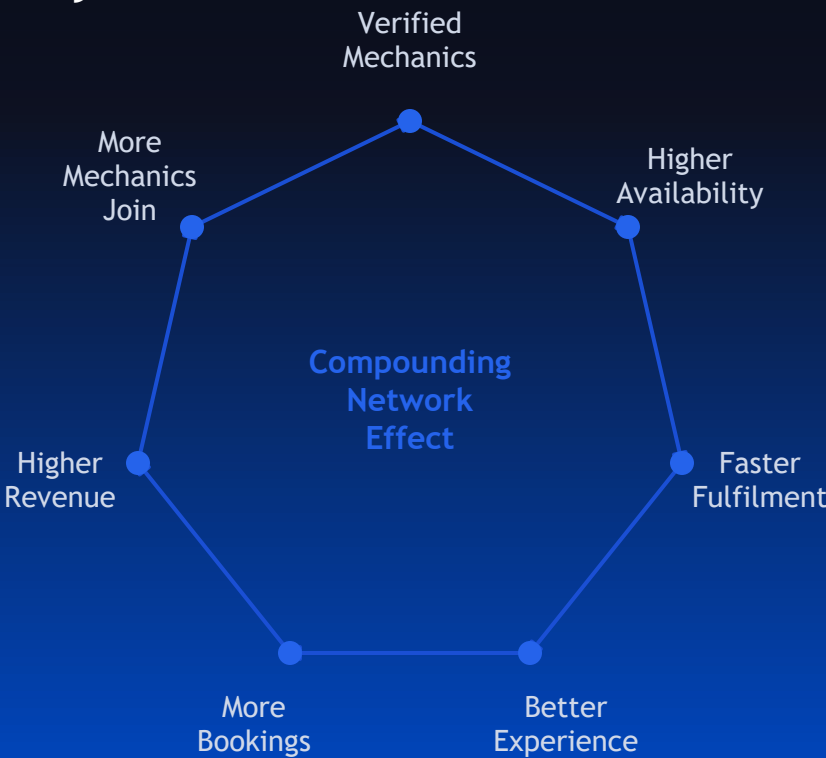
Phase 3 | National
- Pan India

Phase 4 | Scale

Full national presence

Replicate proven model

Marketplace Flywheel



Customer Acquisition

- Performance Marketing

Google Search, Meta ads, location-based campaigns targeting immediate servicing needs.
- Referral Network

Reward riders and mechanics for successful referrals, enabling organic growth.
- Hyperlocal Partnerships

Residential communities, corporate offices, educational institutions.
- Organic Growth

SEO, educational content, maintenance reminders and seasonal campaigns.

Key Execution Metrics

Mechanic Density

Supply per locality

Avg Response Time

Faster fulfilment

Repeat Booking Rate

Customer retention

CAC

Marketing efficiency

GMV

Marketplace growth

Density-first expansion ensures efficient growth, strong unit economics, and long-term market leadership.

Market Validation

2,172 Survey Responses | 1,950 Riders | 222 Mechanics

RIDER DEMAND | 1,950 Surveyed

1,950

Riders Surveyed

78%

Doorstep Service Interest

62%

Depend on Local Garages

MECHANIC SUPPLY | 222 Surveyed

222

Mechanics Surveyed

85%

Open to Paying for Leads

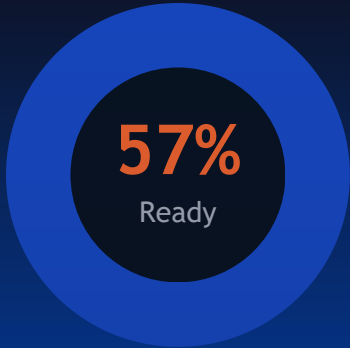
65%

Walk-in Dependent

Top Customer Pain Points



Platform Interest



57% Ready to Join

28% Maybe / Interested

15% Not Interested

50% cite lack of digital presence as their biggest challenge.

Marketplace Readiness



Primary research validates strong demand and supply-side readiness for BYQO.

Financial Projections

Scalable, asset-light marketplace growth.



Financial Forecast

KPI	FY27	FY28	FY29	Growth
Revenue	₹0.9 Cr	₹3.8 Cr	₹9.8 Cr	10.9×
GMV	₹6 Cr	₹20 Cr	₹48 Cr	8×
Annual Orders	85K	300K	650K	7.6×
Active Mechanics	300	1,000	2,500	8.3×
Cities	1	4	10	10×

Illustrative projections based on current operating assumptions.

All financial projections are presented in Indian Rupees (INR) unless otherwise stated.

Operational assumptions drive sustainable, capital-efficient marketplace growth.

Funding Ask

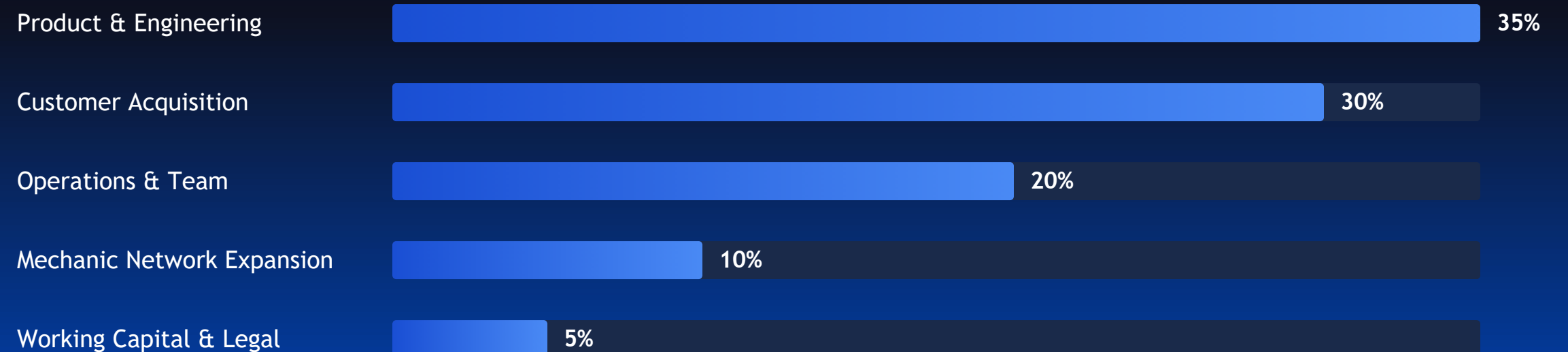
Fueling the Next Phase of Growth

US\$150K

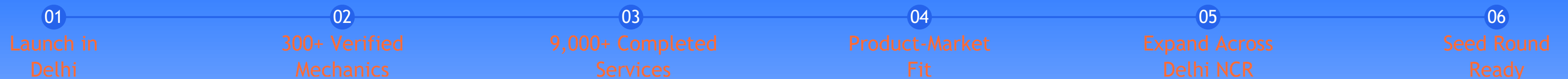
Pre-Seed Investment

- 18 Month Runway
- Delhi Launch & PMF
- Marketplace Liquidity
- Technology Development

Use of Funds



18-Month Milestones



This round will establish marketplace liquidity, validate unit economics and position Byqo for a high-growth Seed round.

Founding Team

Built by Founders Obsessed with Solving Mobility Challenges



Ankush Rajpoot
Co-Founder

Prev: Petronet LNG | New
Castle University (Offered) |
Business Development,
Growth Strategy



Abhay Pratap Singh
Co-Founder

Prev: Manav Robotics, Tata
Consumers, MoPR - GoI |
Imperial College (Offered) |
Operations, Execution



Ujjawal Raj
Co-Founder

Prev: NITI Aayog, Ministry of
Panchayati Raj - GoI, NHRC |
Market Research, Product
Strategy



**Sole engineering lead, with full-time onboarding planned after the pre-seed round.

Combining technology, operations and execution to modernise India's two-wheeler servicing ecosystem.



THANK YOU

Transforming a fragmented ₹60,000 Cr industry into
a technology-driven, scalable marketplace.

Get in touch

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