India Automobile E-Commerce Report

Annual Trends
CY 2015 to 2022

droom

Top Trends

MOST

	Popular Car	Popular Bike	Popular Scooter	Popular Super Bike	Costliest Car Listed on Droom	Popular Luxury Car	Costliest Bike Listed on Droom	Prefered Color - Car	Prefered Color - Bike	Prefered Color - Scooter
2015	Hyundai i10	Bajaj Pulsar	Honda Activa	KTM Duke	Audi A4	Rolls Royce Phantom	Hayabusa	White	Black	White
2016	Maruti Suzuki Swift	Bajaj Pulsar	Honda Activa	KTM RC	Audi A4	Lamborghini Aventador	Suzuki Intruder	White	Black	White
2017	Maruti Suzuki Swift	Bajaj Pulsar	Honda Activa	Harley Davidson Street 750	Audi A4	Rolls Royce Ghost	Ducati Panigale R 2017	White	Black	White
2018	Maruti Suzuki Swift	Hero Splendor Plus	Honda Activa 5g	Harley Davidson Street 750	BMW 5 Series	Rolls Royce Ghost Series	Ducati Panigale 1299 R	White	Black	Matte Axis Grey Metallic
2019	Toyota Fortuner	Bajaj Pulsar	Honda Activa	Harley Davidson Street 750	Land Rover Range Rover	Mercedes Benz E-Class	Harley Davidson Fat Bob	White	Black	Black
2020	Maruti Suzuki Swift DZire	Bajaj Pulsar	Honda Activa	Harley Davidson Street 750	Mercedes Benz	Rolls Royce Ghost Extended Wheelbase 2019	Kawasaki Ninja ZX-6R 2019	White	Black	White
2021	Hyundai Creta	Bajaj Pulsar	Honda Activa 3G	Harley Davidson Street Rod	Mercedes Benz E-Class	Lamborghini Gallardo LP 550	BMW K 1600 GTL	White	Black	White
2022	Hyundai Creta	Bajaj Pulsar	Honda Activa 5G	Royal Enfiled Interceptor	Rolls Royce Phantom EWB	Mercedes-Benz E-Class	Kawasaki Ninja H2	White	Black	White

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.
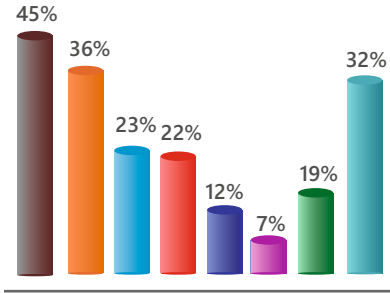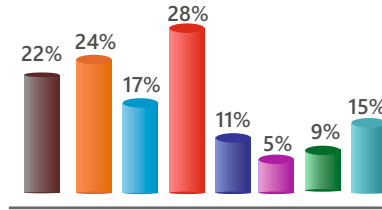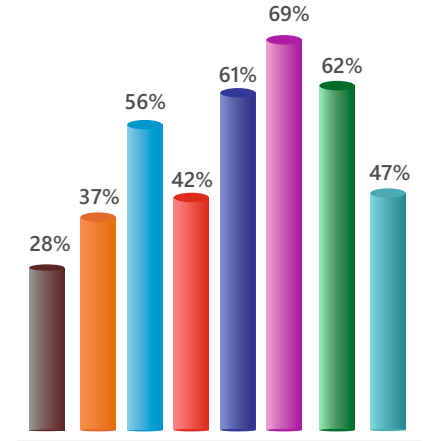
Category Mix

2015 — **2016** — **2017** — **2018** — **2019** — **2020** — **2021** — **2022**

Bike

2015	2016	2017	2018	2019	2020	2021	2022
45%	36%	23%	22%	12%	7%	19%	32%

Scooter

2015	2016	2017	2018	2019	2020	2021	2022
22%	24%	17%	28%	11%	5%	9%	15%

Car

2015	2016	2017	2018	2019	2020	2021	2022
28%	37%	56%	42%	61%	69%	62%	47%

Super Bike

2015	2016	2017	2018	2019	2020	2021	2022
2%	1%	0%	0%	0%	0%	0.04%	2%

Luxury Car

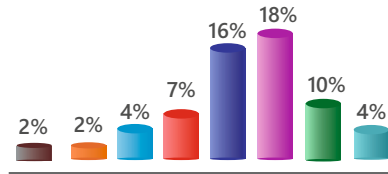| 2015	2016	2017	2018	2019	2020	2021	2022
2%	2%	4%	7%	16%	18%	10%	4%

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.

Top 5 Best Selling by Category

	Car	Bike	Scooter	Super Bike	Super Car
2015	Hyundai i10 Maruti Suzuki Swift Dzire Hyundai Santro Xing Maruti Suzuki Swift Honda City	Bajaj Pulsar Hero Passion Pro Bajaj Discover Yamaha Fzs Royal Enfield Classic	Honda Activa Hero Maestro Honda Aviator Suzuki Access Hero Pleasure	KTM Duke KTM RC Harley Davidson Street 750 Harley Davidson Superlow Suzuki Hayabusa	Audi A4 BMW 5 Series Mercedes-Benz E-Class Mercedes-Benz C-Class BMW 3 Series
2016	Maruti Suzuki Swift Maruti Suzuki Swift Dzire Toyota Innova Hyundai i10 Honda City	Bajaj Pulsar Hero Passion Pro Bajaj Discover TVS Apache RTR Yamaha Fzs	Honda Activa Hero Maestro Suzuki Access Honda Aviator TVS Jupiter	KTM RC Harley Davidson Iron 883 Hyosung GT250R Kawasaki Z800 Kawasaki Ninja 650	Audi A4 Merceds C Class BMW 3 Series Mercedses E Class BMW X1
2017	Maruti Swift Maruti Swift Dzire Toyota Innova Honda City Hyundai i10	Bajaj Pulsar Hero Passion Pro Bajaj Discover Hero Splendor Plus Hero Splendor Pro	Honda Activa TVS Jupiter Suzuki Access Hero Maestro Honda Activa 3G	Harley Davidson Street 750 Suzuki Hayabusa Kawasaki Ninja 650 Hyosung Gt250r Harley Davidson Sportster 883	Audi A4 Mercedes E-Class Audi A6 Audi Q3 Audi Q7
2018	Maruti Suzuki Swift Maruti Suzuki Swift Dzire Toyota Innova Toyota Fortuner Honda City	Hero Splendor Plus Honda Cb Shine Hero Passion Pro Bajaj Pulsar Hero Passion Pro I3s	Honda Activa 5g Honda Activa Honda Activa125 TVS Jupiter Honda Activa 4g	Harley Davidson Street 750 Benelli TNT600i Kawasaki Ninja Benelli TNT 300 Harley Davidson Street 750	BMW 5 Series Mercedes Benz E Class Mercedes Benz C-Class Audi A4 BMW 3 Series
2019	Toyota Fortuner Maruti Suzuki Swift Dzire Toyota Innova Toyota Innova Crysta Maruti Suzuki Wagon R	Bajaj Pulsar Hero Splendor Plus Hero Passion Pro Tvs Apache RTR Royal Enfield Classic	Honda Activa Tvs Jupiter Honda Activa 3G Suzuki Access Honda Activa 4G	Harley Davidson Street 750 Harley Davidson Iron 883 Benelli TNT 600i Harley Davidson Sportster 883 Benelli TNT 300	Mercedes Benz E-Class Mercedes Benz C-Class BMW 3 Series BMW 5 Series BMW X1 Series
2020	Maruti Suzuki-Swift DZire Toyota-fortuner Maruti Suzuki-Swift Toyota-innova crysta Hyundai-creta	Bajaj Pulsar TVS Apache RTR Hero Honda Splendor Plus Royal Enfield Classic Bajaj Avenger	Honda Activa Honda Activa 3G TVS Jupiter Suzuki Access Honda Activa 5G	Hyosung Aquila Pro gv650 Harley Davidson Street 750 Suzuki Hayabusa Harley Davidson Forty Eight Kawasaki Ninja	Mercedes Benz E class Mercedes Benz C class BMW 5 Series Audi Q3 Audi A4
2021	Hyundai Creta Maruti Suzuki Vitara Brezza Toyota Fortuner Toyota Innova Crysta Mahindra XUV 500	Bajaj Pulsar TVS Apache RTR Bajaj Pulsar NS Bajaj Avenger Hero Splendor Plus	Honda Activa 3G TVS Jupiter Suzuki Access Honda Activa Honda Dio	Harley Davidson Street Rod Kawasaki Ninja Royal Enfield Interceptor Hyosung GT250R Benelli TNT 300	Mercedes Benz E-Class BMW-5 Series Mercedes Benz C-Class BMW X1 Jeep Compass
2022	HyundaiCreta Kia Seltos Maruti Suzuki Vitara Brezza Toyota Innova Crysta Toyota Fortuner	Bajaj Pulsar Hero Splendor Plus Bajaj Pulsar NS TVS Apache RTR Honda CB Shine	Honda Activa 5G Suzuki Access TVS Jupiter Honda Activa 6G Honda Dio	Royal Enfield Interceptor Harley-davidson Street 750 Kawasaki Ninja ZX-10R Kawasaki Ninja BenelliTNT 300	Mercedes-Benz E-Class Jeep Compass Mercedes-Benz C-Class BMW 5 Series BMW X1

Note: Last 7 years data

Note: The data used is based on the actual transactions processed through the platform.

Top 5 Makes by Category

	Car	Bike	Scooter	Super Bike	Super Car
2015	Maruti Suzuki Hyundai Honda Toyota Chevrolet	Bajaj Hero Yamaha Royal Enfield Honda	Honda Hero TVS Suzuki LML	KTM Harley Davidson Kawasaki Hyosung Suzuki	BMW Audi Mercedes-Benz Land Rover Jaguar
2016	Maruti Suzuki Hyundai Toyota Mahindra Volkswagen	Hero Bajaj Yamaha TVS Royal Enfield	Honda Suzuki Piaggio LML Kinetic	Harley Davidson KTM Kawasaki Suzuki Hyosung	Audi BMW Mercedes Benz Volvo Ferrari
2017	Maruti Suzuki Hyundai Toyota Mahindra Volkswagen	Honda Hero Bajaj Yamaha Royal Enfield	TVS Suzuki Piaggio LML Okinawa	Harley Davidson Kawasaki Benelli Triumph Ducati	Audi Volvo Porsche Bentley Rolls Royce
2018	Maruti Suzuki Hyundai Toyota Honda Mahindra	Hero Honda Bajaj Yamaha TVS	Honda Hero TVS Yamaha Suzuki	Harley Davidson Benelli Hyosung Ducati Kawasaki	Mercedes Benz Audi BMW Land Rover Jaguar
2019	Maruti Suzuki Toyota Hyundai Honda Mahindra	Hero Bajaj Yamaha Honda Royal Enfield	Honda Tvs Suzuki Hero Yamaha	Harley Davidson Benelli Kawasaki Triumph Hyosung	Mercedes Benz BMW Audi Land Rover Jaguar
2020	Maruti Suzuki Toyota Hyundai Mercedes Benz Honda	Bajaj Hero Royal Enfield Yamaha Honda	Honda TVS Suzuki Hero Yamaha	Harley Davidson Hyosung Kawasaki BMW Suzuki	Mercedes-Benz BMW Audi Land Rover Jaguar
2021	Maruti Suzuki Hyundai Toyota Mahindra Honda	Bajaj TVS Hero Honda KTM	Honda TVS Suzuki Hero Yamaha	Harley Davidson Kawasaki Benelli Royal Enfield Hyosung	Mercedes Benz BMW Audi Land Rover Jeep
2022	Maruti Suzuki Hyundai Mahindra Toyota Honda	Bajaj Hero Honda Royal Enfield Yamaha	Honda TVS Suzuki Hero Yamaha	Royal Enfield Harley-davidson Benelli BMW Kawasaki	BMW Mercedes-Benz Audi Jeep Land Rover

Average Selling Price of Used Automobiles (In INR)

2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022

Bike

- 49,310
- 44,875
- 42,039
- 54,192
- 42,383
- 47,869
- 47,083
- 55,037

Super Bike

- 4,10,371
- 5,85,608
- 5,13,531
- 4,75,258
- 4,68,976
- 4,09,709
- 3,90,664
- 6,93,582

Car

- 4,30,111
- 5,80,237
- 5,44,479
- 6,53,951
- 9,16,831
- 8,38,827
- 10,33,814
- 11,99,017

Luxury Car

- 29,59,360
- 28,55,160
- 27,96,118
- 38,87,548
- 35,80,265
- 38,09,908
- 40,02,367
- 42,91,470

Scooter

- 33,939
- 32,638
- 32,166
- 48,150
- 29,249
- 28,819
- 37,647
- 46,500

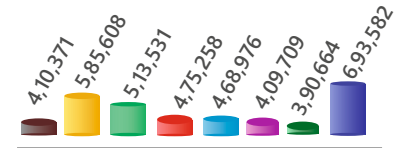*Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.*

Most Popular Years by Category (In %)
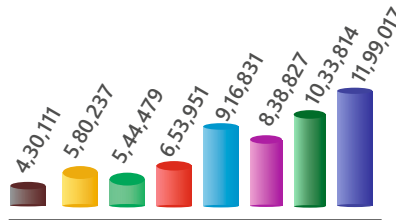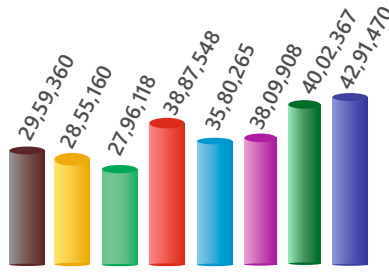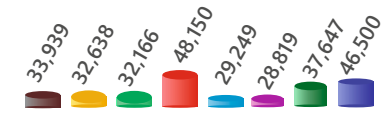
🚗 Car

Year	2015	2016	2017	2018	2019	2020	2021	2022
Others	70%	50%	42%	32%	32%	16%	4%	4%
2012	14%	16%	17%	14%	8%	7%	3%	24%
2013	8%	13%	13%	14%	8%	8%	3%	16%
2014	6%	11%	12%	13%	12%	9%	4%	13%
2015	2%	9%	9%	12%	11%	11%	7%	12%
2016		2%	5%	8%	8%	9%	11%	9%
2017			1%	6%	10%	11%	11%	6%
2018				2%	8%	16%	15%	5%
2019					2%	12%	18%	3%
2020						3%	17%	2%
2021							6%	2%
2022								3%

🏍 Bike

Year	2015	2016	2017	2018	2019	2020	2021	2022
Others	46%	42%	34%	26%	21%	20%	12%	3%
2012	18%	14%	13%	10%	9%	8%	8%	10%
2013	16%	14%	13%	11%	10%	7%	5%	7%
2014	14%	15%	14%	12%	12%	9%	6%	9%
2015	6%	11%	13%	14%	13%	10%	10%	18%
2016		3%	10%	14%	14%	21%	23%	10%
2017			3%	10%	13%	9%	9%	8%
2018				2%	8%	9%	11%	9%
2019					1%	6%	9%	6%
2020						1%	4%	5%
2021							1%	5%
2022								11%

🚙 Luxury Car

Year	2015	2016	2017	2018	2019	2020	2021	2022
Others	40%	38%	35%	19%	15%	12%	8%	3%
2012	20%	17%	18%	11%	8%	6%	4%	15%
2013	13%	16%	15%	14%	10%	8%	6%	12%
2014	22%	16%	13%	14%	11%	9%	5%	13%
2015	6%	12%	11%	14%	12%	10%	6%	13%
2016		2%	6%	11%	10%	9%	6%	9%
2017			2%	12%	13%	13%	9%	7%
2018				5%	14%	15%	12%	6%
2019					7%	14%	19%	5%
2020						5%	15%	6%
2021							8%	4%
2022								7%

🏍 Super Bike

Year	2015	2016	2017	2018	2019	2020	2021	2022
Others	18%	12%	9%	4%	1%	0%	6%	2%
2012	10%	12%	4%	6%	1%	4%	4%	10%
2013	11%	16%	9%	3%	8%	7%	2%	13%
2014	30%	29%	17%	19%	7%	7%	9%	27%
2015	31%	26%	30%	23%	20%	11%	8%	10%
2016		5%	23%	28%	35%	30%	25%	9%
2017			6%	15%	19%	0%	11%	14%
2018				3%	7%	19%	13%	8%
2019					3%	22%	9%	4%
2020						0%	11%	1%
2021							2%	1%
2022								2%

🛵 Scooter

Year	2015	2016	2017	2018	2019	2020	2021	2022
Others	35%	33%	26%	17%	15%	13%	4%	5%
2012	20%	16%	13%	10%	9%	6%	3%	9%
2013	19%	16%	15%	12%	10%	6%	2%	3%
2014	19%	17%	16%	14%	12%	8%	3%	4%
2015	8%	14%	17%	18%	16%	14%	7%	37%
2016		4%	12%	16%	17%	25%	63%	12%
2017			2%	9%	14%	11%	3%	8%
2018				2%	8%	11%	9%	9%
2019					1%	5%	4%	4%
2020						0%	1%	2%
2021							0%	3%
2022								4%

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.

Average Duration of Ownership by Category (In Months)

2015 — **2016** — **2017** — **2018** — **2019** — **2020** — **2021** — **2022**
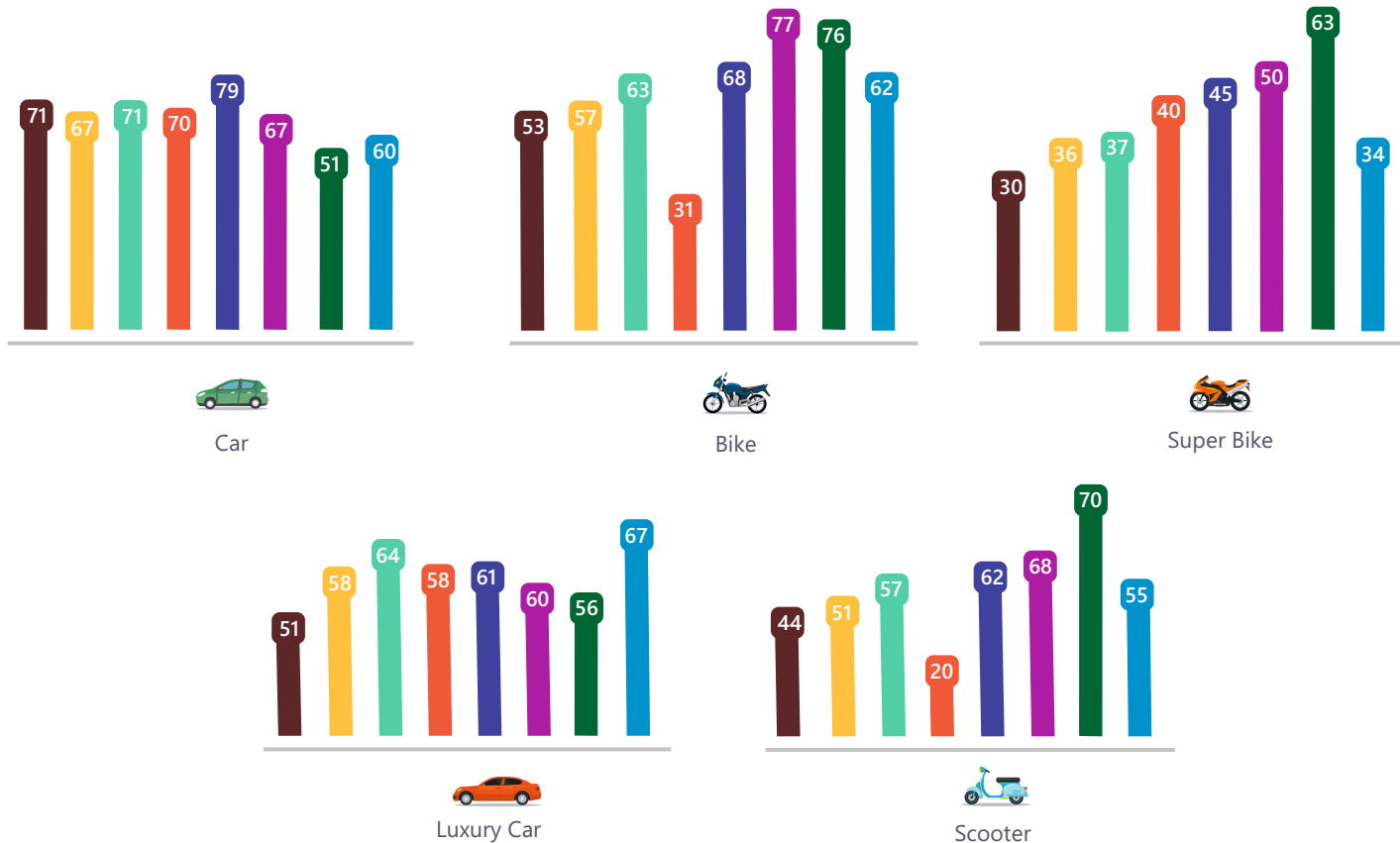
Car

2015	2016	2017	2018	2019	2020	2021	2022
71	67	71	70	79	67	51	60

Bike

2015	2016	2017	2018	2019	2020	2021	2022
53	57	63	31	68	77	76	62

Super Bike

2015	2016	2017	2018	2019	2020	2021	2022
30	36	37	40	45	50	63	34

Luxury Car

2015	2016	2017	2018	2019	2020	2021	2022
51	58	64	58	61	60	56	67

Scooter

2015	2016	2017	2018	2019	2020	2021	2022
44	51	57	20	62	68	70	55

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.
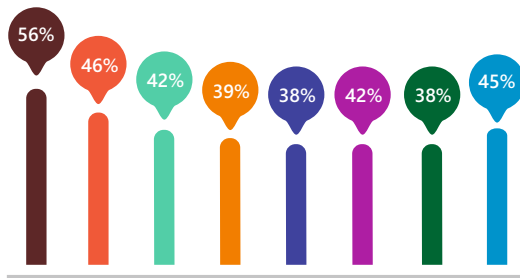
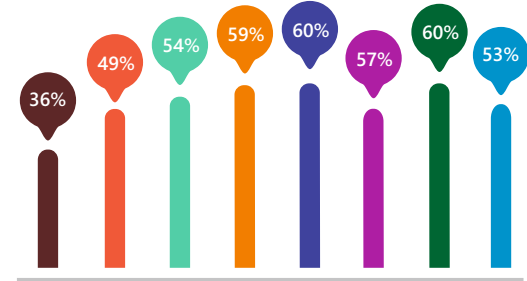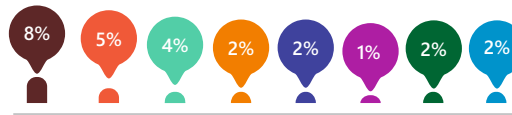# Cars by Fuel Type

2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022

Petrol

2015	2016	2017	2018	2019	2020	2021	2022
56%	46%	42%	39%	38%	42%	38%	45%

Petrol

Diesel

2015	2016	2017	2018	2019	2020	2021	2022
36%	49%	54%	59%	60%	57%	60%	53%

Diesel

CNG

2015	2016	2017	2018	2019	2020	2021	2022
8%	5%	4%	2%	2%	1%	2%	2%

CNG

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.
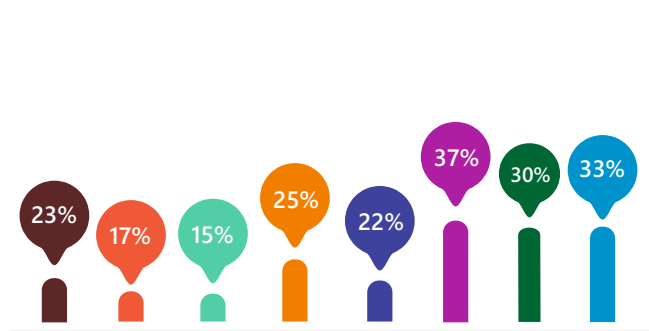
Cars by Transmission Type
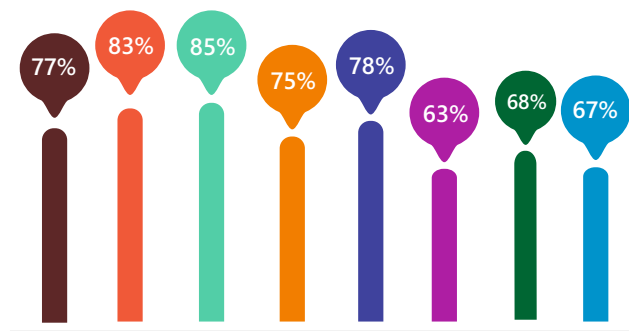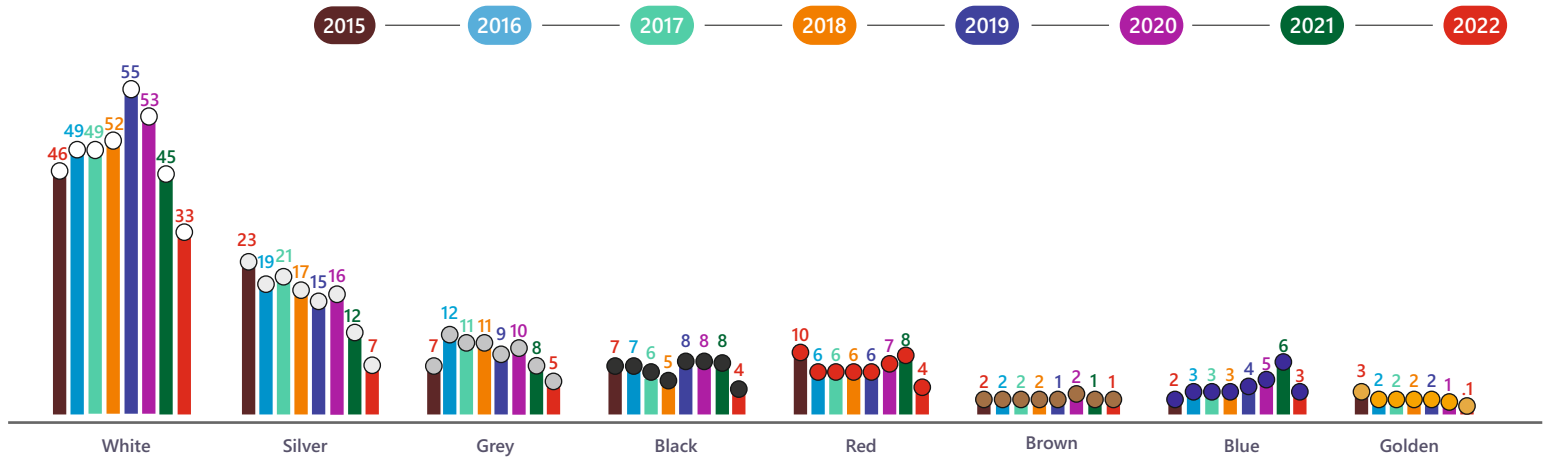
2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022

Automatic

2015	2016	2017	2018	2019	2020	2021	2022
23%	17%	15%	25%	22%	37%	30%	33%

Manual

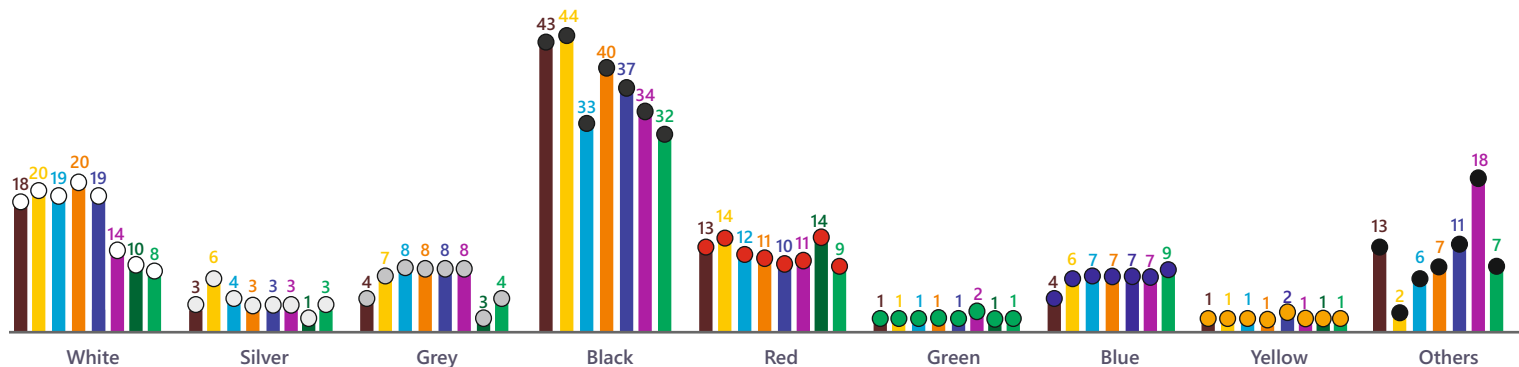| 2015	2016	2017	2018	2019	2020	2021	2022
77%	83%	85%	75%	78%	63%	68%	67%

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.

Cars by Color (In %)

2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022

White: 46, 49, 49, 52, 55, 53, 45, 33

Silver: 23, 19, 21, 17, 15, 16, 12, 7

Grey: 7, 12, 11, 11, 9, 10, 8, 5

Black: 7, 7, 6, 5, 8, 8, 8, 4

Red: 10, 6, 6, 6, 6, 7, 8, 4

Brown: 2, 2, 2, 1, 2, 1, 2, 1

Blue: 2, 3, 3, 3, 4, 5, 6, 3

Golden: 3, 2, 2, 2, 2, 1, 1, 1

Cars by Country of Origin (In %)

Germany: 11, 9, 10, 16, 23, 18, 12, 10

Japan: 20, 22, 21, 21, 22, 22, 17, 19

Korea: 18, 19, 19, 17, 13, 12, 19, 15

India: 40, 36, 41, 34, 30, 36, 40, 48

United States: 6, 6, 6, 6, 6, 5, 4, 4

Others: 5, 8, 3, 6, 6, 2, 6, 3

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.

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Two Wheelers By Color (In %)

2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022

White: 18, 20, 19, 20, 19, 14, 10, 8
Silver: 3, 6, 4, 3, 3, 3, 1, 3
Grey: 4, 7, 8, 8, 8, 8, 3, 4
Black: 43, 44, 33, 40, 37, 34, 32
Red: 13, 14, 12, 11, 10, 11, 14, 9
Green: 1, 1, 1, 1, 1, 2, 1, 1
Blue: 4, 6, 7, 7, 7, 7, 9
Yellow: 1, 1, 1, 1, 2, 1, 1, 1
Others: 13, 2, 6, 7, 11, 18, 7

Two Wheelers By Country of Origin (In %)

Japan: 43, 41, 43, 63, 46, 42, 31, 57
India: 53, 57, 55, 37, 51, 55, 66, 40
Others: 4, 3, 3, 0, 3, 3, 3, 3

Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.
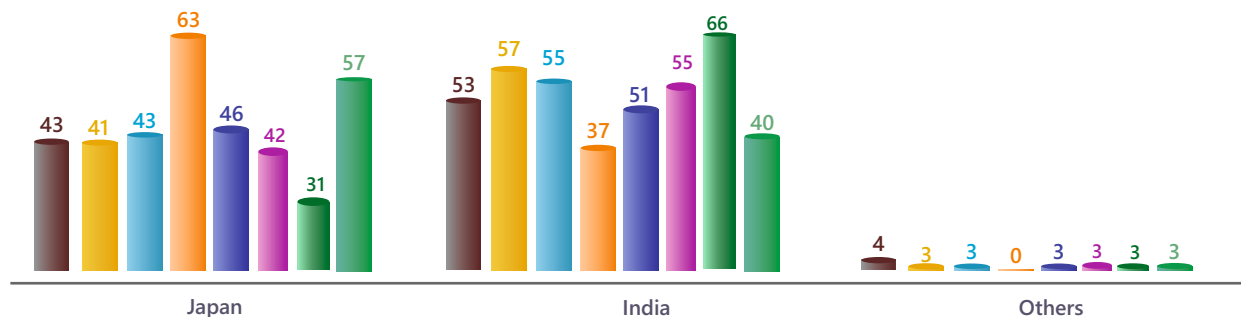
About Droom

Droom is a technology and data science company that facilitates automobile buying and selling online through a combination of our asset-light automobile e-commerce platform along with a technology-driven vertically integrated proprietary ecosystem of products and services for the automobile industry. We offer a 21st-century e-commerce experience for automobiles and is one of the leading e-commerce platforms for used cars sales in India. We are the only major Indian player with a completely online transactional model and offer one of the largest selection of automobiles amongst the major online players in India with over 1.4Mn+ vehicles listed, as of December 31, 2022. We have expanded our platform to include over 11 vehicle categories, sold by auto dealers and individual sellers in 1,174 cities in India. Our automobile e-commerce platform, which includes our website and mobile apps, offers users convenience and a curated experience to buy and sell new and used vehicles and encompasses every element of automobile buying from searching for a vehicle, creating buying requirements, price discovery, booking, certification to purchase and financing and doorstep delivery.

India's #1 Auto Platform

$15.04Bn+
USED VEHICLE LISTED GMV

1.4Mn+
USED VEHICLE LISTING

1,174+
CITIES

6.35Mn+
FB COMMUNITY

15.60Mn+
APP DOWNLOAD

* Market share for online transactions of automobile

As a pure-play automobile e-commerce company, we provide a platform for buyers and sellers to transact vehicles and related services. To address structural constraints of the automobile market and buyers' and sellers' pain points, we have built a platform that aims to deliver wide selection, low prices, inspected and verified vehicles, loan and insurance, and seamless delivery for buyers as one unified Droom experience. For used vehicle dealers and individual sellers, besides being able to reach out to a potential buyer online, we offer an end-to-end e-commerce solution including technology platform, digital catalogue, online payment, vehicle inspection and certification service, and vehicle delivery service.

We are led by our founder & CEO, Sandeep Aggarwal who is a serial tech entrepreneur, philanthropist, and angle investor. Sandeep is the only tech founder to have founded two Unicorns back to back. Sandeep founded ShopClues in 2010 in his house in Silicon Valley as India's first ever marketplace independent of any category to empower 30 million SMEs and Droom as first pure play e-commerce for automobile in India in 2014.

We are backed by several marquee institutional shareholders, such as Lightbox Ventures II, Lightbox Expansion Fund, Beenos, Beenext, Toyota Tsusho, DG Ventures and 57Stars among others.

WIDE SELECTION

LOW PRICES

VERIFIED SELLER

INSPECTED VEHICLE

www.droom.in info@droom.in www.droom.in/app www.facebook.com/droom.in