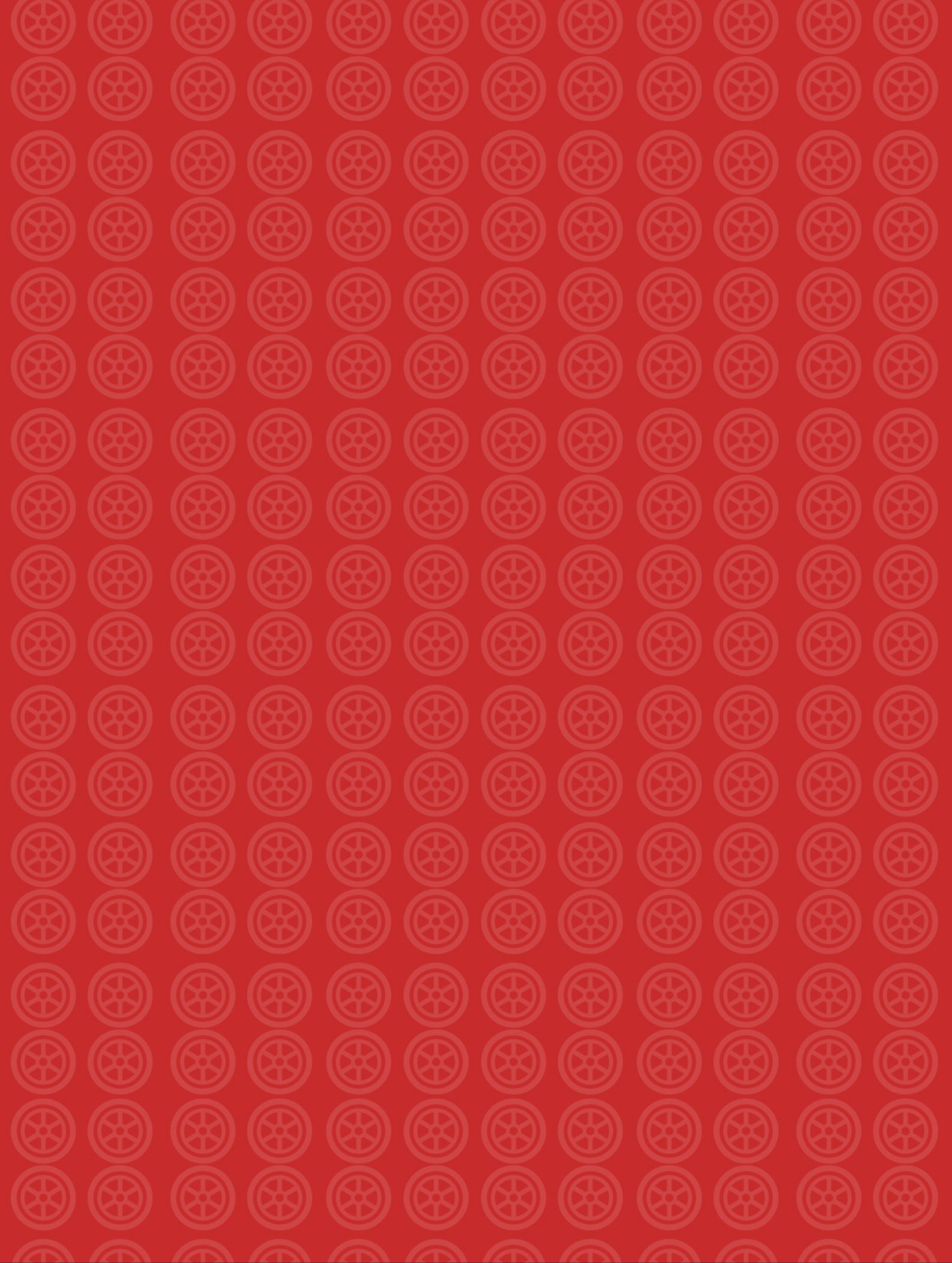


Droom's Automobile Online Half Yearly
H1-FY 2015



India's First Marketplace for Automobiles



Droom's Automobile Online Half Yearly

Top Trends

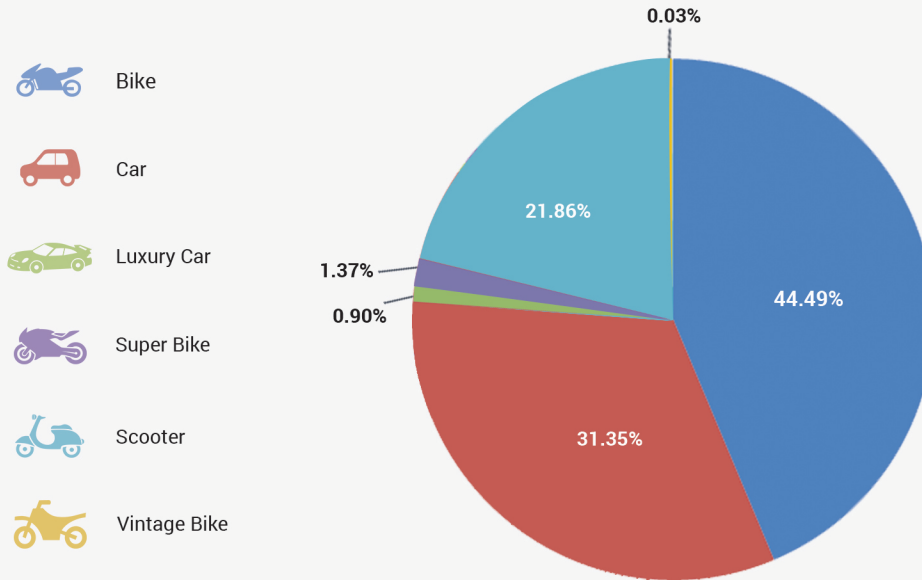
| | |
|----|---|
| 1 | Most Famous Car: Hyundai i10 |
| 2 | Most Famous Bike: Bajaj Pulsar |
| 3 | Most Famous Scooter: Honda Activa |
| 4 | Most Famous Superbike: KTM Duke |
| 5 | Most Famous Luxury Car: BMW 5 Series |
| 6 | Most Most Famous: Honda Activa |
| 7 | Royal Enfield: Bullets are back, Royal Enfield Electric and Royal Enfield Standard are Top Selling |
| 8 | NCR, Bangalore & Chennai: Top 3 Emerging Cities for 2 Wheelers |
| 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 Hayabusa - 13 Lacs |

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

Droom's Automobile Online Half Yearly

Category Mix

(% breakdown based on online sales)

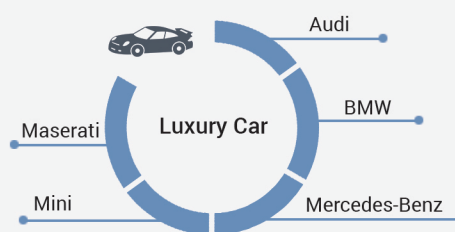
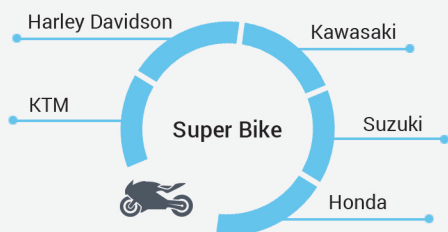
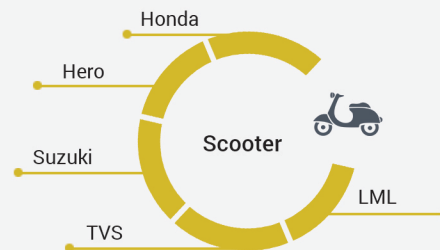
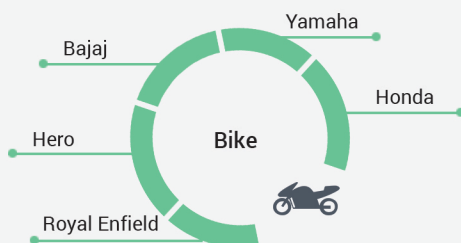
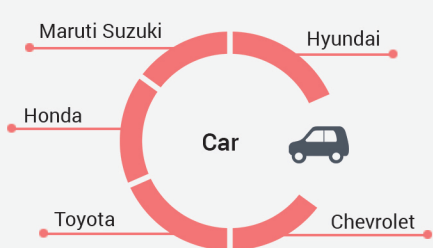


Top 10 Best Selling by Category

| 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 | KTM RC | Audi Q3 |
| Hyundai Santro Xing | Bajaj Discover | Honda Aviator | Harley Davidson Street 750 | BMW 3 Series |
| Maruti Suzuki Wagon R | Yamaha FZs | Suzuki Access | Kawasaki Ninja 650 | Audi A6 |
| Honda City | Royal Enfield Classic | TVS Jupiter | Harley Davidson Superlow | Mercedes-Benz E-Class |
| Maruti Suzuki Swift DZire | Bajaj Platina | Hero Pleasure | Harley Davidson Iron 883 | Audi A4 |
| Hyundai I20 | Yamaha YZF15 | LML LML NV spl | Kawasaki Ninja | BMW 7 Series |
| Maruti Suzuki SX4 | TVS Apache RTR | Honda Eterno | Suzuki Hayabusa | Audi Q5 |
| Toyota Innova | Royal Enfield Standard | TVS Wego | Harley Davidson Dyna Fat | Mercedes-Benz C-Class |
| Hyundai Verna | Royal Enfield Electra | Piaggio Vespa | Honda CBR 1000 R | BMW X1 |

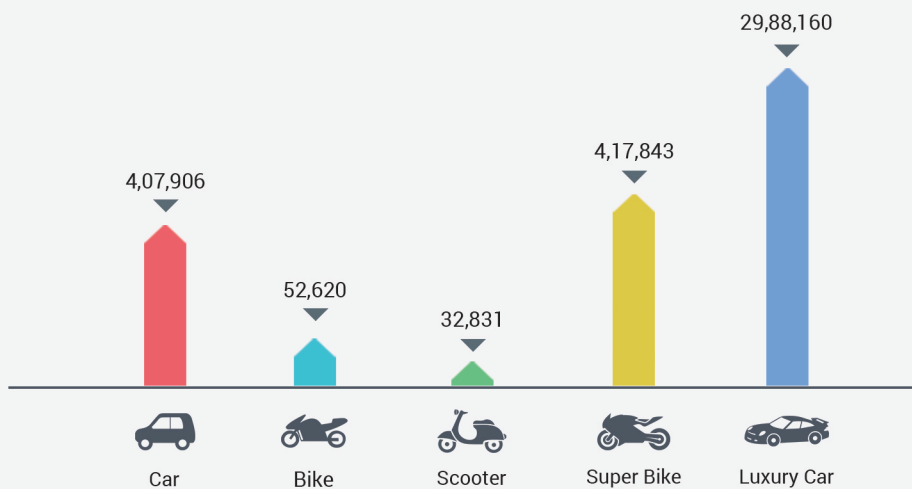
Droom's Automobile Online Half Yearly

Top 5 Makes by Category



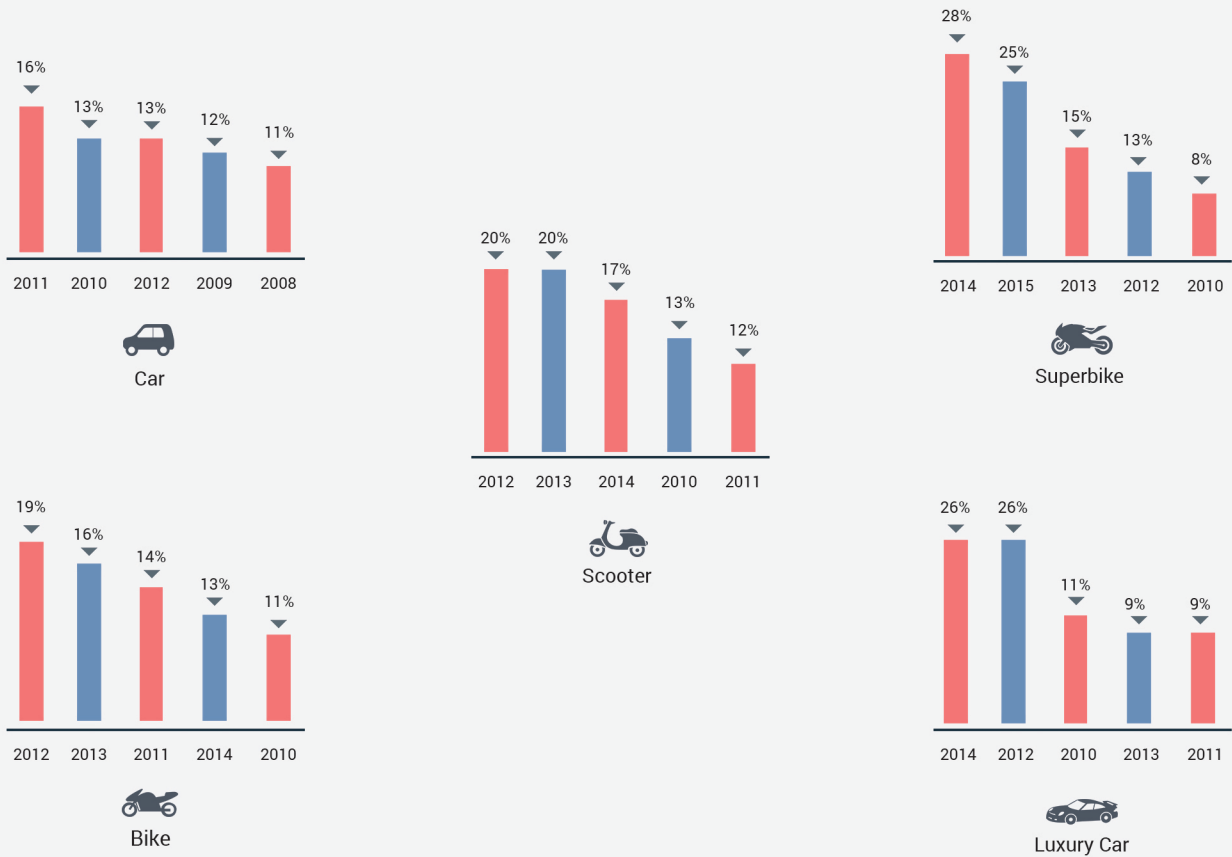
Average Selling Price of Used Automobiles

(In INR)



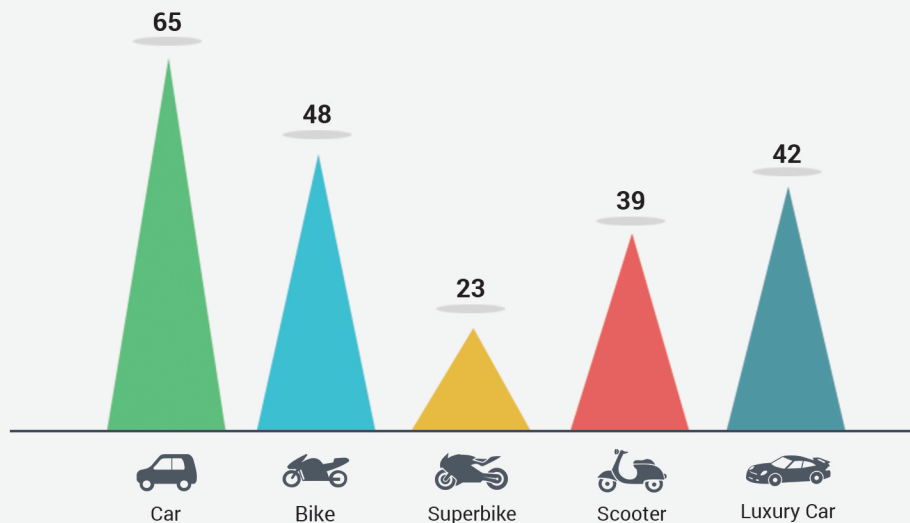
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Most Popular Years by Category



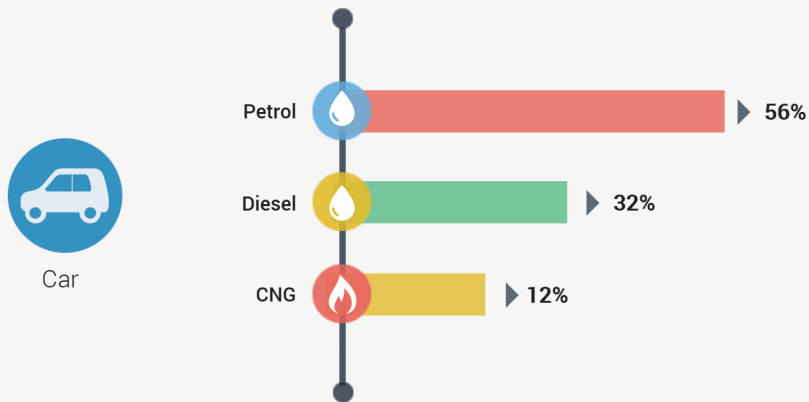
Average Duration of Ownership by Category

(In Months)



Droom's Automobile Online Half Yearly

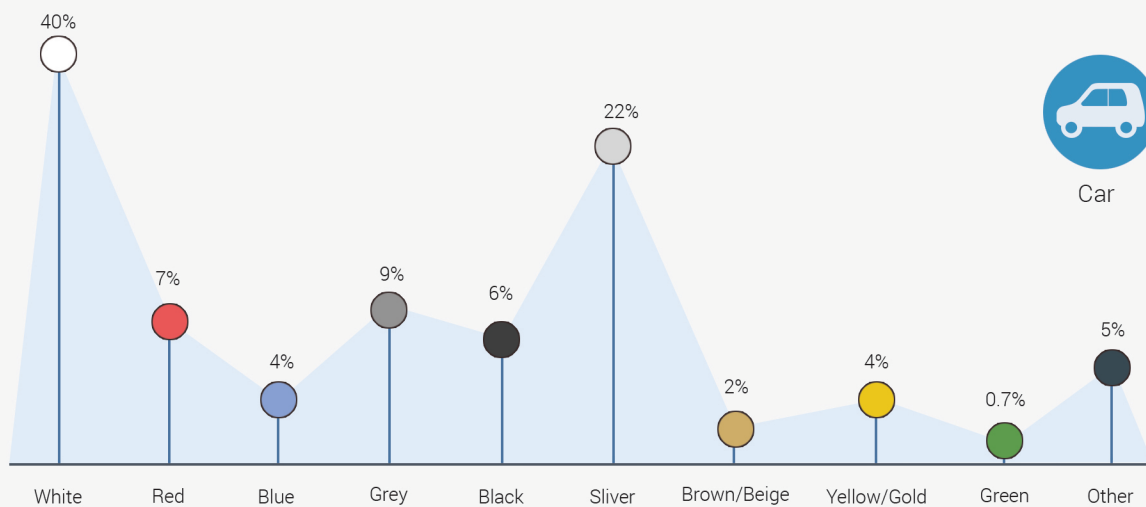
Cars by Fuel Type



Cars by Transmission Type



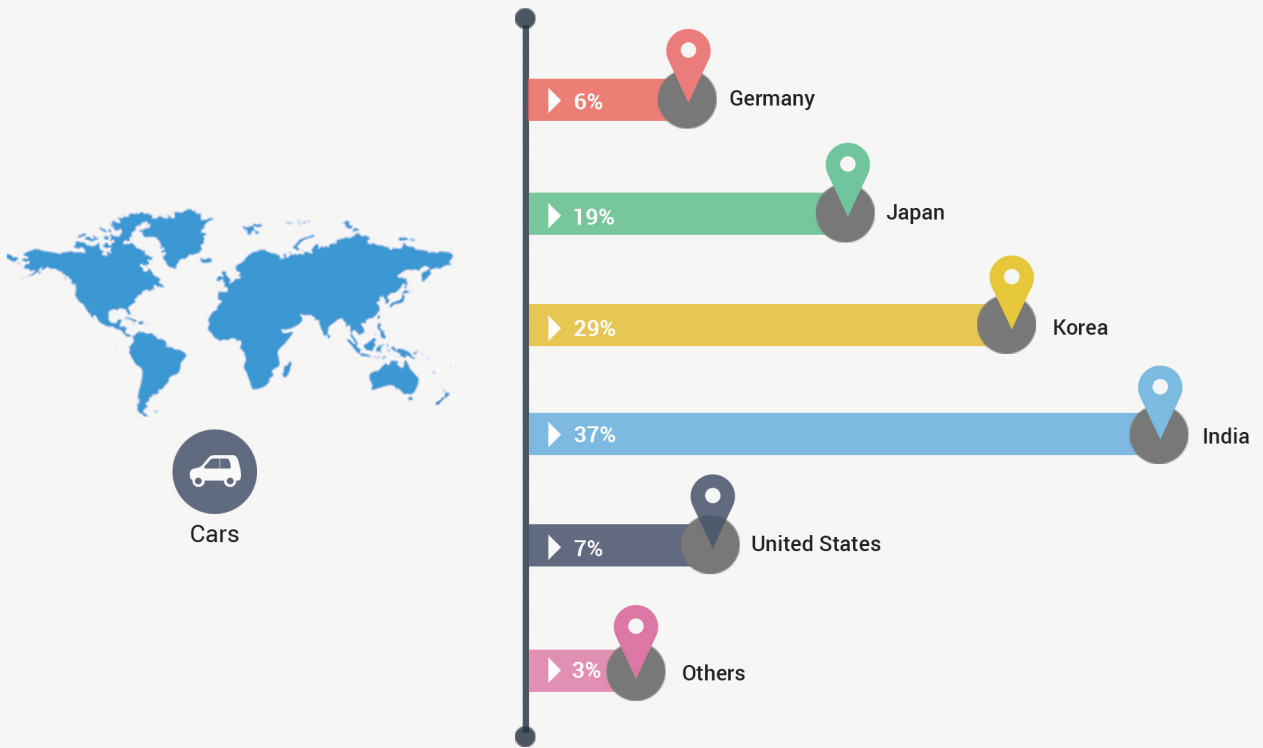
Cars by Color



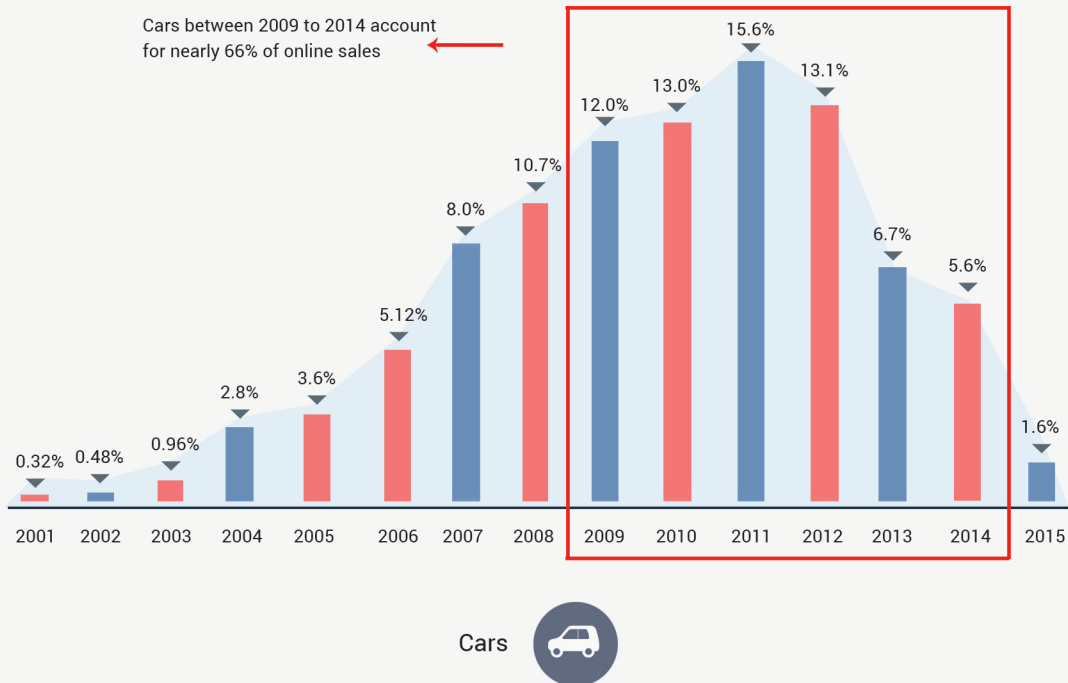
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Half yearly

Cars by Country of Origin



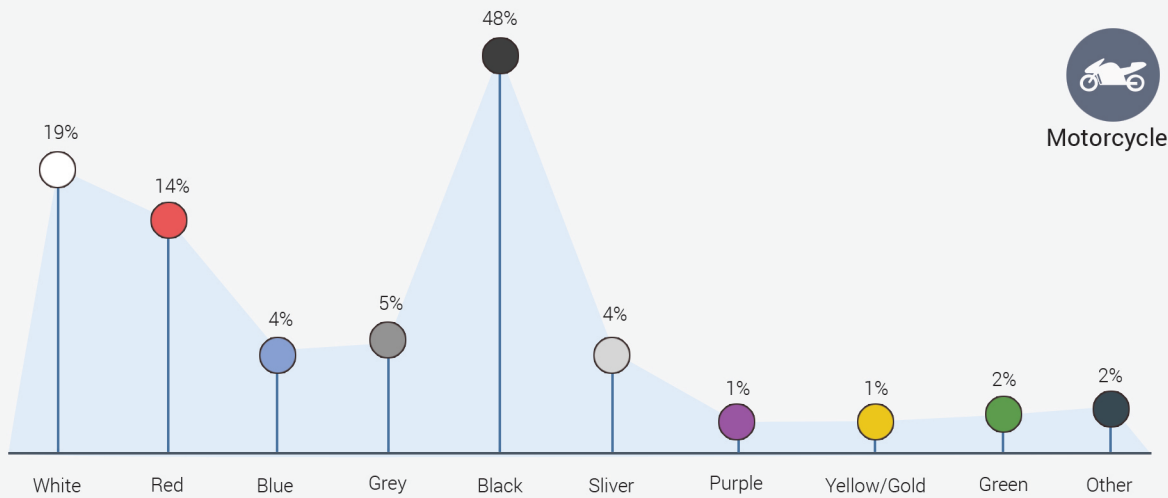
Cars by Year of Manufacture



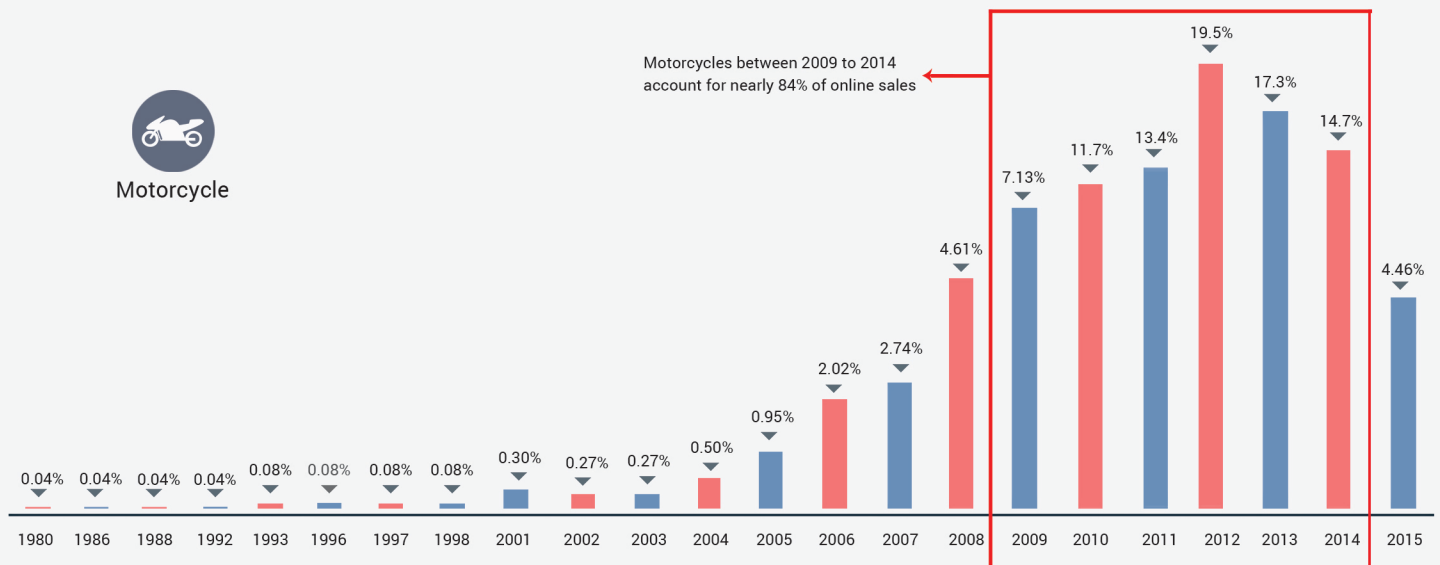
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Half Yearly

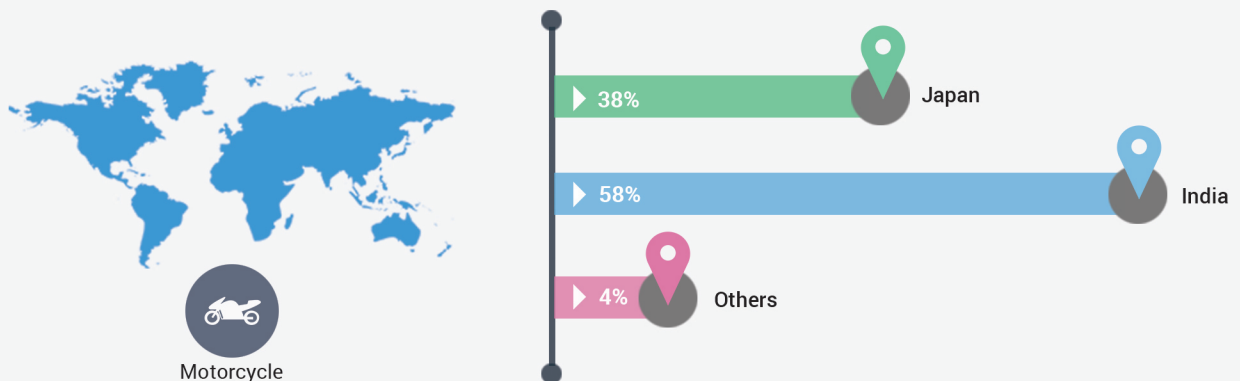
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

Droom's Automobile Online Half Yearly

Top 10 Cities

Top Cities

| | |
|----|------------|
| 1 | Delhi |
| 2 | Mumbai |
| 3 | Jaipur |
| 4 | Kolkata |
| 5 | Hydrebad |
| 6 | Lucknow |
| 7 | Bangalore |
| 8 | Chandigarh |
| 9 | Bhopal |
| 10 | Chennai |

Emerging Cities

| | |
|----|-----------|
| 1 | Ludhiana |
| 2 | Ahmedabad |
| 3 | Patna |
| 4 | Surat |
| 5 | Gurgaon |
| 6 | Indore |
| 7 | Kanpur |
| 8 | Agra |
| 9 | Srinagar |
| 10 | Allahabad |

**This data is extracted from 5000 transactions worth Rs. 100 Cr that took place in droom's platform between 1st april 2015 to 30th september 2015.*

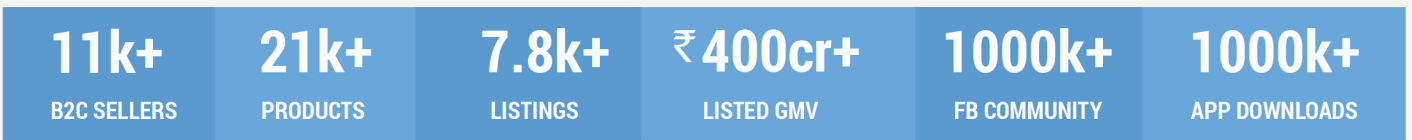
About Us

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 11k+ B2C sellers, 15k+ products, 7.8k+ listings, ₹400cr+ in listed GMV, 1000k+ FB Community members (highest for any automobile community in India) and over 1000k+ 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).



Droom Categories



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



WIDE SELECTION



LOW PRICES



VERIFIED SELLER



INSPECTED VEHICLE

Media Enquiry

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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 5000+ transactions worth Rs. 100 Cr that took place in droom's online platform between 1st April to 30th Sep 2015 .



India's First Marketplace for Automobiles



WIDE SELECTION



LOW PRICES



VERIFIED SELLER



INSPECTED VEHICLE



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