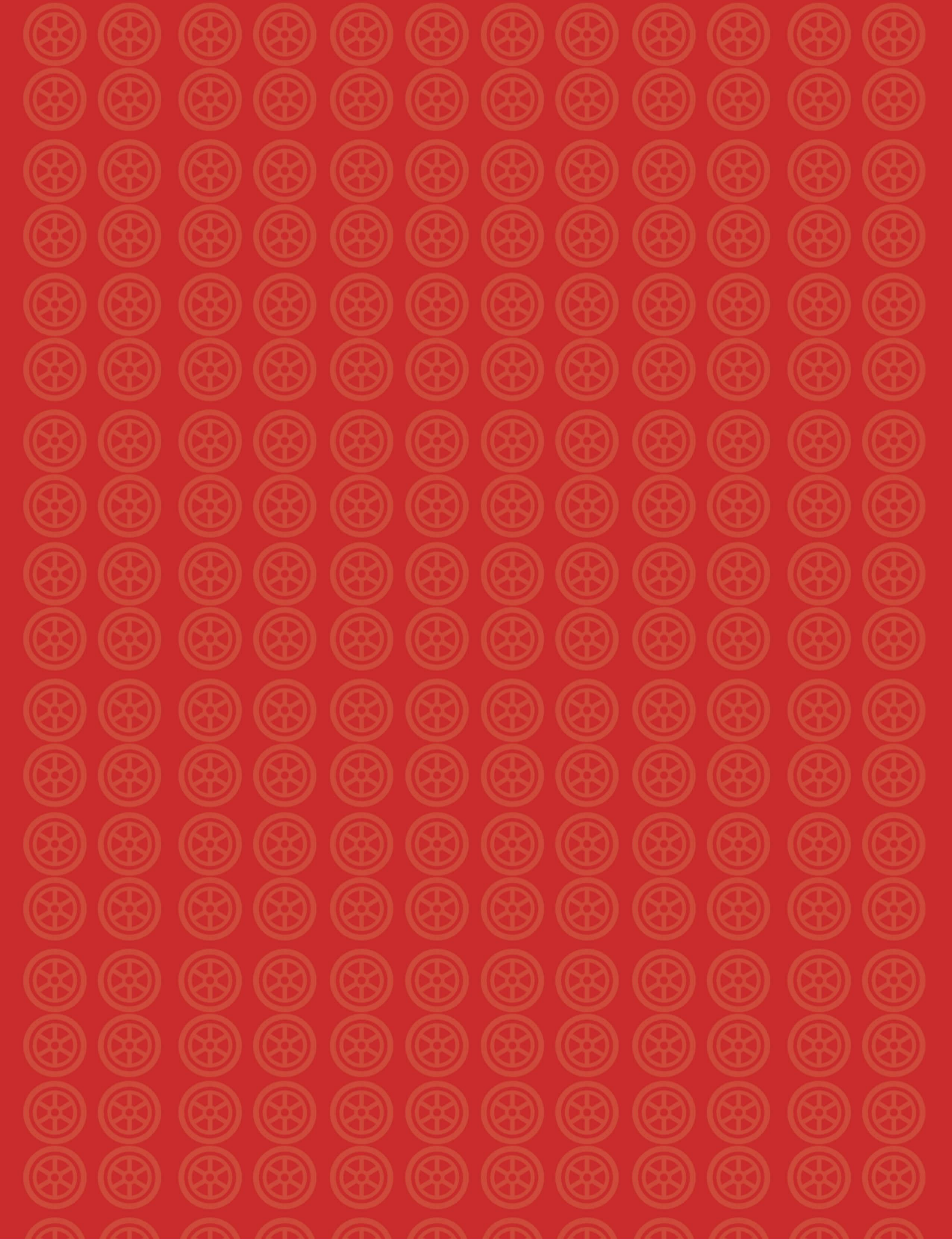




Droom's Automobile Report

HY2 -CY2017



Droom's Automobile Report

Top Trends

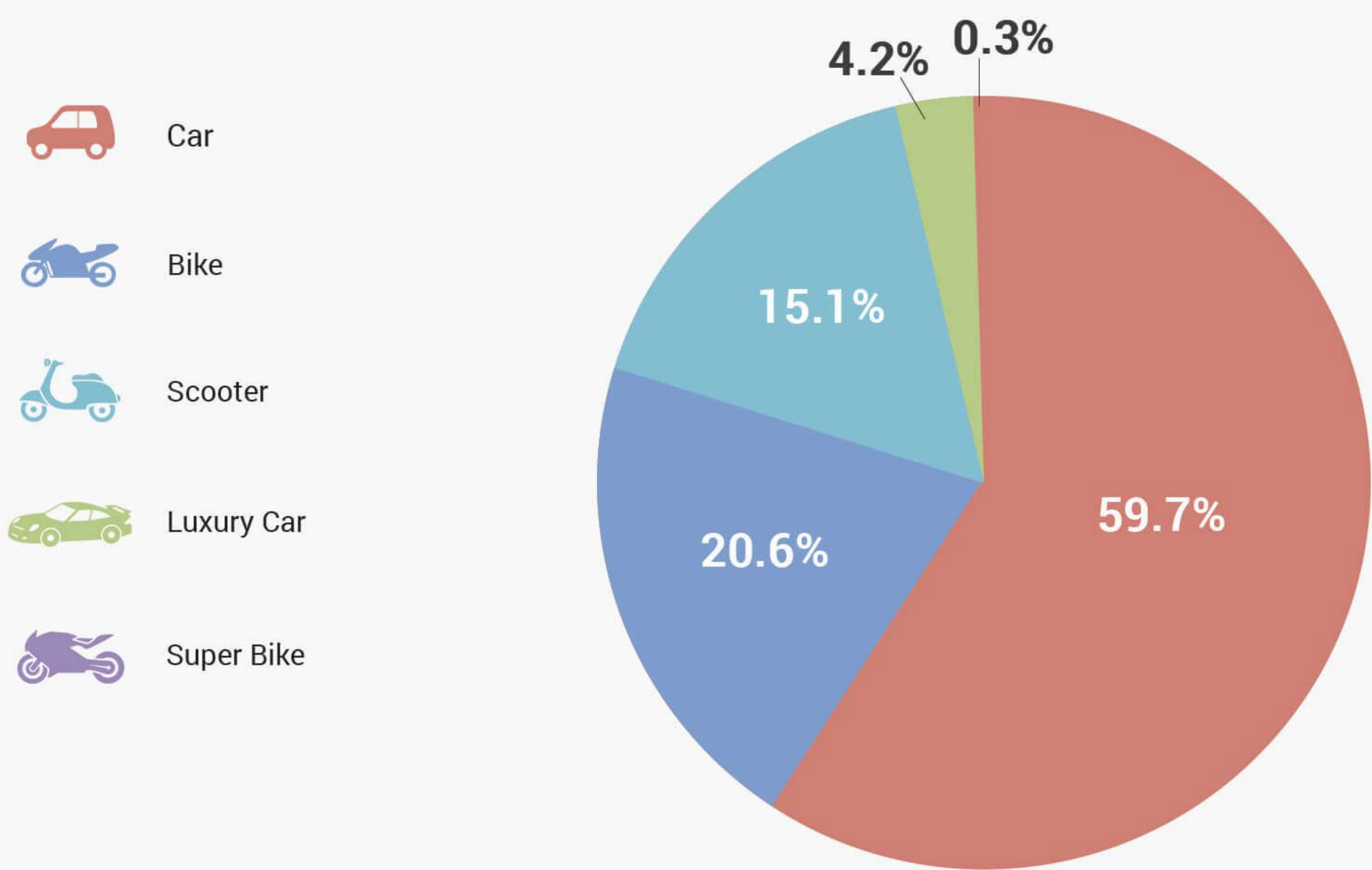
1	Most Famous Car: Maruti Suzuki Swift
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: Harley Davidson Street 750
5	Most Famous Luxury Car: Mercedes Benz C Class
6	Most Famous Vehicle: Maruti Suzuki
7	Royal Enfield: Classic
8	Delhi , Pune & Ahemedabad: Top 3 Cities
9	Super Bikes: Very Noticable Pick up Demand for Superbikes Online
10	Asking for Auto Inspection: Customer Awareness going up, more Customers demanding Auto Inspection Reports
11	Most Costliest Car Listed On Droom: Lamborghini Aventador - 4.50 Crores
12	Most Costliest Bike Listed On Droom: Ducati Panigale R - 49.12 Lacs

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

Droom's Automobile Report

Category Mix

(% breakdown based on online sales)

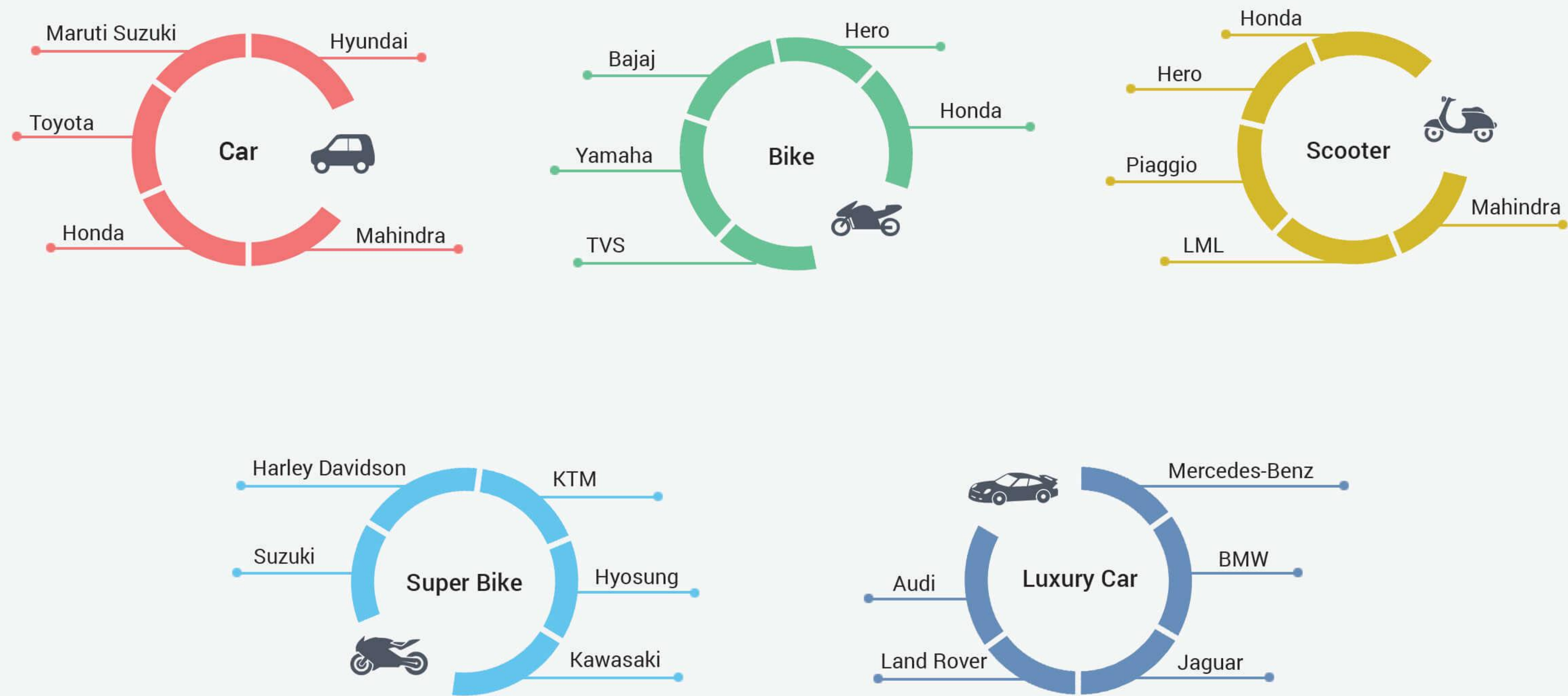


Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Suzuki Swift	Bajaj Pulsar	Honda Activa	Harley Davidson Street 750	Mercedes-Benz C-Class
Maruti Suzuki Swift Dzire	Hero Passion Pro	TVS Jupiter	Harley Davidson Iron 883	BMW 3 Series
Toyota Innova	Hero Splendor Plus	Suzuki Access	KTM RC	Audi A4
Honda City	Bajaj Discover	Honda Activa 3g	Suzuki Hayabusa	Mercedes-Benz E-Class
Hyundai i10	Hero Splendor Pro	Hero Maestro	KTM Duke	BMW 5 Series
Hyundai verna	TVS Apache RTR	Honda Aviator	Kawasaki Ninja	BMW X1
Hyundai i20	Honda CB Shine	Honda Activa 4g	Honda GT250R	Audi A6
Mahindra Scorpio	Bajaj Avenger	Hero Pleasure	Harley Davidson Sportster 883	Audi Q3
Mahindra XUV500	Yamaha FZS	TVS Scooty Pep+	Harley Davidson Fat Bob	Audi Q7
Toyota Fortuner	Yamaha FZ	Yamaha Fascino	Harley Davidson Fat Boy	Mercedes-Benz M-Class

Droom's Automobile Report

Top 5 Makes by Category



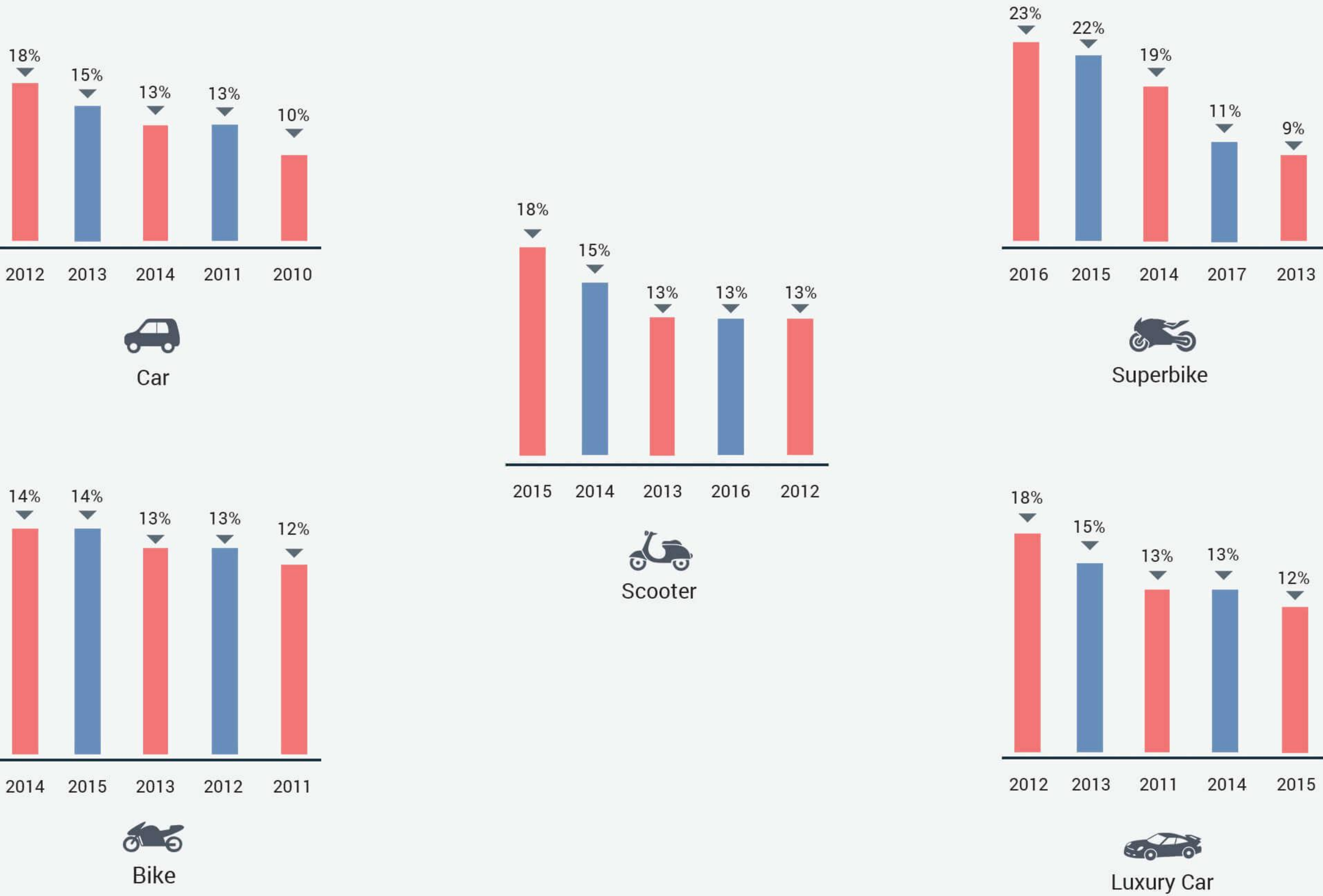
Average Selling Price of Used Automobiles

(In INR)



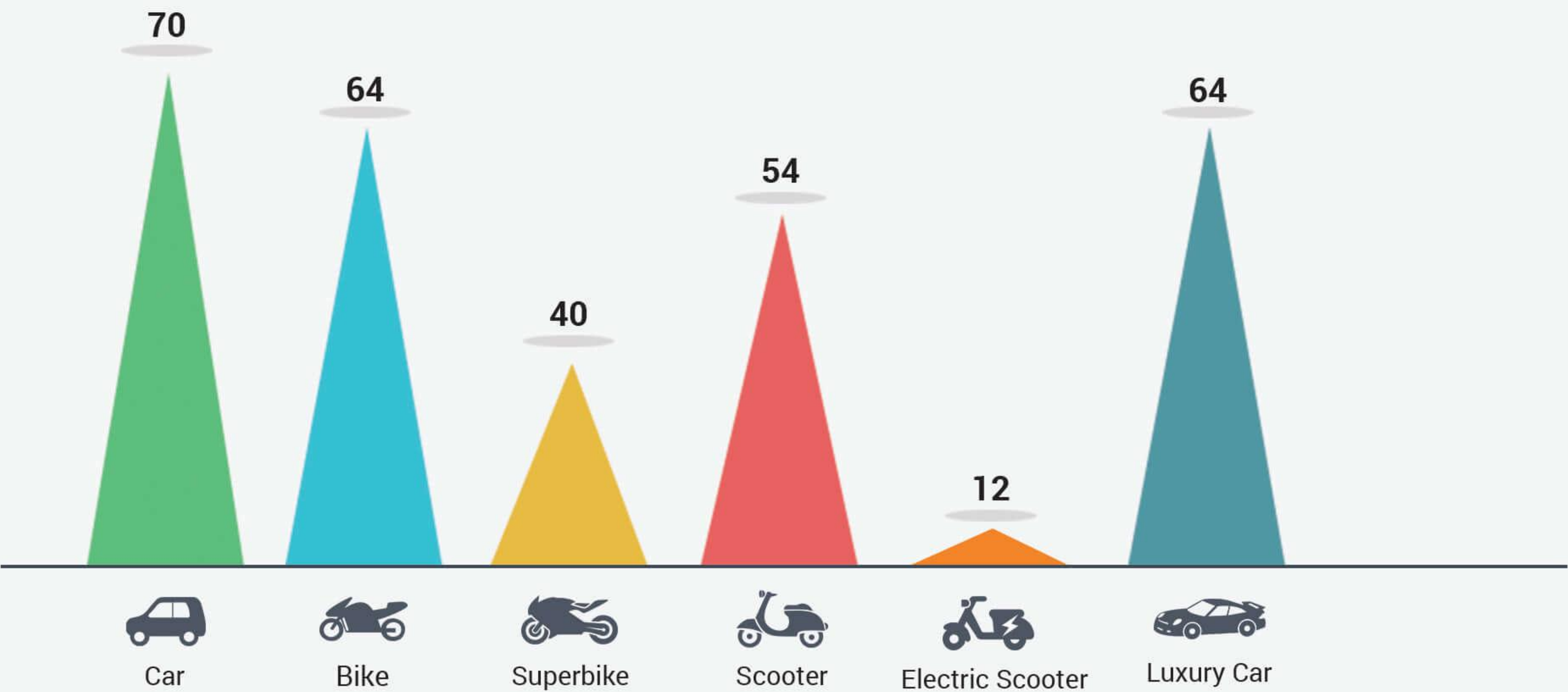
Droom's Automobile Report

Most Popular Years by Category



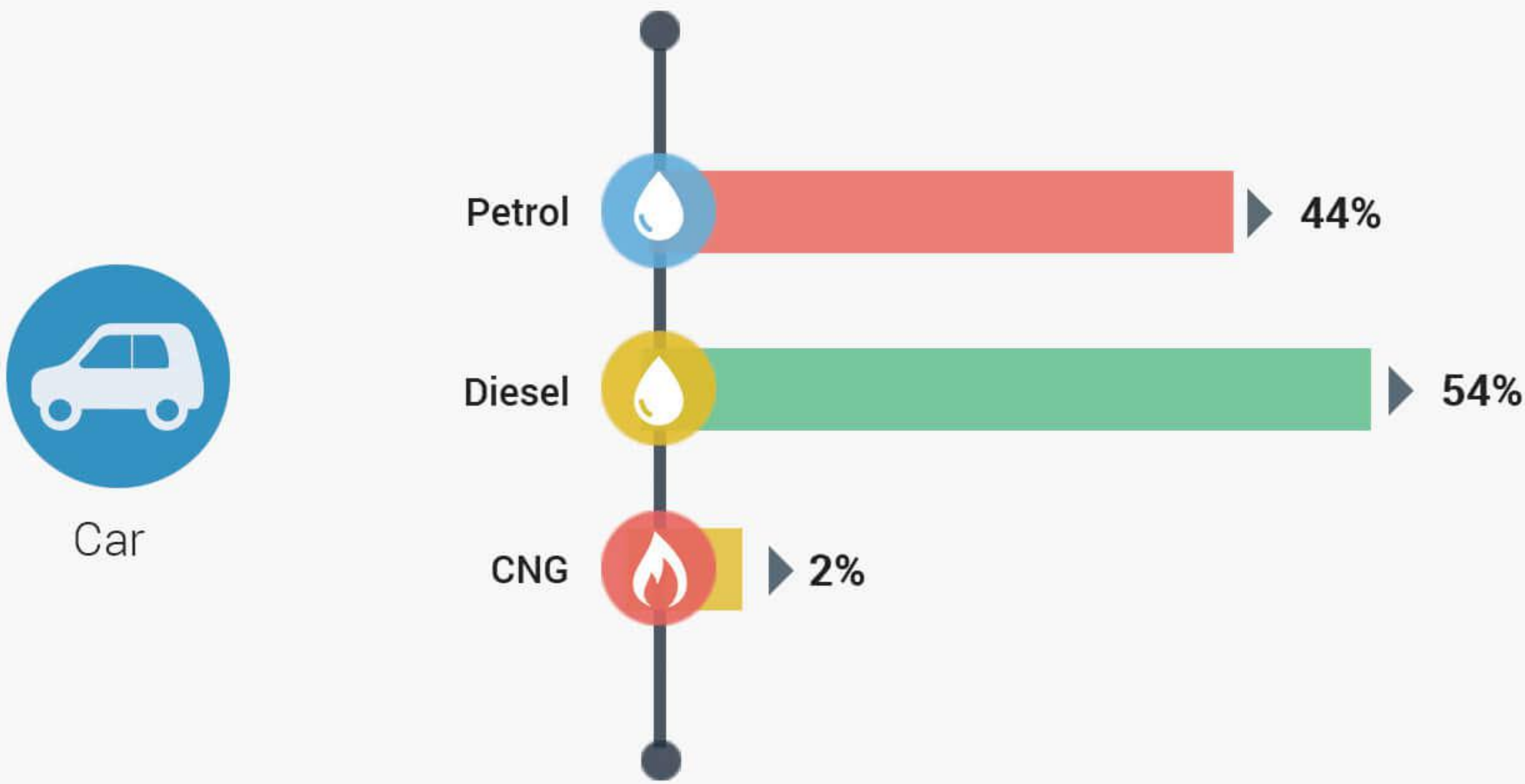
Average Duration of Ownership by Category

(In Months)

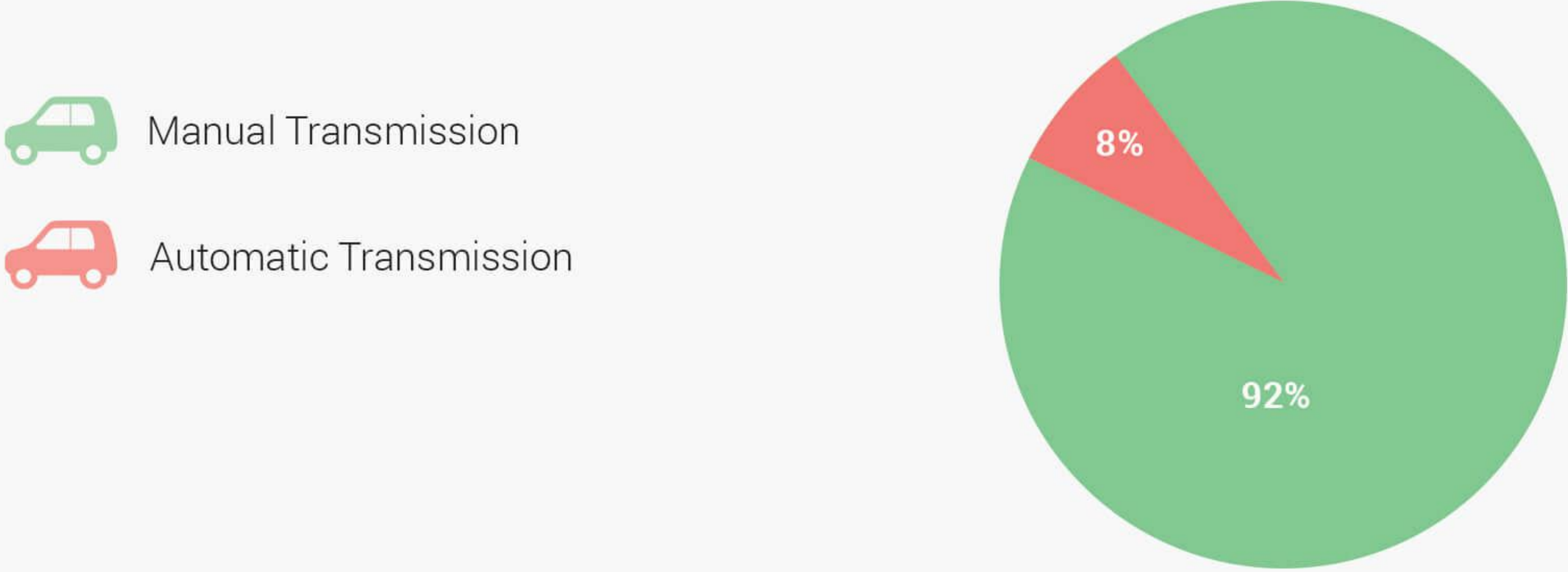


Droom's Automobile Report

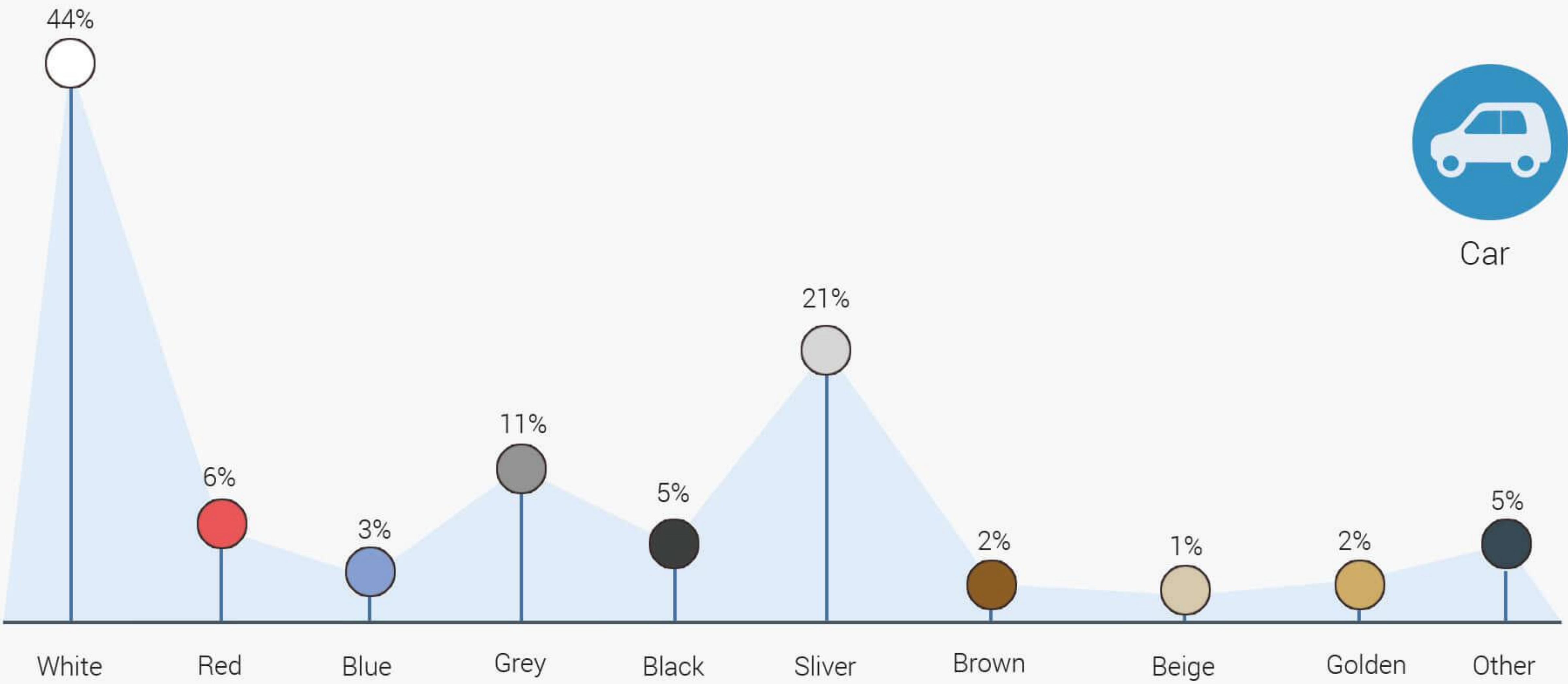
Cars by Fuel Type



Cars by Transmission Type



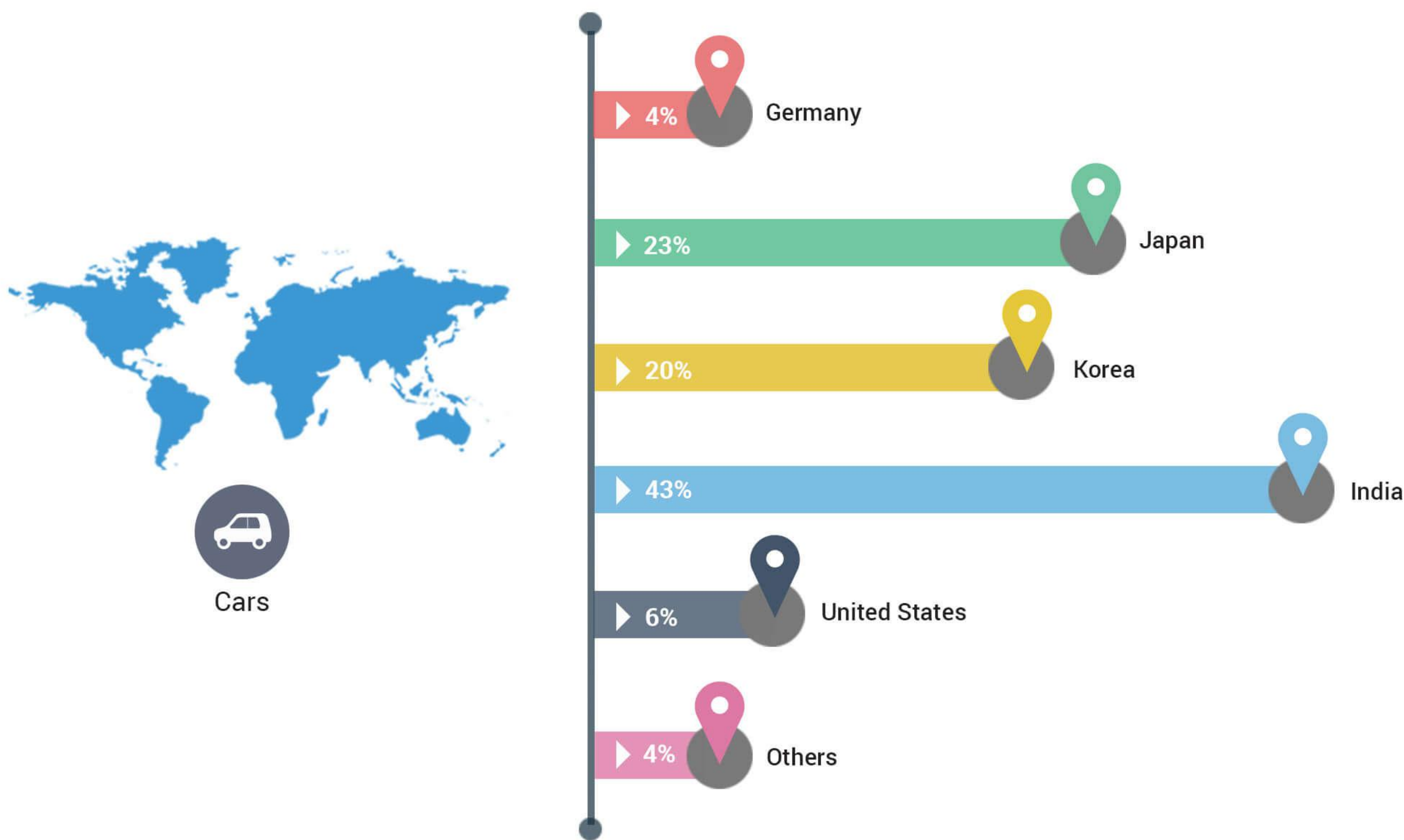
Cars by Color



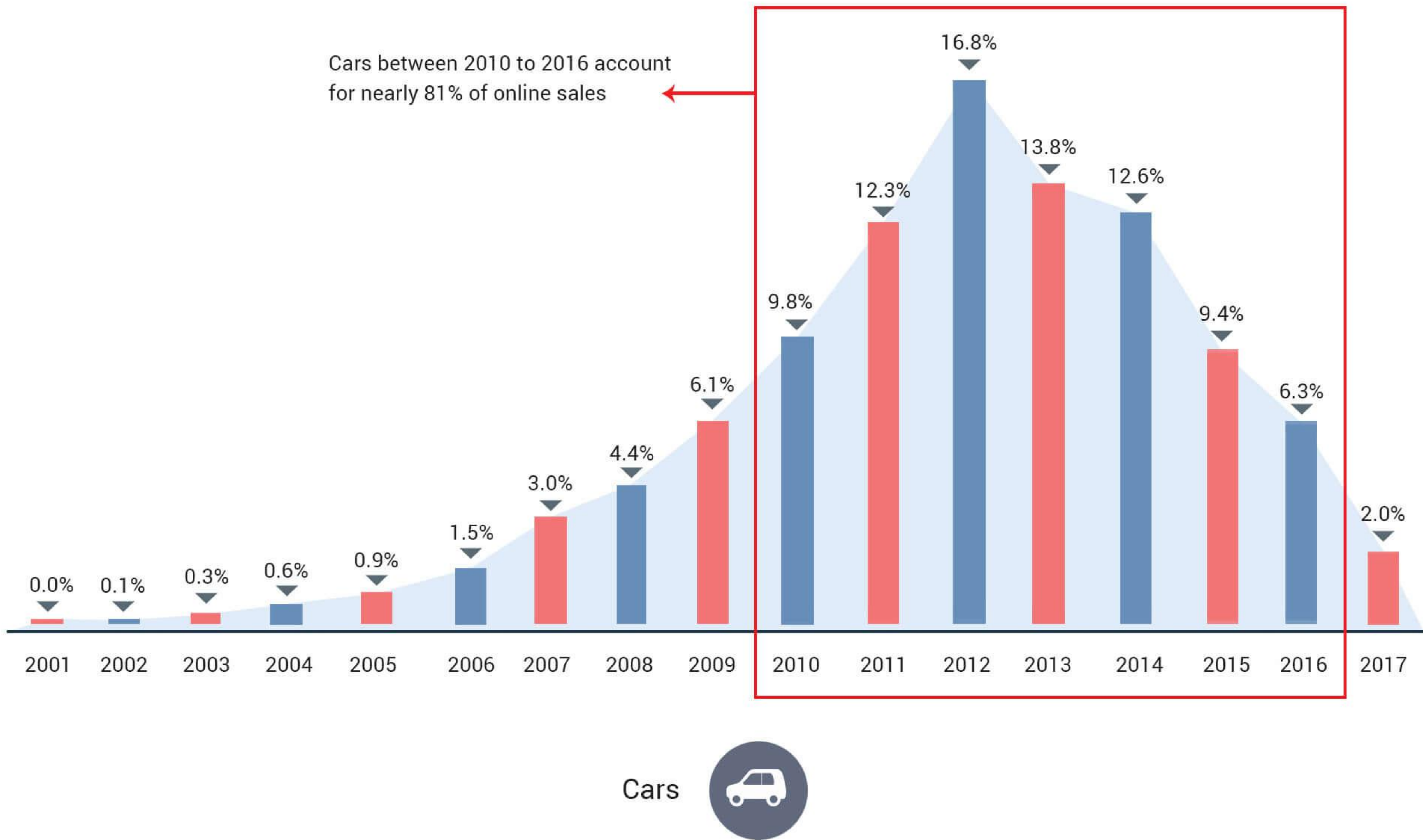
* Data on this page includes both cars & luxury cars

Droom's Automobile Report

Cars by Country of Origin



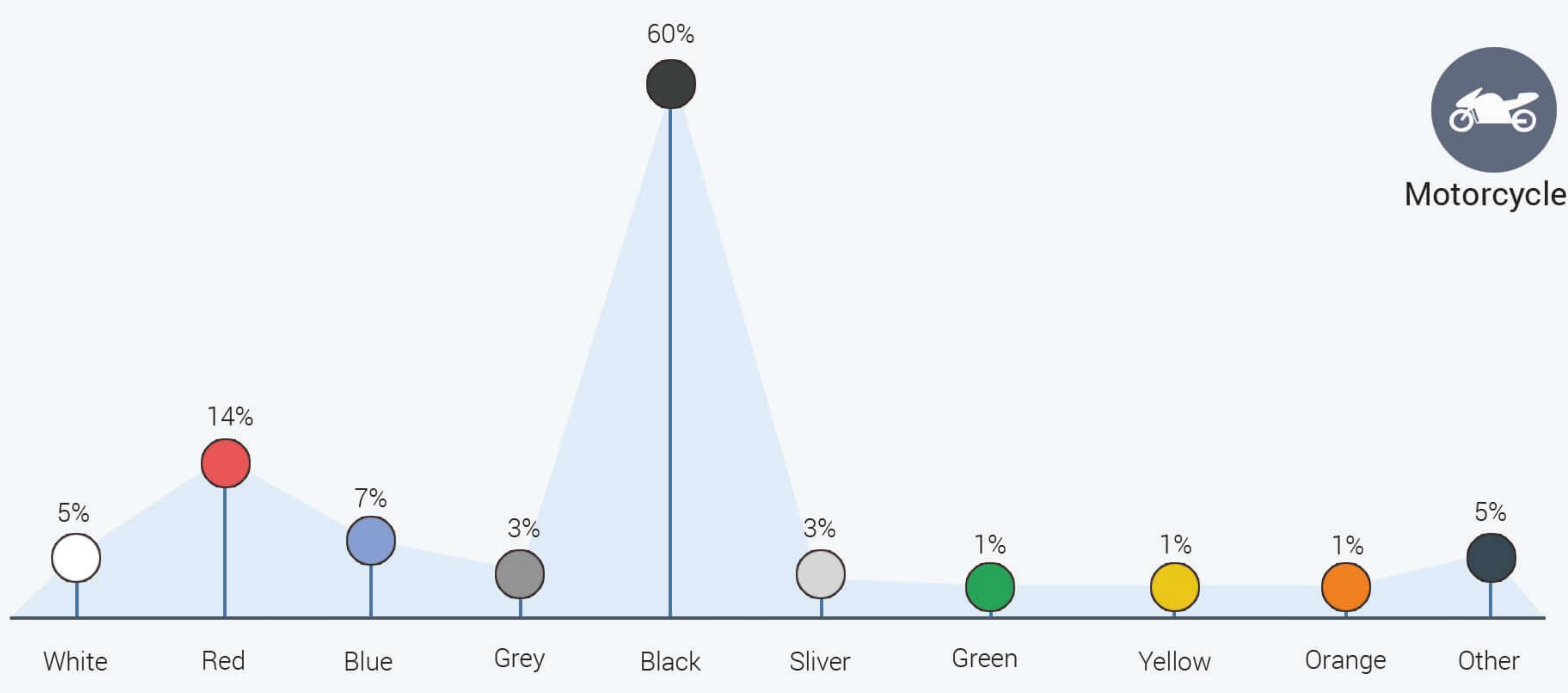
Cars by Year of Manufacture



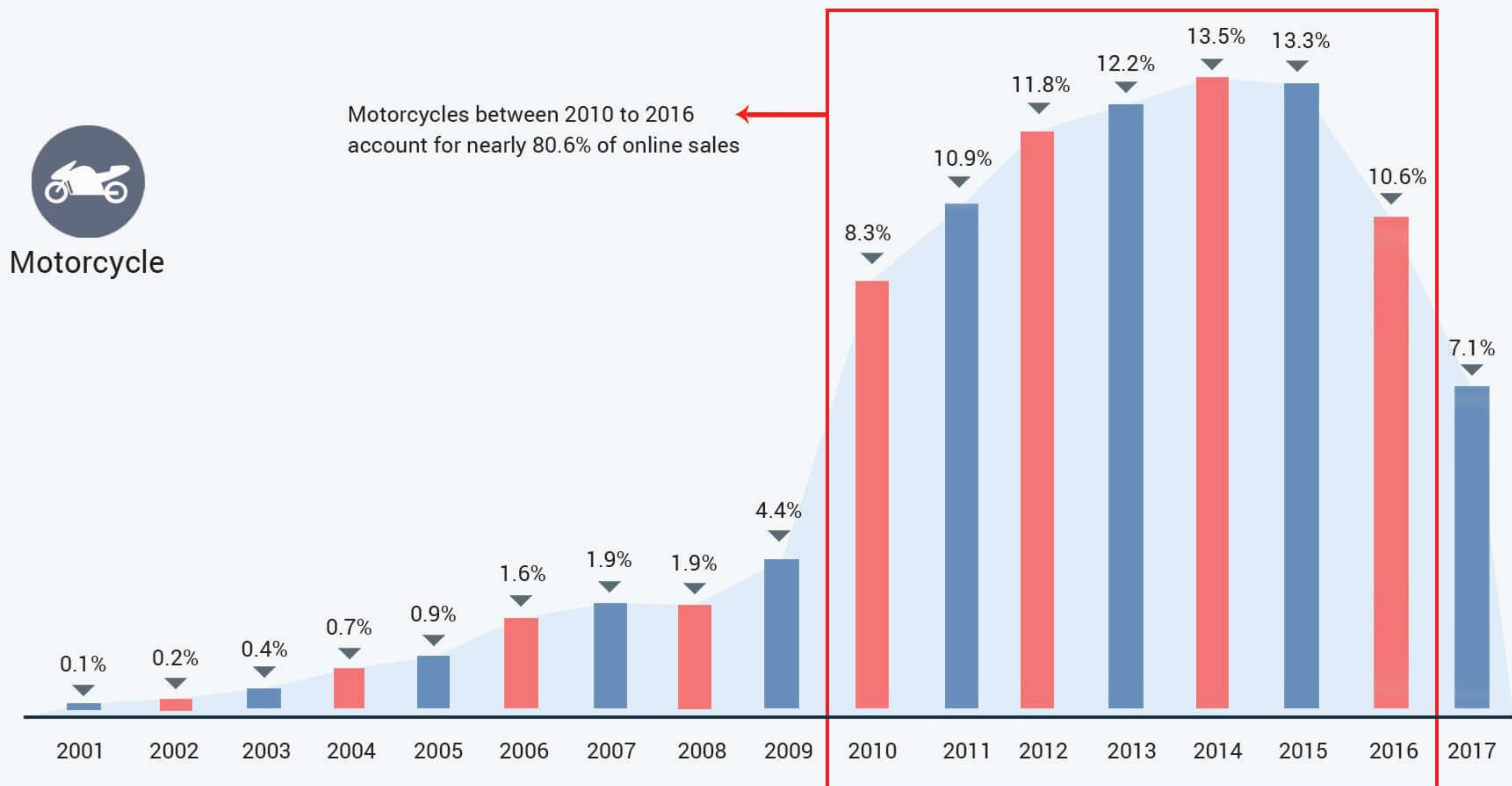
* Data on this page includes both cars & luxury cars

Droom's Automobile Report

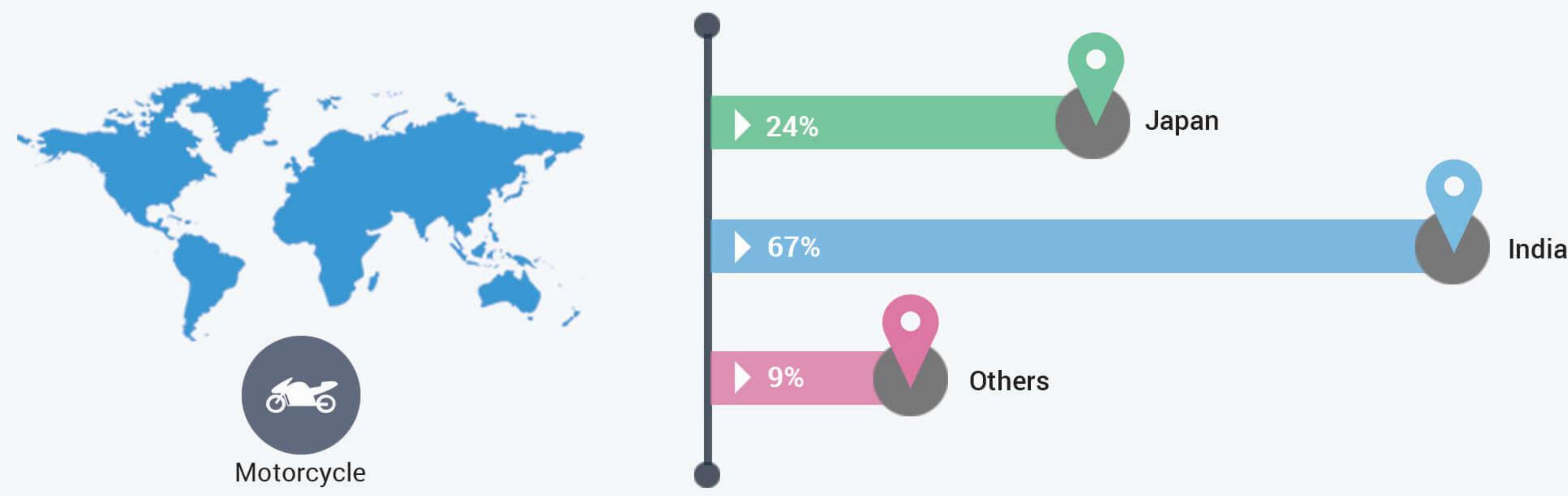
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

Droom's Automobile Report

Top 10 Cities

Top Cities

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

Emerging Cities

1	Gurgaon
2	Hissar
3	Kolkata
4	Faridabad
5	Surat
6	Amritsar
7	Chennai
8	Rajkot
9	Rohtak
10	Agra

**This data is extracted from 31,810 transactions worth Rs. 1491.4 Cr that took place in droom's platform between January 2017 to June 2017*

About Droom

Droom is India's first and only online marketplace for buying and selling new and used automobiles. At over 65% of the automobile transactions market share online, Droom is the largest auto portal in India. Droom is not only the largest online automobile platform in India but also the 3rd largest E-commerce company in India in terms of GMV. The automobile platform is category, seller, price, condition, and geography agnostic.

Droom platform has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan. Droom uses data science to build trust at scale with a US Patent technology called Full Circle Trust Score. Droom has also built the de-facto pricing standard for used vehicles in India – OBV, which has a US patent. Droom has built the entire ecosystem for India so that the transaction for used automobiles can take place with least degree of information asymmetry and morale hazard.

It has built tech and data science heavy tools to create the entire ecosystem around used automobiles, including OBV (Pricing Engine), Eco (121 Points Vehicle Inspection), History (20 Cr Vehicle History Records), Discovery (dozens Of Pre-Buying Tools) and Credit (India's first and only marketplace for used vehicles loans).

Droom is currently doing \$681 Mil+ in annualized GMV growing at the rate of 350% Y/Y, 235K+ auto dealers (Largest Auto Dealer Platform in India), presence in 500+ cities across India (Largest Hyper Local Marketplace), 27.3 Mil+ monthly visitors, nearly 7.4 Mil+ app downloads and 5.8 Mil+ Facebook community.

Droom has the best unit economics as compared to any other E-commerce platform in India. The company spends less than 5% of GMV to run marketing and the entire cost of the company is less than 4% of GMV in terms of the net burn. Droom is the only E-commerce platform which has successfully built the cost advantage and sophistication of the tech platforms with the strong data science layer, nobody else has been able to do it in India.

Droom is founded by Sandeep Aggarwal, who previously founded ShopClues at his house in California in Oct 2010, which became 5th Unicorn in India by January 2016. Droom is a Singapore Holding Company with its subsidiary in India and United States. Droom has so far raised close to \$65 million dollars in four rounds of funding. Droom is head quartered in Gurgaon, India with a team size of 280+.

235K+
B2C SELLERS

36.3K+
PRODUCTS

293K+
LISTINGS

₹17,129Cr+
LISTED GMV

5.8Mil+
FB COMMUNITY

7.4Mil+
APP DOWNLOADS

Droom Categories



Car



Bike



Scooter



Bicycle



SuperBike



Premium &
Supercars



Vintage
cars



Vintage
Bike



Vintage
Scooter



Planes



Taxi



Droom
Merchandising



Electric
Vehicles



RTO
Services



Auto
Inspection



Warranty



Service &
Repair



Roadside
Assistance



Insurance



Auto Loan



Ride On
Vehicles

Droom Offers 21st Century Automobile Buying & Selling Experience

MARKETPLACE

Marketplace Formats



Pricing Format



Buyer Protection



Rating & Review

Pay 2% - 3% Online & 97% - 98% Offline



Full Circle Trust



DROOM ECOSYSTEM SERVICE TOOLS



ORANGE BOOK VALUE

Resale ka MRP



Doorstep Auto Inspection



Used Vehicle History Report



Droom Discovery



21st Century Auto Financing

DEALS MERCHANDISING & PROMOTIONS



3rd - 7th Aug



Media Enquiry

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

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