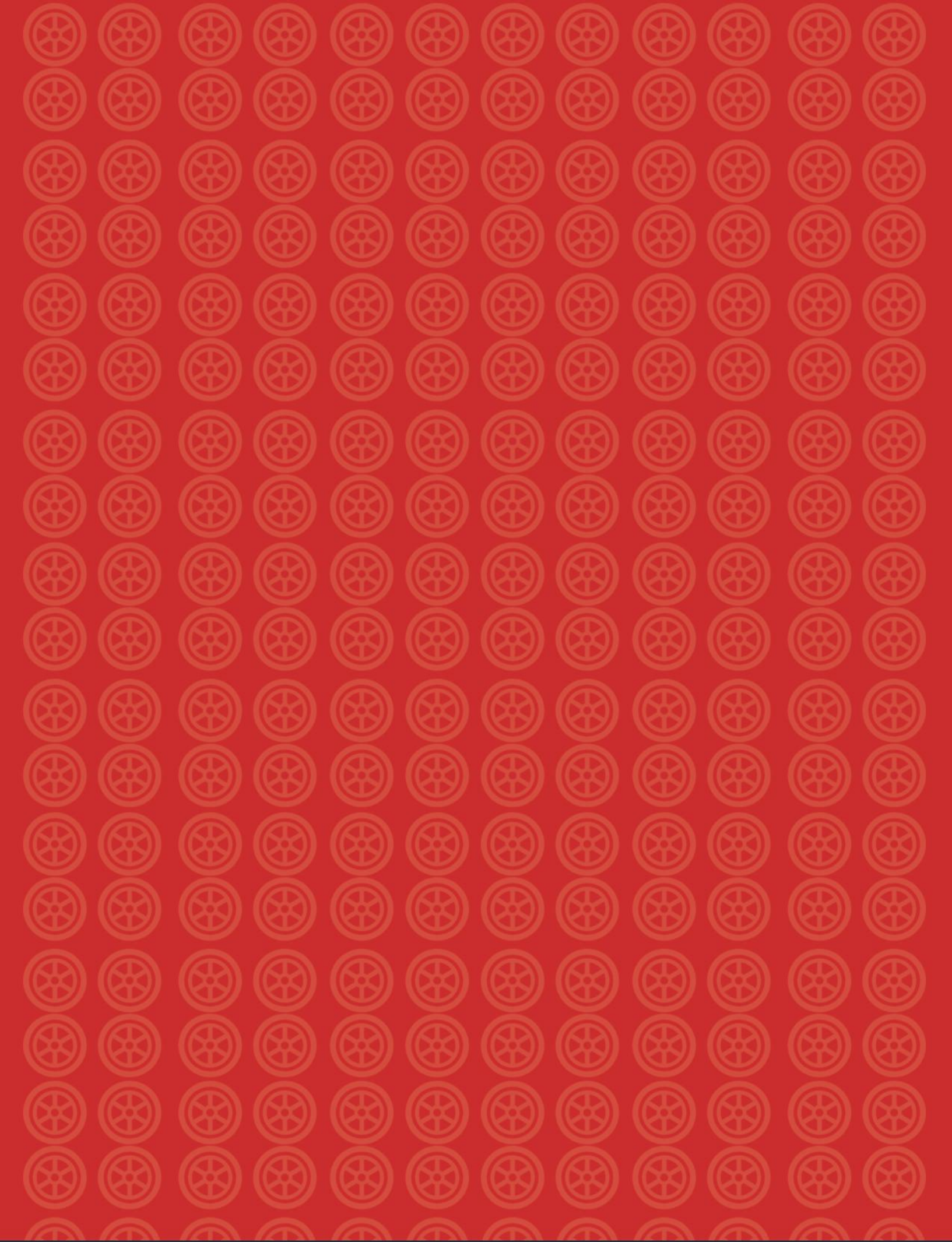


Droom's Automobile Trend Report  
CY 2015 to CY 2018  
(Lifetime)

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# Droom's Automobile Trend Report

## Top Trends

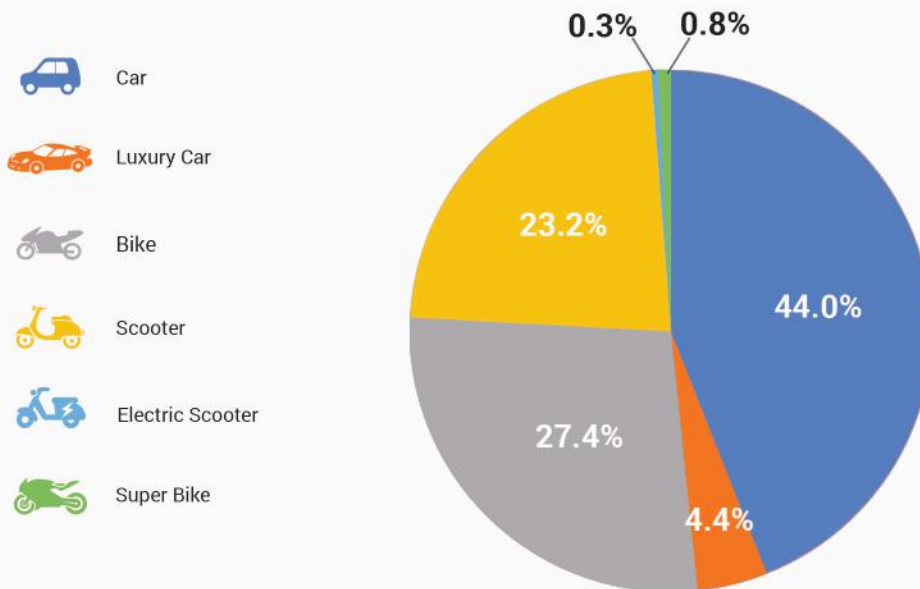
1	Most Famous Car: Maruti Suzuki Swift
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: KTM Duke
5	Most Famous Luxury Car: Audi A4
6	Most Famous Vehicle: Honda Activa
7	Most Famous Electric Scooter: Okinawa Praise
8	Royal Enfield: Royal Enfield Classic, Thunderbird and Bullet Electra are best selling
9	Top 3 Cities: Delhi, Pune & Ahmedabad
10	Super Bikes: KTM Duke was the most sold followed by Harley Davidson Iron 883, Hyosung GT250r
11	Asking for Auto Inspection: Manyfold increase in Auto Inspection Orders due to increased awareness
12	Most Costliest Bike Listed On Droom: Ducati Panigale 1299 R Final Edition -INR 51,82,000
13	Most Costliest Car Listed On Droom: Rolls Royce Ghost Series 2 6.6 2017 - INR 6,00,00,000

\*Note: The Above Data for 2 Wheelers Includes Bikes, Super Bikes and Scooters

# Droom's Automobile Trend Report

## Category Mix

(% breakdown based on online sales)

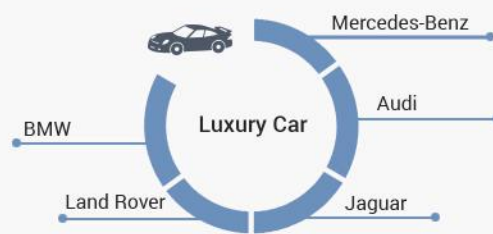
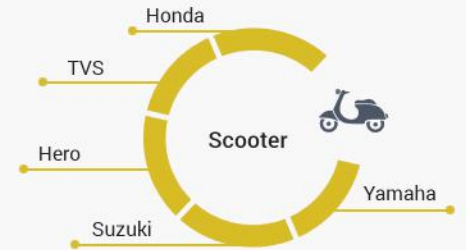


## Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Suzuki Swift	Bajaj Pulsar	Honda Activa	KTM Duke	Audi A4
Maruti Suzuki Swift Dzire	Hero Splendor Plus	Honda Activa 5G	Harley Davidson Iron 883	Bmw 5 Series
Toyota Innova	Hero Passion Pro	Suzuki Access	Hyosung Gt250R	Mercedes-Benz E-Class
Hyundai I10	Bajaj Discover	TVS Jupiter	Suzuki Hayabusa	Mercedes-Benz C-Class
Honda City	Honda Cb Shine	Hero Maestro	Kawasaki Z800	Bmw 3 Series
Hyundai I20	Tvs Apache RTR	Honda Aviator	KTM RC	Audi A6
Hyundai Verna	Yamaha FZS	Honda Activa 3G	Harley Davidson Sportser	BMW X1
Toyota Fortuner	Hero Splendor Pro	Honda Activa125	Kawasaki Ninja 650	Audi Q3
Maruti Suzuki Wagon R	Bajaj Avenger	Hero Pleasure	Harley Davidson Street 750	Audi Q7
Mahindra Scorpio	Royal Enfield Classic	Honda Activa 4G	Harley Davidson Superlow	Audi Q5

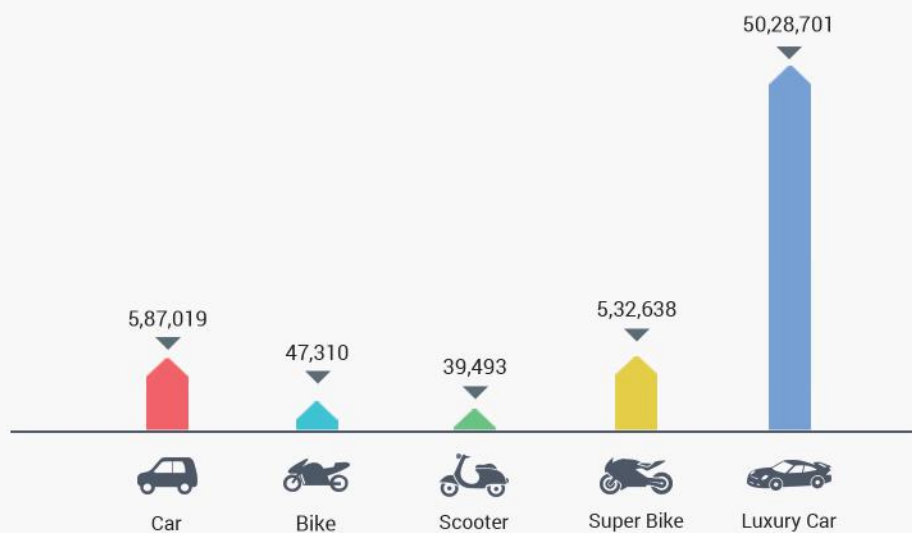
# Droom's Automobile Trend Report

## Top 5 Makes by Category



## Average Selling Price of Used Automobiles

(In INR)



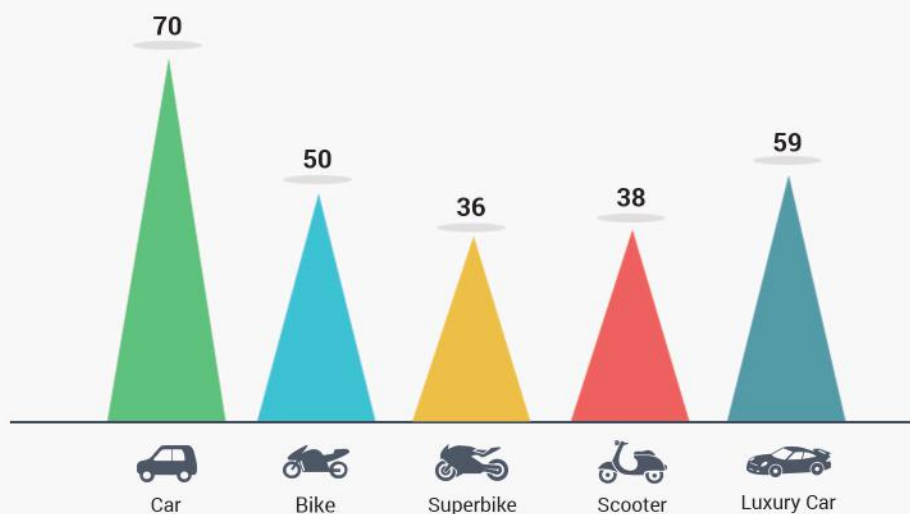
# Droom's Automobile Trend Report

## Most Popular Years by Category



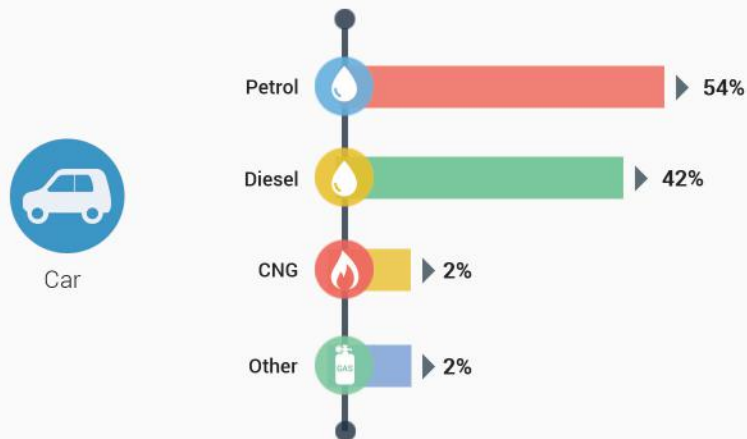
## Average Duration of Ownership by Category

(In Months)



# Droom's Automobile Trend Report

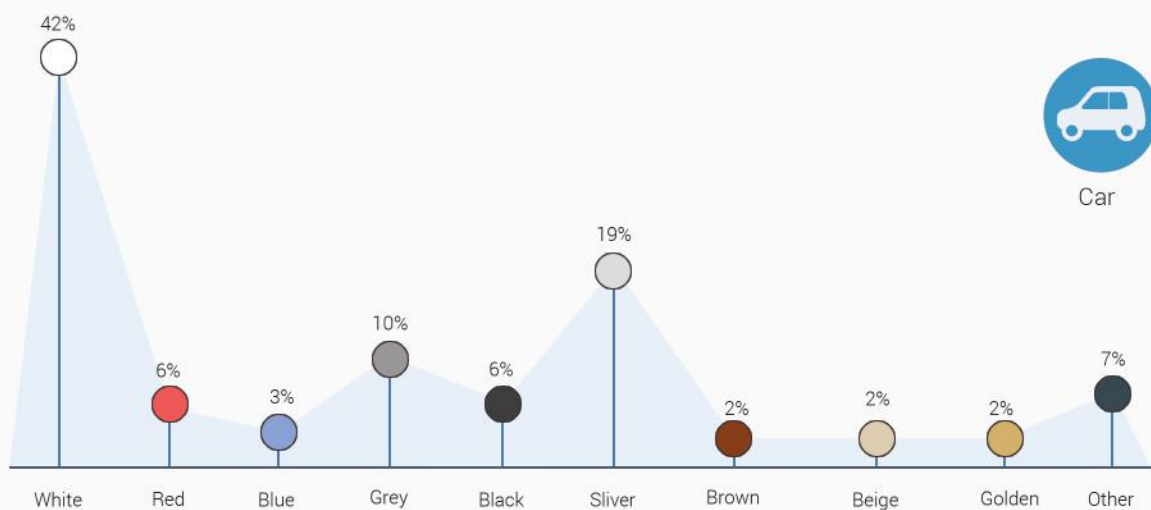
## Cars by Fuel Type



## Cars by Transmission Type



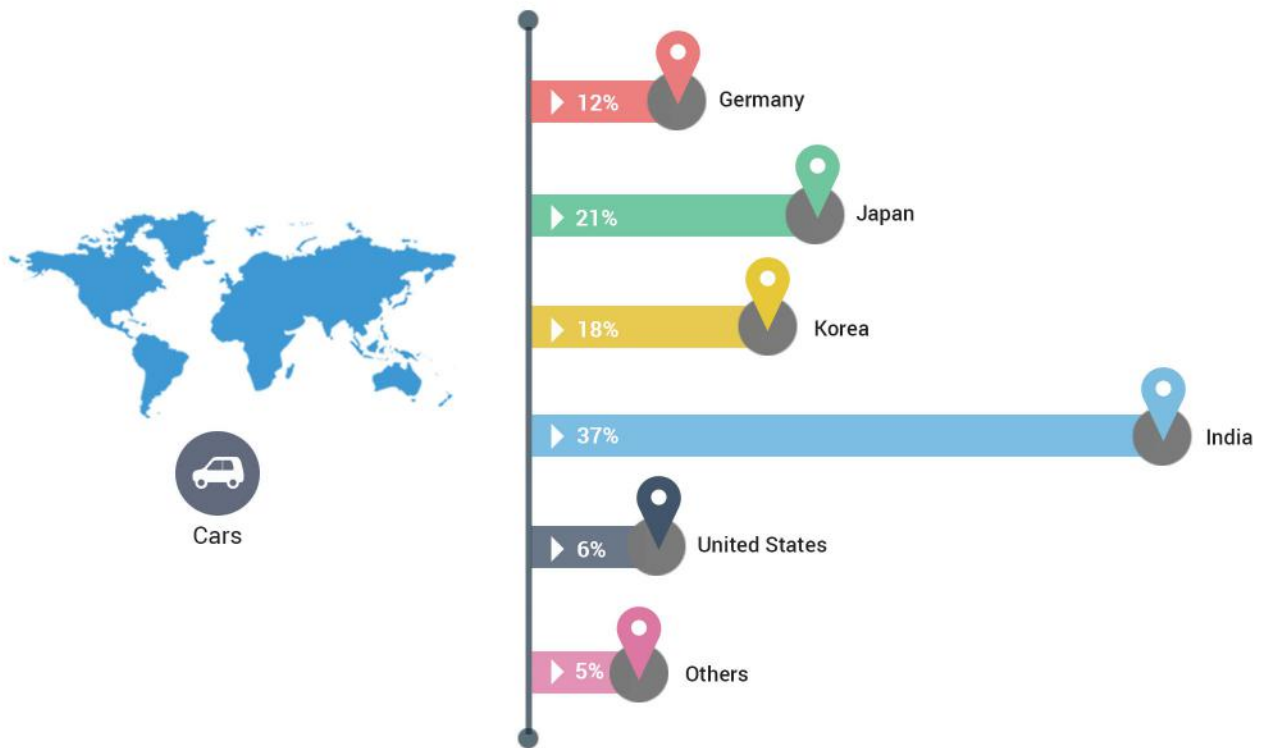
## Cars by Color



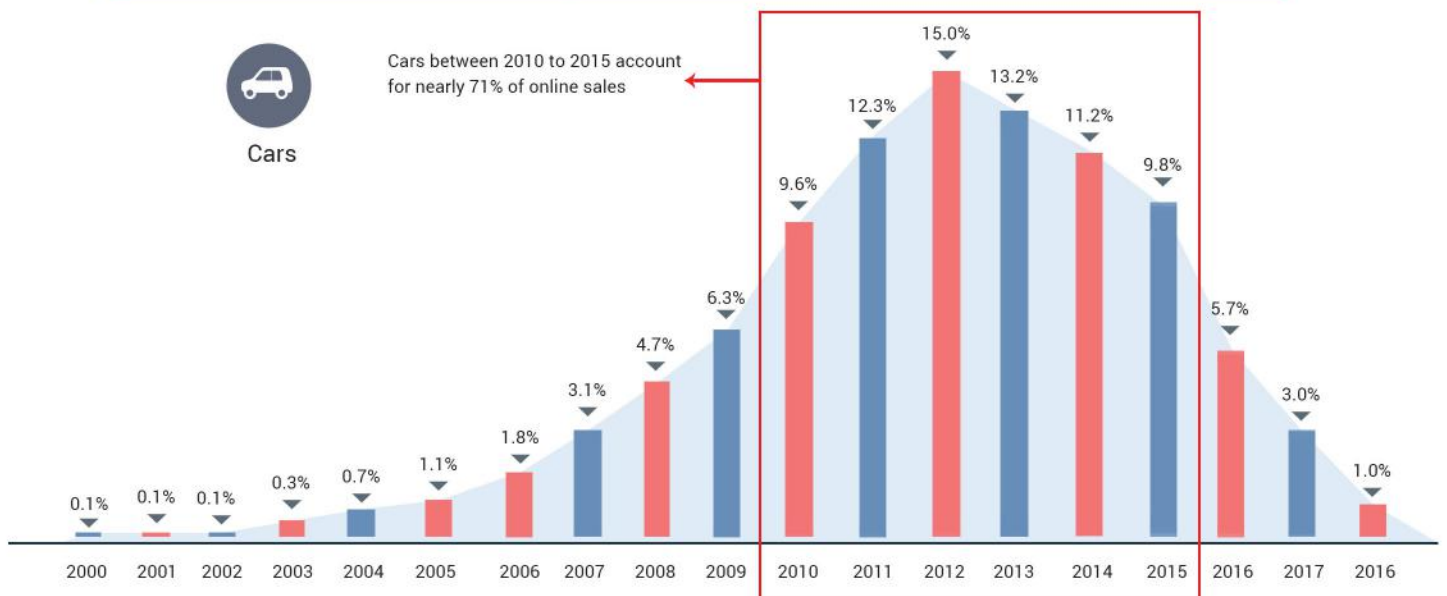
\* Data on this page includes both cars & luxury cars

# Droom's Automobile Trend Report

## Cars by Country of Origin



## Cars by Year of Manufacture

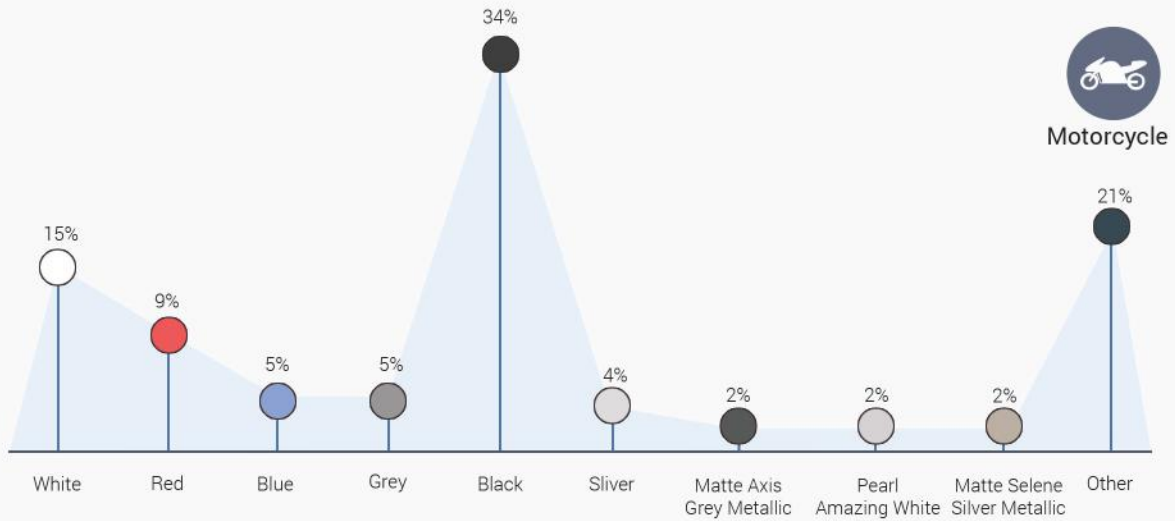


\* Data on this page includes both cars & luxury cars

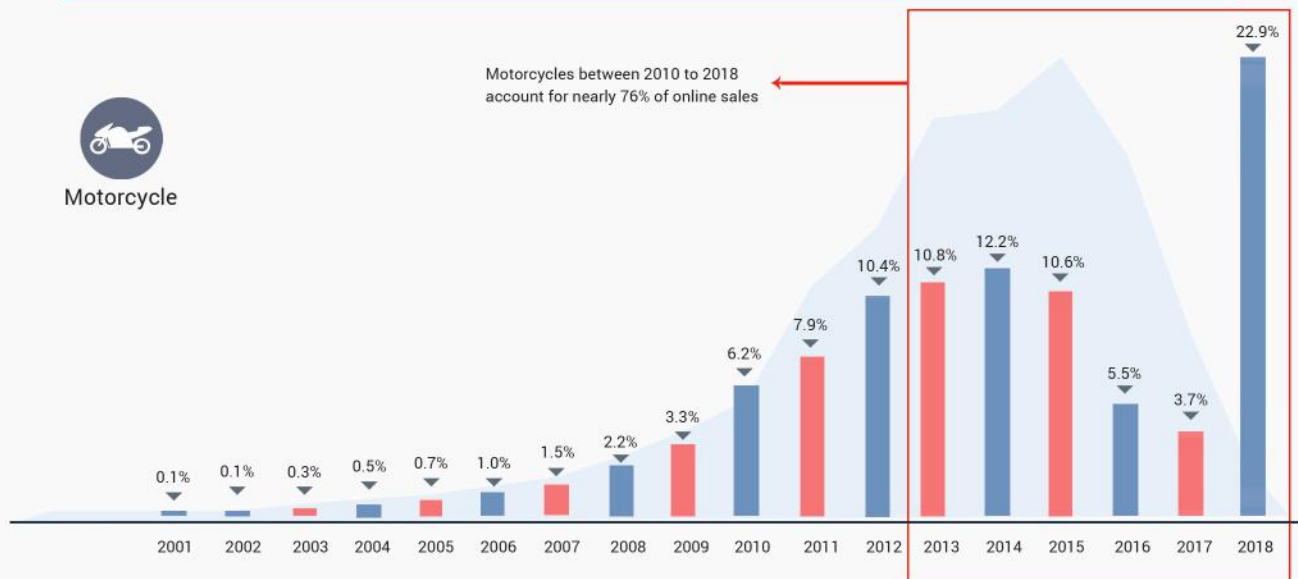


# Droom's Automobile Trend Report

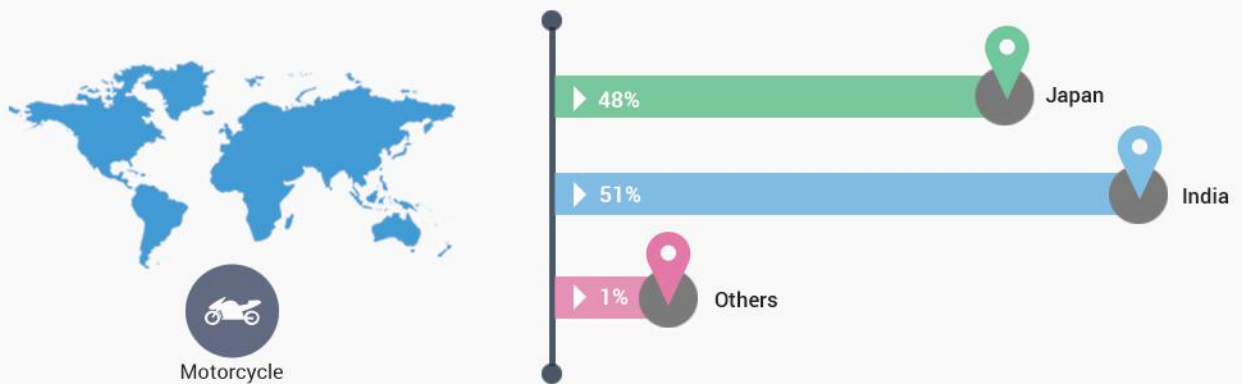
## Motorcycles by Color



## Motorcycles by Year of Manufacture



## Motorcycles by Country of Origin



\* Data on this page includes bikes, superbikes & scooters

# Droom's Automobile Trend Report

## Top 10 Cities

### Top Cities

1	Delhi
2	Pune
3	Ahmedabad
4	Ludhiana
5	Bangalore
6	Mumbai
7	Hyderabad
8	Jaipur
9	Surat
10	Gurgaon

### Emerging Cities

1	Hissar
2	Ghaziabad
3	Faridabad
4	Chennai
5	Kolkata
6	Jalandhar
7	Bilaspur
8	Kotputli
9	Bathinda
10	Meerut

# About Droom

Droom is the 3rd largest E-commerce company in India in terms of GMV and the largest online auto marketplace for buying and selling new and used automobiles with over 70% market share of the automobile transactions online.

Droom is headquartered in Gurugram, India, with a team size of 370+. Droom has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers a wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan.

Droom has in-built tech and data science tools to create the entire eco-system around used automobiles, including OBV (pricing engine), Eco (121 points vehicle inspection), History (200 million vehicle history records), Discovery (dozens of pre-buying tools) and Credit (India's first and only marketplace for used vehicles' loans). The company is currently generating \$1Bn+ in annualized GMV and growing at a rate of 150% Y/Y. Droom has presence in 730+ cities across India (India's largest hyper local marketplace), 270K+ auto dealers (largest auto dealer platform in India), 40 Million+ monthly visitors, nearly 8 Million+ app downloads and 6 Million+ Facebook followers.

Droom is a Singapore Holding Company with subsidiaries in India and the United States. The company has so far raised close to \$125 Million dollars over six rounds of funding. Some of the prominent investors are Lightbox, Beenext, Beenos, Digital Garage, Toyota Tsusho Corporation and Integrated Assets Management



## MARKETPLACE

### Marketplace Formats



### Pricing Formats



Buyer Surety



Buyer Protection



Full Circle Trust



Rating & Review



Pay 3% Online & 97% Offline

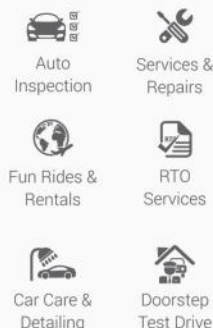


## CATEGORIES

### BIG ASSETS



### ANCILLARY SERVICES



### CERTIFICATION SERVICES



### DROOM FINTECH



## Media Enquiry

This report and the data in the report cannot be used without prior written approval from droom.

For any enquiries, please contact  
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(+91) - 9643103972

Note: This report has been prepared by Droom's Market Insights & Analytics team. The data is extracted from approximately 28,000+ transactions worth Rs. 570 Cr that took place in droom's online platform between 1<sup>st</sup> Jan 2015 to 30<sup>th</sup> Jun 2016 .

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