



Goparkk Technology Private Ltd.

[www.parkobot.com](http://www.parkobot.com)



Prebook Your Parking

# The Opportunity

# The Urban Parking Paradox



Public street parking is overwhelmed and inefficient.

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Millions of private parking spaces in prime locations sit empty and unused.

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This disconnect represents a massive loss of potential revenue for property owners and a daily frustration for drivers.

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# Parking is not infrastructure. It is inventory.



We believe the fundamental problem with parking is a matter of perspective. When viewed as manageable inventory, every empty parking space becomes an opportunity.

## Control

Make every spot individually controllable.

## Optimise

Manage supply and demand in real-time.

## Monetise

Turn every idle hour into revenue.



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# The Solution

1

## PARKOBOT for single spots

Ideal for  
**Home-owners,**  
**Small Businesses,**  
small private vacant spaces



2

## PARKOBOT PMS for Commercial Spaces

Ideal for  
**Malls**  
**Offices**  
Event venues





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# Our Solution Begins with a Single, Smart Device.

1



**parkoBot**  
Smart Barrier+



## IoT-Enabled Hardware:

An app-controlled, robust parking barrier for individual slot control.



## Secure & Durable:

Made of cold-rolled steel, withstands up to 5 tonnes of pressure, and is IP67 waterproof.



## Simple Installation:

Transforms any conventional parking slot into a smart, bookable asset.

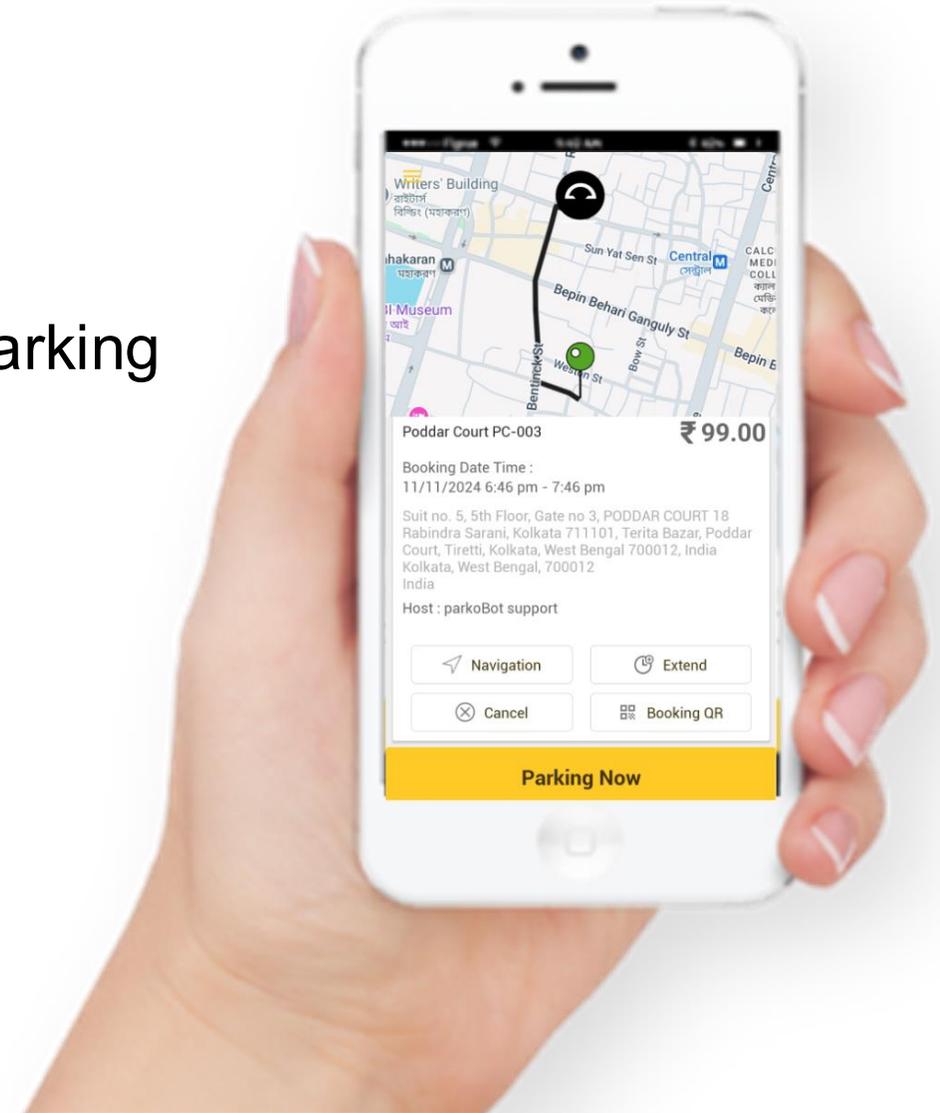


## Seamless Access:

Bluetooth and QR code enabled for authorised user access via the Parkobot app.

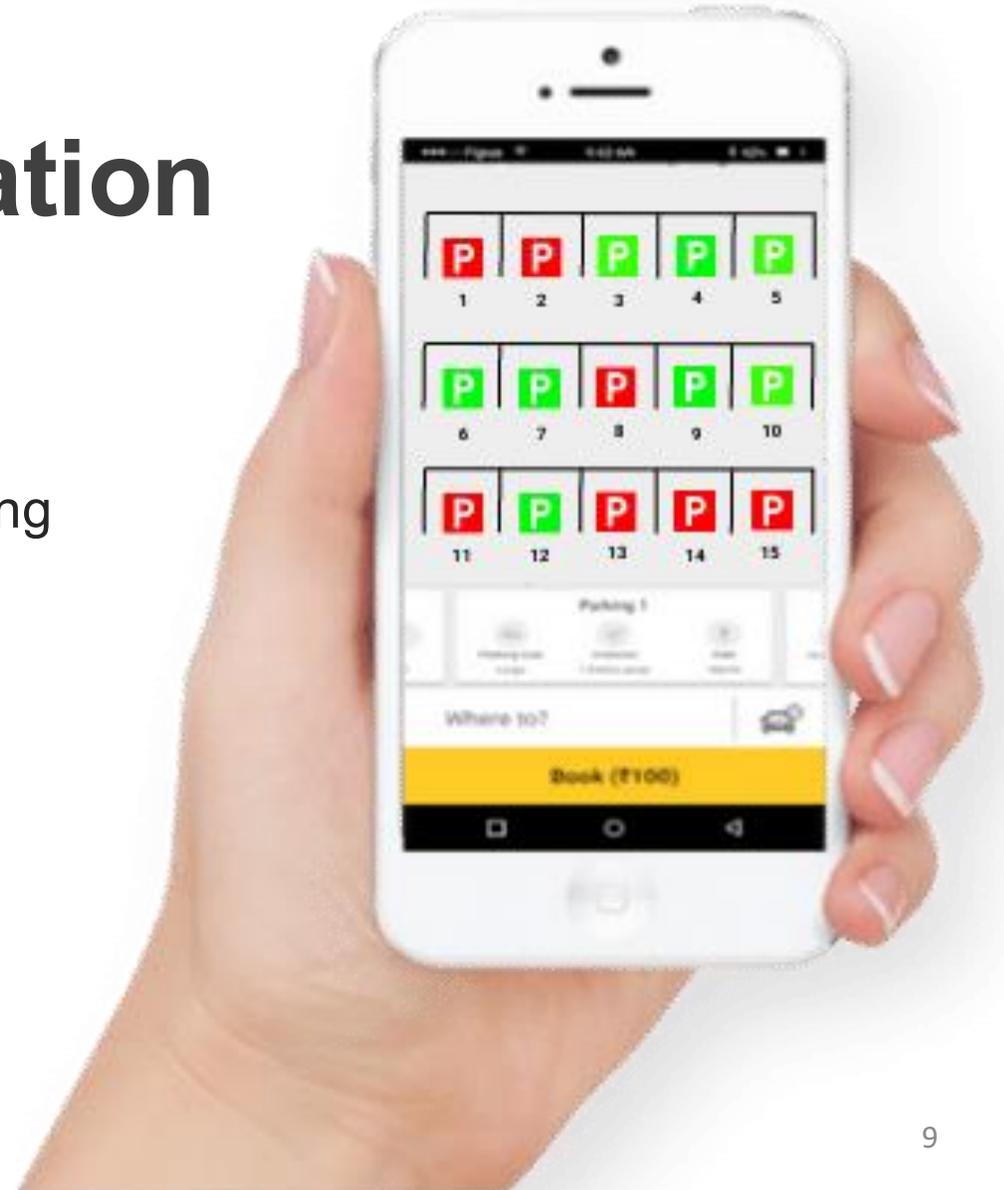
# Parkobot User Journey

- Associating with Google maps to discover parking
- Pre-book & pay for parking on Parkobot app
- Navigation to the parking spot using Google Maps
- Indoor navigation using Parkobot app (no need to negotiate with any individual)



# Parking with indoor Navigation

This helps in consumers easily navigate to booked parking spot . It shows floor number and parking slot number for easy identification





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1



NO manpower



NO valet parking



Marketplace for Private Parking Spots

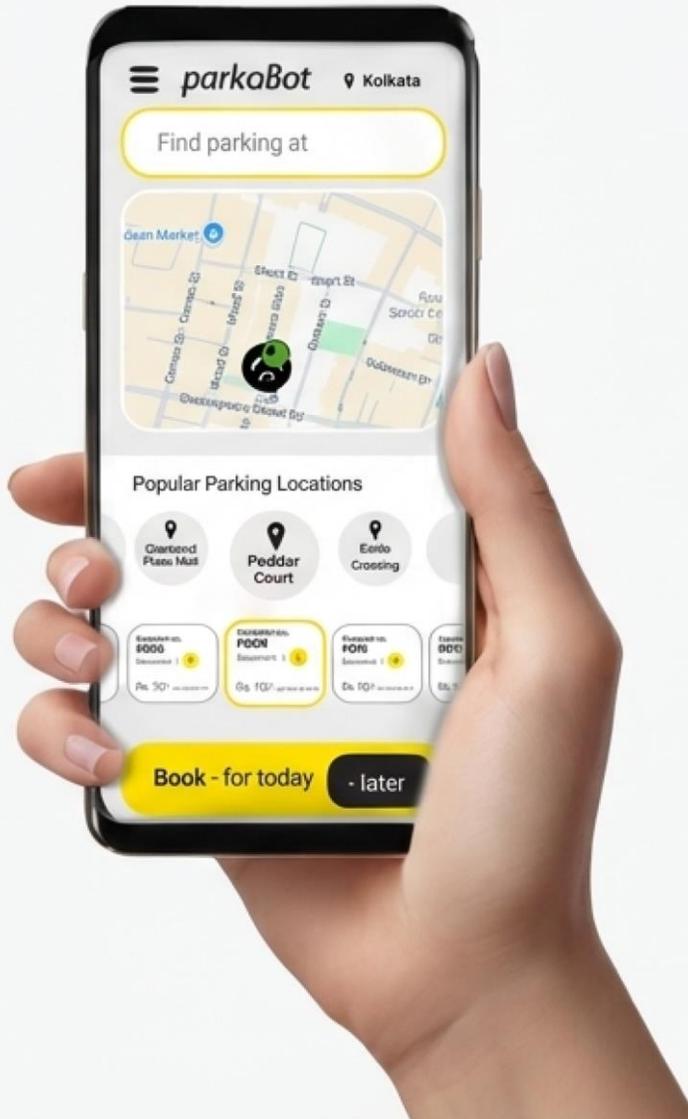
# The Airbnb of Private Parking.

1



## For Parking Hosts

- Protect your private spot from unauthorised use.
- Share your space when it's not in use.
- Monetise an underutilised asset with zero manpower.



## For Drivers

- Discover and pre-book guaranteed parking via the app.
- Navigate directly to the spot using Google Maps.
- Enjoy seamless, cashless entry and exit.

# Our Solution for Commercial & Residential complex

## 2 *parkoBot* Ai Boom Barrier PMS



## Key Benefits of Parkobot PMS

Smart boom barriers and access points centrally managed via cloud and app-based controls—built for high-traffic environments.



### IoT-Enabled Gate Control

Smart boom barriers and access points centrally managed via cloud and app-based controls—built for high-traffic environments.



### Automated Vehicle Access

ANPR, FASTag, QR, RFID, and whitelist-based access ensure only authorised vehicles enter—zero manual intervention.



### High Throughput & Reliability

Industrial-grade hardware designed for continuous operation, peak-hour loads, and mission-critical access points.



### Centralised Dashboard & Analytics

Real-time monitoring of entries, exits, violations, peak hours, and usage insights across multiple gates and locations.



### Scalable & Flexible Deployment

Ideal for malls, IT parks, hospitals, airports, and large residential complexes—easily scales from one gate to many.

# From a Single Device to a Networked Platform.



## Branch 1: Individual Parking

- **Target:** Homeowners, small businesses, residential buildings.
- **Value:** Monetise idle driveways and private spaces.

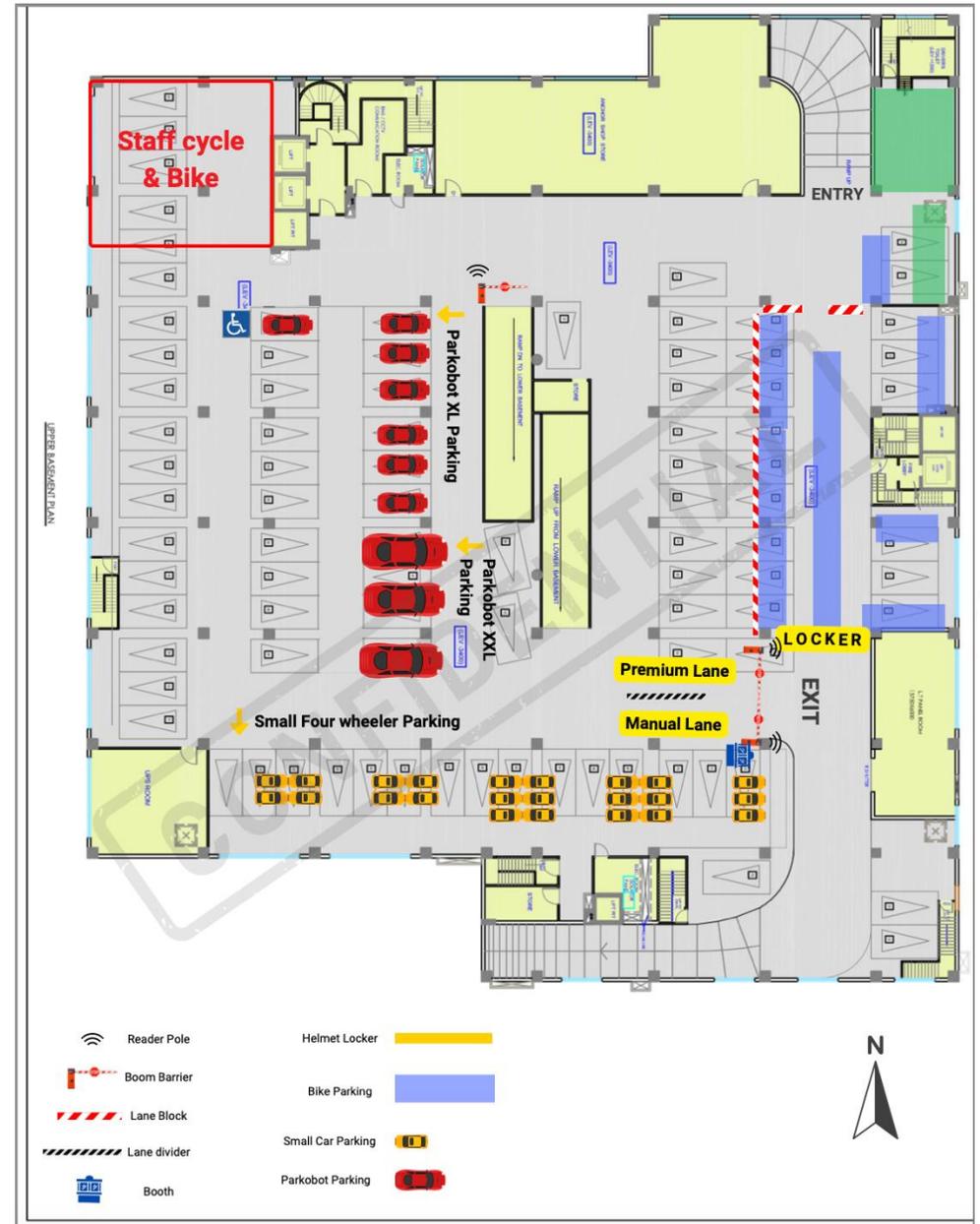


## Branch 2: Commercial Parking Lots

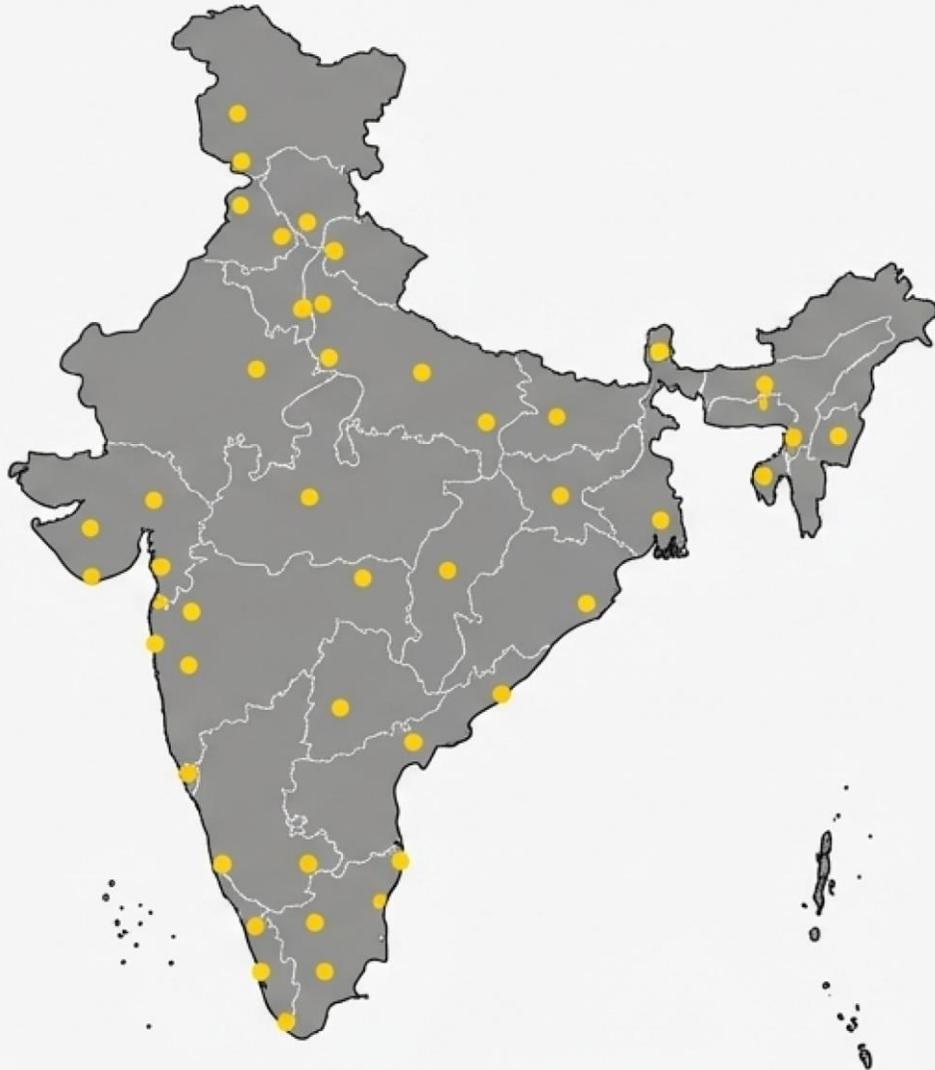
- **Target:** Malls, corporate offices, event venues, large residential complexes.
- **Value:** A full-stack Parking Management System (PMS) to optimise revenue and operations.

# Parking Optimization

- We increase Parking Inventory both in number and value terms.
- One size vanilla parking's are converted to **S | XL | Pre bookable Premium Parking slots.**
- Helmet Lockers for two-wheeler parking
- At night the parking space is used as EV Charging Station for EV Fleet operators
- Faster Exit for Faster payments / Parkobot lane



# Total Addressable Market in INDIA



## Total Addressable Market (TAM) - India:

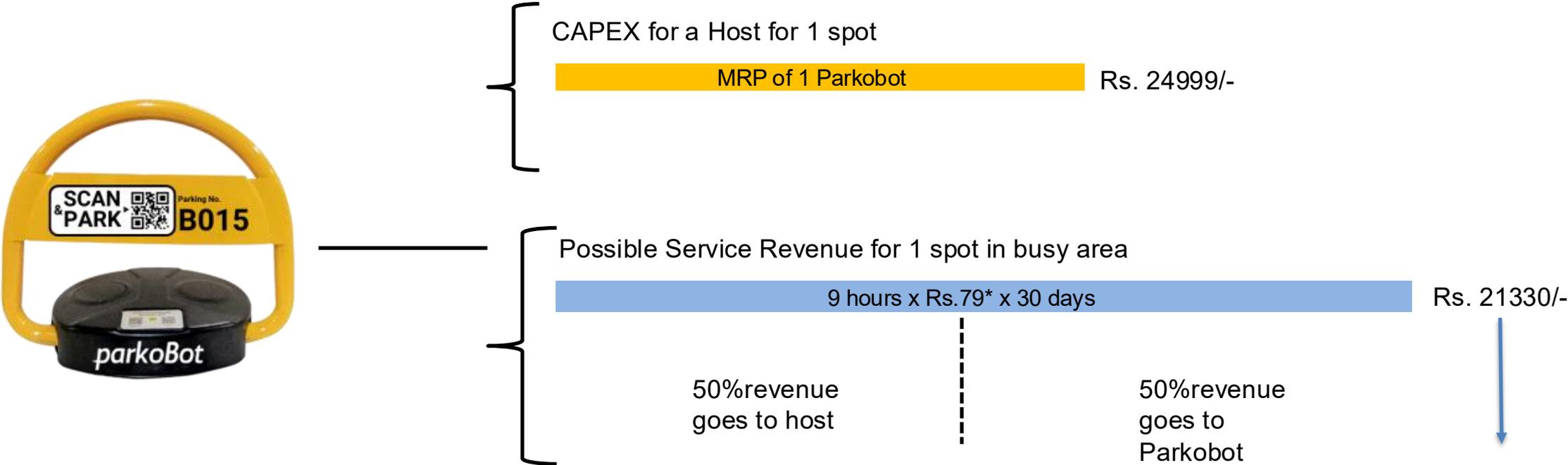
 Cars: 70 million vehicles, representing a \$5.4B annual parking spend.

 Motorbikes: 210 million vehicles, representing a \$4.05B annual parking spend.

Estimated TAM (Bookable private+ commercial parking industry– 9.45 B (USD)

**Our Target:** To capture 2% of this market, representing an annual revenue opportunity of **\$189 Million USD.**

# Unit Economics for the Host



\* Average busy area parking spot per hour rate

# The Market is Taking Notice: A Quarter of Industry-Defining Validation

**Forbes** INDIA

“

**Selected as one of the 'Select 200' Companies by Forbes India-DGEMS 2025.**

*Note: We chose not to proceed further due to budget prioritisation, while retaining recognition value.*



- Chosen as a Top 5 Startup for 'Best Digital Public Infrastructure'.
- Peer group included giants like Facebook India and Paytm.



- A single video by Indian Startup News organically reached a global audience.
- Showcased massive, unprompted market pull for our solution.



**This Indian startup is replicating the Airbnb model by enabling people to share and earn from private parking spaces**

# From Viral Moment to Global Momentum



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## The Spark

Organic Global Traction: Zero Ad Spend

**8+ Million**  
Views

**113,000**  
Likes



**66,400**  
Shares

## The Fire

Inbound Interest from 12+ Countries



## Pipeline Progress

### 4 NDAs/LOIs Signed

Australia, Chile, Latin America, Caribbean

### 3 Device Sample Orders Placed

Australia, Chile, Caribbean



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# Proven Traction & Market Validation

Key Metrics as of 31<sup>st</sup>.Dec. 2025



## 1400+

Parking Spots Live



## 14+

B2B Clients



## 0.7M+

Parking Hours Managed



## 130k+

Parking Spots in the Pipeline

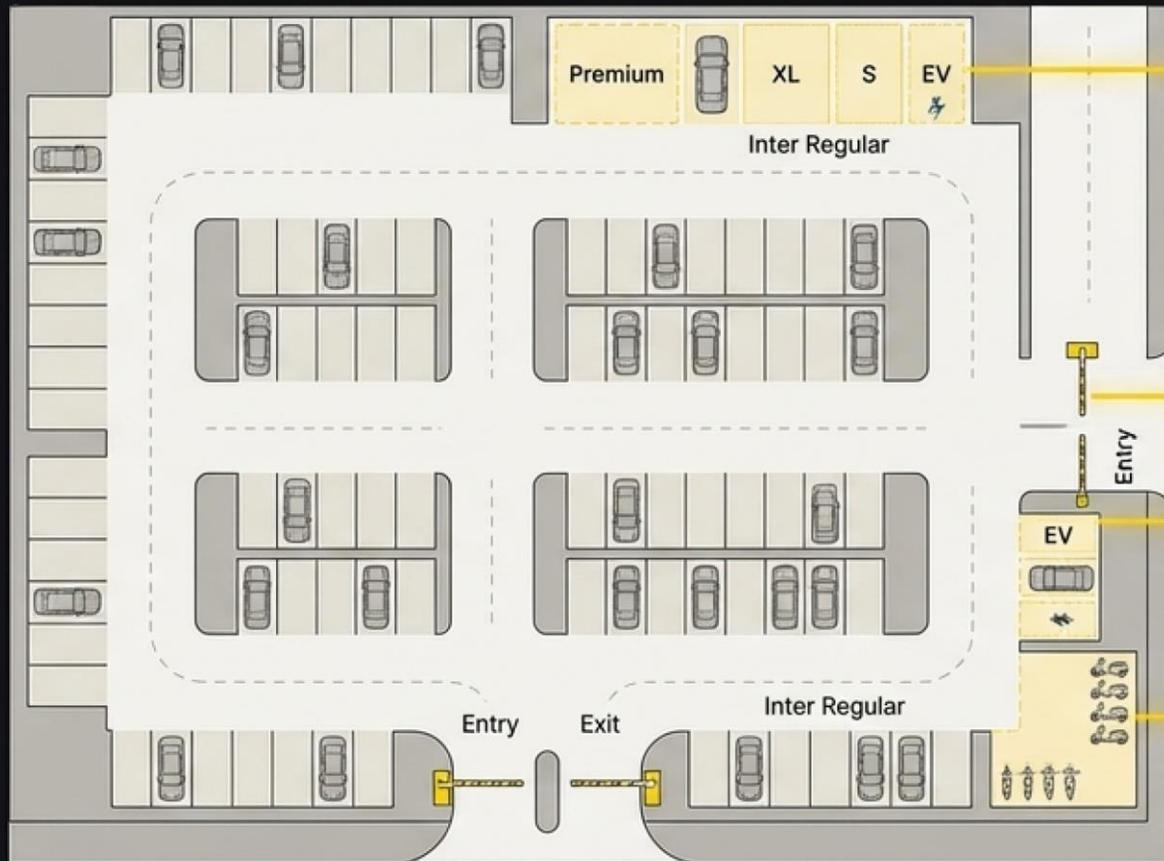


## Case Study Highlight:

Client: **Diamond Plaza Mall, Kolkata**

Achievement: India's first mall to offer bookable, reserved parking with IoT lock technology, powered by Parkobot.

# A Complete Ecosystem for Parking Optimisation.



## Dynamic Inventory Management:

Create and price different tiers of parking (e.g., Premium, XL, S, EV) to maximise yield.



## Seamless Payments:

Fully integrated with FASTag for frictionless entry/exit, with UPI and cash options for non-FASTag users.



## Night-Time EV Charging Hub:

Convert idle night-time inventory into a charging station for EV fleets and consumers, creating a new 24/7 revenue stream.



## Enhanced Security & Convenience:

Introduce add-ons like secure helmet lockers for two-wheelers.

# Four Scalable Revenue Streams



## 1. Hardware Sales

Upfront revenue from the sale of Parkobot devices to individual hosts and commercial operators.



## 2. Parking Revenue Share

A % share of the parking fees generated through the platform for individual hosts. Custom models for commercial PMS clients.



## 3. EV Charging

Revenue generated from facilitating EV charging sessions, especially for night-time fleet charging at commercial properties.



## 4. Retail & AdTech Platform

Fees from merchants for promoting targeted offers to customers at parking entry gates.

# The Future is a Fully Connected Urban Mobility Platform.



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- **Every parking slot becomes a smart, revenue-generating asset.**
- **Every entry gate becomes a dynamic, digital storefront.**
- **Parking evolves into a 24/7 platform for revenue, retail, and energy distribution.**

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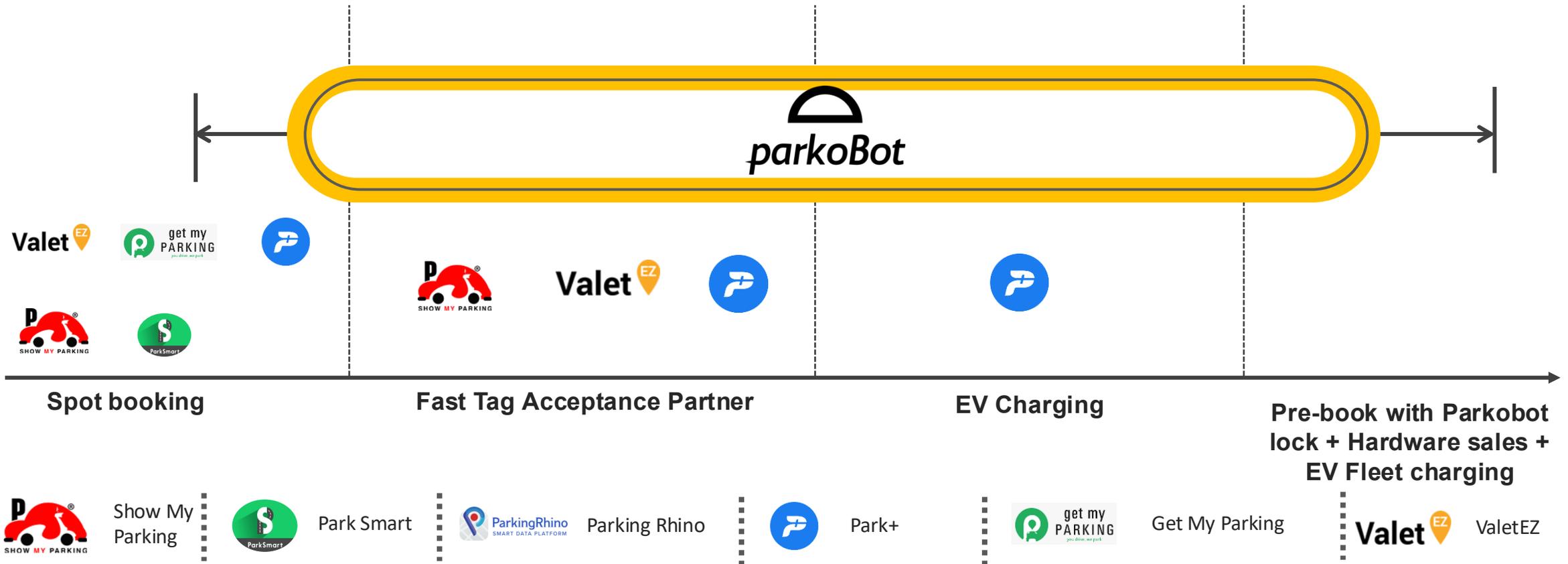
**Amrit Choudhury, CEO**

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# Comparative Analysis



# The Architects of Smart Parking



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## Amrit Choudhury | Founder & CEO

First-generation entrepreneur; founded **NICK IT**, a bootstrapped B2B enterprise tech firm specialising in IoT, RFID, and mobility solutions.

Deep experience with enterprise partners from Samsung to HDFC Bank and clients like Diageo and Coca-Cola. VIT Vellore).



## Animesh Mukherjee | Co-founder & CTO

**35+ years** in global IT operations and software development.

Former Senior VP at FIS and key roles at Visa in Silicon Valley, specialising in IT governance and operational excellence. (M.Tech,

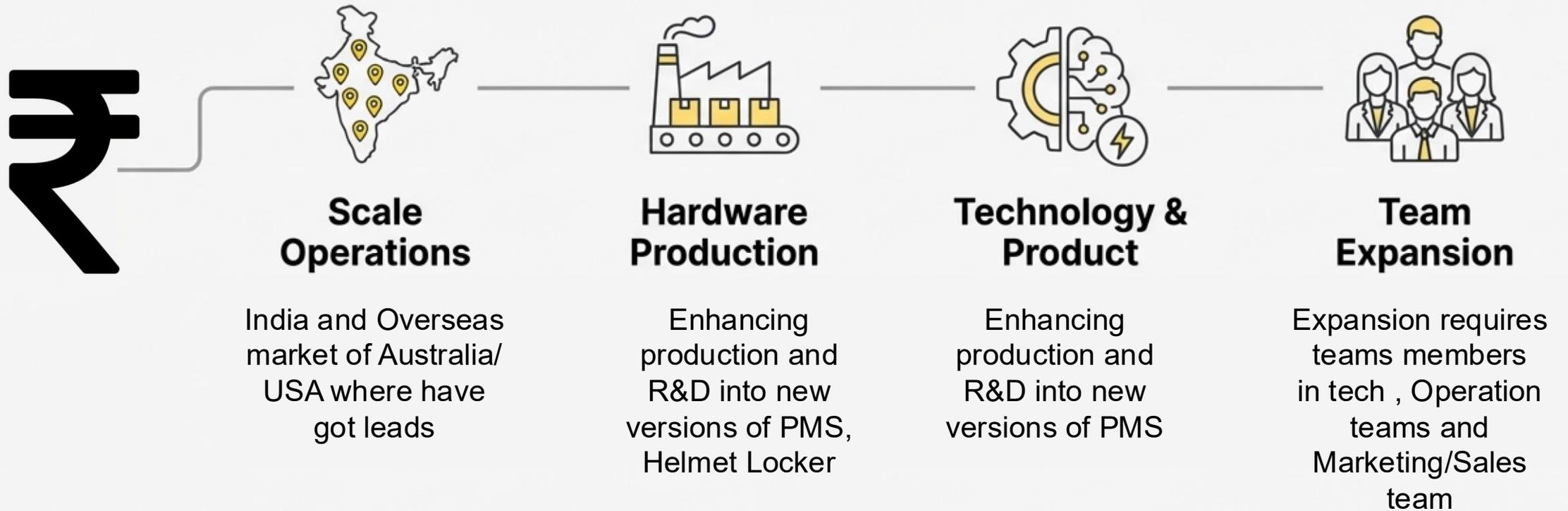


## Raj Kumar Bihani | Co-founder & Chief Design Architect

**25+ years** in advertising, communication, and design.

Led brand launches for major clients like Tata Steel and Birla Cement. Responsible for all UI/UX at Parkobot. (Ex-Genesis Advertising).

# Acceleration needs funds



Expansion Target Cities: New Delhi, Mumbai, Bengaluru, Hyderabad, Pune, Kolkata, Ahmedabad, and more.

# Background of the Founder



**Amrit Choudhury**  
CEO & Founder  
2007 - 2023

**NICK IT**

Tomorrow is **Here**™

Started in 2007

Amrit Choudhury has been a first generation entrepreneur and started NICK IT in 2007 with an investment of Rs. 50k from his father Late Lalit Choudhury.

The company has been boot strapped and never raise any external funding.

NICK IT over the years has been a strong tech B2B enterprise solutions co with over 16 tech products to be sold as SAAS.

1. India's first Blu-casting solutions platform in 2007 - clients Sprite, CCD, Four Square
2. RFID based cashless solutions platform used by Channel V (Star Plus) India fest for 5 years in a row managed over 300k users per year, Royal Enfield Rider Mania, Auto Expo for Hyundai, Colgate etc over 20 large events used this platform in India, Dubai
3. World's First Second Screen app for Bournvita Quiz Contest (to play live with TV show) in record time of 45 days (with special approval from Apple development teams) in 2010
4. Samsung Enterprise Partners since 2010 - Made over 6 tech SAAS Platforms sold to Asian Paints, ITC, Rallis, Murugappa Group, LG, Hindware, Maruti
5. Consumax Rewards platform - providing track & trace | trade | consumer rewards to Pernod Ricard for 11 years, Diageo, Rallis, ABD & other 30 clients
6. Partnered with a French Fingerprint Card Manufacturing company and made the first audio & fingerprint card to work on payments
7. Smart locker + Battery swap locker completely made in India - first made for African client in TOGO & Benin
8. French & Qatar making distributors for SMART Locker (we are 30% cheaper than China exw price)
9. India's first Location based offer platform in 2022 - First client HDFC bank rewards - won awards for the same
10. Google Gov tech partners in 2023 and was introduced to IOCL to provide Smart E-lock solution for 24k Oil Tankers (WIP with Google)

# Thank You

If any queries, happy to resolve!!

**Amrit Choudhury**

Founder and CEO

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