

Pre-Owned Car Business

Student follow-along sheet · Session 1 8:45–10:45 · Session 2 11:30–1:30

	India sells roughly 7–8 million used vehicles annually; much of the trade remains unorganised.
	Full-stack retail, auction/wholesale, classifieds and OEM CPO distribute risk differently.
	Source, inspect, refurbish, retail, finance and transfer: every step shapes trust and margin.
	Inventory days, refurbishment spend and finance/insurance attach determine per-car returns.
	Evidence-based inspection, warranty and complete RC transfer reduce information asymmetry.
	AI pricing, digital vehicle history and EV battery health will increasingly shape resale value.

CLASSROOM CHALLENGE

Build a simple per-car P&L; for a ₹3,50,000 hatchback. Test how holding days, refurbishment and finance attach change profit.

My key takeaway: _____

Question to ask: _____