

**Connecting employers with
awesome domestic workers**

The new way to hire a trusted maid

What we do

- A tech platform to hire a permanent reliable and trusted part-time or full time domestic help online



House-Maid



Cook



Baby Sitter



Caretaker

Essential part of every Indian household. Over 30 million women working as permanent domestic helps

Employers Pain

Workers Pain

How do we find an efficient maid – fast & at economical cost!

Maid bureaus

Most of them unreliable / fraud / fly-by night

- Not professional & no use of technology. Manual process leads to long-turn around time
- Limited database leads to limited options provided to the customer
- Run by an individual & extremely fragmented with vested interests in mind. Leads to extremely poor customer experience

Word of-mouth

Uncertainty of being able to find a maid

- Very long turn around time and dependence on a 3rd person
- Lack of options and forced to hire who-ever available
- No guarantee of a successful hire, extremely cumbersome process and very poor quality

Expensive

Pay one-month salary as agency fees

- Agencies charge one-month salary as their fees
- Although they guarantee replacement but no incentive to provide one as no recurring revenue is generated
- Need to pay renewal every year to continue with the same maid

➤ Over 8 crore families look for a domestic worker every year

Employers Pain

Workers Pain

How do we find a high paying job – fast & free!

No Technology

No dedicated portal for employers to discover available maids

- Unlike naukri, maids **do not get better job offers** because employers cannot discover them
- They're stuck in the same job and **rely on word of mouth for better jobs**
- Portals like Apna, WorkIndia etc are good with other B2B skills like office-boys etc

Exploitation

They accept exploitation since they fear they would be fired from their job

- Agents charge a monthly fee from their salary
- Made to work long hours beyond working capacity by the agents
- Given sub-quality life like rotten food/torn clothes etc

Abuse

No legal / advocacy support for migrant workers

- No local support for migrant workers
- Under-paid due to lack of information of on-going market rates
- Finding a job directly is impossible without the agent and hence the agent abuses the advantage

➤ **Over 3 crore workers look for a job every year**

BookMyBai is now divided into two separate departments

Recruitment Division

Customer gives the requirement to Bookmybai to fulfil manually

This customer is typically:



- Not price sensitive. Not willing to invest time in finding a worker. Willing to pay a high-recruitment fee
- Require full-stack service – from shortlisting to maid physically joining the work. Require services like background-check, police verification, physical interview
- Requires a guarantee of the worker to stick around for a long-duration

Pros & Cons: This model is difficult to scale but has a very high ARPU of Rs. 18000 per customer

Mobile App Division

Customer opts for self-discovery of available candidates through app

This customer is typically:

- Very price-sensitive. Will not pay any recruitment fee
- Comfortable with investing time in the app to self-discover available candidates and make a few phone-calls
- Understands that there is no guarantee of longevity of the worker and is willing to re-do the process if the worker leaves

Pros & Cons: Model is extremely scalable globally and can be done rapidly. Lower ARPU than recruitment division

➤ **Caters to both – price sensitive and time-sensitive customers**

Mobile App

Marketplace

Recruitment

Customer gives us the requirement

- Time sensitive customer wants us to manually head-hunt a maid for him

Back-end matches customers requirement with available profile

- AI based algorithm gives us 100 best matching profiles for customers requirements

Customer interviews our shortlisted profiles

- We shortlist 2-3 best matching profiles and arrange video interview

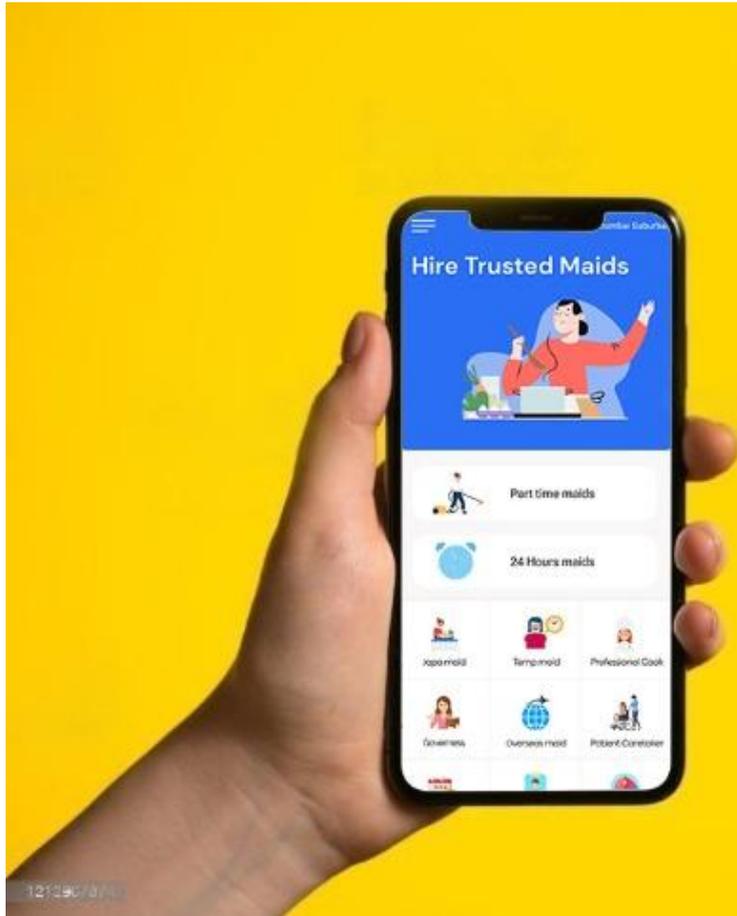
Customer selects a worker and pays recruitment fee to Bookmybai

➤ Very quick – zero effort by customer – customized service

What we do

How it works

Categories



Artificial intelligence powered mobile app through which employers can find reliable and trustworthy part-time or full-time domestic workers within 3km radius from their homes automatically without the help of any agency or individual.

A super-app for domestic workers

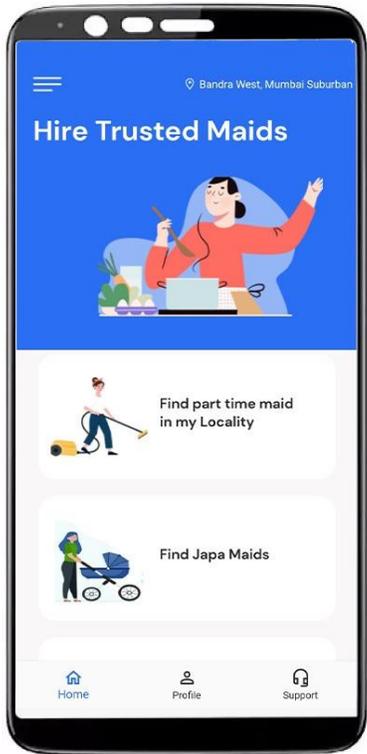
➤ Bookmybai reduces average search time from 1 week to 15 minutes

Mobile App

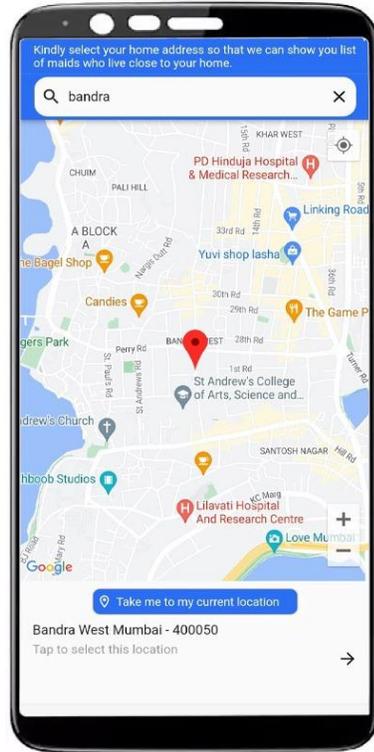
Marketplace

Recruitment

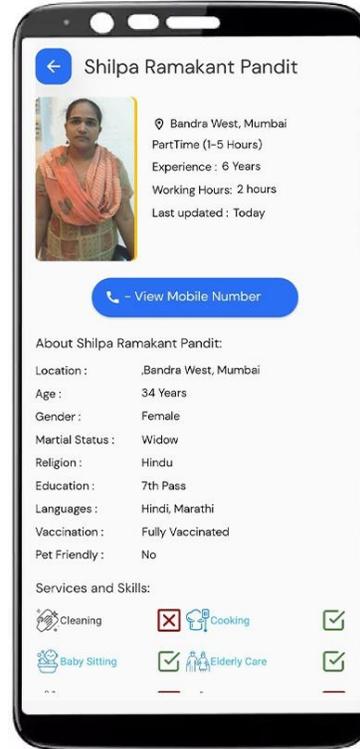
Start



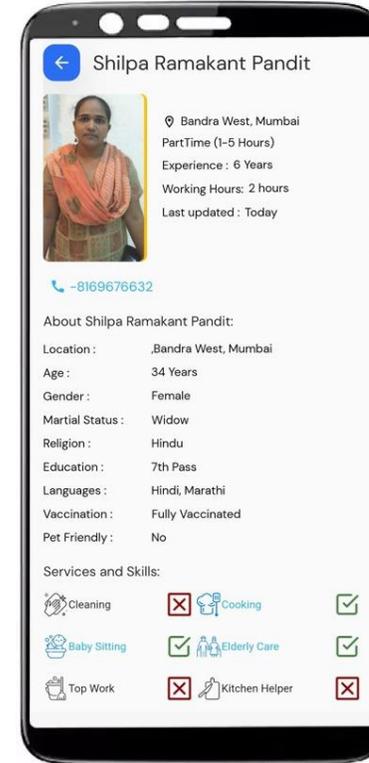
Mark home address



Choose maid



Unlock Phone No.



Its easy, simple, quick, no middle man & zero agency fees



What we do

How it works

Categories



Revenue Generating Categories

 Part time maids	 24 Hours maids	 Japa Maid	 Professional Cook	 Governess	 Married Couple
 Overseas Maid	 Temp Maid	 Dog Walker	 Patient Care	 Travel nanny	 Car Cleaner

 Background Verification	 Bookmybai gift card	 Maid Hostel	 Deep cleaning	 Medical Insurance
---	---	---	---	---

Value Add

 Upskilling	 Maid Attendance
 My Maid Docs	 Pay my maid

Like we said – A super app for domestic workers



Mobile App

bookmybai NOW

Quick service app - Get trained and verified house-maids in 10 minutes

- On-demand maid services
- Currently piloting in Malad West
- Operating as a dark store
- 5 maids hired to fulfil demand

- Avg Booking – 2 customers / maid / day
- Avg Booking amount – Rs. 118 / hour

- Avg Salary of maid (12 hr): Rs. 20000 - 22000
- Peak Revenue / maid: Rs. 42000 - 60000
(Rs. 200 / hour * 7 hour * 30 days) to (Rs. 200 * 10 * 30)



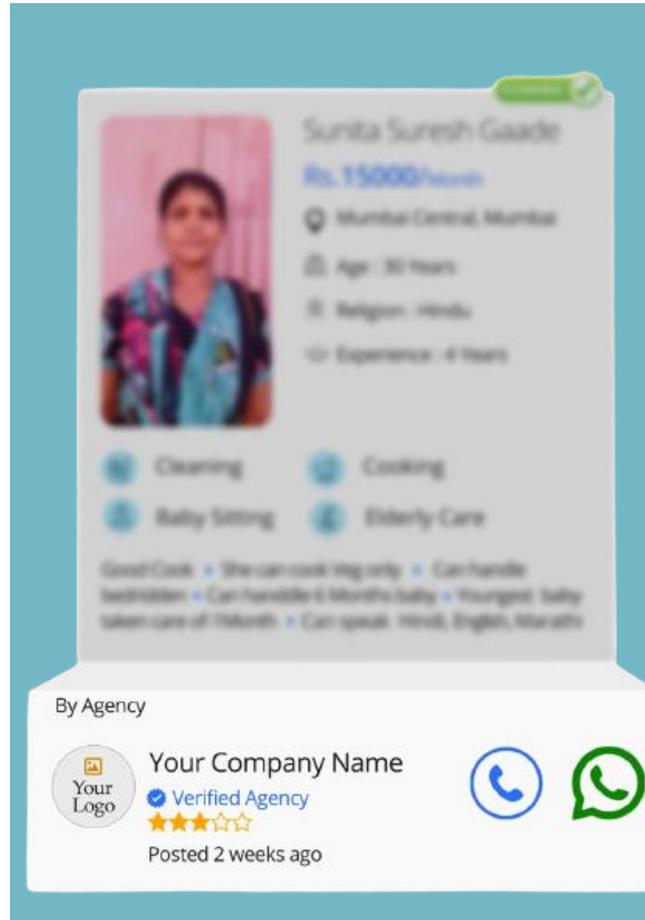
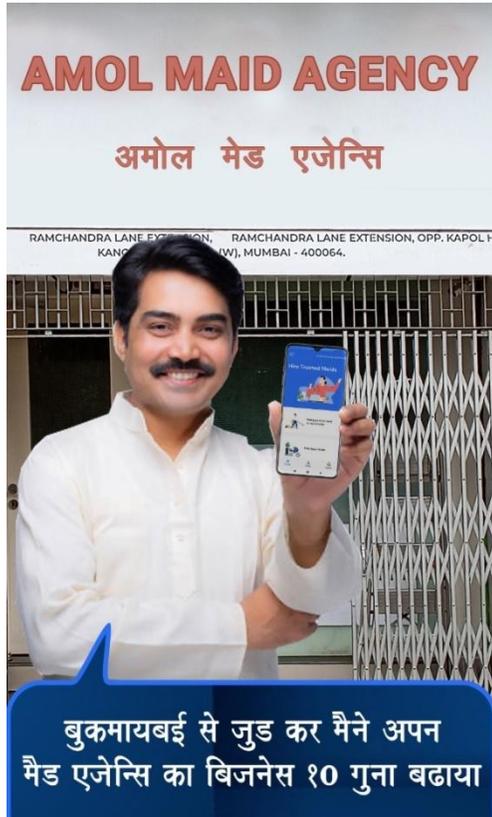
➤ Quick 10-minute on-demand home service



Mobile App

Marketplace

Recruitment



Marketplace for verified maid agencies to list their 24x7 maids

Proven-technique of Amazon-seller concept along with 99acres

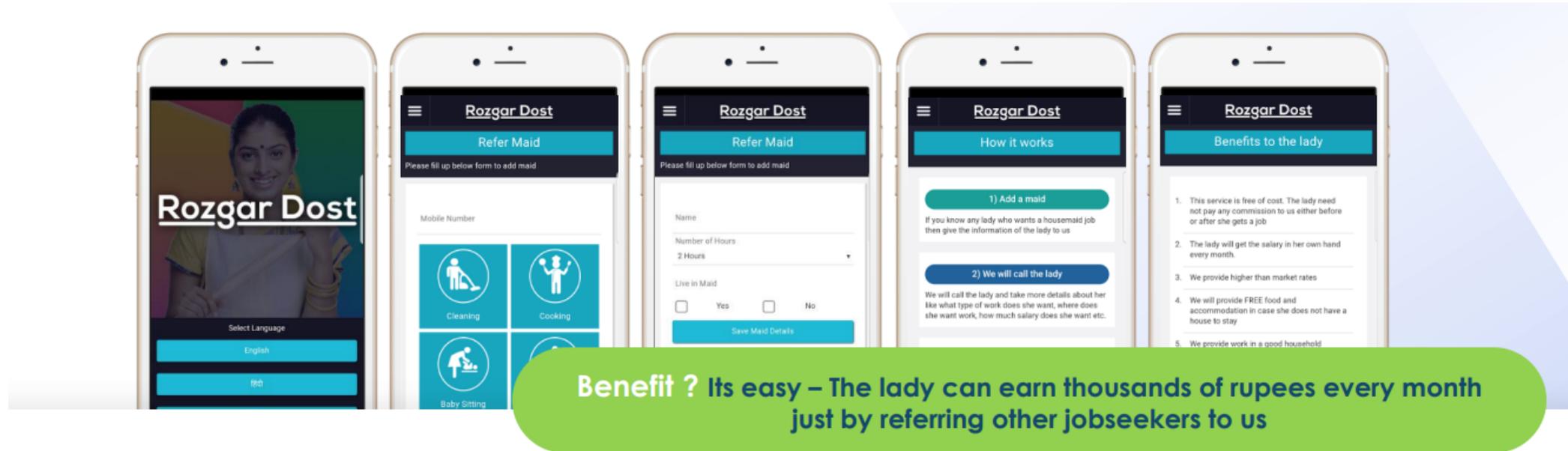
- Over 3000 honest agencies across India
- Verified agencies list their 24x7 maids
- Customers view profile and contact agency
- Agency closes the deal directly with customer
- Increases business of small agencies
- Agency pays a fixed annual fee to Bookmybai

➤ Can be scaled globally very quickly

Rozgar Dost

Maid-side App

Blue-collar workers partner with Bookmybai to generate database of maids



What is it? Multi-lingual mobile app for maids to refer other maids and earn money

How much? Maids get paid Rs. 100 per referral

Who can use? Almost anyone – maids, drivers, security guards, labours, agents

➤ **Target – Over 50 lakh blue-collar workers to use this app to refer other workers to the platform**

Rozgar Dost

Maid-side App



Multi-lingual mobile app for house-maids to discover jobs in their locality

We made it easy to use!

- Discover jobs
- Single point relationship manager
- Refer friends
- Watch video tutorials
- One-click connect to local police station

➤ First time ever – a dedicated app for maids



Market Size

Business Model

Competition

Numbers today

Vision 2025



30 Million

Number of indians working as a permanent domestic help in India in households according to a government survey

Rs. 10000

Avg revenue per maid placement

\$4 Billion

Total annual addressable market size for permanent maids

➤ Large market size enables business to become very profitable

Market Size

Business Model

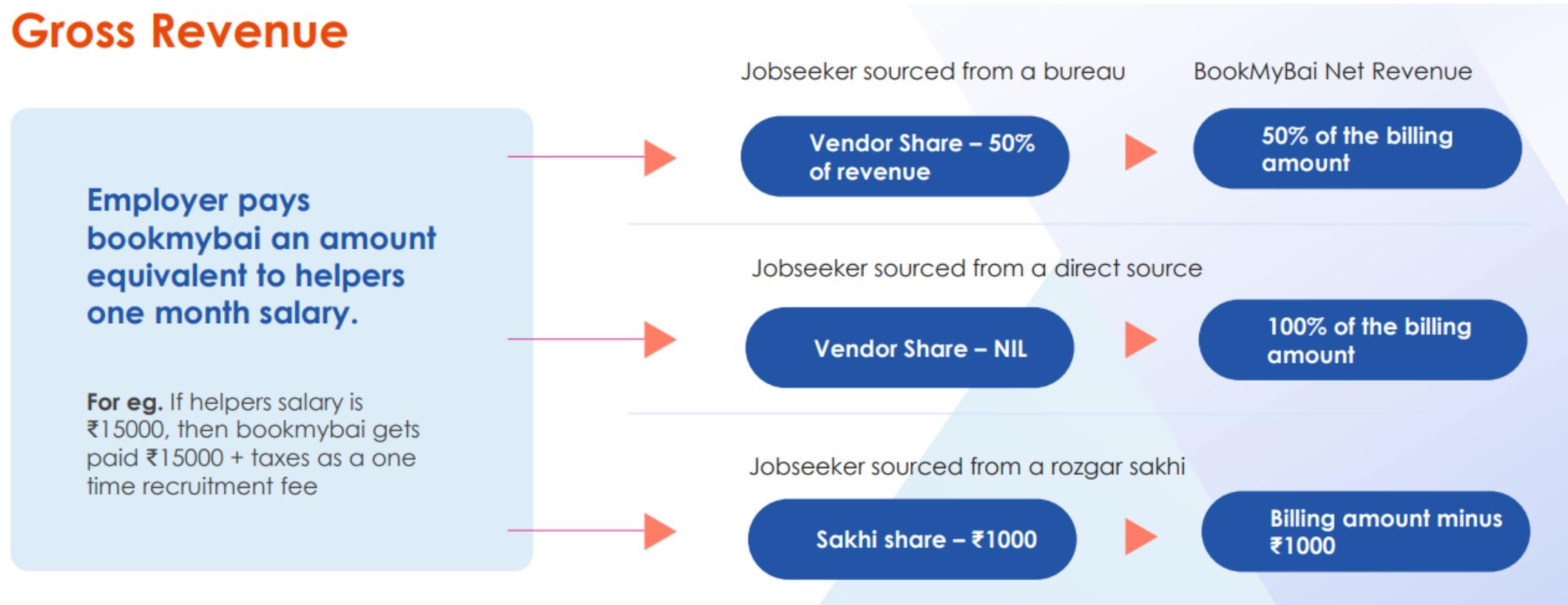
Competition

Numbers today

Vision 2025

Recruitment division works like a typical recruitment firm

Gross Revenue



➤ We achieve over 65% EBITDA

Market Size

Business Model

Competition

Numbers today

Vision 2025

App division subscription model for part-time maids

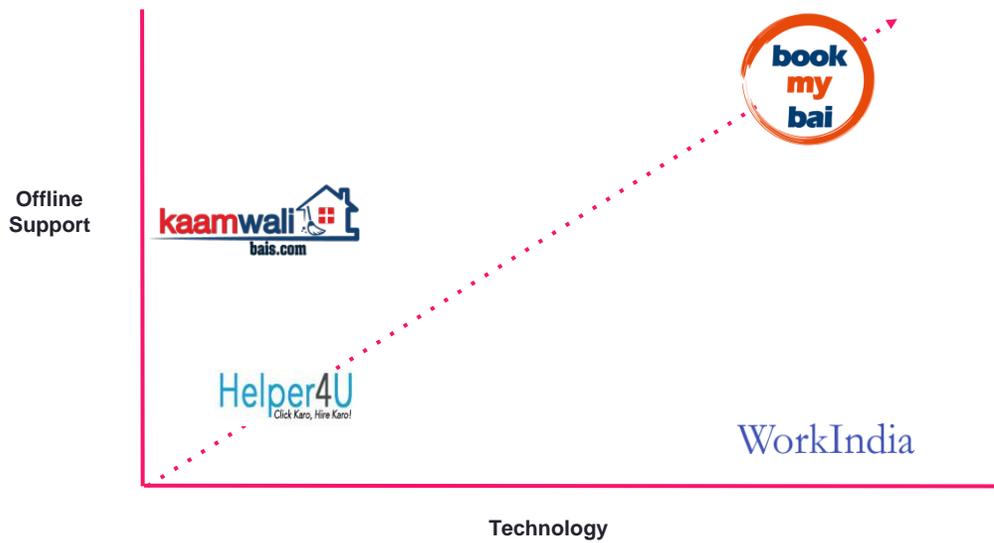
Category	Package price
Part-time maids	Rs. 999 to Rs. 4999
Japa maids	Rs. 1999 to Rs. 6999
Professional cook	Rs. 4999 to Rs. 9999
Governess	Rs. 5999 to Rs. 15999
Background verification	Rs. 499 to Rs. 1999
Maid Hostel	Rs. 999 per night
Bookmybai Gift card	Rs. 4999 to Rs. 19999
Medical insurance	20% revenue share

App division marketplace model for maid agencies

Agencies pay an annual fee of Rs. 2 lakhs to showcase their maids on the platform

> Zero bandwidth required – Massive revenue collected

We are in the right spot at the right time



				
Technology	✓	✗	✓	✗
Cost-effective	✓	✓	✓	✗
Focused on domestic worker	✓	✓	✗	✓
Large Database of house-maids	✓	✗	✗	✗
Dedicated app for maids	✓	✗	✗	✗

➤ They can try to match us – in the next decade



Market Size Business Model Competition **Numbers today** Vision 2025

REQUIREMENT COUNT
1428099 ↑
 AS OF 01 JUNE 2025
 UP FROM 610033 AS OF 31 MAR 21

TOTAL REVENUE
Rs. 30.2cr
 Apr 2017 – May 2025

RUN RATE PER MONTH
92 Lakhs ↑
 UP FROM Rs. 48 LAKHS
 LAST YEAR

ARR
Rs. 11 cr ↑
 UP FROM Rs. 7 cr (FY23-24)

LTV OF EACH CUSTOMER
Rs. 16.5 LAKHS
TAM
Rs. 2 LAKH CRORE

NO OF CITIES
2
 MUMBAI, BANGALORE

APP DOWNLOADS
175635
APP PAID CUSTOMERS
18943
 2463 repeat customers

REVENUE FROM APP
Rs. 2.08 cr
 FY 23-24

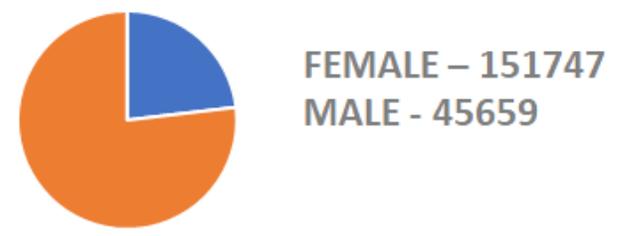
TOTAL REGD MAIDS
197406 ↑
 UP FROM 67144 LAST IN
 FY 23-24

REVENUE MAY 25
Rs. 92LAKH
PROFIT MAY 25
Rs. 29 LAKH

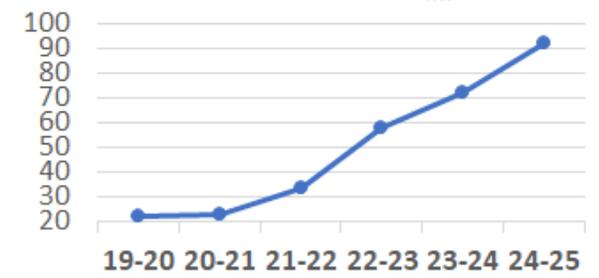
TIMING BREAKUP



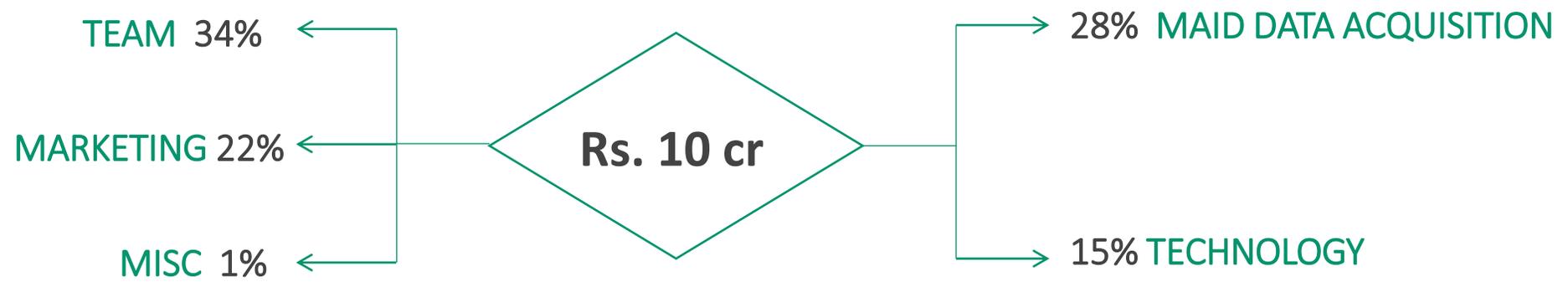
GENDER BREAKUP



REVENUE GROWTH (Rs. Million)



Fund raise



	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26
No. of cities	3	3	6	10
Gross revenue	Rs. 6 cr	Rs. 10.32 cr	Rs. 43.94 cr	Rs. 101.2 cr
EBITDA	Rs. 60 lakhs	- Rs. 4.65 crore	Rs. 18.51 cr	Rs. 57.03 cr
EBIDTA Margin %	10%	- 45%	42%	57%

The team who has built this profitable company with very limited capital



Anupam Sinhal, Founder

B.Tech Computer Science (V.T.U 1st Rank Holder)

Founded NanoJobs in 2010

Successfully founded and exited Homado.com with 20X returns to angel investors



Nizam Shaikh

Operations Head

As good as a founder



Ashik Shah

Tech Lead

Honey Bajaj

Advisor

M.I.T Boston

Vineel Nalla

Advisor

WaveLabs Tech

Vikash Chowdhury

Advisor

Angel Investor

➤ We will hire the best in the industry to make this product a household name

Thank you

Anupam Sinhal

anupam@bookmybai.com

+91 8888 222122

+91 9833 585457

