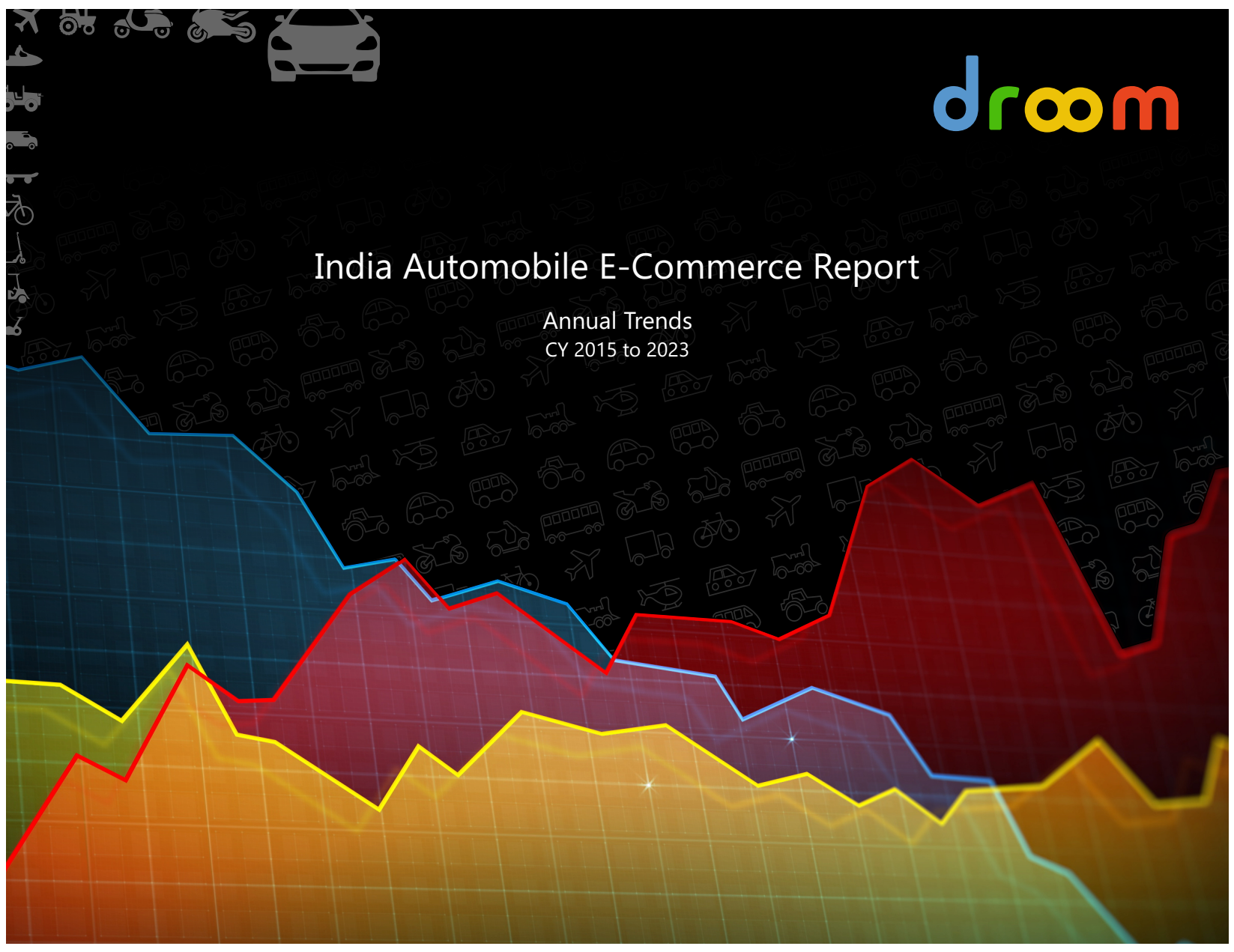


India Automobile E-Commerce Report

Annual Trends
CY 2015 to 2023



Top Trends



India Automobile E-Commerce Report Annual Trend

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	Grey
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 Enfield Interceptor	Rolls Royce Phantom EWB	Mercedes-Benz E-Class	Kawasaki Ninja H2	White	Black	White
2023	Maruti Suzuki Swift	Royal Enfield Classic	Suzuki Access	Kawasaki Ninja	Royal-Royce Phantom EWB	Mercedes-Benz E-Class	Harley-Davidson Street Rod	White	Black	White

Category Mix



2015

2016

2017

2018

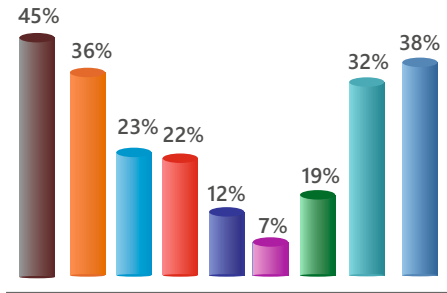
2019

2020

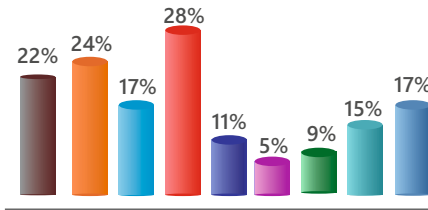
2021

2022

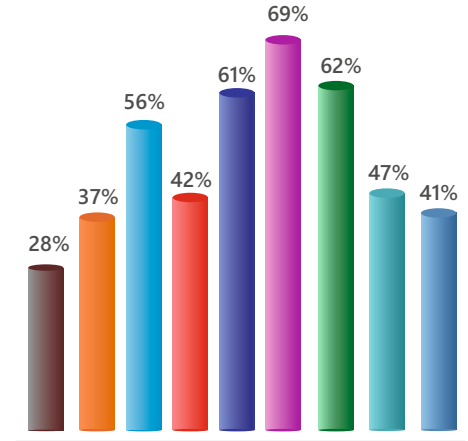
2023



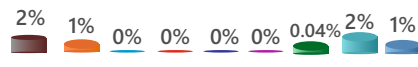
Bike



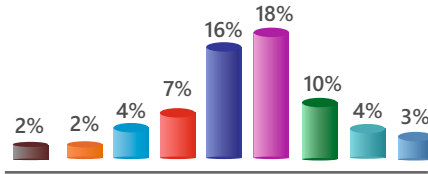
Scooter



Car



Super Bike



Luxury Car

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

India Automobile E-Commerce Report

Annual Trend



Car

2015

Hyundai i10
Maruti Suzuki Swift Dzire
Hyundai Santra Xing
Maruti Suzuki Swift
Honda City

2016

Maruti Suzuki Swift
Maruti Suzuki Swift Dzire
Toyota Innova
Hyundai i10
Honda City

2017

Maruti Swift
Maruti Suzuki Dzire
Toyota Innova
Honda City
Hyundai i10

2018

Maruti Suzuki Swift
Maruti Suzuki Swift Dzire
Toyota Innova
Toyota Fortuner
Honda City

2019

Toyota Fortuner
Maruti Suzuki Swift Dzire
Toyota Innova
Toyota Innova Crysta
Maruti Suzuki Wagon R

2020

Maruti Suzuki-Swift Dzire
Toyota-fortuner
Maruti Suzuki-Swift
Toyota-innova crysta
Hyundai-creta

2021

Hyundai Creta
Maruti Suzuki Vitara Brezza
Toyota Fortuner
Toyota Innova Crysta
Mahindra XUV 500

2022

Hyundai Creta
Kia Seltos
Maruti Suzuki Vitara Brezza
Toyota Innova Crysta
Toyota Fortuner

2023

Maruti Suzuki Swift
Honda City
Toyota Fortuner
Hyundai Creta
Toyota Innova Crysta



Bike

Bajaj Pulsar
Hero Passion Pro
Bajaj Discover
Yamaha Fzs
Royal Enfield Classic

Bajaj Pulsar
Hero Passion Pro
Bajaj Discover
TVS Apache RTR
Yamaha Fzs

Bajaj Pulsar
Hero Passion Pro
Bajaj Discover
Hero Splendor Plus
Hero Splendor Pro

Hero Splendor Plus
Honda CB Shine
Hero Passion Pro
Bajaj Pulsar
Hero Passion Pro 13s

Bajaj Pulsar
Hero Splendor Plus
Hero Passion Pro
Tvs Apache RTR
Royal Enfield Classic

Bajaj Pulsar
Honda Apache RTR
Hero Honda Splendor Plus
Royal Enfield Classic
Bajaj Avenger

Bajaj Pulsar
TVS Apache RTR
Bajaj Pulsar NS
Bajaj Avenger
Hero Splendor Plus

Bajaj Pulsar
Hero Splendor Plus
Bajaj Pulsar NS
TVS Apache RTR
Honda CB Shine

Royal Enfield Classic
Hero Splendor Plus
Bajaj Pulsar
TVS Apache RTR
Bajaj Avenger



Scooter

Honda Activa
Hero Maestro
Honda Aviator
Suzuki Access
Hero Pleasure

Honda Activa
Hero Maestro
Suzuki Access
Honda Aviator
TVS Jupiter

Honda Activa
TVS Jupiter
Suzuki Access
Hero Maestro
Honda Activa 3G

Honda Activa 5g
Honda Activa
Honda Activa125
TVS Jupiter
Honda Activa 4g

Honda Activa
Tvs Jupiter
Honda Activa 3G
Suzuki Access
Honda Activa 4G

Honda Activa
Honda Activa 3G
TVS Jupiter
Suzuki Access
Honda Activa 5G

Honda Activa 3G
TVS Jupiter
Suzuki Access
Honda Activa
Honda Dio

Honda Activa 5G
Suzuki Access
TVS Jupiter
Honda Activa 6G
Honda Dio

Suzuki Access
TVS Jupiter
Honda Activa
Honda Activa 3G
Honda Activa 5G



Super Bike

KTM Duke
KTM RC
Harley Davidson Street 750
Harley Davidson Superlow
Suzuki Hayabusa

KTM RC
Harley Davidson Iron 883
Hyosung GT250R
Kawasaki Z800
Kawasaki Ninja 650

Harley Davidson Street 750
Suzuki Hayabusa
Kawasaki Ninja 650
Hyosung GT250r
Harley Davidson Sportster 883

Harley Davidson Street 750
Benelli TNT600i
Kawasaki Ninja
Benelli TNT 300
Harley Davidson Street 750

Harley Davidson Street 750
Harley Davidson Iron 883
Benelli TNT 600i
Harley Davidson Sportster 883
Benelli TNT 300

Hyosung Aquila Pro gv650
Harley Davidson Street 750
Suzuki Hayabusa
Harley Davidson Forty Eight
Kawasaki Ninja

Harley Davidson Street Rod
Kawasaki Ninja
Royal Enfield Interceptor
Hyosung GT250R
Benelli TNT 300

Royal Enfield Interceptor
Harley-davidson Street 750
Kawasaki Ninja ZX-10R
Kawasaki Ninja
BenelliTNT 300

Kawasaki Ninja
Harley-Davidson Street 750
Benelli TNT 300
Royal Enfield Interceptor
Hyosung GT250R



Super Car

Audi A4
BMW 5 Series
Mercedes-Benz E-Class
Mercedes-Benz C-Class
BMW 3 Series

Audi A4
Mercedes C Class
BMW 3 Series
Mercedes E Class
BMW X1

Audi A4
Mercedes E-Class
Audi A6
Audi Q3
Audi Q7

BMW 5 Series
Mercedes Benz E Class
Mercedes Benz C-Class
Audi A4
BMW 3 Series

Mercedes Benz E-Class
Mercedes Benz C-Class
BMW 3 Series
BMW 5 Series
BMW X1 Series

Mercedes Benz E class
Mercedes-Benz C class
BMW 5 Series
Audi Q3
Audi A4






Mercedes Benz E-Class
BMW-5 Series
Mercedes-Benz C-Class
BMW X1
Jeep Compass

Mercedes-Benz E-Class
Jeep Compass
Mercedes-Benz C-Class
BMW 5 Series
BMW X1

Mercedes-Benz E-Class
Mercedes-Benz C-Class
BMW 5 Series
Mercedes-Benz S-Class
BMW X5

Top 5 Makes by Category

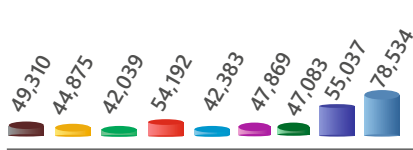


	 Car	 Bike	 Scooter	 Super Bike	 Super Car
2015	Maruti Suzuki Hyundai Honda Toyota Chevrolet	Bajaj Hero Yamaha Royal Enfield Honda	Honda Hero TVS Suzuki LML	KTM Harley Davidson Kawasaki Hyosung Suzuki	BMW Audi Mercedes-Benz Land Rover Jaguar
2016	Maruti Suzuki Hyundai Toyota Mahindra Volkswagen	Hero Bajaj 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
2023	Maruti Suzuki Hyundai Toyota Honda Renault	Royal Enfield Hero Bajaj Yamaha TVS	Honda TVS Suzuki Hero Yamaha	Royal Enfield Hyosung Benelli BMW Kawasaki	Mercedes-Benz BMW Audi Land Rover Porsche

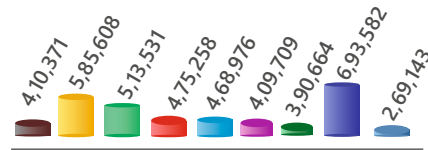
Note: Last 9 years data

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

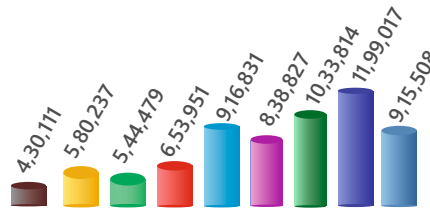
Average Selling Price of Used Automobiles (In INR)



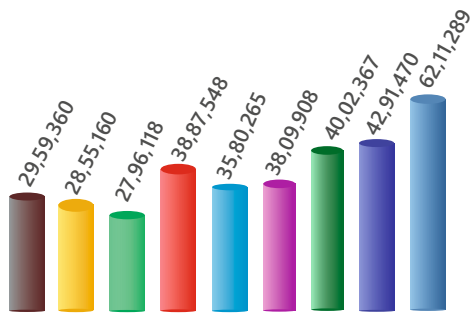
Bike



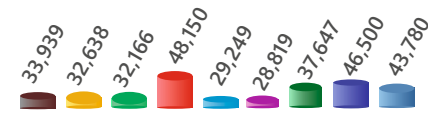
Super Bike



Car



Luxury Car



Scooter

Most Popular Years by Category (In %)



Car

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
Others	70%	50%	42%	32%	32%	16%	4%	4%	10%
2012	14%	16%	17%	14%	8%	7%	3%	24%	4%
2013	8%	13%	13%	14%	8%	8%	3%	16%	3%
2014	6%	11%	12%	13%	12%	9%	4%	13%	5%
2015	2%	9%	9%	12%	11%	11%	7%	12%	9%
2016		2%	5%	8%	8%	9%	11%	9%	12%
2017			1%	6%	10%	11%	11%	6%	13%
2018				2%	8%	16%	15%	5%	10%
2019					2%	12%	18%	3%	10%
2020						3%	17%	2%	13%
2021							6%	2%	6%
2022								3%	4%
2023									1%



Bike

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
Others	46%	42%	34%	26%	21%	20%	12%	3%	5%
2012	18%	14%	13%	10%	9%	8%	8%	10%	2%
2013	16%	14%	13%	11%	10%	7%	5%	7%	3%
2014	14%	15%	14%	12%	12%	9%	6%	9%	3%
2015	6%	11%	13%	14%	13%	10%	10%	18%	6%
2016		3%	10%	14%	14%	21%	23%	10%	9%
2017			3%	10%	13%	9%	9%	8%	12%
2018				2%	8%	9%	11%	9%	14%
2019					1%	6%	9%	6%	15%
2020						1%	4%	5%	11%
2021							1%	5%	10%
2022								11%	8%
2023									2%



Scooter

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
Others	35%	33%	26%	17%	15%	13%	4%	5%	9%
2012	20%	16%	13%	10%	9%	6%	3%	9%	4%
2013	19%	16%	15%	12%	10%	6%	2%	3%	4%
2014	19%	17%	16%	14%	12%	8%	3%	4%	5%
2015	8%	14%	17%	18%	16%	14%	7%	37%	9%
2016		4%	12%	16%	17%	25%	63%	12%	10%
2017			2%	9%	14%	11%	3%	8%	12%
2018				2%	8%	11%	9%	9%	16%
2019					1%	5%	4%	4%	15%
2020						0%	1%	2%	7%
2021							0%	3%	5%
2022								4%	4%
2023									0%



Luxury Car

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
Others	40%	38%	35%	19%	15%	12%	8%	3%	8%
2012	20%	17%	18%	11%	8%	6%	4%	15%	4%
2013	13%	16%	15%	14%	10%	8%	6%	12%	6%
2014	22%	16%	13%	14%	11%	9%	5%	13%	8%
2015	6%	12%	11%	14%	12%	10%	6%	13%	9%
2016		2%	6%	11%	10%	9%	6%	9%	9%
2017			2%	12%	13%	13%	9%	7%	12%
2018				5%	14%	15%	12%	6%	15%
2019					7%	14%	19%	5%	13%
2020						5%	15%	6%	8%
2021							8%	4%	6%
2022								7%	2%
2023									0%



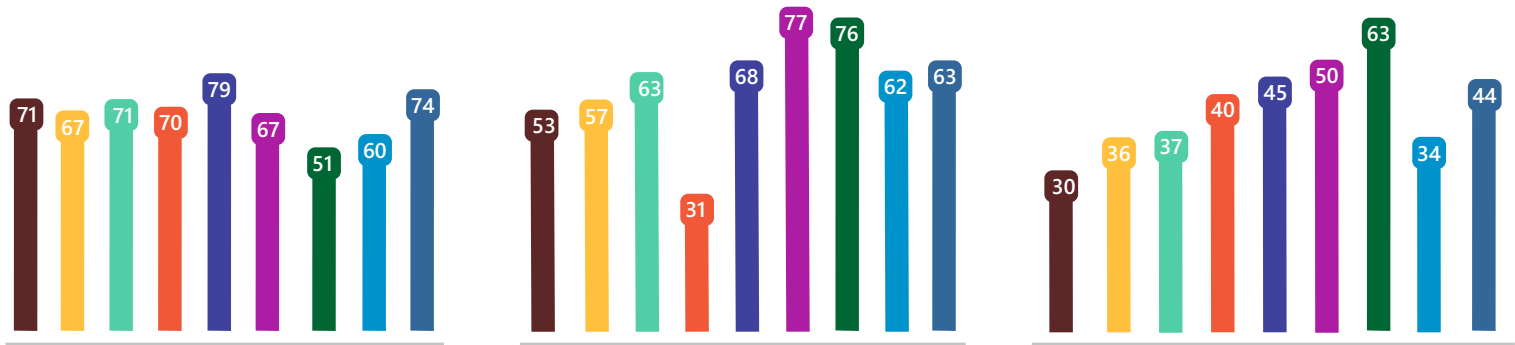
Super Bike

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
Others	18%	12%	9%	4%	1%	0%	6%	2%	0%
2012	10%	12%	4%	6%	1%	4%	4%	10%	0%
2013	11%	16%	9%	3%	8%	7%	2%	13%	0%
2014	30%	29%	17%	19%	7%	7%	9%	27%	7%
2015	31%	26%	30%	23%	20%	11%	8%	10%	7%
2016		5%	23%	28%	35%	30%	25%	9%	8%
2017			6%	15%	19%	0%	11%	14%	7%
2018				3%	7%	19%	13%	8%	8%
2019					3%	22%	9%	4%	21%
2020						0%	11%	1%	21%
2021							2%	1%	7%
2022								2%	7%
2023									7%

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 — 2023



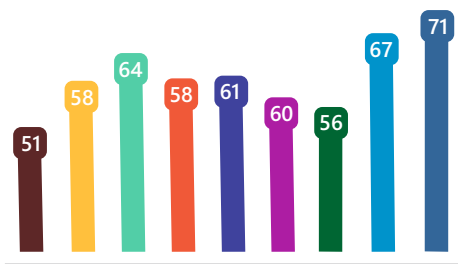
Car



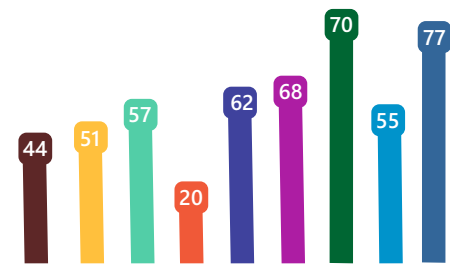
Bike



Super Bike



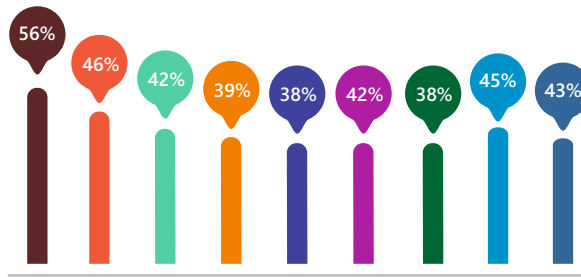
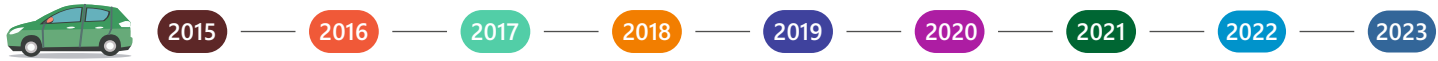
Luxury Car



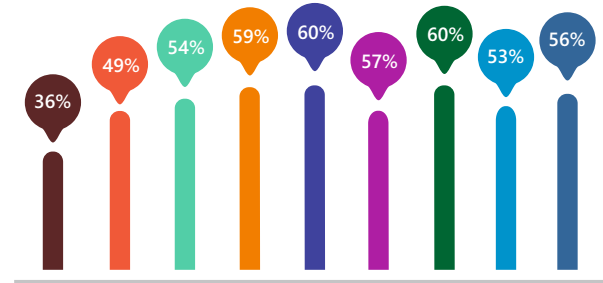
Scooter

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

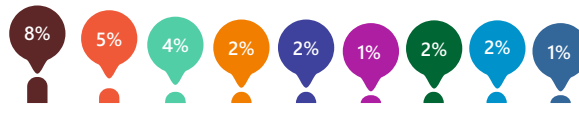
Cars by Fuel Type



Petrol



Diesel



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

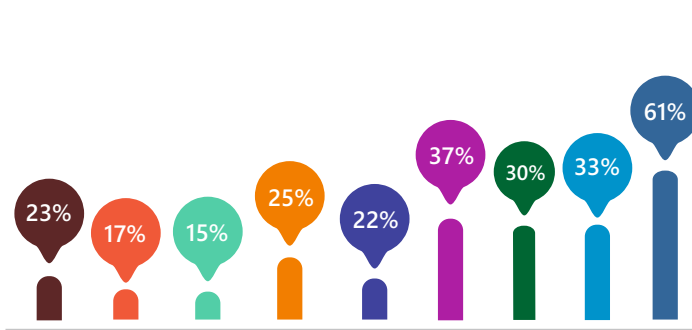
2019

2020

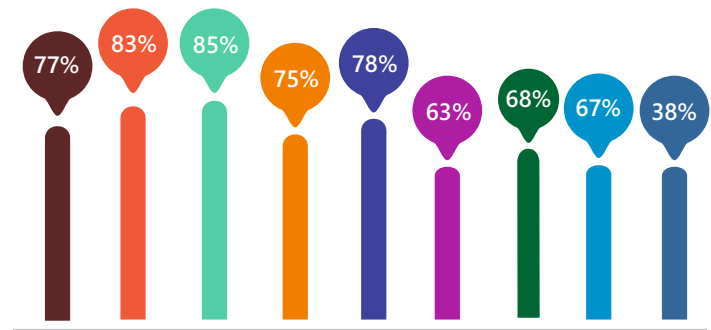
2021

2022

2023

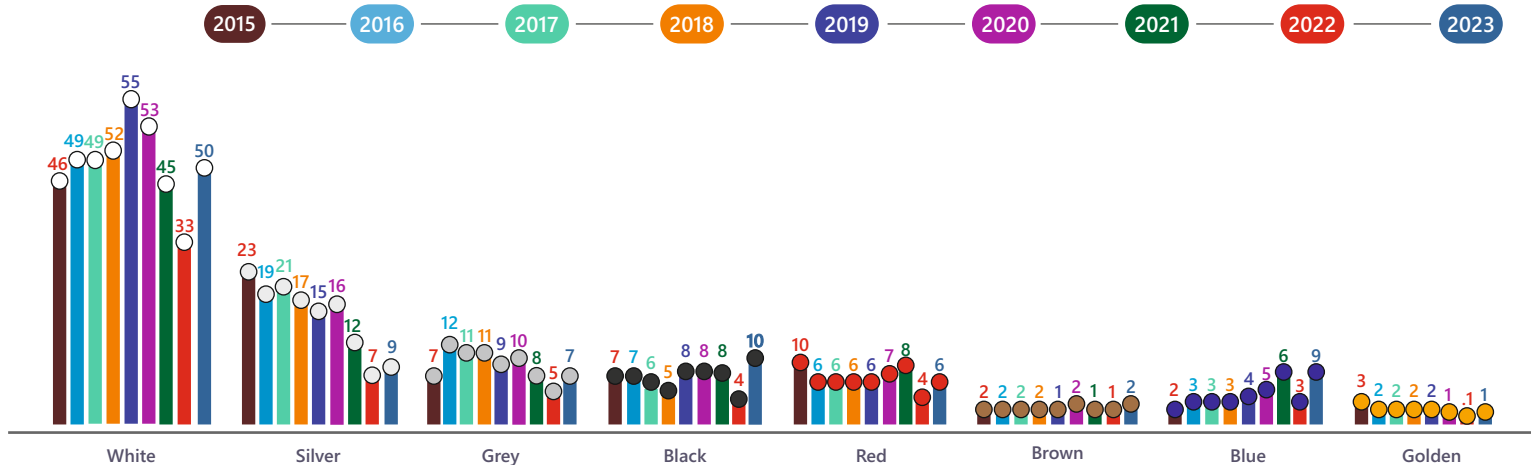


Automatic

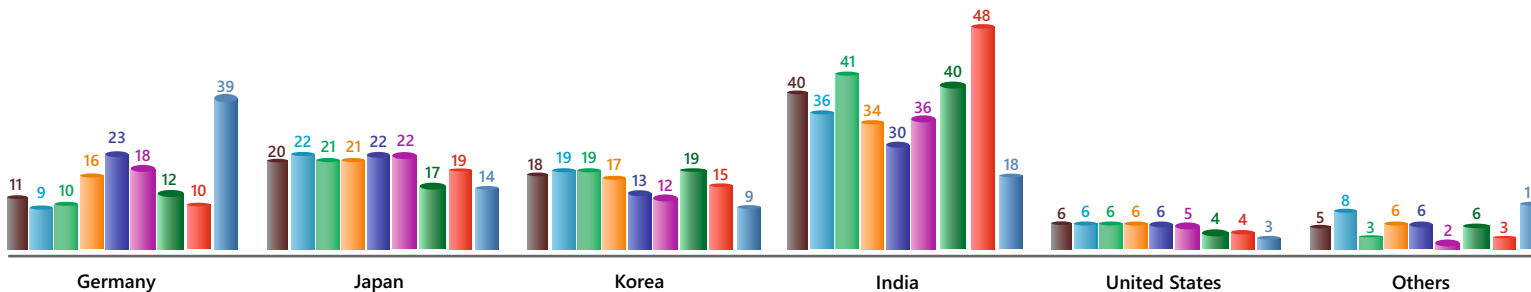


Manual

Cars by Color (In %)

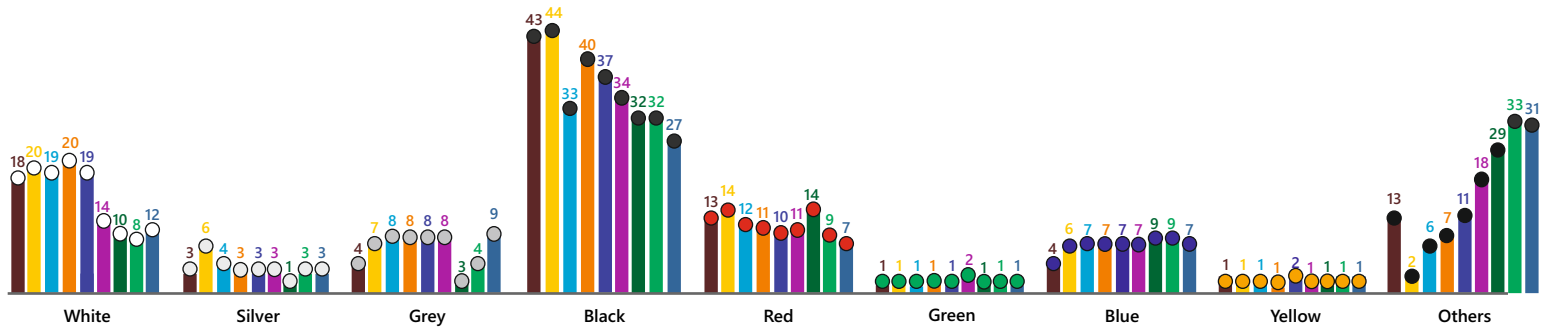


Cars by Country of Origin (In %)

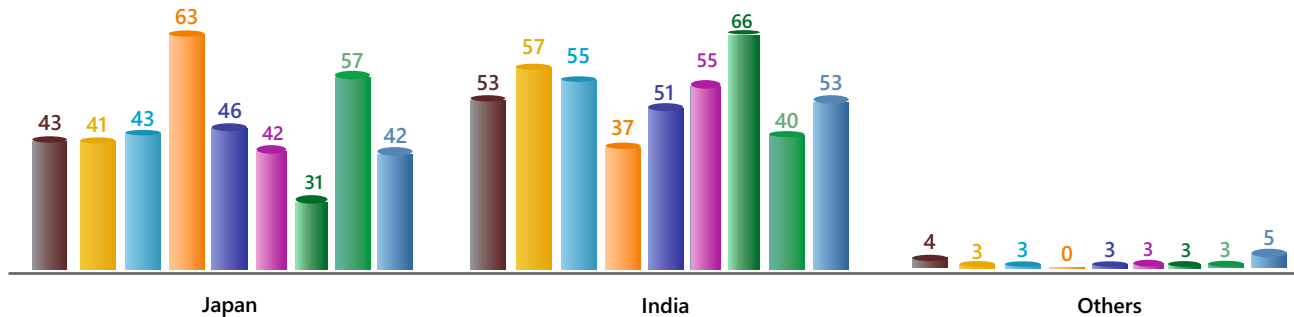


Note: The data used is a combination of the actual transactions and the buyer requirements generated on the platform.

Two Wheelers By Color (In %)



Two Wheelers By Country of Origin (In %)



About Droom

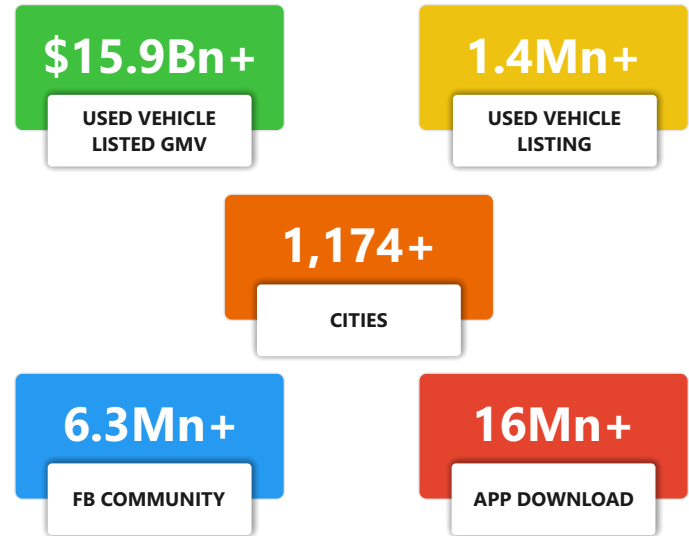
Droom is an AI and data science-driven online platform revolutionizing the Indian automotive market through its suite of AI-driven marketplaces, products, and services. Droom has helped 1.5million+ customers buy, sell, finance, insure vehicles via Droom marketplace.

For buyers, Droom offers 21st century and finest experience in buying and selling of used and new automobiles with trust, selection, low price, and convenience second to none. Every vehicle sold at Droom goes through a proprietary and technology-driven rigorous 1,100-point inspection and certification for its condition, pricing, and history. Droom offers India's largest selection of automobiles with over 250k vehicles online in 1,174 cities — both used & new, cars & 2-wheelers, and other vehicles too. Because Droom invests in technology and AI vs. physical dealerships and people heavy operations, the automobiles sold at Droom are cheaper than other options available to the consumers.

In order to build trust and convenience, Droom has built an entire eco-system of technology-driven products around used automobiles online, including Orange Book Value (algorithmic used vehicle pricing engine | 783 Mn+ Queries), ECO (tech, AI and IoT driven 1,100+ points vehicle inspection), History (India's largest repository for used vehicle historical records | Database of 250 Mn+ vehicles | up to 50 vehicle historical records), Droom Fintech (Loan & Insurance), and Velocity (last mile fulfillment and delivery services). Large enterprises like HDFC, IDFC, Yamaha, TVS, Toyota and many more harness Droom's tech stack as cloud services to grow market share across the rapidly growing Indian economy.

Droom was founded by Sandeep Aggarwal, who is the only tech founder in India to have founded two unicorns back-to-back in the last 10 years backed by an all-star team with a senior leadership team. Droom is among the most trusted consumer Internet brands in India often recognized for its innovative approach and technology and is backed by marquee global investors including Lightbox, Digital Garage, Toyota Group, Recruit, Beenext, Beenos, 57 Stars and many multibillion-dollar family offices in SE Asia and Hong Kong.

India's #1 Auto Platform



* Market share for online transactions of automobile



WIDE SELECTION



LOW PRICES




VERIFIED SELLER




INSPECTED VEHICLE

 www.droom.in

 info@droom.in

 www.droom.in/app

 www.facebook.com/droom.in