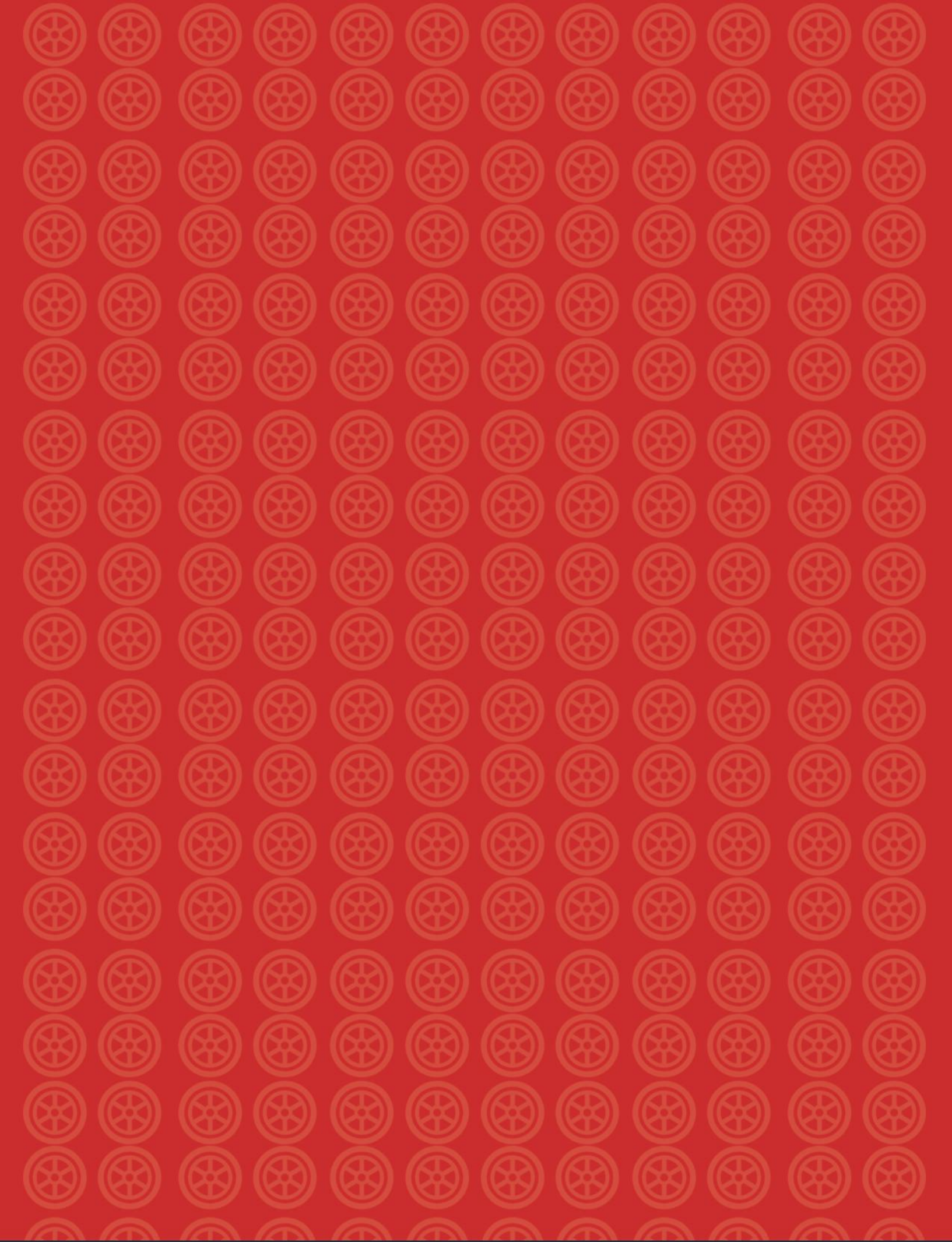




Droom's Automobile Trend Report
H2 CY2018

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India's Most Trusted Motorplace



Droom's Automobile Trend Report

Top Trends

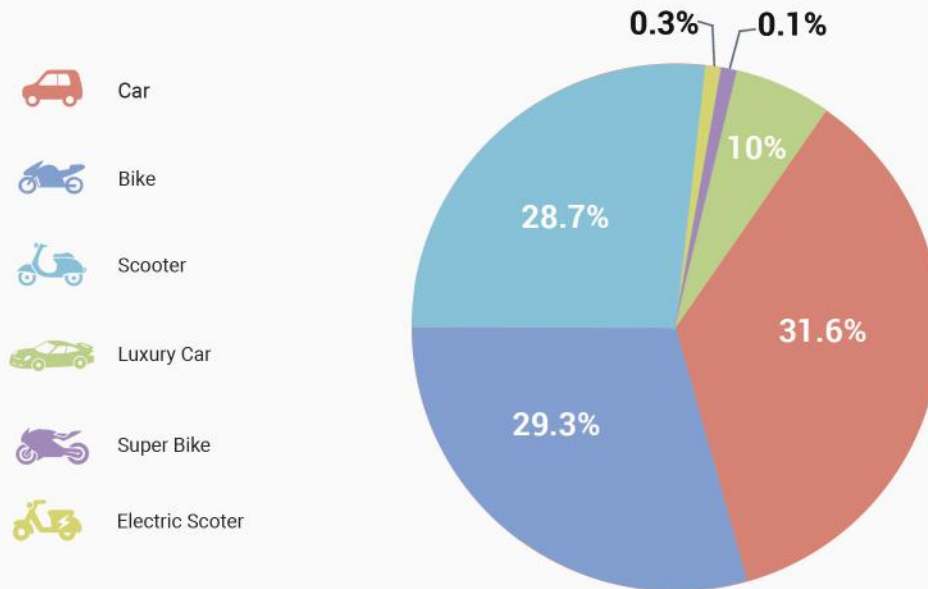
| | |
|----|--|
| 1 | Most Famous Car: Toyota Fortuner |
| 2 | Most Famous Bike: Hero Splendor Plus |
| 3 | Most Famous Scooter: Honda Activa 5G |
| 4 | Most Famous Superbike: Harley Davidson Street 750 |
| 5 | Most Famous Luxury Car: BMW 5 Series |
| 6 | Most Famous Vehicle: Honda Activa 5G |
| 7 | Best Selling Royal Enfield: Classic |
| 8 | Delhi , Ludhiana , Surat: Top 3 Cities |
| 9 | Super Bikes: Harley Davidson Street 750, Benelli TNT 600i, Kawasaki Ninja |
| 10 | Asking for Auto Inspection: Manyfold increase in Auto Inspection Orders due to increased awareness |
| 11 | Most Costliest Car Listed On Droom: Rolls Royce Ghost Series 2 6.6 2017 - 6,00,00,000 Crores |
| 12 | Most Costliest Bike Listed On Droom: Ducati Panigale 1299 R Final Edition - 51,82,000 Lacs |
| 13 | Most Famous Electric Scooter: Okinawa Praise |

* 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)

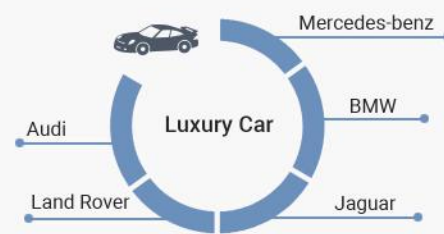
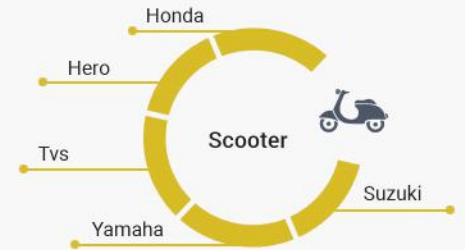
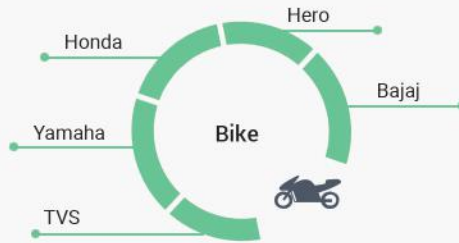
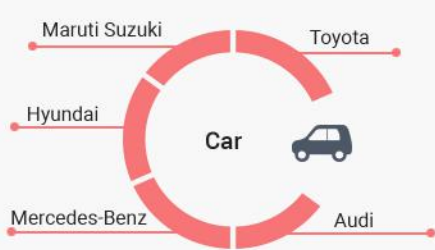


Top 10 Best Selling by Category

| Cars | Bikes | Scooters | Super Bikes | Luxury Cars |
|---------------------------|----------------------|-------------------|----------------------------|-----------------------|
| Toyota Fortuner | Hero Splendor Plus | Honda Activa 5G | Harley Davidson Street 750 | Bmw 5 Series |
| Maruti Suzuki Swift Dzire | Honda CB Shine | Honda Activa | Benelli Tnt 600i | Mercedes-Benz E-Class |
| Maruti Suzuki Swift | Hero Passion Pro | Honda Activa125 | Kawasaki Ninja | Audi A6 |
| Toyota Innova | Hero Passion Pro I3S | TVS Jupiter | Harley-Davidson Sportser | Audi A4 |
| Honda City | Hero HF Deluxe | Hero Maestro Edge | Benelli TNT 25 | Mercedes-Benz C-Class |
| Hyundai I10 | Bajaj Pulsar | Hero Duet | Escorts Rajdoot | BMW 3 Series |
| Maruti Suzuki Wagon R | Hero Passion Xpro | Suzuki Access | Harley-Davidson Iron 883 | Audi Q3 |
| Toyota Innova Crysta | Honda Cd 110 Dream | Honda Activa 3G | Harley-Davidson Roadster | Audi Q7 |
| Hyundai I20 | Hero Super Splendor | Honda Aviator | Harley-Davidson Street Rod | Mercedes-Benz M-Class |
| Mahindra XUV500 | Honda Livo | Hero Pleasure | Harley Davidson Breakout | Jaguar XF |

Droom's Automobile Trend Report

Top 5 Makes by Category



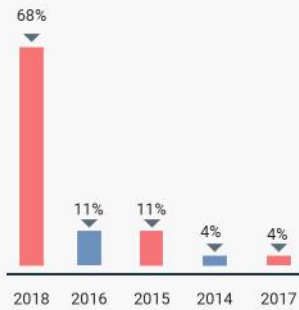
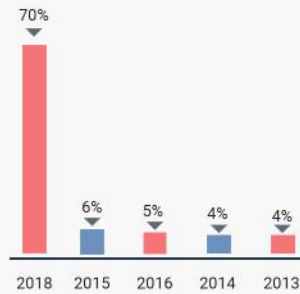
Average Selling Price of Used Automobiles

(In INR)



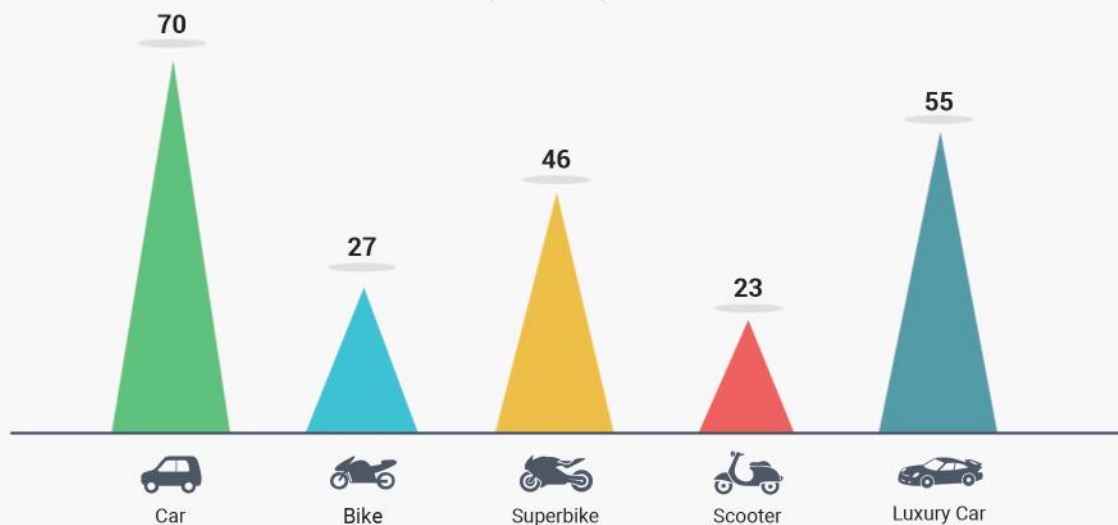
Droom's Automobile Trend Report

Most Popular Years by Category



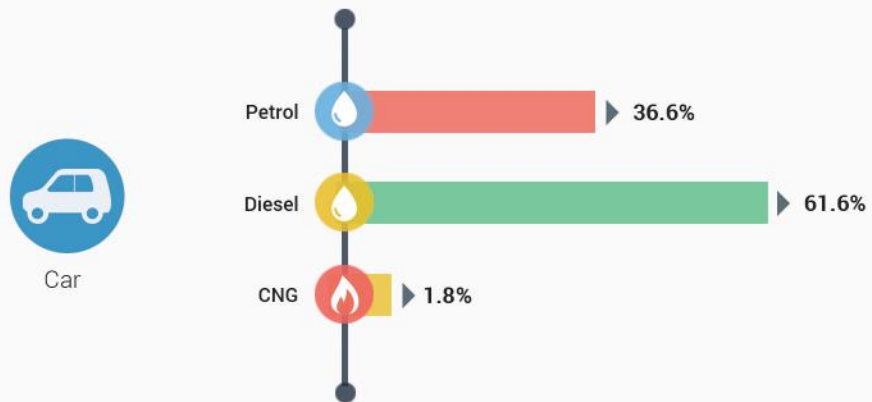
Average Duration of Ownership by Category

(In Months)

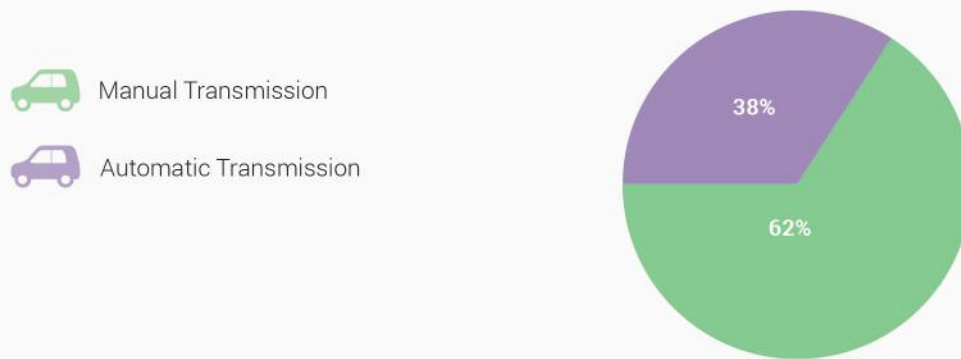


Droom's Automobile Trend Report

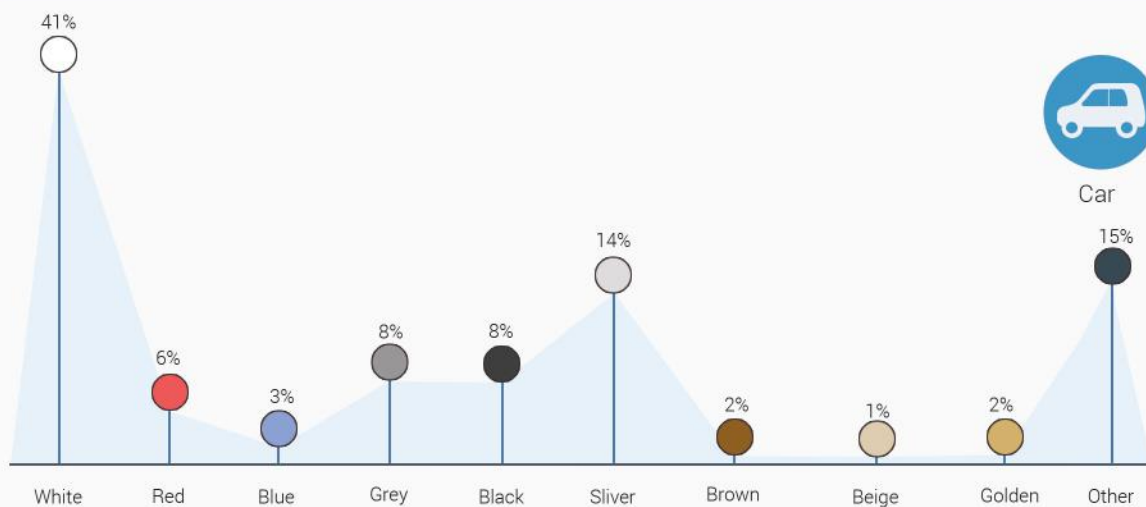
Cars by Fuel Type



Cars by Transmission Type



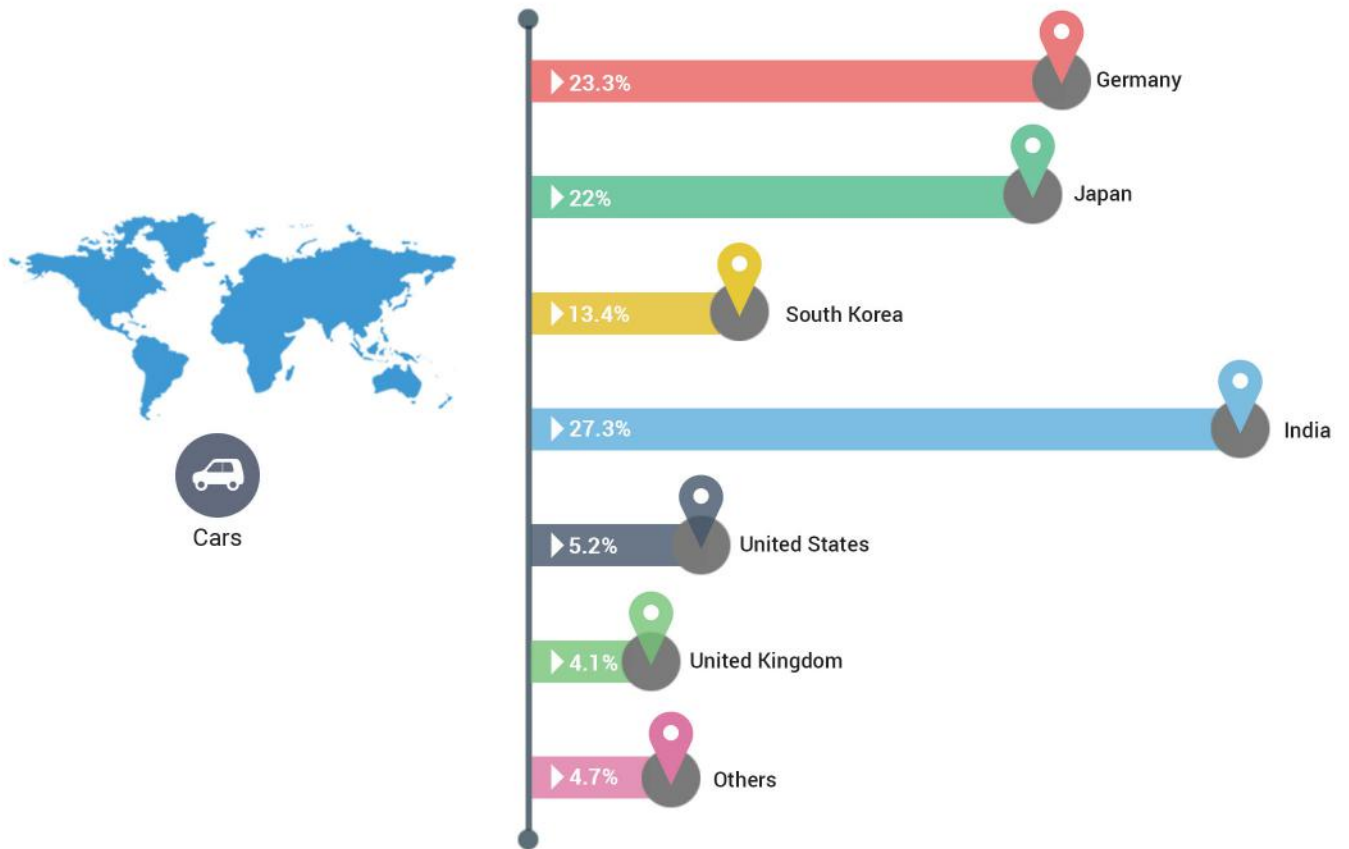
Cars by Color



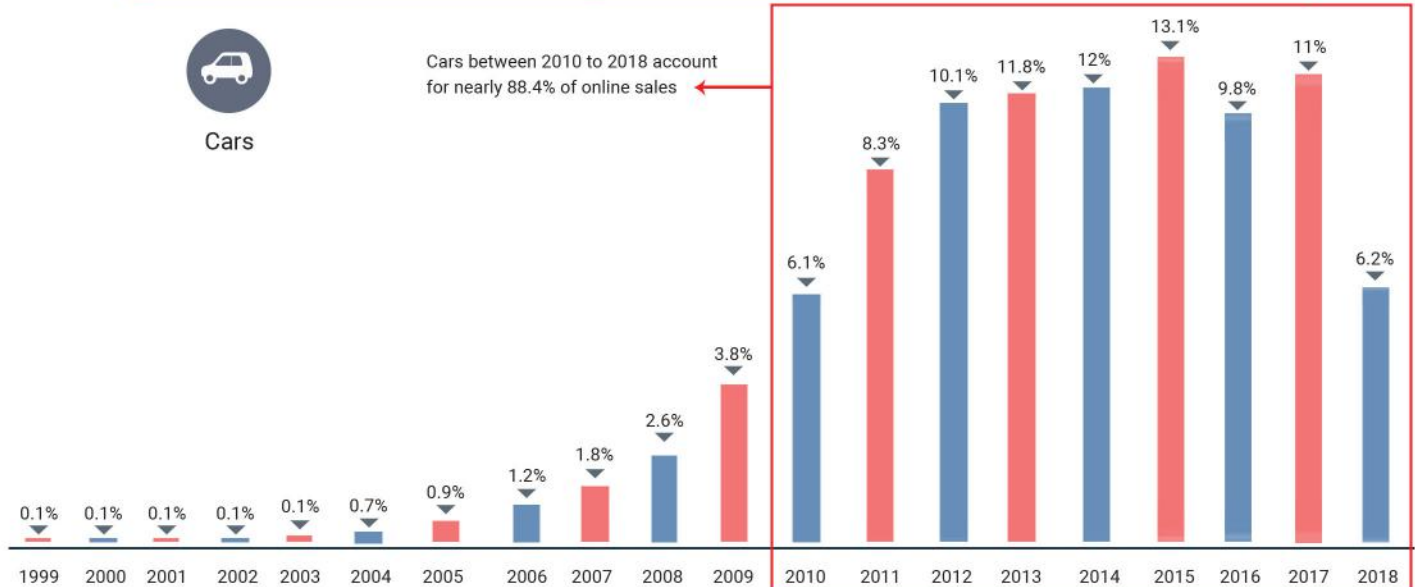
* Data on this page includes both cars & luxury cars

Droom's Automobile Trend Report

Cars by Country of Origin



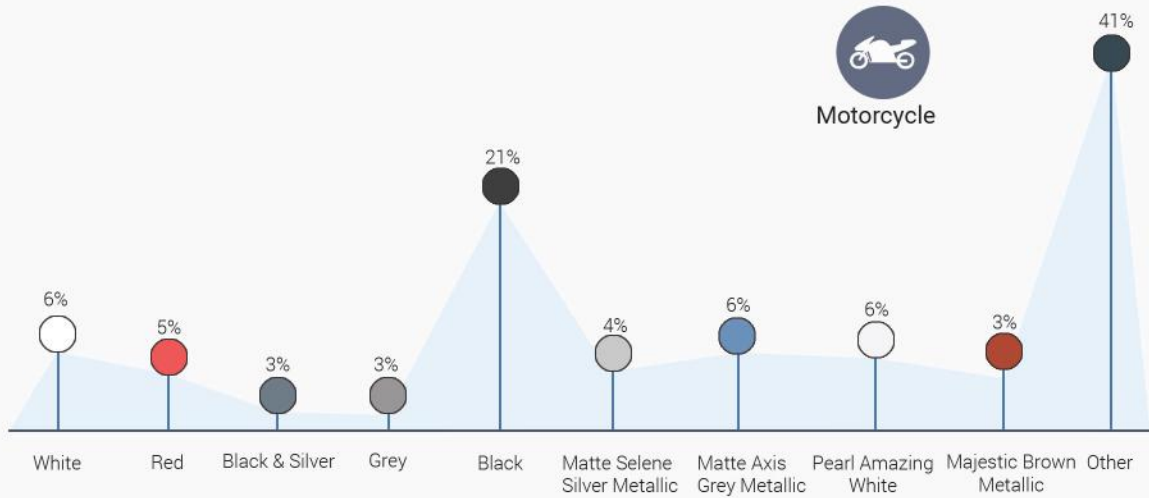
Cars by Year of Manufacture



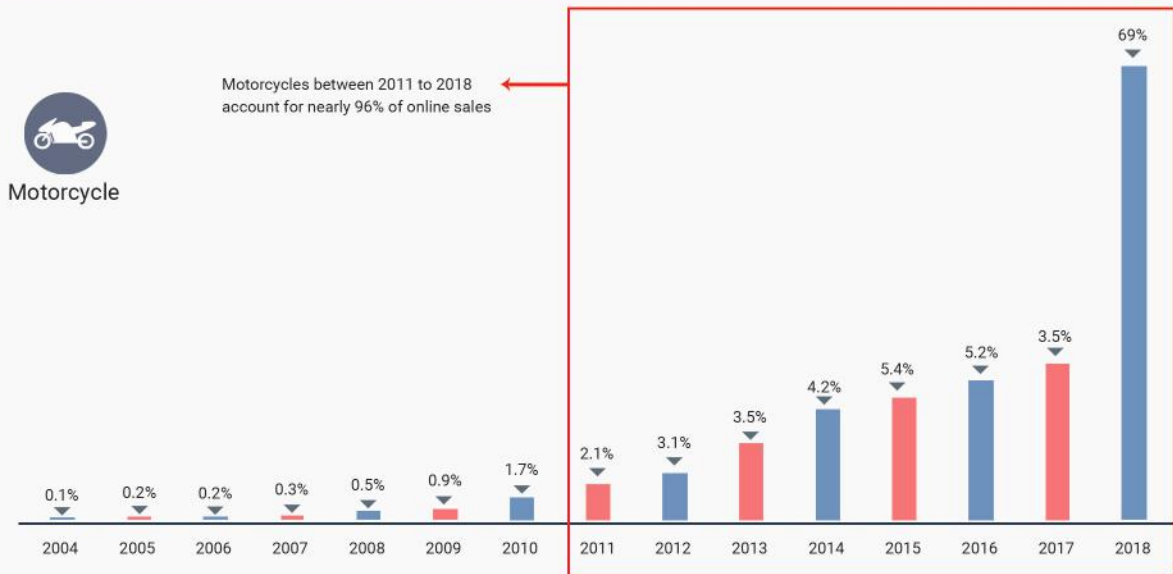
* Data on this page includes both cars & luxury cars

Droom's Automobile Trend Report

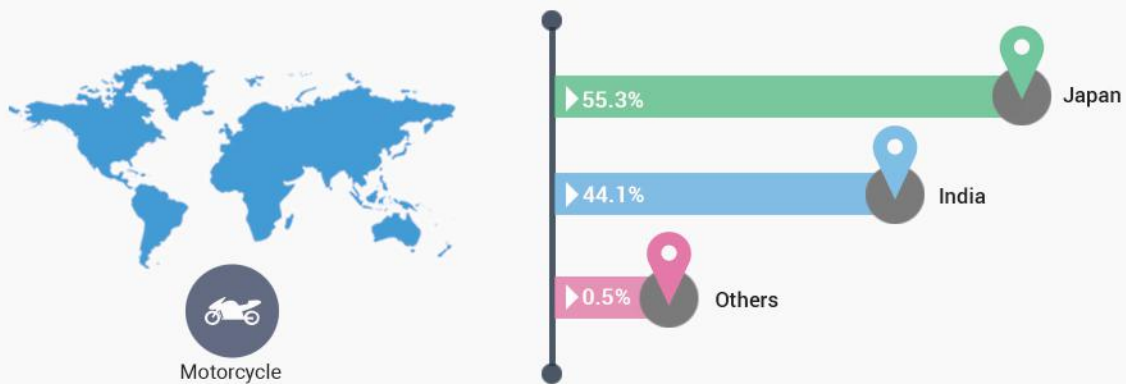
Motorcycles by Color



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 | Ludhiana |
| 3 | Surat |
| 4 | Ahmedabad |
| 5 | Hyderabad |
| 6 | Bangalore |
| 7 | Pune |
| 8 | Hissar |
| 9 | Mumbai |
| 10 | Faridabad |

Emerging Cities

| | |
|----|-------------|
| 1 | Bilaspur |
| 2 | Jaipur |
| 3 | Chittorgarh |
| 4 | Gurgaon |
| 5 | Vadodara |
| 6 | Alwar |
| 7 | Ghaziabad |
| 8 | Lucknow |
| 9 | Rajsamand |
| 10 | Muktsar |

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

270K+
B2C SELLERS

53K+
PRODUCTS

860K+
LISTINGS

\$8Bn+
LISTED GMV

6Mn+
FB COMMUNITY

8Mn+
APP DOWNLOADS

MARKETPLACE

Marketplace Formats

Pricing Formats

Buyer Surety

Buyer Protection

Rating & Review

Pay 3% Online & 97% Offline

Full Circle Trust

Quick Sell

droom assist

CATEGORIES

BIG ASSETS

ANCILLARY SERVICES

CERTIFICATION SERVICES

DROOM FINTECH

- Car
- Bike
- Scooter
- Bicycle
- SuperBike
- SuperCars
- Vintage Scooter
- Vintage Bike
- Vintage cars
- Ride On Vehicles
- Planes

- Auto Inspection
- Services & Repairs
- Fun Rides & Rentals
- RTO Services
- Car Care & Detailing
- Doorstep Test Drive

- CBV**
ORANGE BOOK VALUE
Resale ka MRP
- eco**
Doorstep Auto Inspection
- History**
Used Vehicle History Report

- droom Credit**
21st Century Auto Financing
- Auto Financing
- Dealer Financing
- Escrow Services
- Insurance**
- Insurance
- Road Side Assistance
- Warranty
- Half Day Insurance
- Buyer Surety

Media Enquiry

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