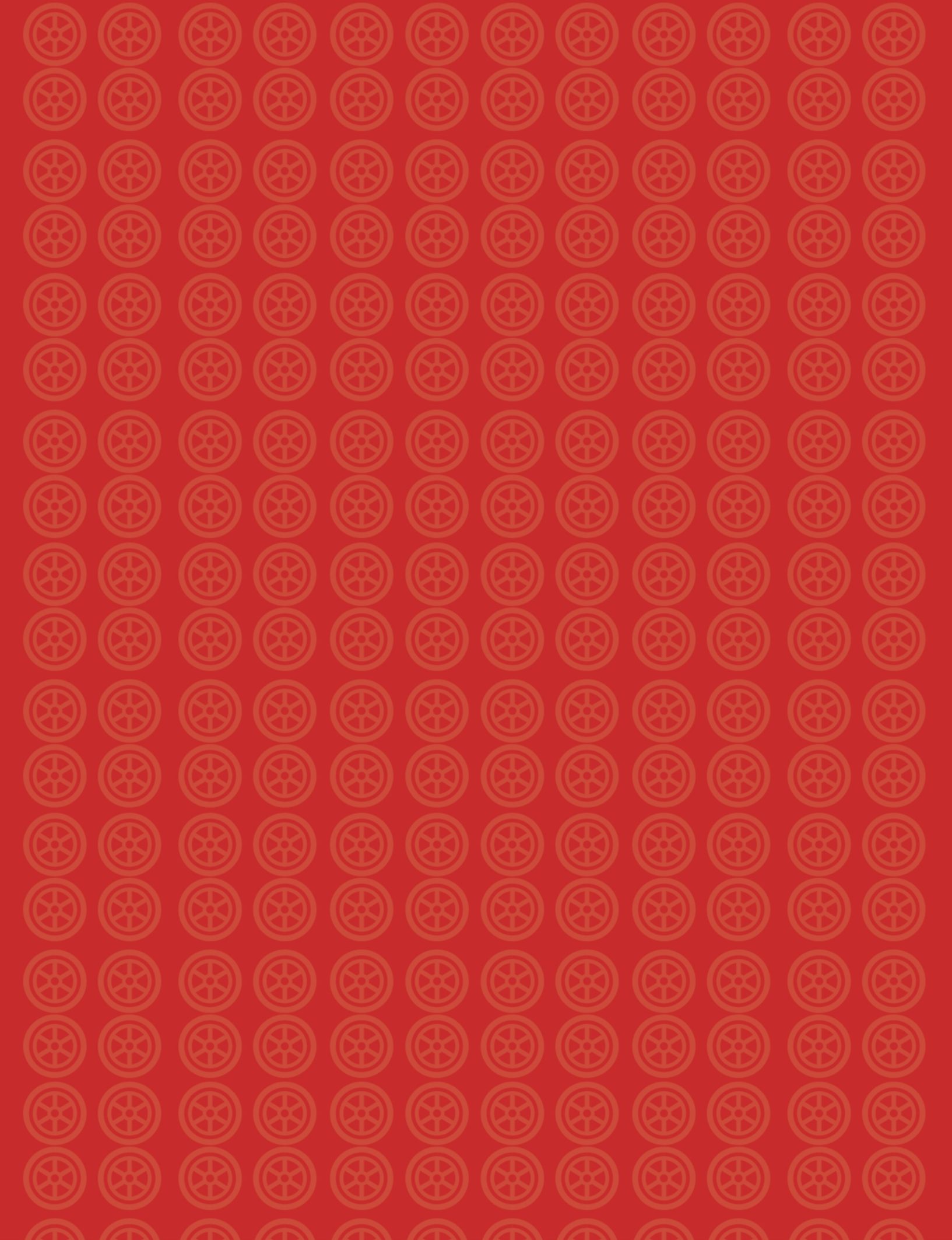


Droom's Automobile Report

Q1- CY 2015 to Q1- CY 2016



India's Most Trusted Motorplace



Droom's Automobile Online Report

Top Trends

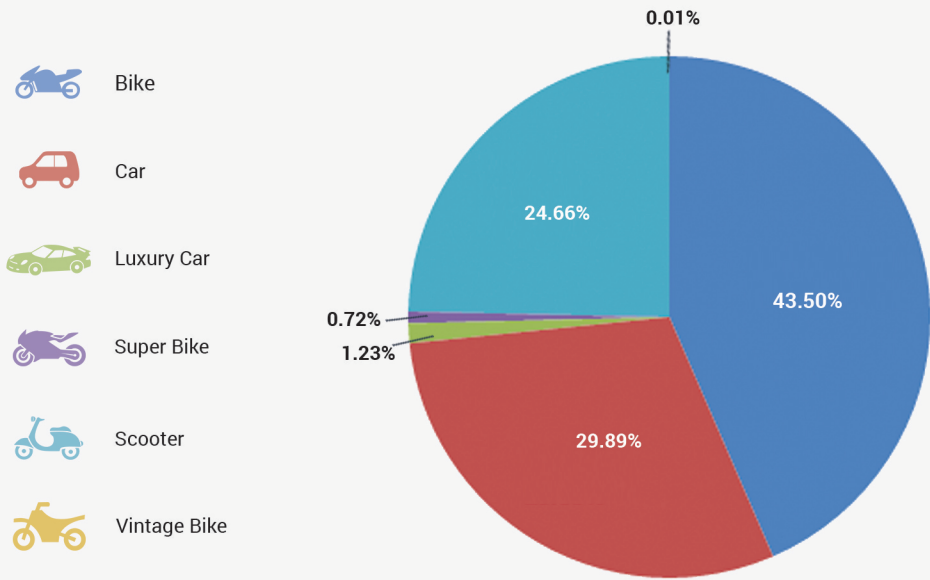
1	Most Famous Car: Hyundai i10
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: KTM Duke
5	Most Famous Luxury Car: BMW 5 Series
6	Most Famous Vehicle: Honda Activa
7	Royal Enfield: Bullets are back, Royal Enfield Electra and Royal Enfield Standard are Top Selling
8	Top 3 Emerging Cities: NCR, Pune & Jaipur
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: Suzuki Intuder M1800R - 16.5 Lacs

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






Droom's Automobile Online Report

Category Mix

(% breakdown based on online sales)

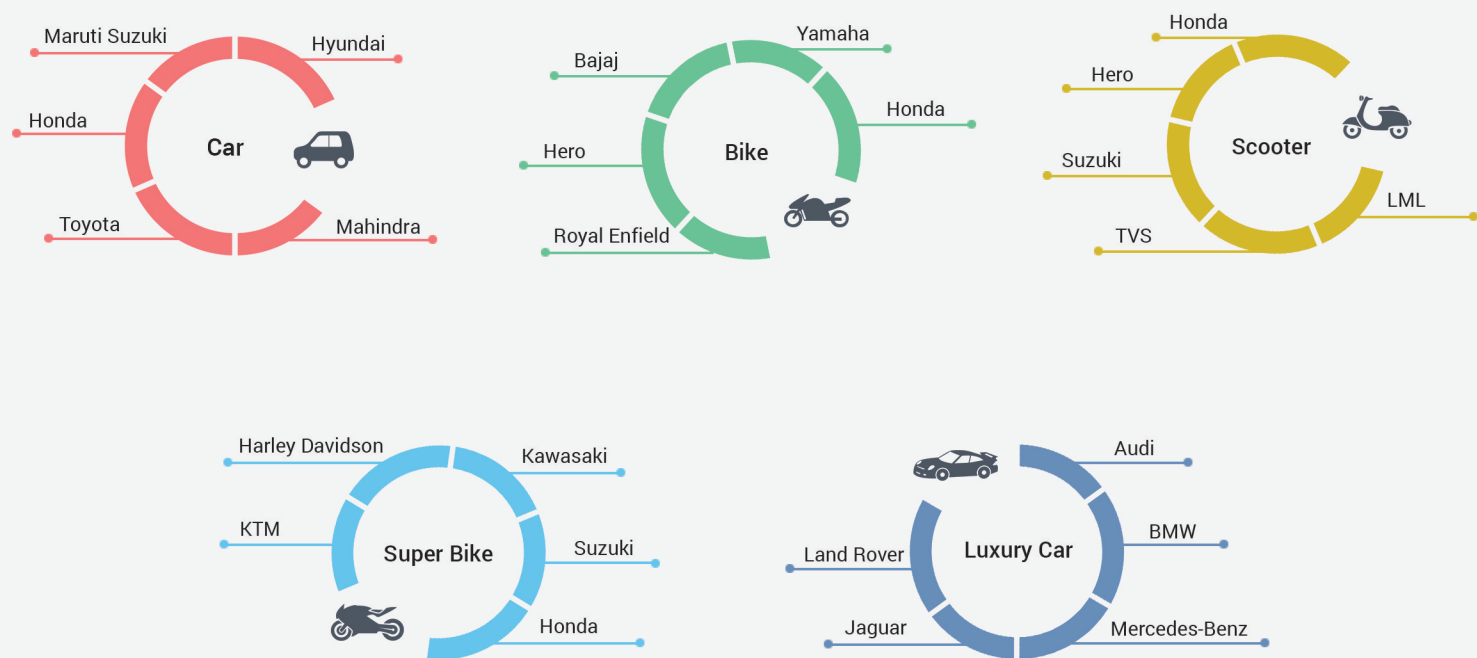


Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Hyundai i10	Bajaj Pulsar	Honda Activa	KTM Duke	BMW 5 Series
Maruti Suzuki Swift	Hero Passion Pro	Hero Maestro	Harley Davidson Street 750	Audi A4
Honda City	Bajaj Discover	Honda Aviator	KTM RC	BMW 3 Series
Hyundai Santro Xing	Yamaha FZs	Suzuki Access	Harley Davidson Iron 883	Mercedes-Benz E-Class
Maruti Suzuki Swift DZire	Bajaj Platina	TVS Jupiter	Kawasaki Ninja 650	Audi A6
Maruti Suzuki Wagon R	Hero Splendor Plus	Hero Pleasure	Harley Davidson Superlow	Mercedes-Benz C-Class
Hyundai i20	Royal Enfield Classic	Honda Activa 3G	Suzuki Hayabusa	BMW X1
Toyota Innova	Hero Splendor Pro	TVS Wego	Kawasaki Ninja	Audi Q3
Hyundai Verna	TVS Apache RTR	TVS Scooty PepPlus	Harley Davidson Dyna Fat	BMW X5
Maruti Suzuki SX4	Bajaj Avenger	Piaggio Vespa	Kawasaki Ninja 300	Audi Q5

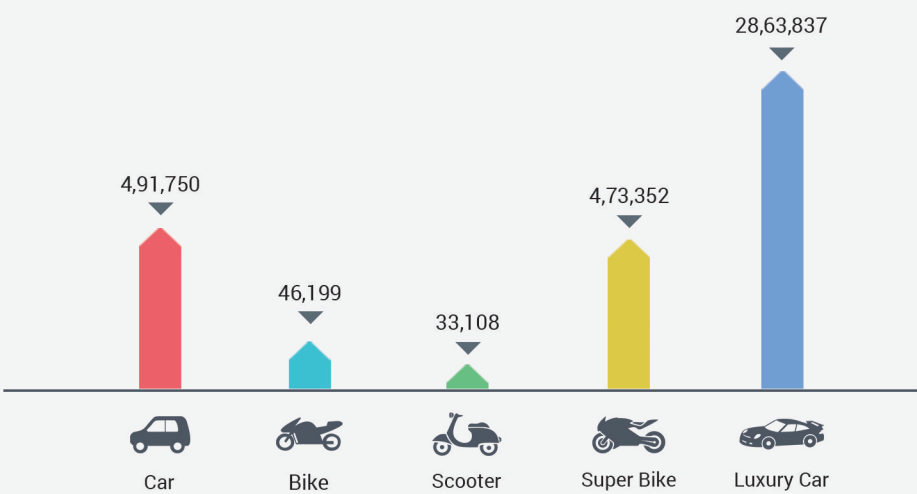
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Top 5 Makes by Category



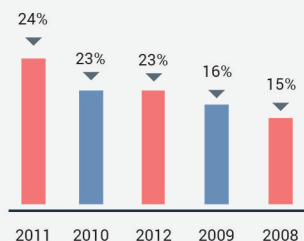
Average Selling Price of Used Automobiles

(In INR)

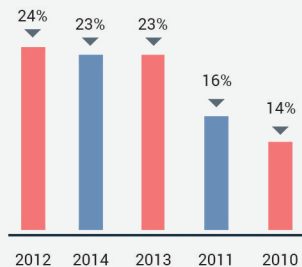


Droom's Automobile Online Report

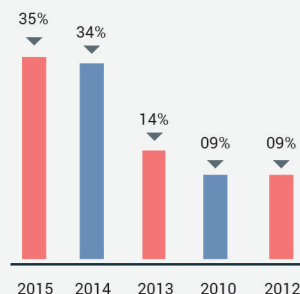
Most Popular Years by Category



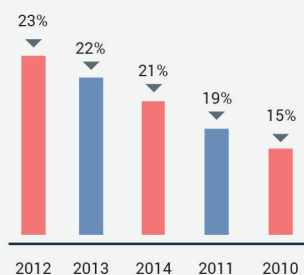
Car



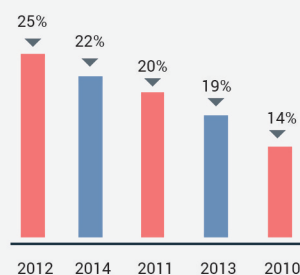
Scooter



Superbike



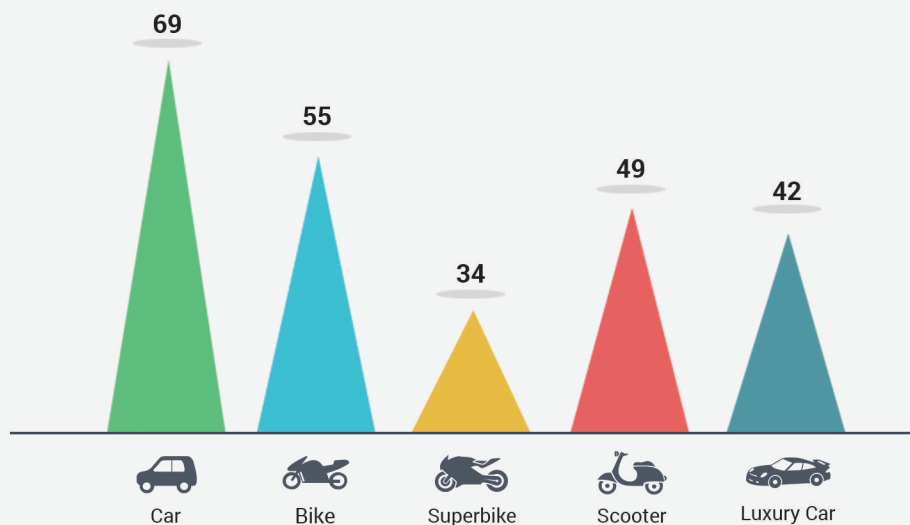
Bike



Luxury Car

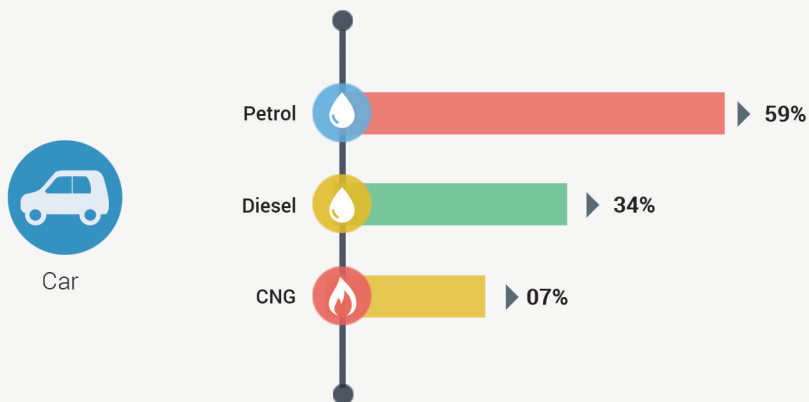
Average Duration of Ownership by Category

(In Months)



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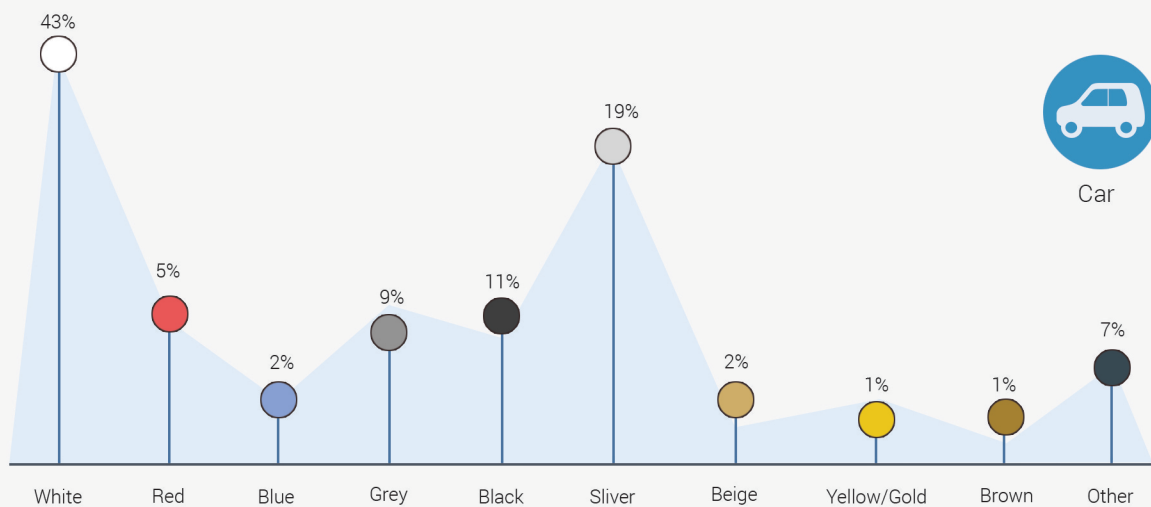
Cars by Fuel Type



Cars by Transmission Type



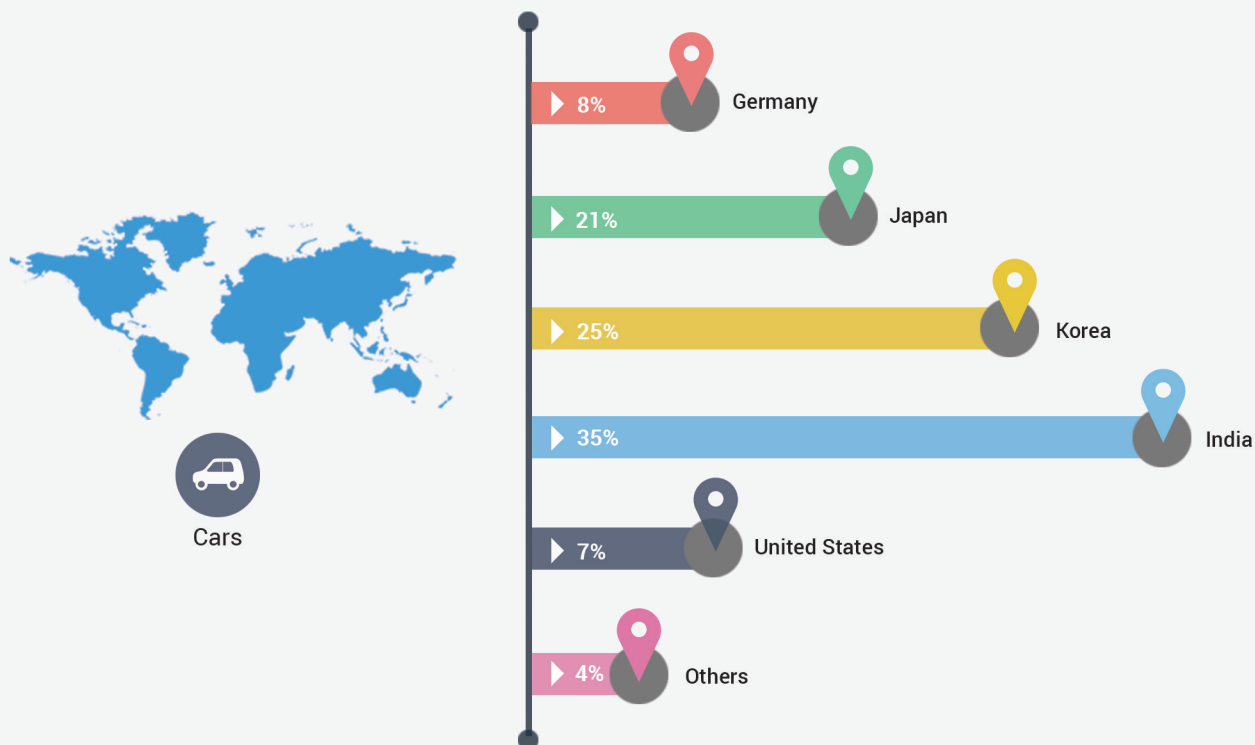
Cars by Color



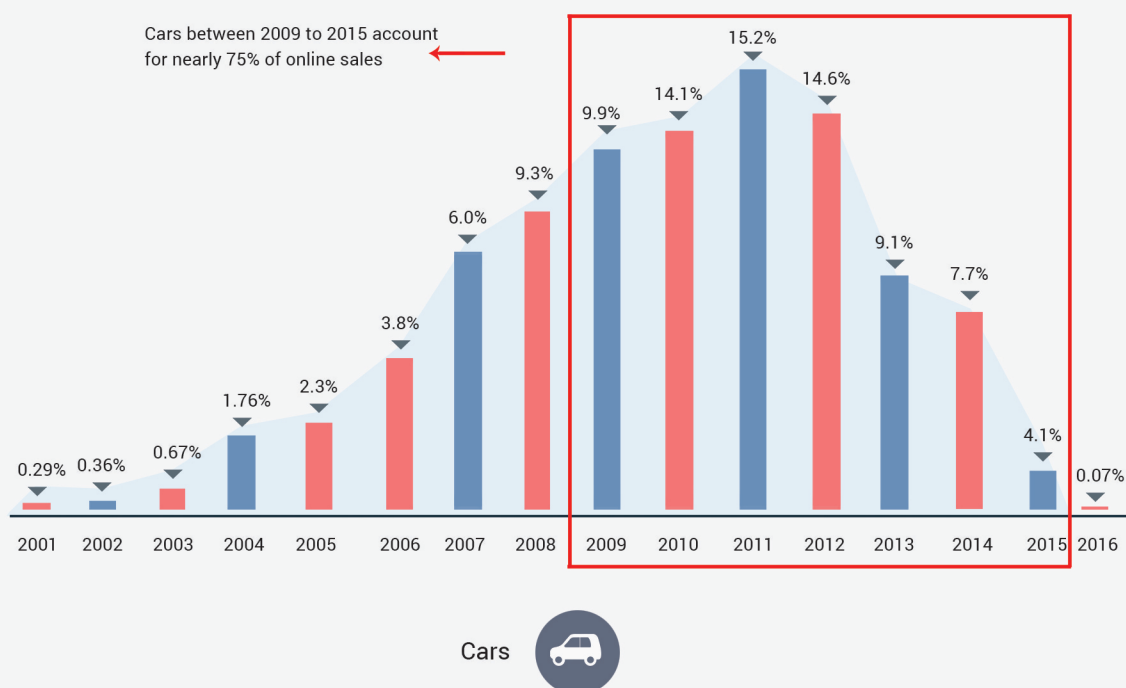
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Report

Cars by Country of Origin



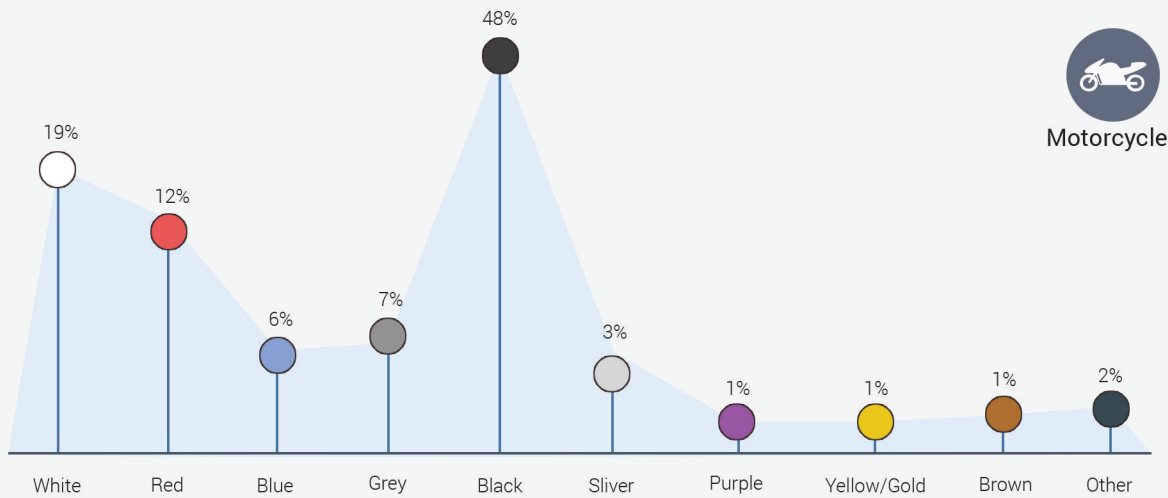
Cars by Year of Manufacture



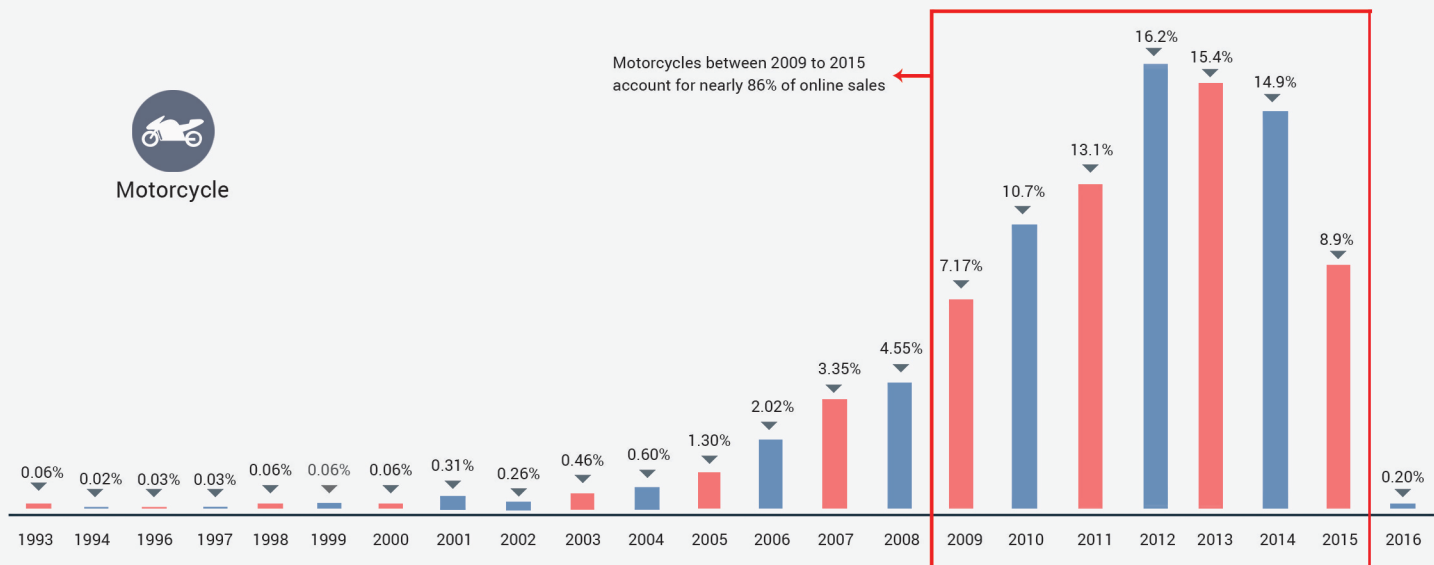
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Report

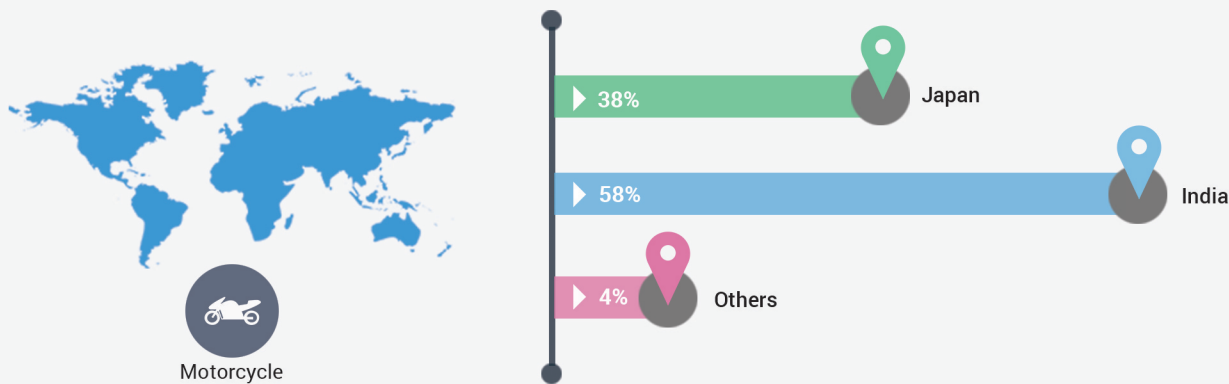
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

Droom's Automobile Online Report

Top 10 Cities

Top Cities

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

Emerging Cities

1	Chennai
2	Hyderabad
3	Kolkata
4	Bangalore
5	Udaipur
6	Nasik
7	Agra
8	Kanpur
9	Moradabad
10	Bhatinda

**This Data is Extracted from 15000 Transactions Worth Rs. 3.2 Billion That Took Place in Droom's Platform Between 1st April 2015 to 31st March 2016.*

About Us

Founded in April 2014 in Silicon Valley, droom is India's first online marketplace to buy and sell new and used automobiles and automobile services. Droom has taken a completely innovative and disruptive approach to build trust and pricing advantages for buyers.

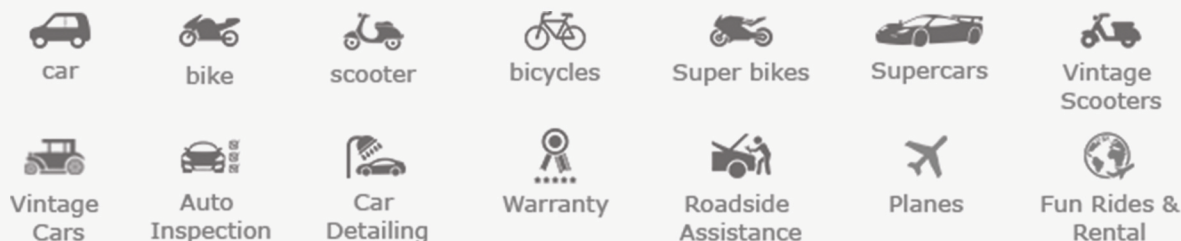
The current experience of buying and selling an automobile is completely broken, antiquated and full of pitfalls. Droom offers a truly 21st century experience in buying and selling automobiles. With its technology driven marketplace approach, droom enables transactions between buyers and sellers by bringing transparency, building trust, and mitigating information asymmetry. Droom is a mobile first marketplace with a presence on three platforms i.e. Android, iOS and Desktop.

Droom is among the fastest growing consumer Internet companies in India with 41k+ B2C sellers, 25k+ products, 62k+ listings, ₹1,920cr+ in listed GMV, 1.57 mil+ FB Community members (highest for any automobile community in India) and over 2.12mil+ downloads for mobile apps.

Droom is funded by some of the leading global venture investors and has a very strong and proven founding team with 75 years of combined experience in technology, Internet, E-Commerce and FMCG including 35 years in Silicon Valley. Droom has a team of 100+ in its offices in Gurgaon (India) and Silicon Valley (USA).

41k+	25k+	62k+	₹1,902 cr+	1.57 mil+	2.12 mil+
B2C SELLERS	PRODUCTS	LISTINGS	LISTED GMV	FB COMMUNITY	APP DOWNLOADS

Droom Categories



The 21st Century Auto Buying & Selling Experience is Here!

PRICING FORMATS

BEST % OFFER

FIXED PRICE

droom Auction

Droom Platform Programs

Full Circle Trust

droom Assist
Help Advise Support

Orange Book Value

MERCHANDIZING PORTFOLIO

HEART THROBBING DEAL

BULLET DEALS

EYE POPPING

NAIETING DEAL



WIDE
SELECTION



LOW
PRICES



VERIFIED
SELLER



INSPECTED
VEHICLE

Media Enquiry

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

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

Note: This report has been prepared by Droom's Market Insights & Analytics team. The data is extracted from approximately 15,000+ transactions worth Rs. 3.2 Billion that took place in droom's online platform between 1st April to 31th Mar 2016 .



WIDE
SELECTION



LOW
PRICES



VERIFIED
SELLER



INSPECTED
VEHICLE



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