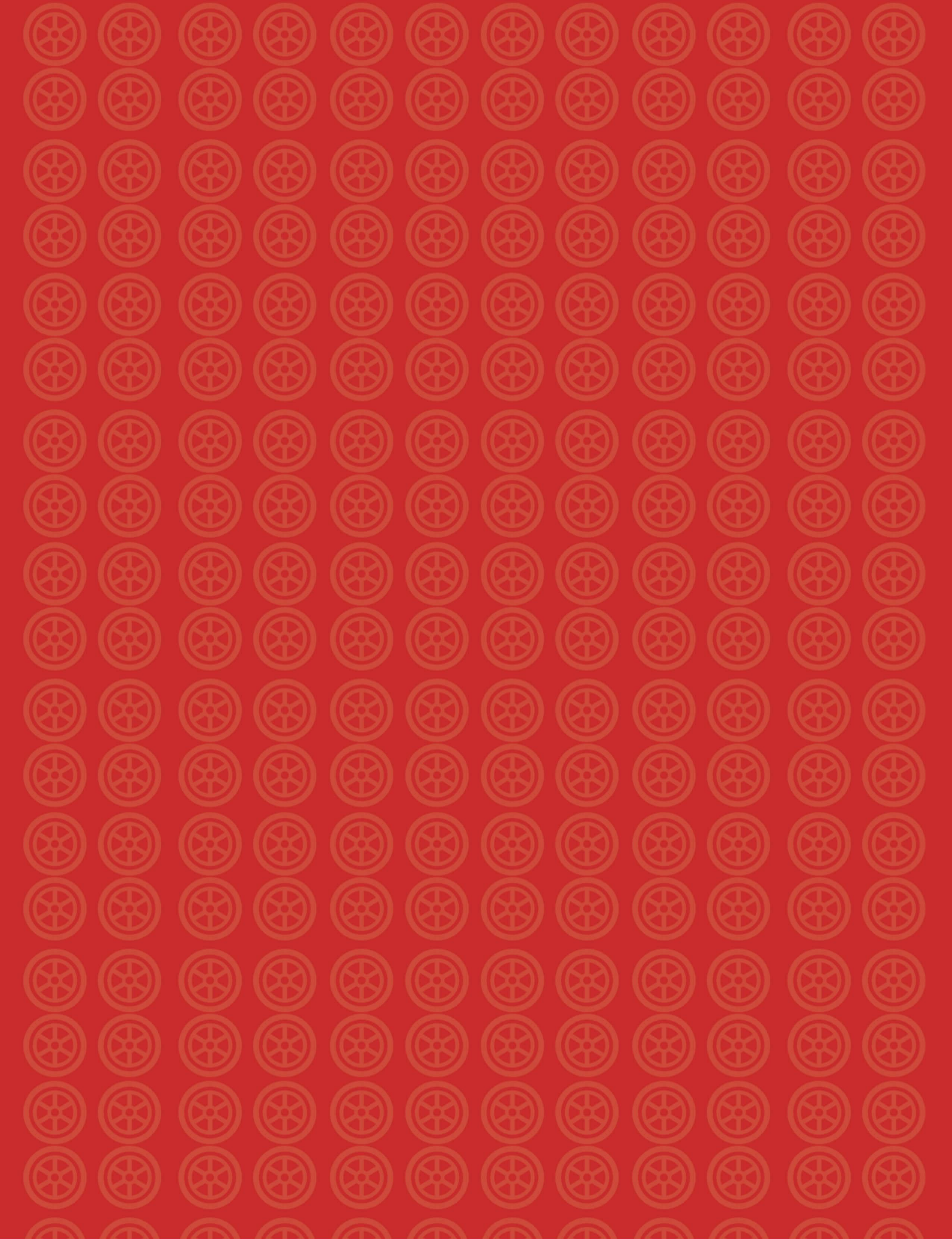




Droom's Automobile Report

Q4 -CY 2017





Droom's Automobile Online Quarterly

Top Trends

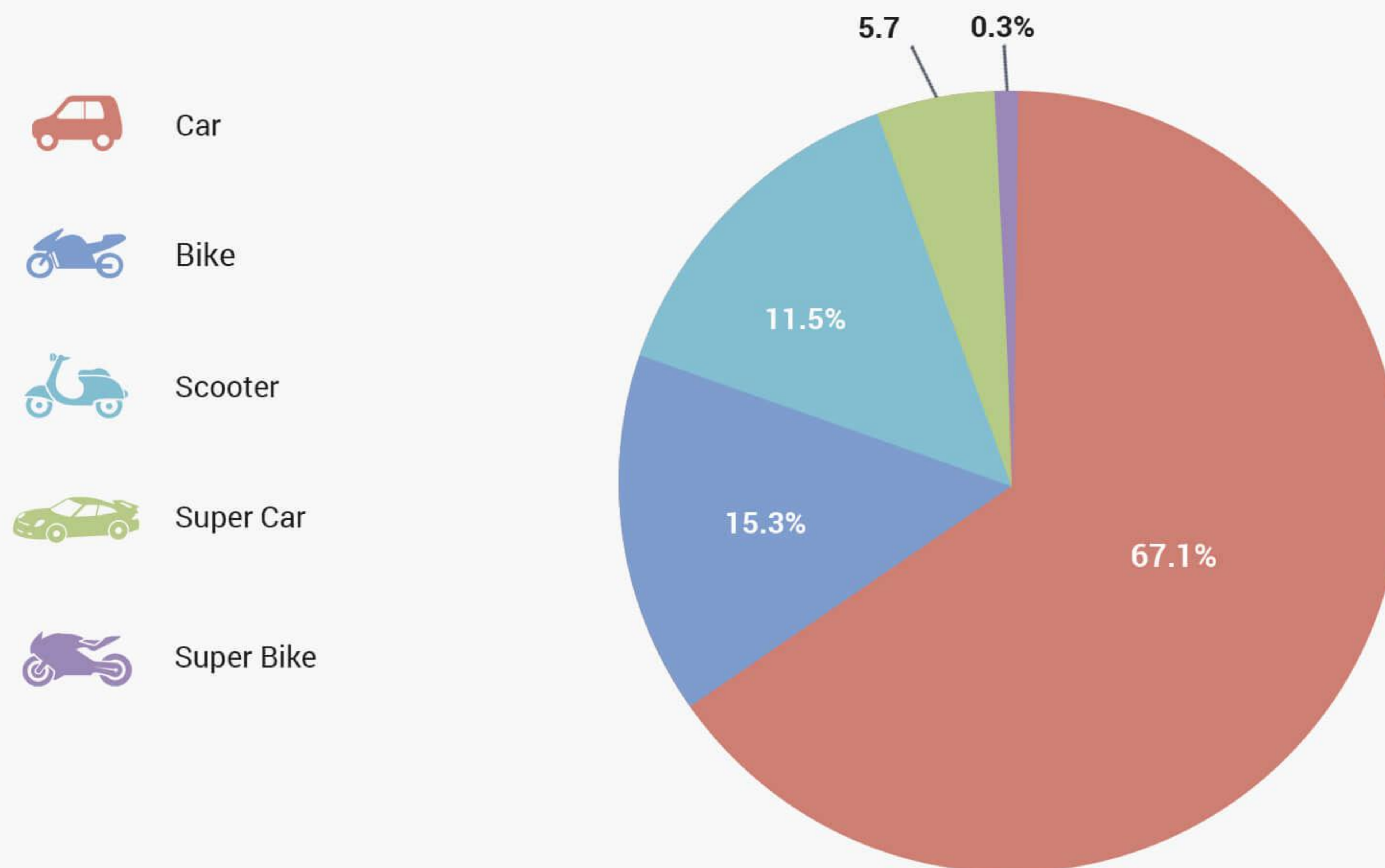
1	Most Famous Car: Maruti Suzuki Swift
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: Suzuki Hayabusa
5	Most Famous Luxury Car: Mercedes Benz C Class
6	Most Famous: Maruti Suzuki
7	Royal Enfield: Classic
8	Delhi , Pune & Ahmedabad: Top 3 cities
9	Super Bikes: 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 Online Quarterly

Category Mix

(% breakdown based on online sales)

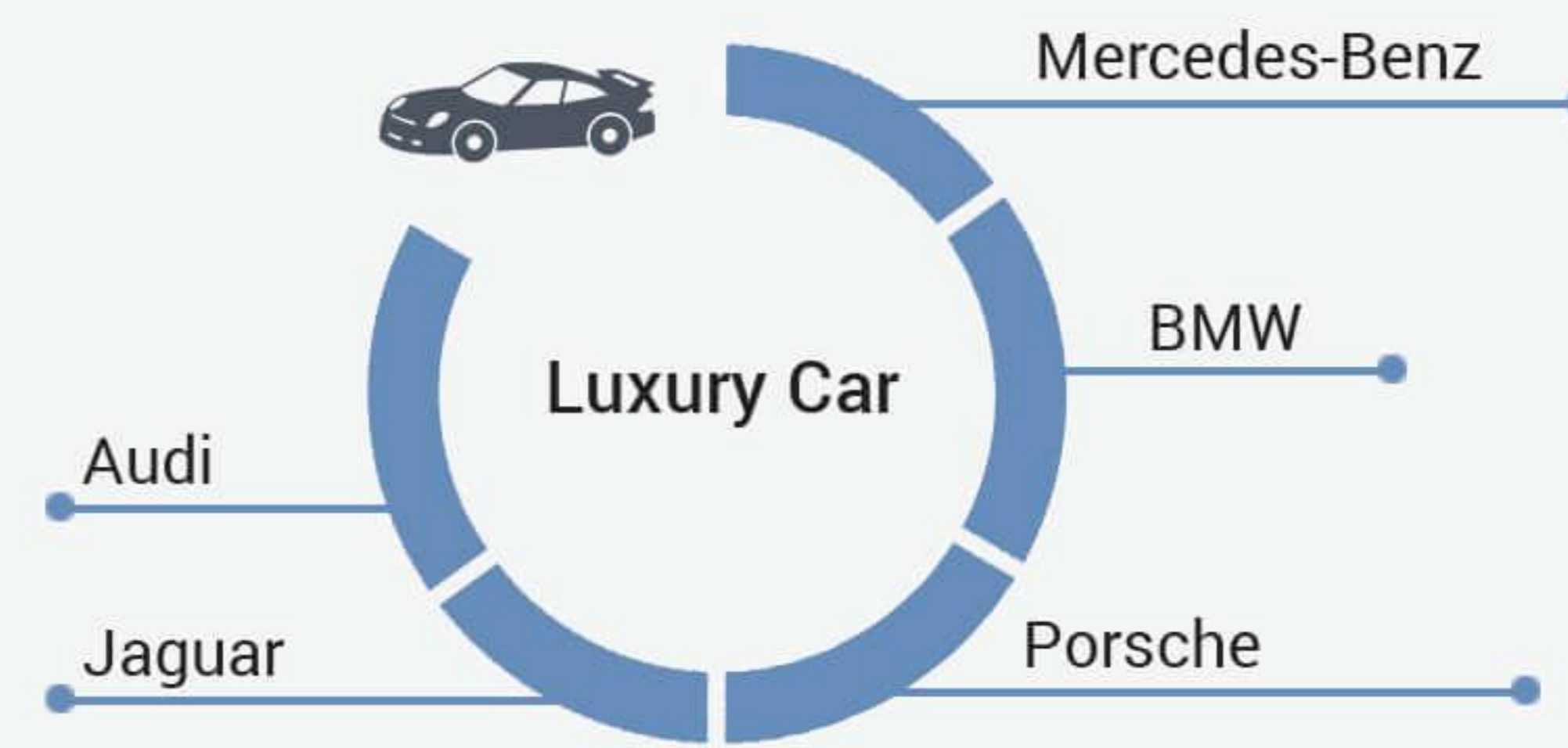
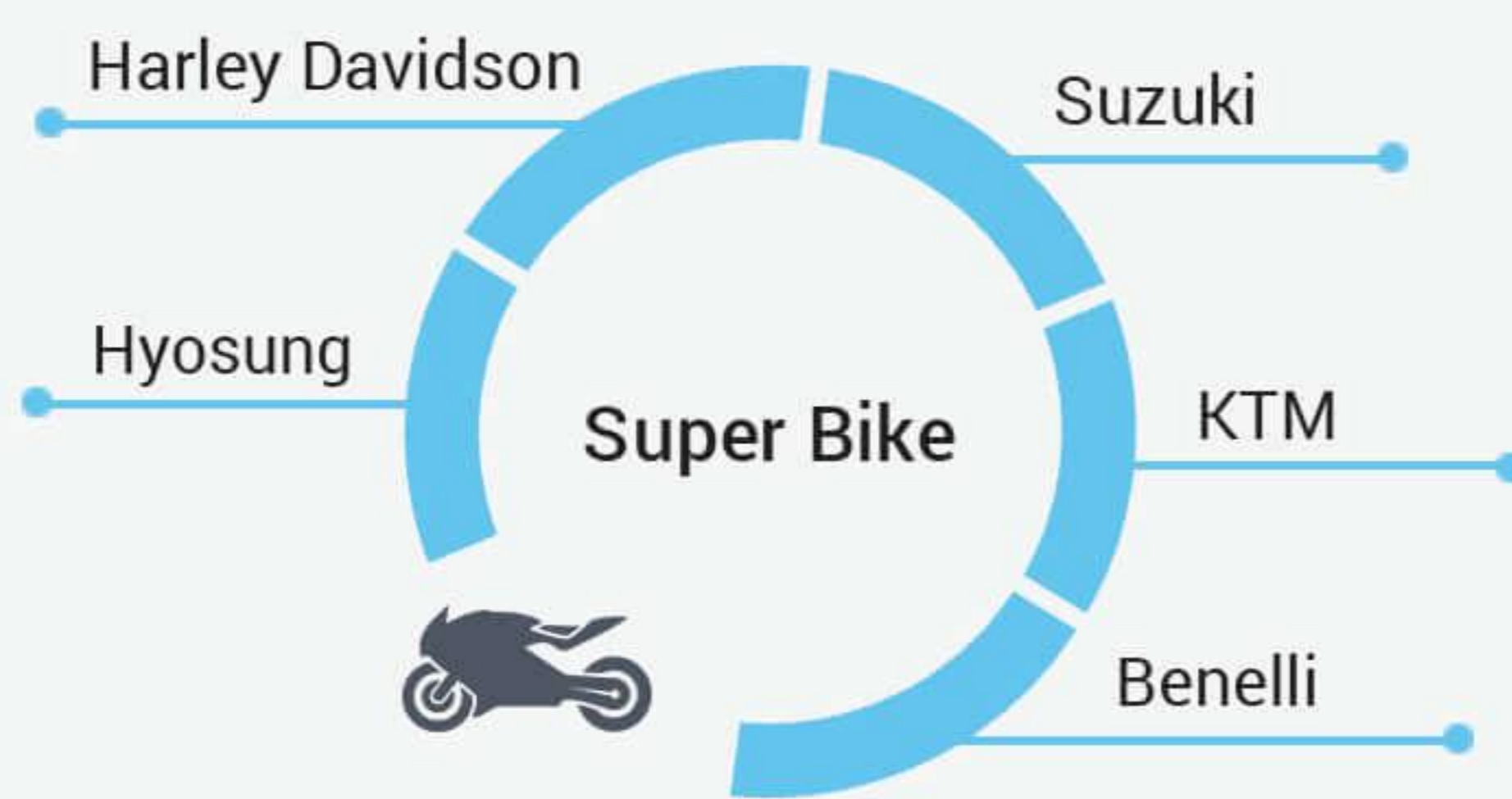
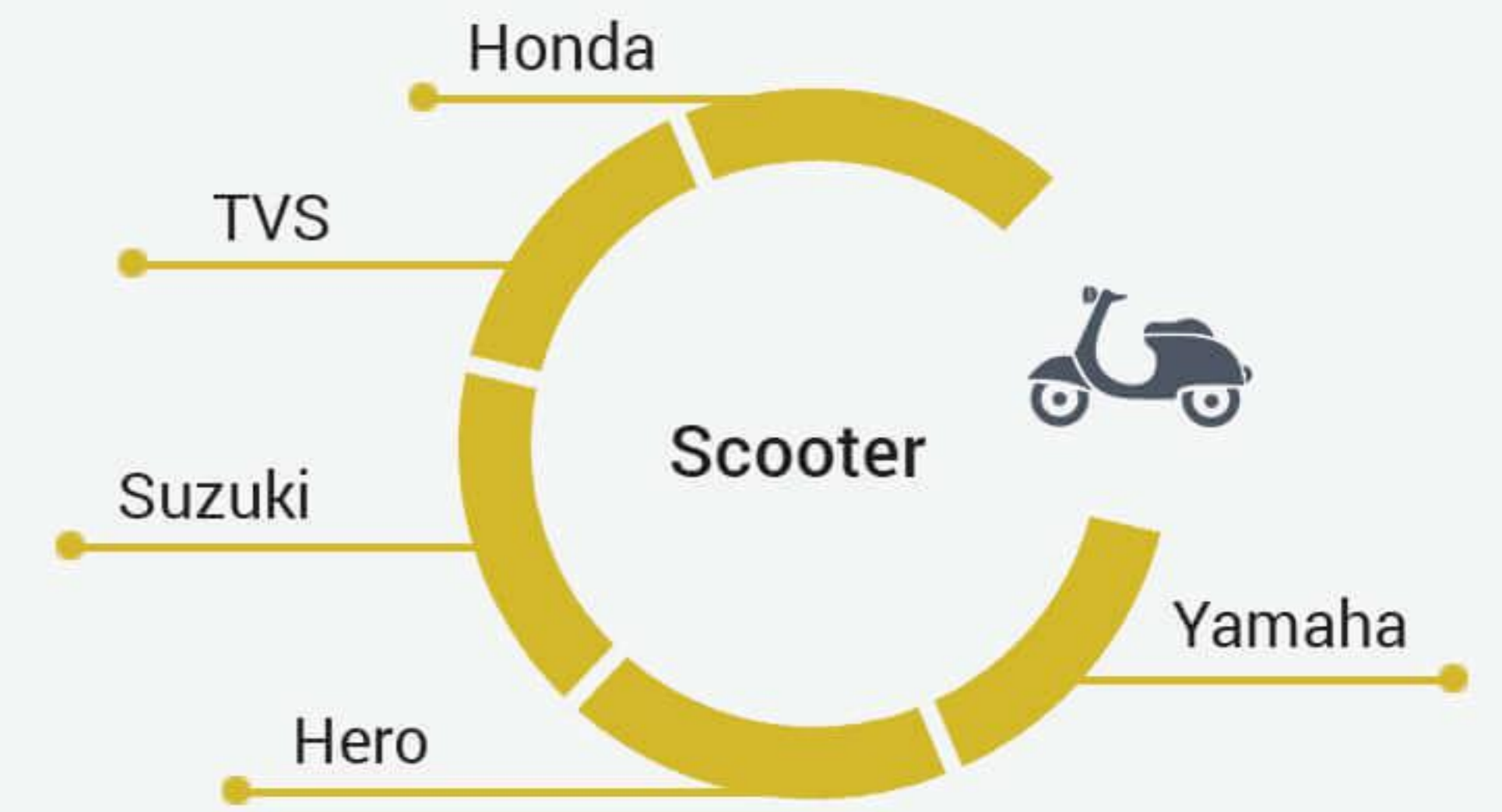
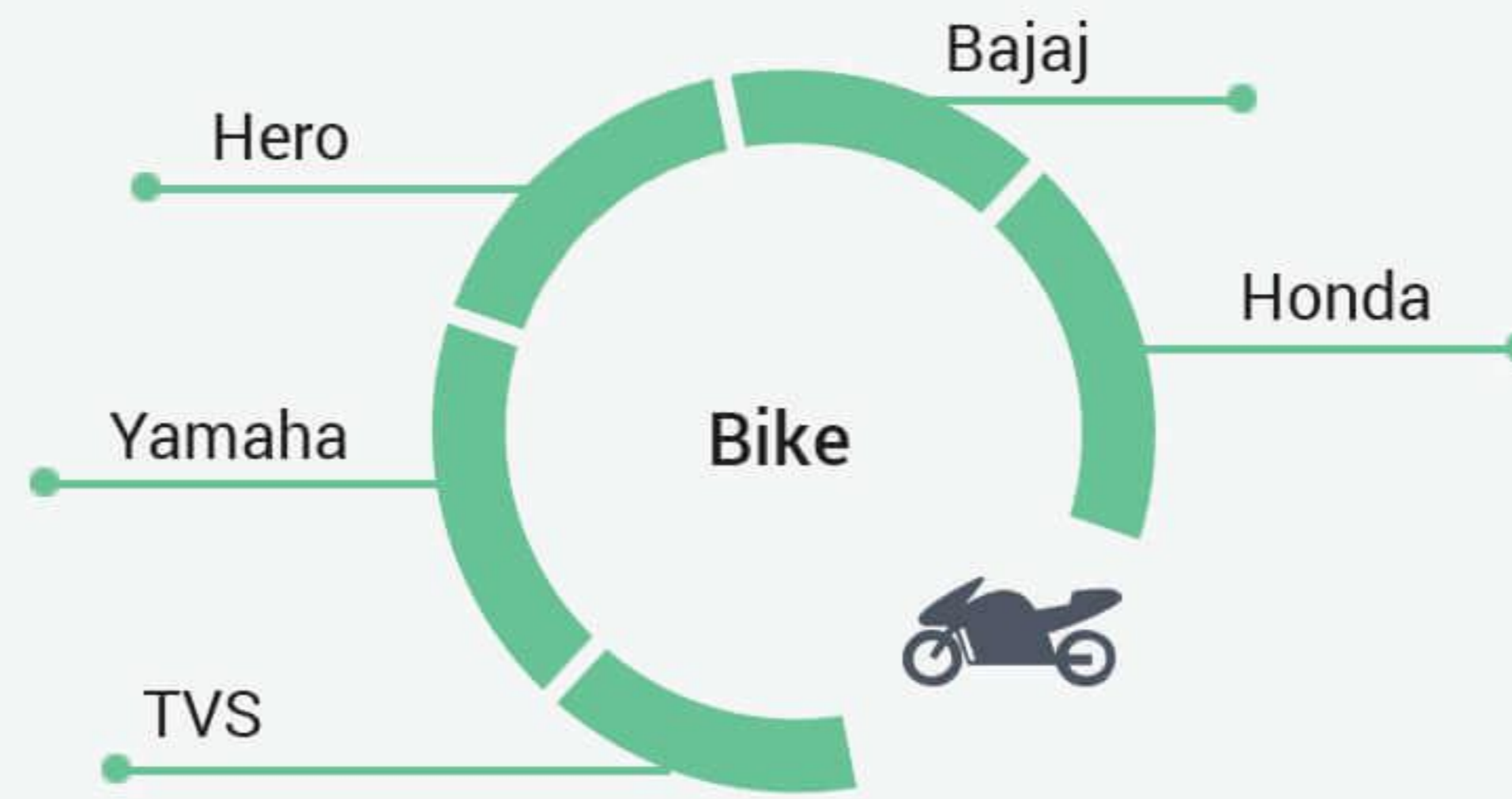
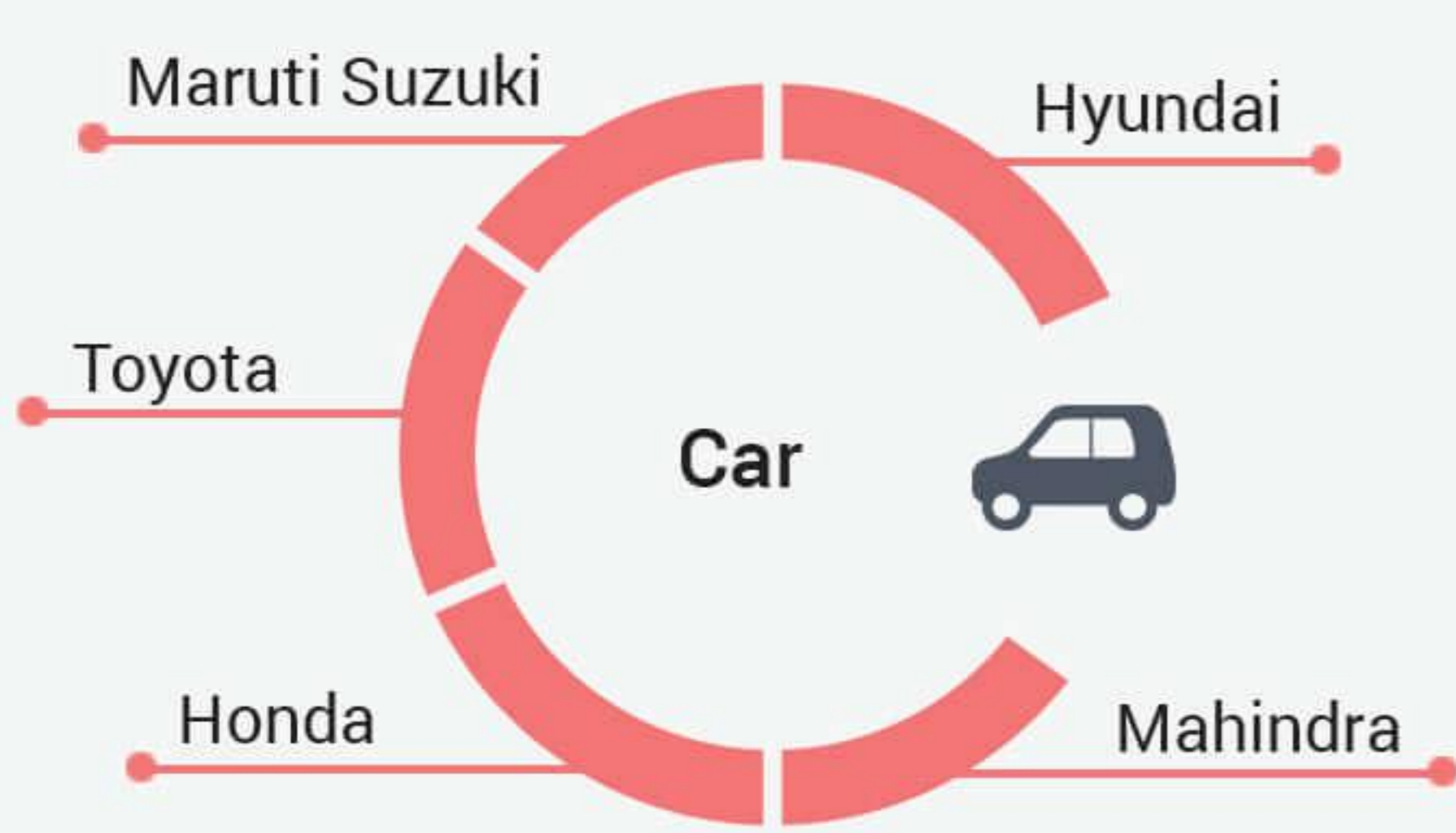


Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Suzuki swift	Bajaj pulsar	Honda Activa	Suzuki Hayabusa	Mercedes-Benz C-Class
Maruti Suzuki swift dzire	Hero Passion Pro	TVS Jupiter	Harley Davidson Street 750	BMW 3 Serie
Toyota Innova	UM Renegade	Honda Activa 4G	Harley Davidson Iron 883	5 Series
Honda City	Hero Splendor Plus	Suzuki Access	KTM RC	Mercedes-Benz E-Class
Hyundai i10	Honda CB Shine	Honda Activa 3G	Harley Davidson Sportster 883	Audi A4
Hyundai i20	TVS Apache RTR	Hero Maestro	Benelli TNT 300	BMW X1
Hyundai Verna	Bajaj Avenger	Honda Aviator	Hyosung Aquila Pro Gv650	Audi A6
Maruti Suzuki ertiga	Hero Splendor Pro	Yamaha Fascino	Indian Chief Vintage	Audi Q3
Mahindra XUV500	Yamaha FZS	Honda Activa125	Ducati Diavel	Audi Q7
Toyota Fortuner	Bajaj Discover	Hero Pleasure	KTM Duke	Mercedes-Benz M-Class

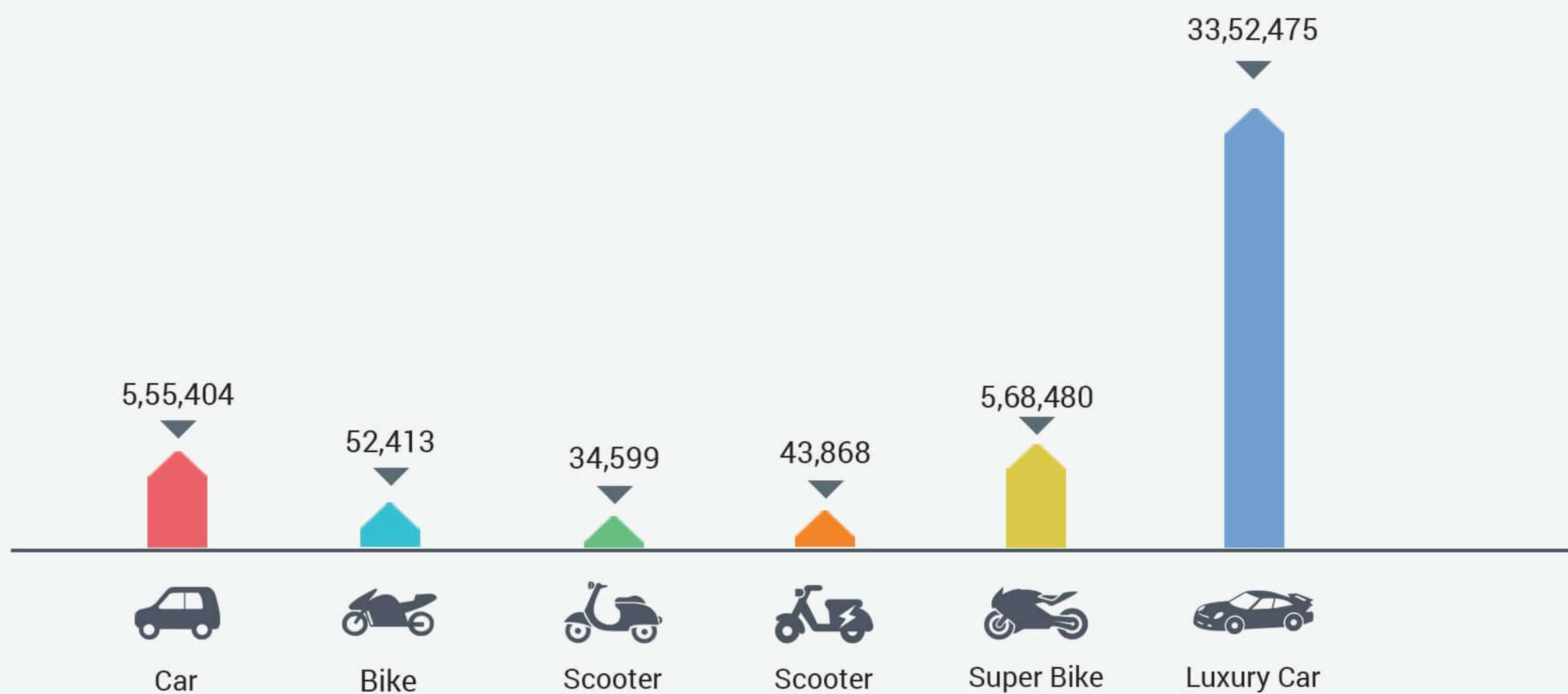
Droom's Automobile Online Quarterly

Top 5 Makes by Category



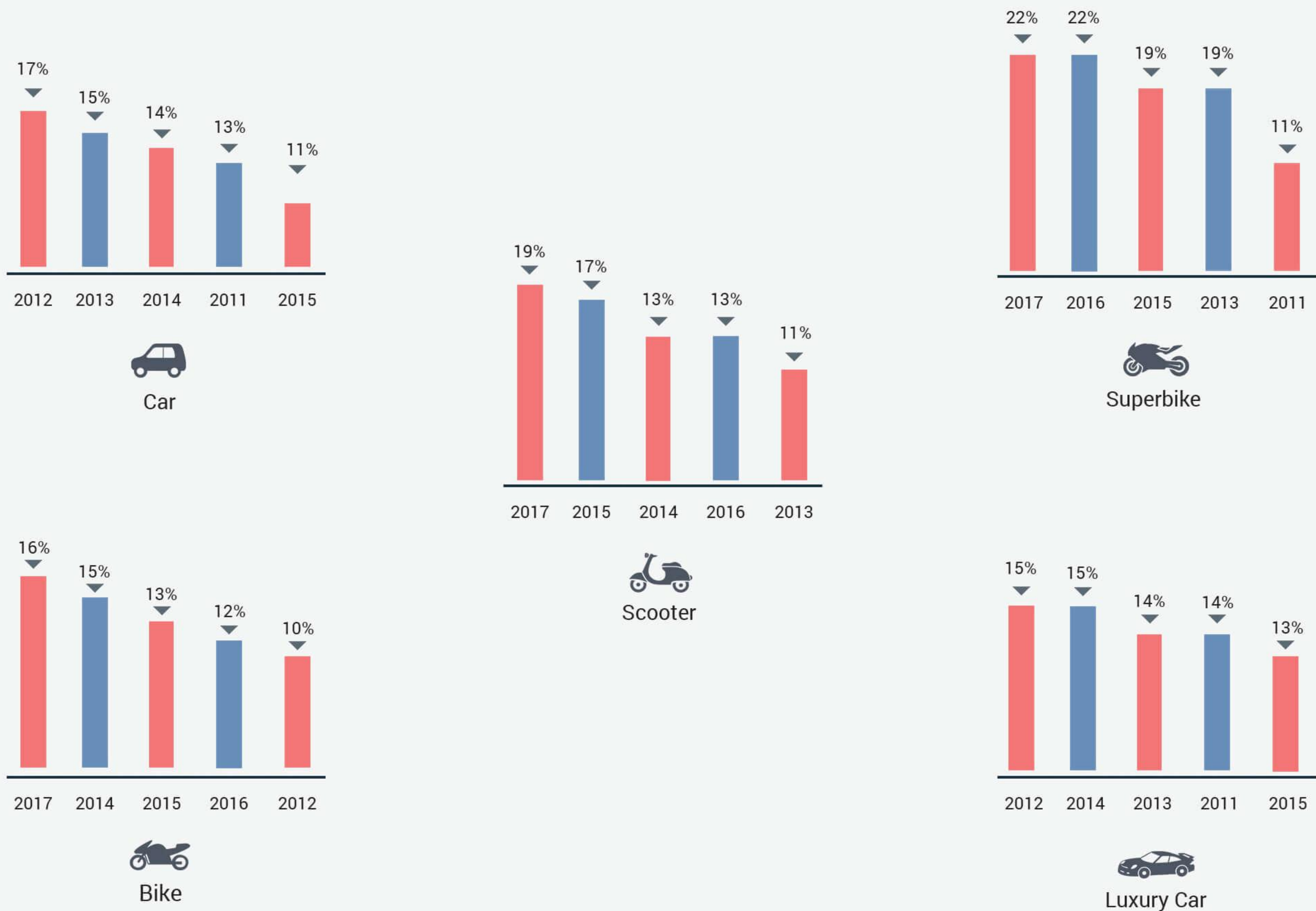
Average Selling Price of Used Automobiles

(In INR)



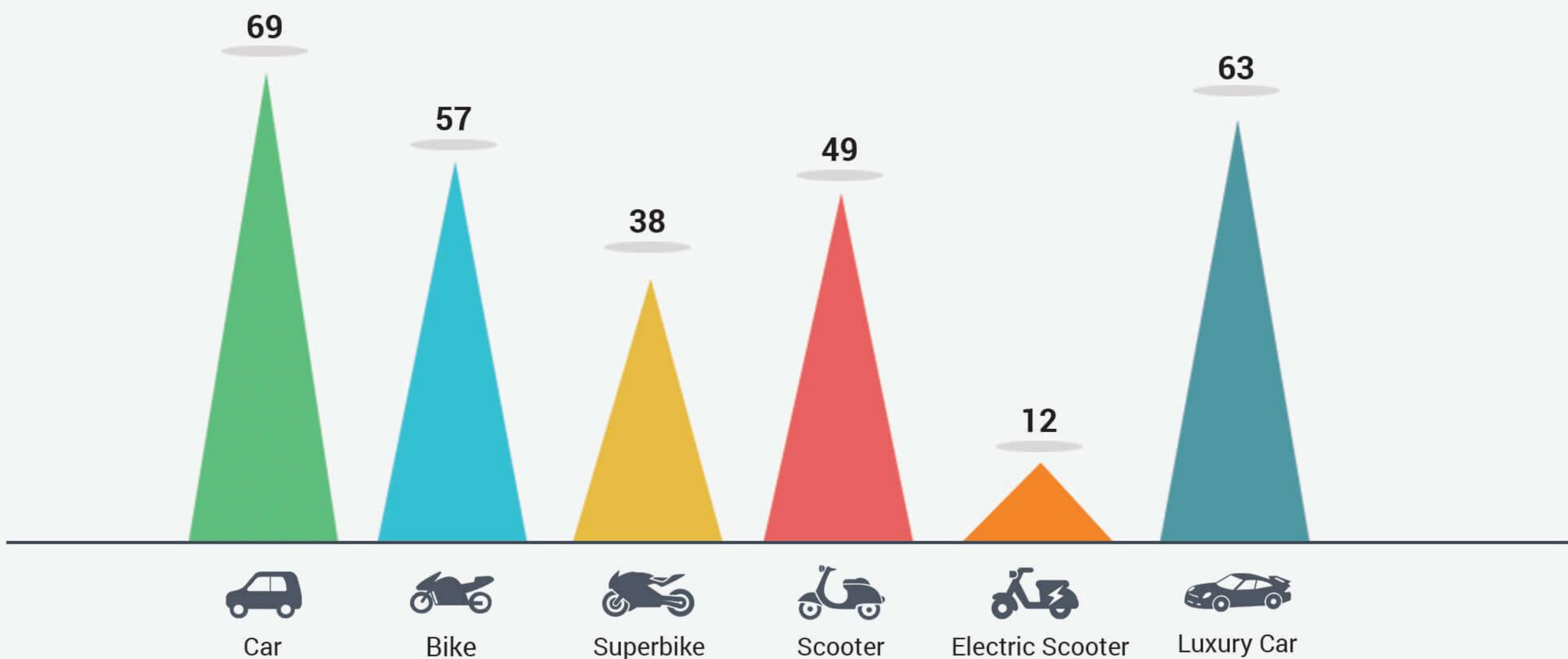
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Most Popular Years by Category



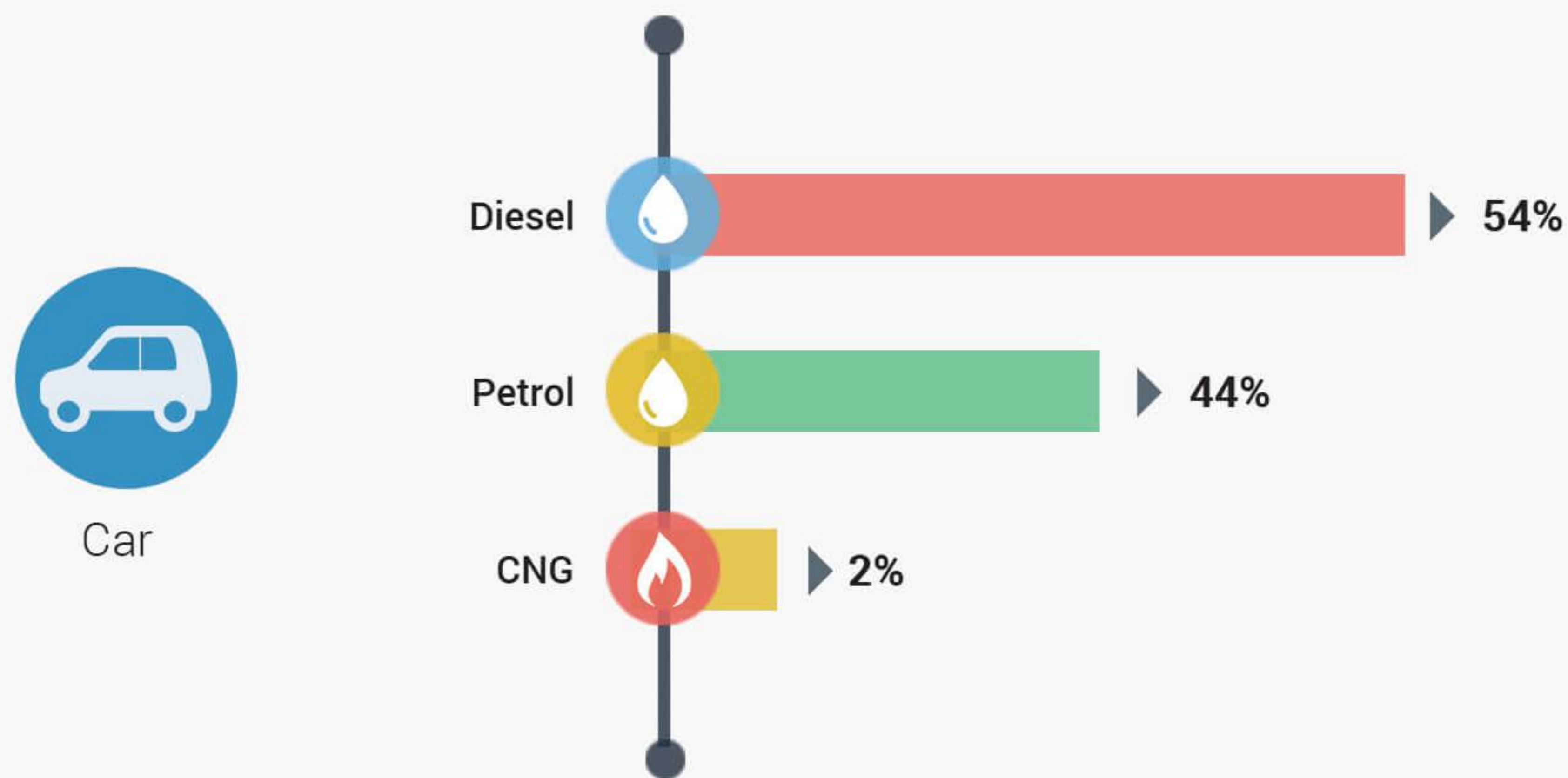
Average Duration of Ownership by Category

(In Months)



Droom's Automobile Online Quarterly

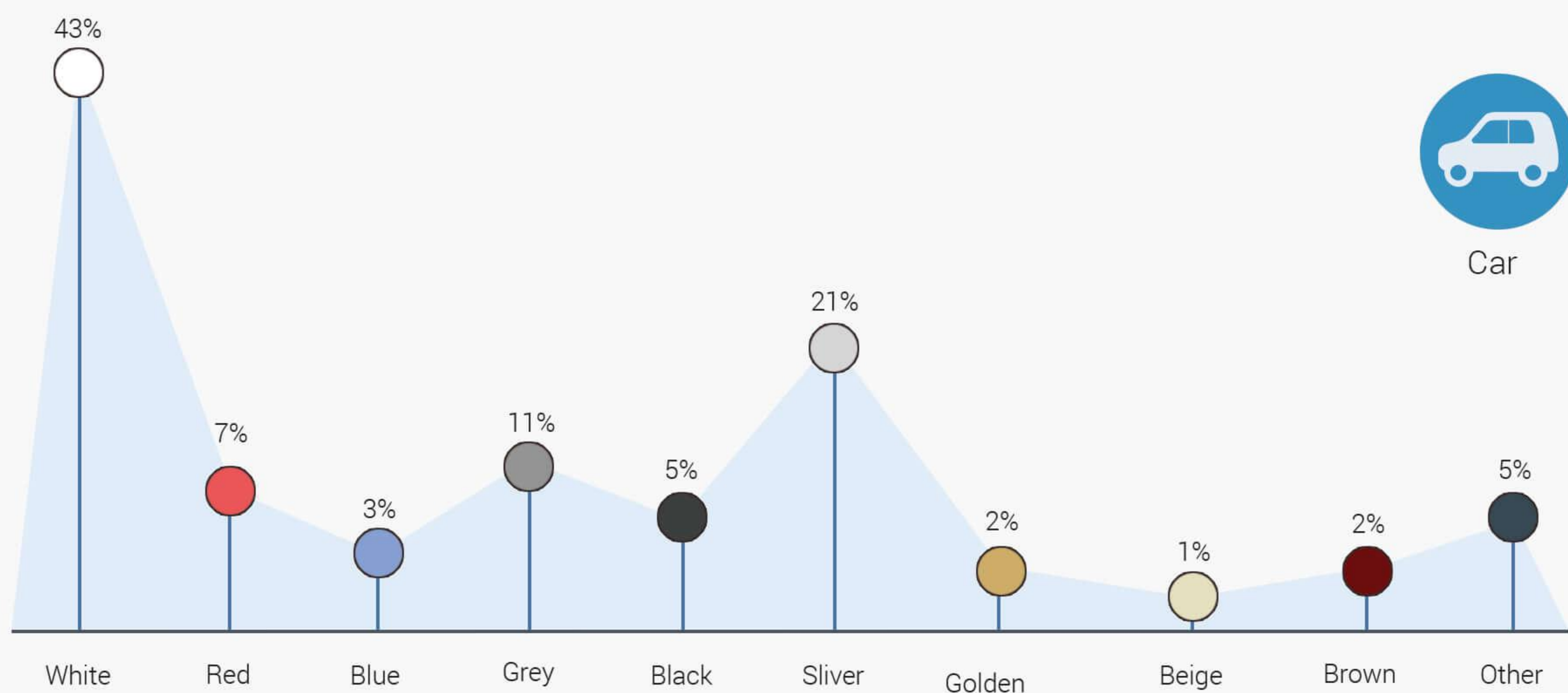
Cars by Fuel Type



Cars by Transmission Type



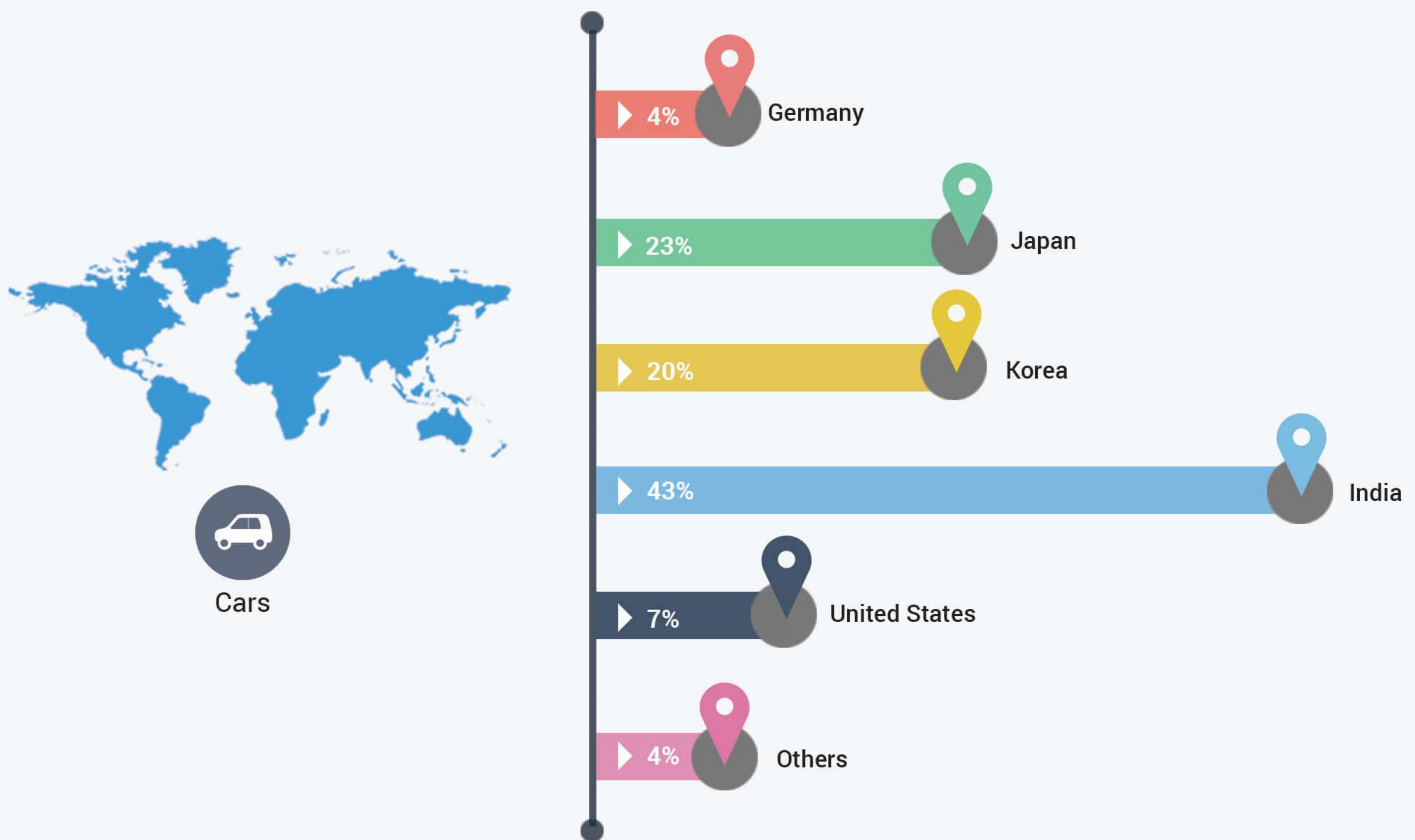
Cars by Color



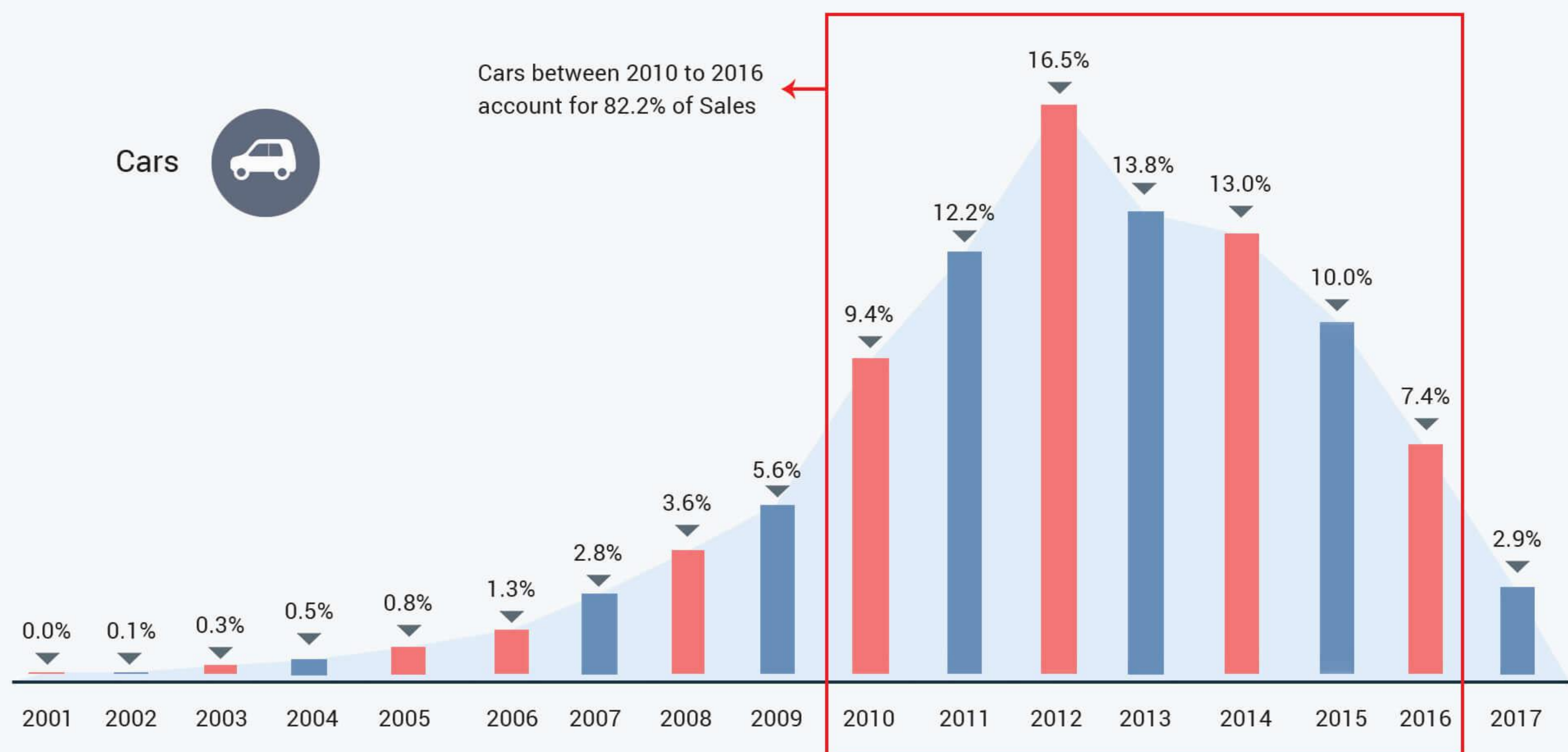
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Quarterly

Cars by Country of Origin



Cars by Year of Manufacture



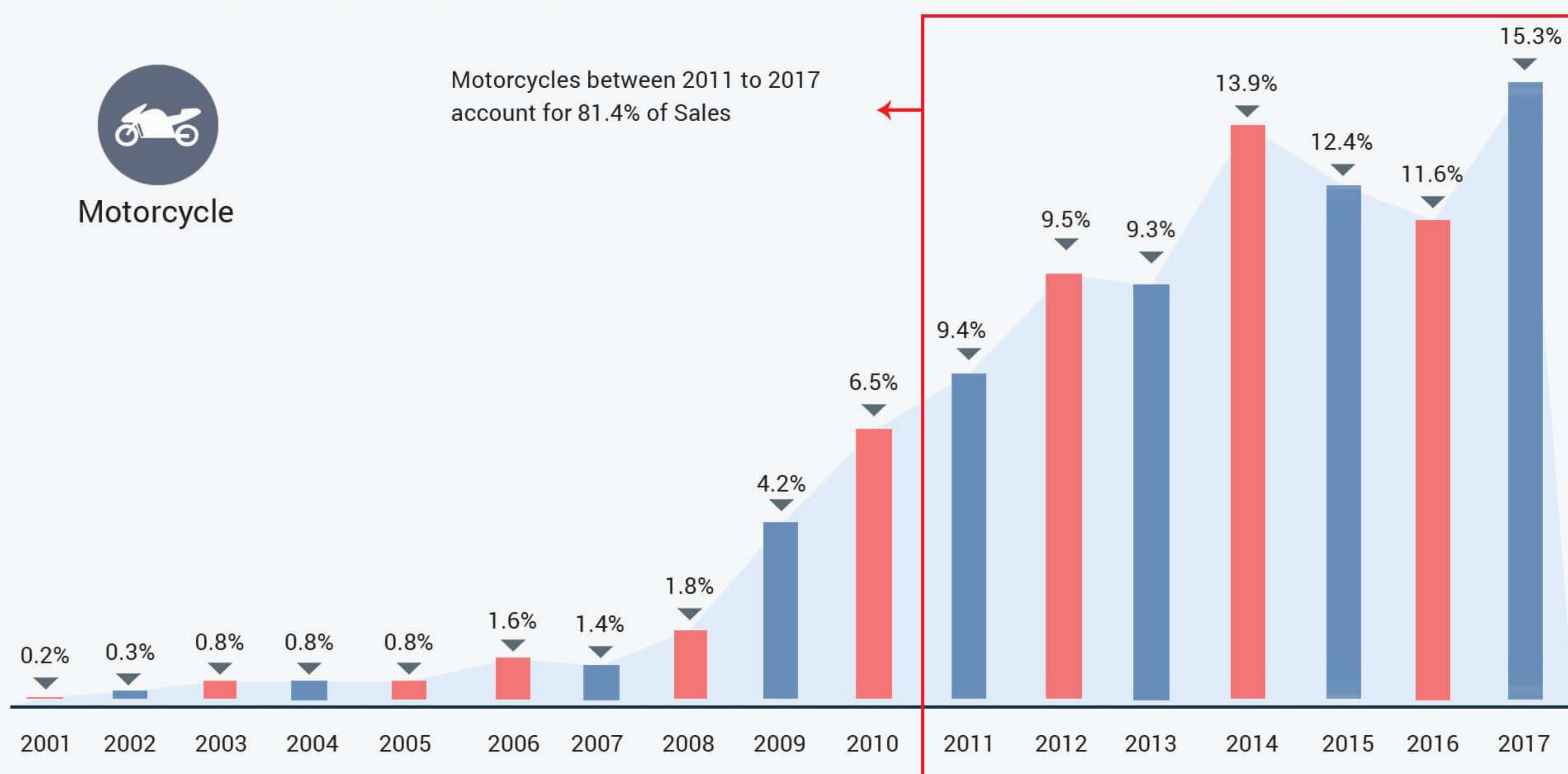
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Quarterly

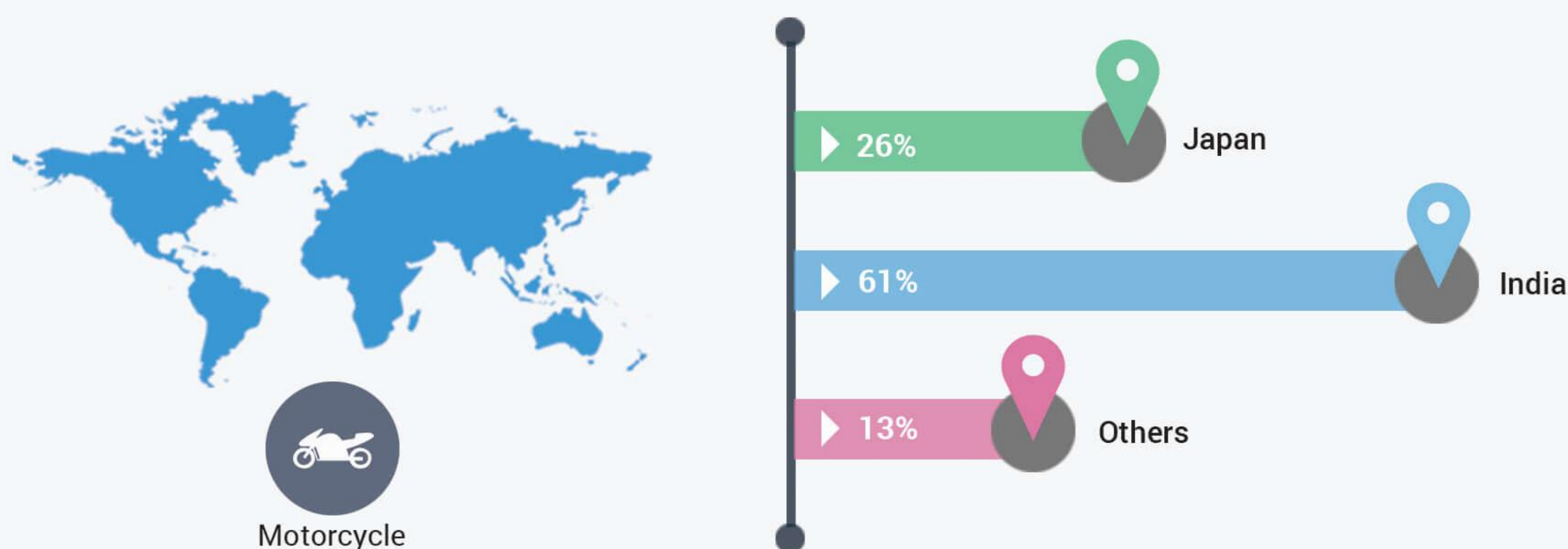
Motorcycles by Color



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

**This data is extracted from 10,300 transactions worth Rs. 595.63 Cr that took place in droom's platform between July 2017 to Oct 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
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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	DROOM ECOSYSTEM SERVICE TOOLS	DEALS MERCHANDISING & PROMOTIONS
<p>Marketplace Formats</p> <p>C2C B2C B2B C2B</p> <p>Pricing Format</p> <p>BEST OFFER FIXED PRICE Auction</p> <p>Buyer Protection Rating & Review</p> <p>Pay 2% - 3% Online & 97% - 98% Offline</p> <p>Full Circle Trust droom assist Quick Sell</p>	<p>OBV ORANGE BOOK VALUE Resale ka MRP</p> <p>eco Doorstep Auto Inspection</p> <p>droom History Used Vehicle History Report</p> <p>droom Discovery</p> <p>droom Credit 21st Century Auto Financing</p>	<p>SCOOTER LOOTER SALE</p> <p>SUNDAY AUTO MARKET</p> <p>24x7 ROADSIDE ASSISTANCE SALE 3rd - 7th Aug</p> <p>CAR PERFUME SALE</p> <p>droom Motor Care</p> <p>GET SET HELMET</p> <p>DEAL OF THE WEEK</p> <p>BikeMela</p> <p>HOOT SCOOT</p> <p>CRAZY CAR Offer</p>

Media Enquiry

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For any enquiries, please contact
media@droom.in
(+91) - 9643103972



WIDE SELECTION



LOW PRICES



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INSPECTED VEHICLE



India: 40A/5, Ground Floor, Chandan Nagar, Sector-15, Part-II Gurgaon-122001

USA: Droom Labs Inc. 2201 Walnut Avenue, Suite 190, Fremont, CA 94538



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