



India Automobile E-Commerce Report

Lifetime Report

CY 2015 - CY 2022



India Automobile E-Commerce Report

Top Trends

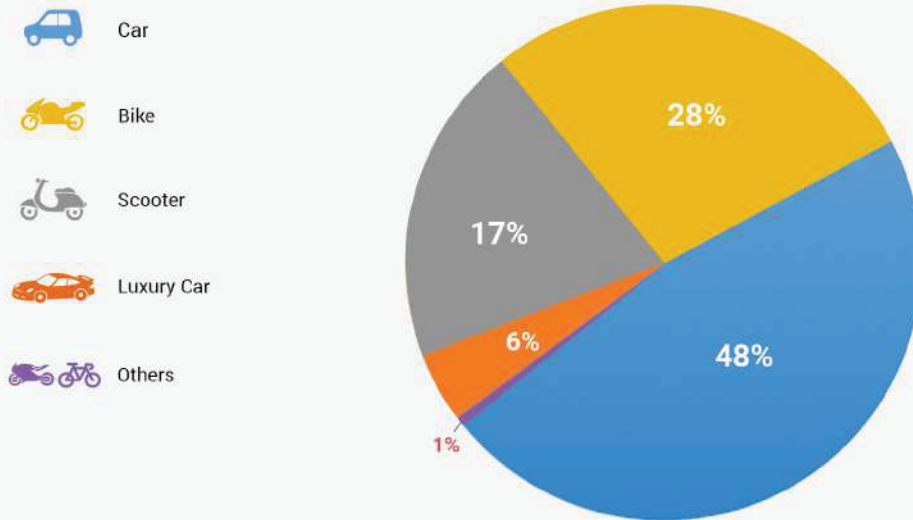
1	Most Popular Car: Toyota Fortuner
2	Most Popular Bike: Bajaj Pulsar
3	Most Popular Scooter: Honda Activa-5G
4	Most Popular Superbike: Harley Davidson Street 750
5	Most Popular Luxury Car: Mercedes-Benz E-Class
6	Most Popular Vehicle: Bajaj Pulsar
7	Best Selling Royal Enfield: Royal Enfield-Classical, Bullet, Thunderbird
8	Most Popular Exterior Color in Car: White
9	% of Cars with Auto Transmission: 18%
10	Most Popular Year in 2022 in Buying/Selling: 2018
11	Average Duration of Car Ownership: 65 Months

* Note: The data used is a combination of the actual transactions and demand generated.

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Category Mix

(% breakdown based on online sales)



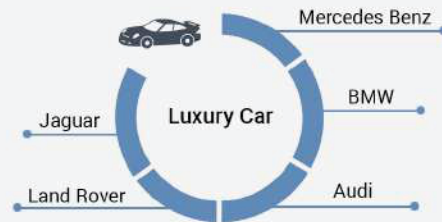
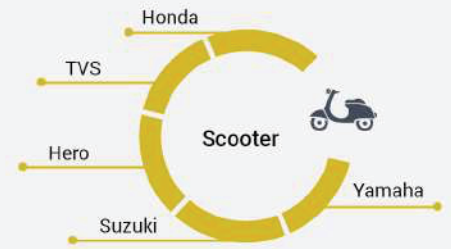
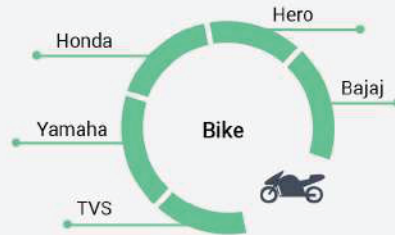
* Note: The data used is a combination of the actual transactions and demand generated.

Top 5 Most Popular Make Model by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Toyota Fortuner	Bajaj Pulsar	Honda Activa 5G	Harley Davidson Street 750	Mercedes-Benz E-Class
Hyundai Creta	Hero Splendor Plus	Honda Activa	Royal Enfield Interceptor	BMW-5 series
Maruti Suzuki Swift	Honda CB Shine	Honda Activa 3G	Kawasaki Ninja	Mercedes-Benz C-Class
Maruti Suzuki Swift Dzire	TVS Apache RTR	TVS Jupiter	KTM Duke	Audi A4
Maruti Suzuki Vitara Brezza	Hero Passion Pro	Suzuki Access	Harley Davidson Iron 883	BMW 3 Series

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Top 5 Makes by Category



* Note: The data used is a combination of the actual transactions and demand generated.

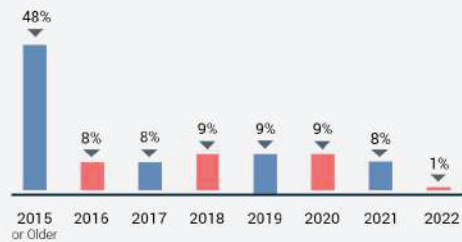
Average Selling Price by Used Vehicle Category

(In INR)

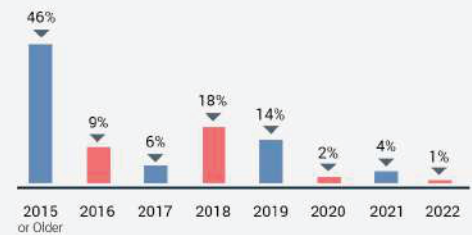


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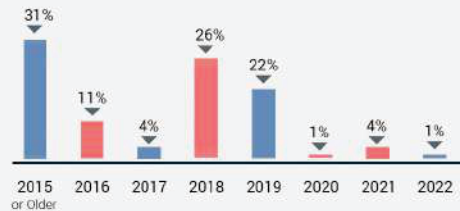
Year of Manufacturing by Category



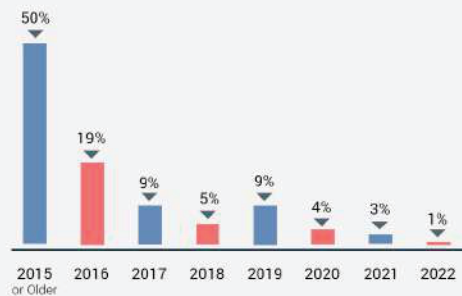
Car



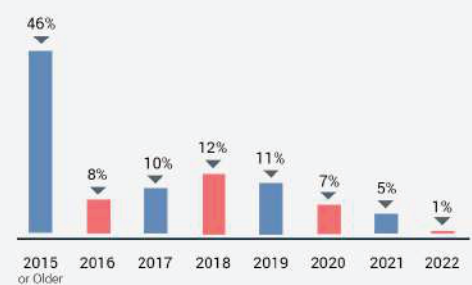
Bike



Scooter



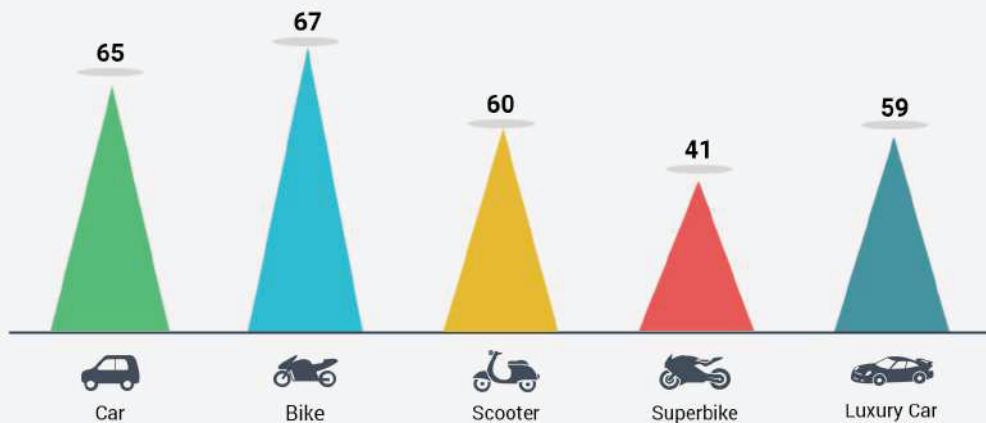
Superbike



Luxury Car

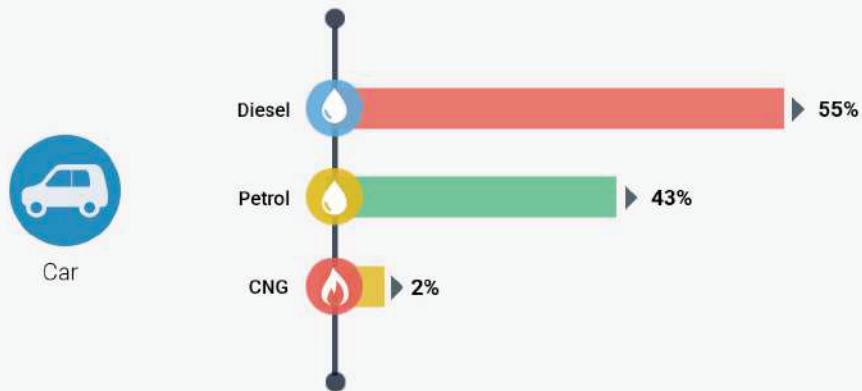
Average Duration of Ownership by Category

(In Months)

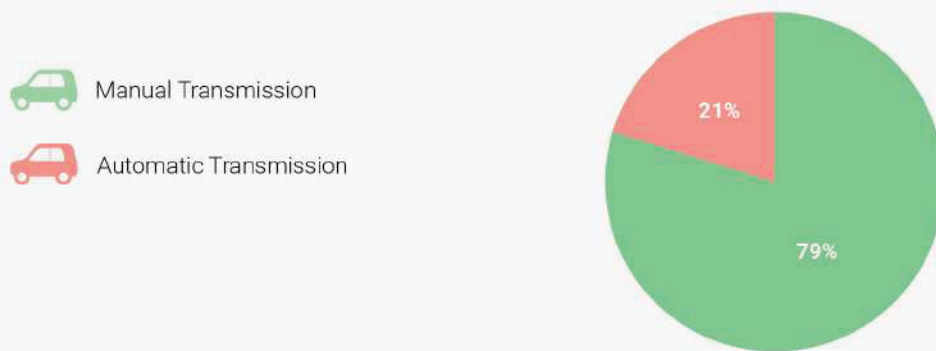


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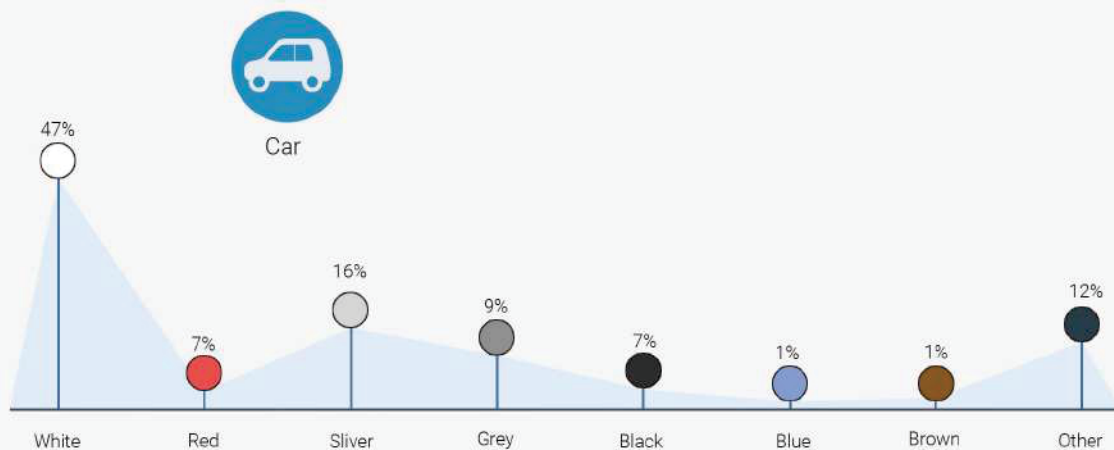
Cars by Fuel Type



Cars by Transmission Type



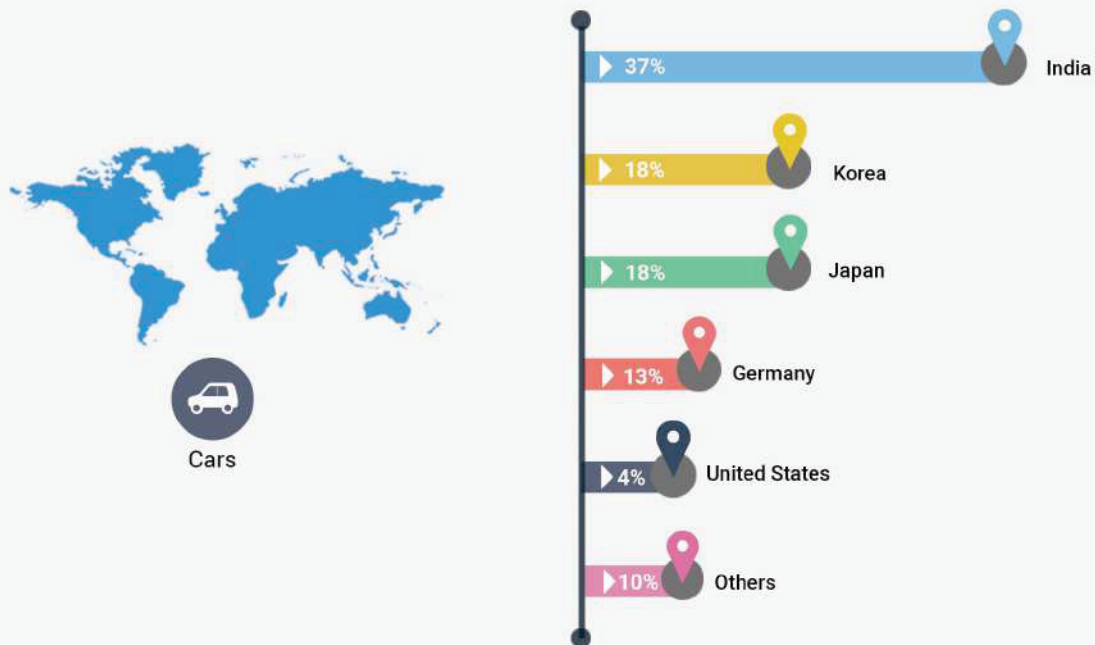
Cars by Color



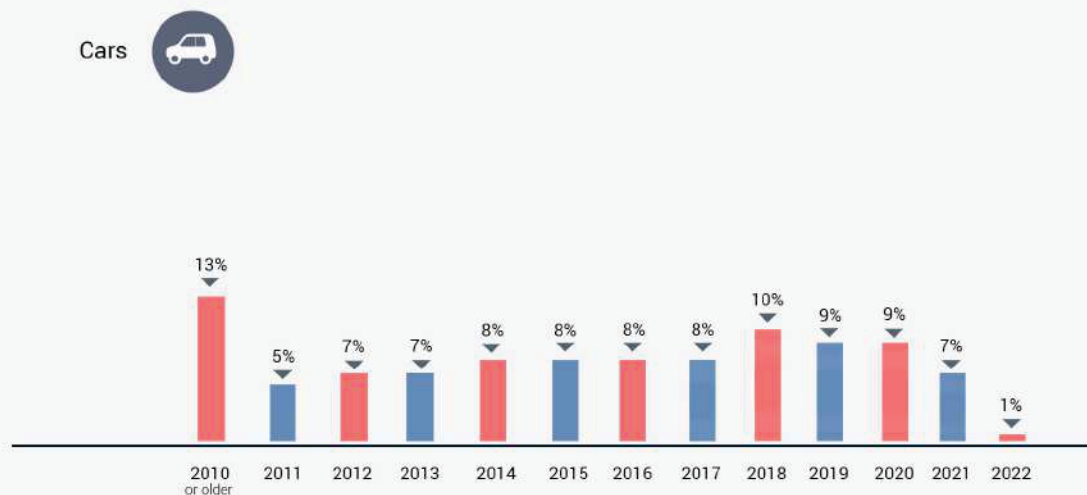
* Data on this page includes both cars & luxury cars

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Cars by Country of Origin of OEM



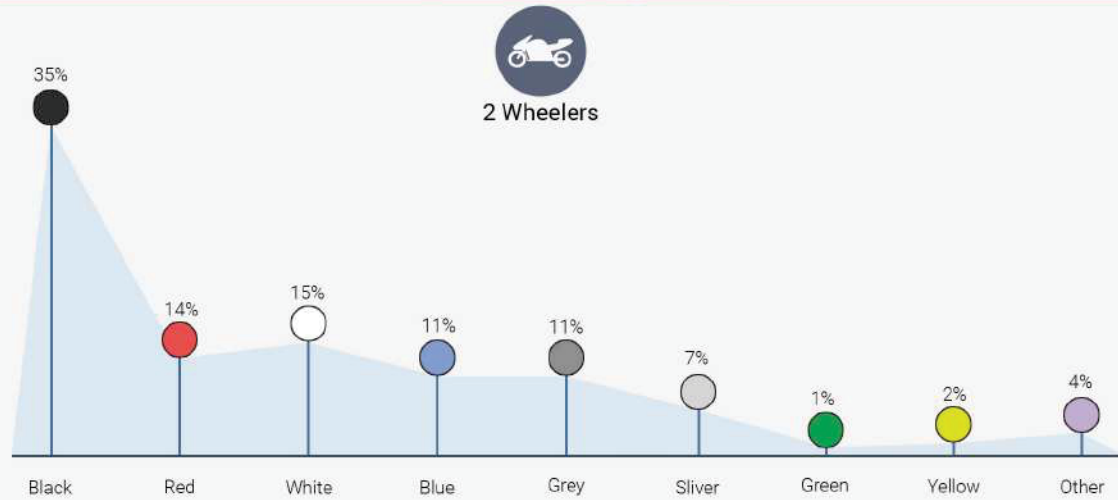
Cars sold by Year of Manufacture



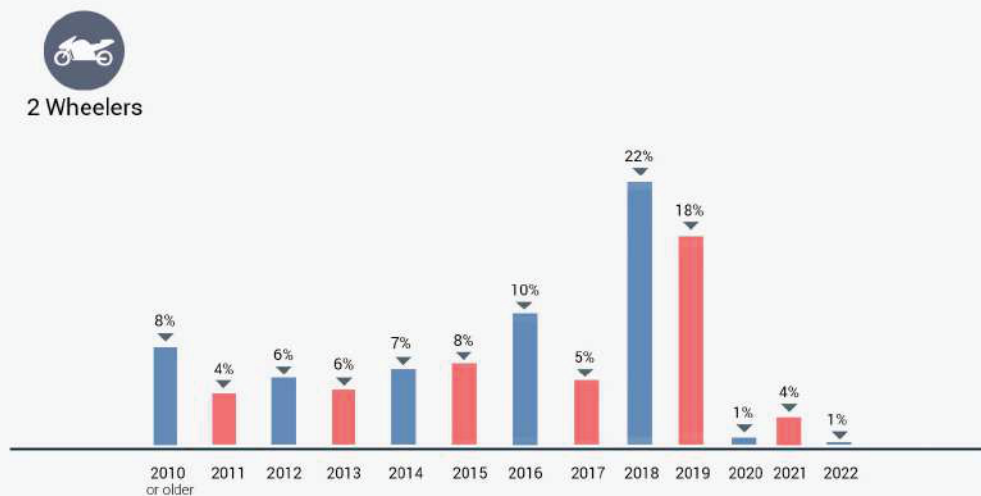
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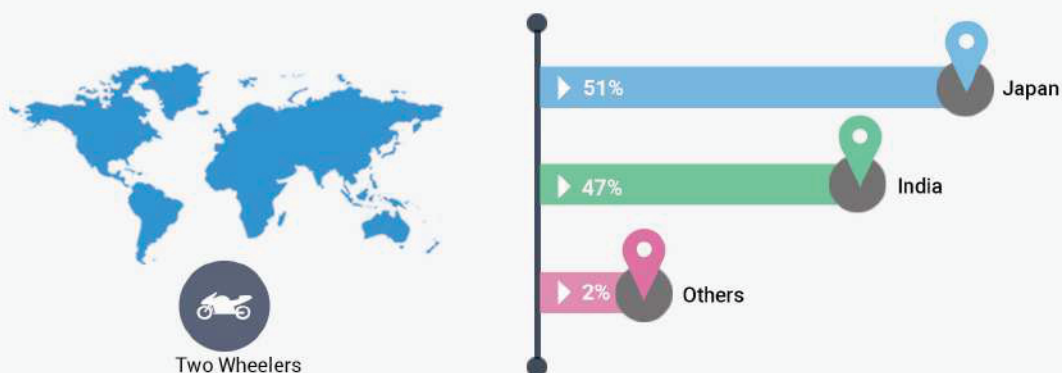
Two Wheelers by Color



Two Wheelers sold by Year of Manufacture



Two Wheelers by Country of Origin of OEM



* Data on this page includes bikes, superbikes & scooters

India Automobile E-Commerce Report

Top Cities

Top Cities

1	DELHI
2	BANGALORE
3	LUDHIANA
4	JAIPUR
5	AHMEDABAD
6	HYDERABAD
7	MUMBAI
8	PUNE
9	SURAT
10	HISSAR

Emerging Cities

1	GURGAON
2	FARIDABAD
3	GHAZIABAD
4	BHIWANI
5	KOLKATA
6	AJMER
7	VADODARA
8	SIRSA
9	FATEHABAD
10	SANGLI

About Droom

Droom is a technology and data science company that facilitates automobile buying and selling online through a combination of our automobile e-commerce platform and a vertically integrated proprietary products and services for the automobile industry.

We offer a 21st century e-commerce experience and we are one of the leading e-commerce platforms for used cars in India. We are the only major Indian player with a completely online transactional model and offer one of the largest selection of automobiles, 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 platform offers users convenience and a curated experience with automobile buying and selling, creating requirements, price discovery, booking, certifications, financing and doorstep delivery.

Leading automobile e-commerce platform providing curated experiences to buy & sell

200Mn+

Yearly Traffic

\$6.8Bn+

LTD GMV

22.9K+

Cloud Dealers

1,174+

Cities

566K+

LTD Automobiles Sold

\$15.04Bn+

Used Vehicle Listed GMV

6.3Mn+

FB Community

15.6Mn+

App Downloads



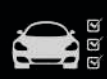
WIDE
SELECTION



LOW
PRICES



VERIFIED
SELLER



INSPECTED
VEHICLE



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