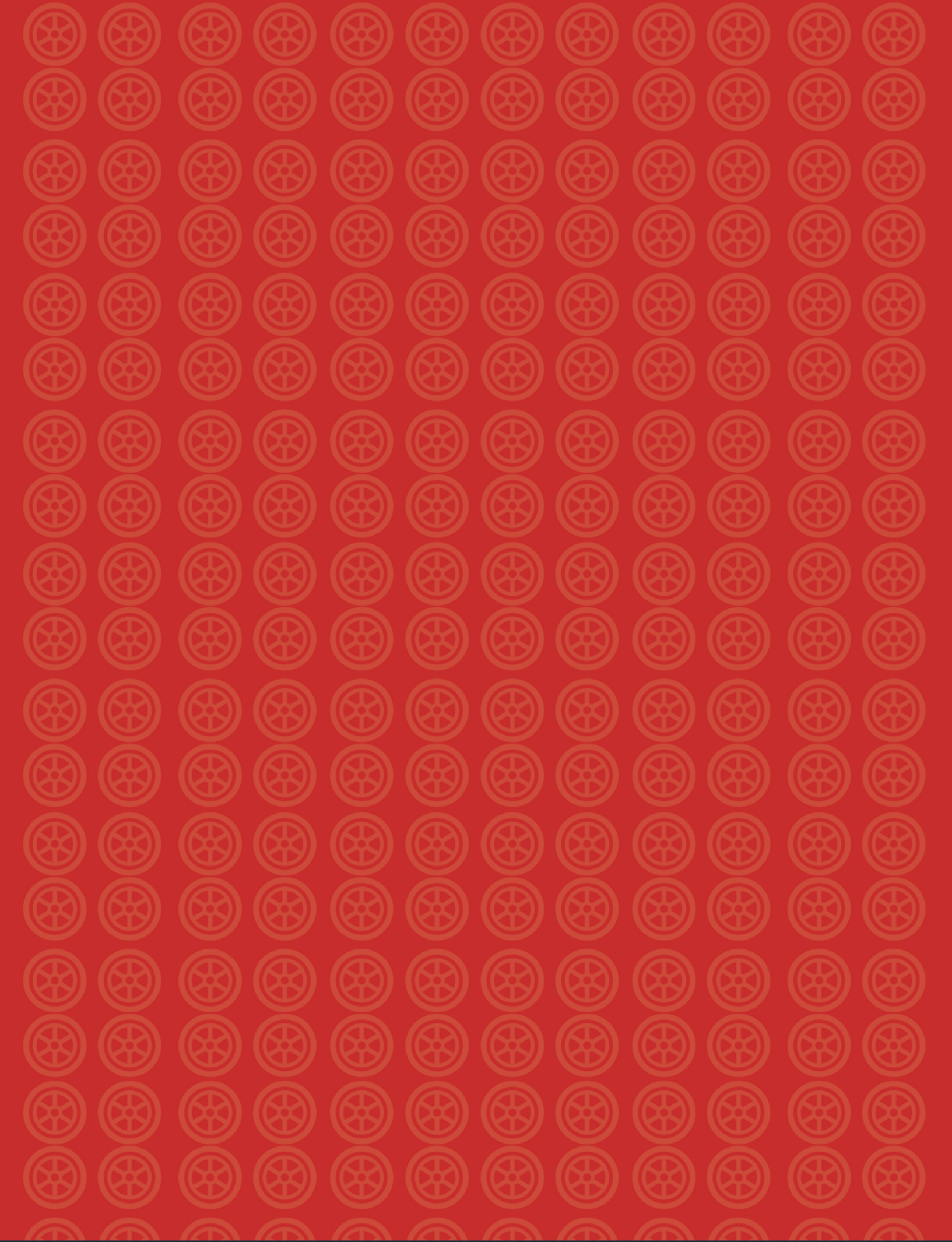


Droom's Automobile Report  
*Q1-CY 2015 to Q2-CY 2016*

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India's Most Trusted Motorplace



# Droom's Automobile Report

## Top Trends

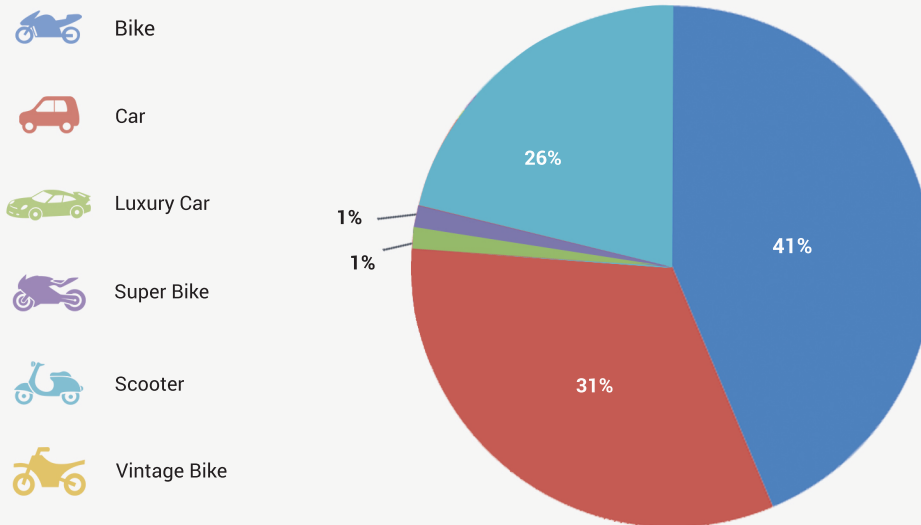
1	Most Famous Car: Maruti Suzuki Swift
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: KTM Duke
5	Most Famous Luxury Car: Audi A4
6	Most Famous Vehicle: Honda Activa
7	Royal Enfield: Bullets are Back, Electric and Standard are Top Selling
8	NCR, Pune & Jaipur: Top 3 Cities
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 - 18 Lacs

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






# Droom's Automobile Report

## Category Mix

(% breakdown based on online sales)

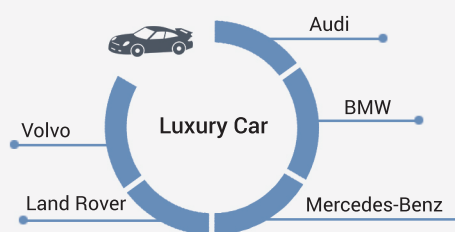
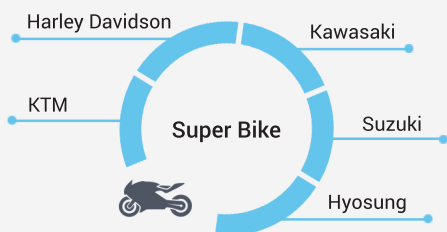
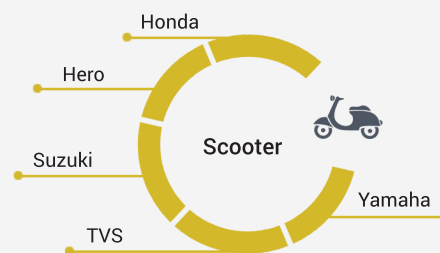
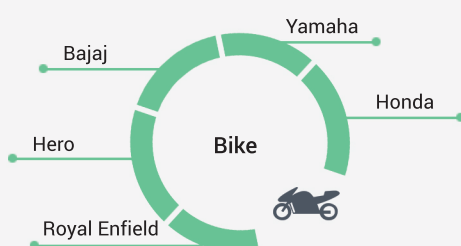
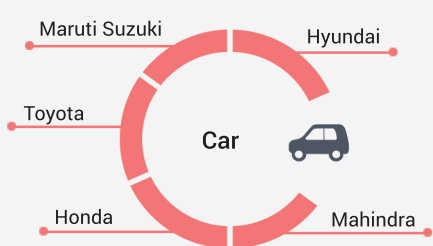


## Top 10 Best Selling by Category

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

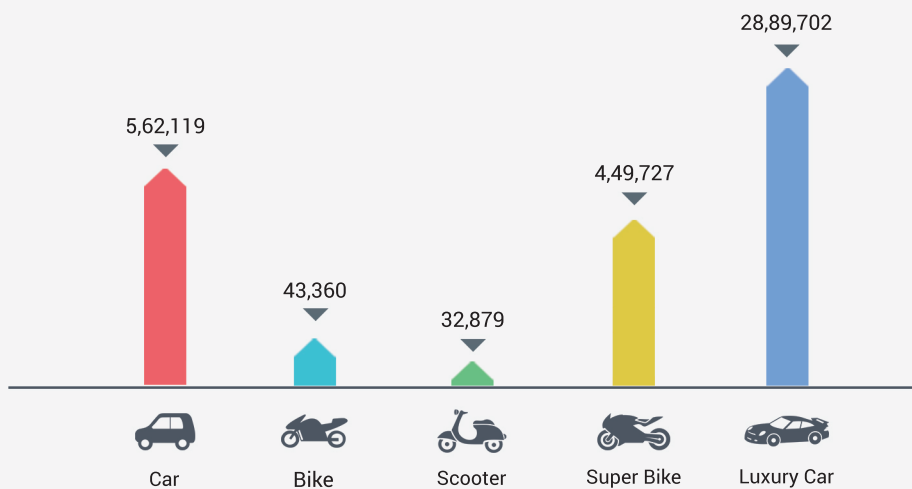
# Droom's Automobile Report

## Top 5 Makes by Category



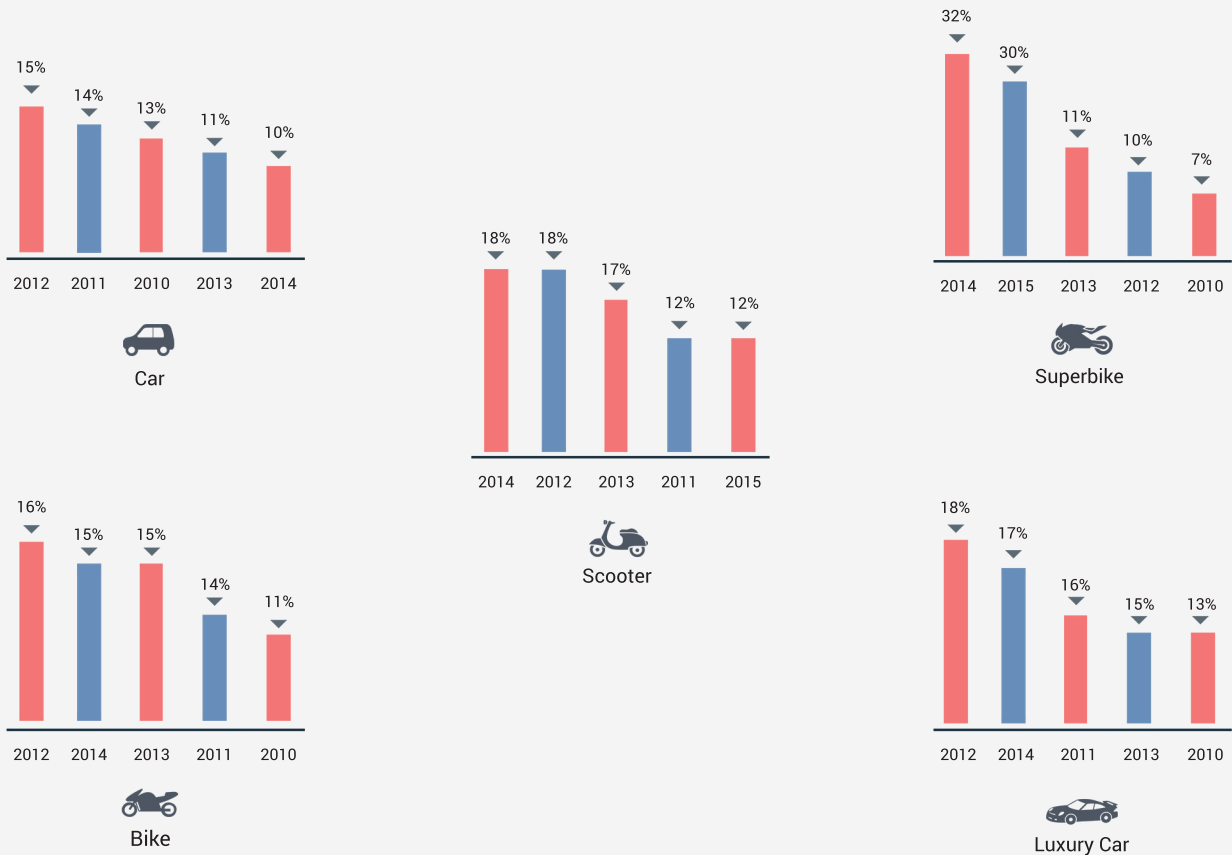
## Average Selling Price of Used Automobiles

(In INR)



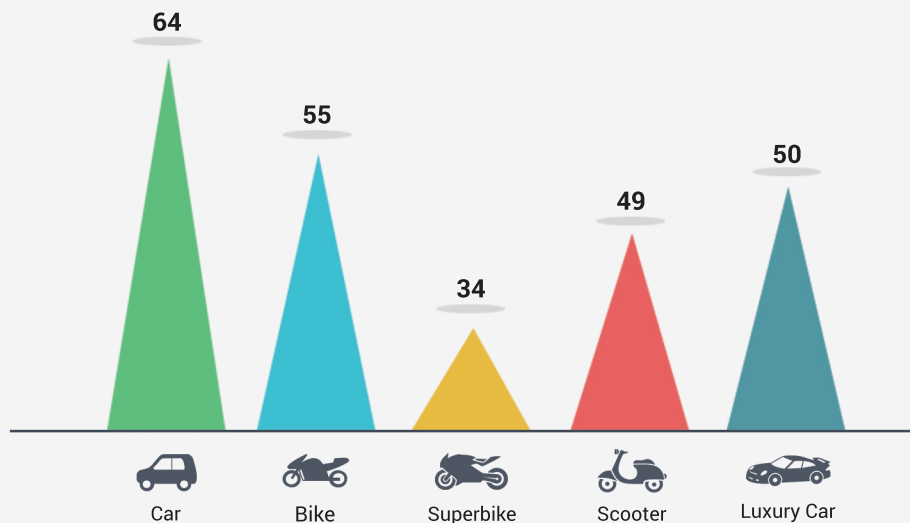
# Droom's Automobile Report

## Most Popular Years by Category



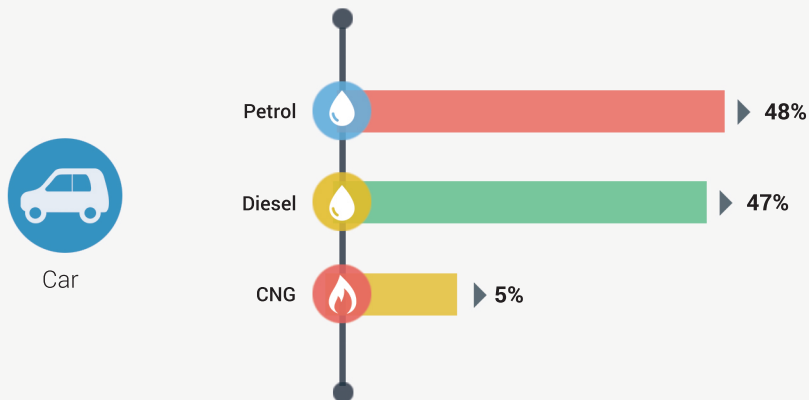
## Average Duration of Ownership by Category

(In Months)



# Droom's Automobile Report

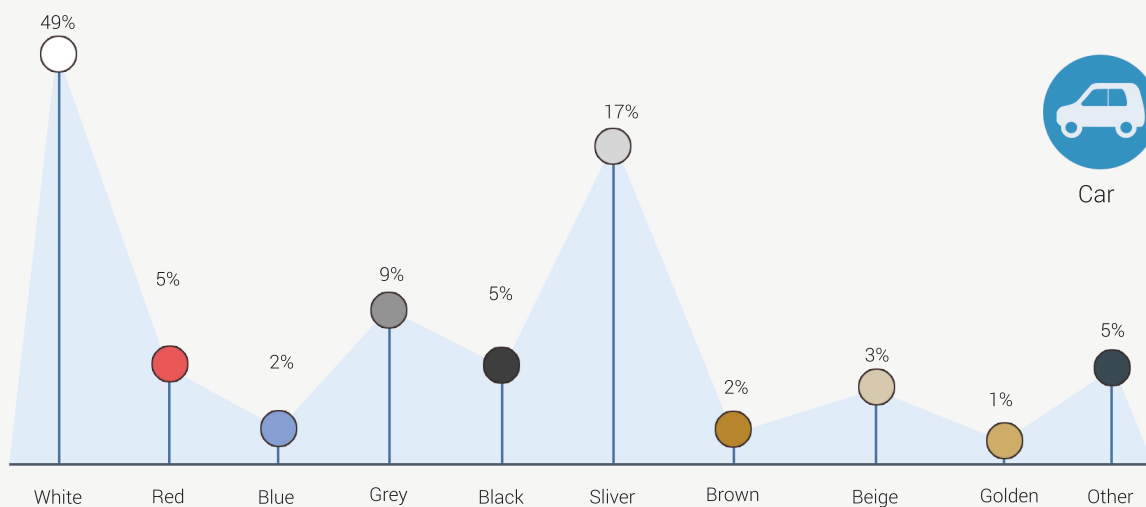
## Cars by Fuel Type



## Cars by Transmission Type



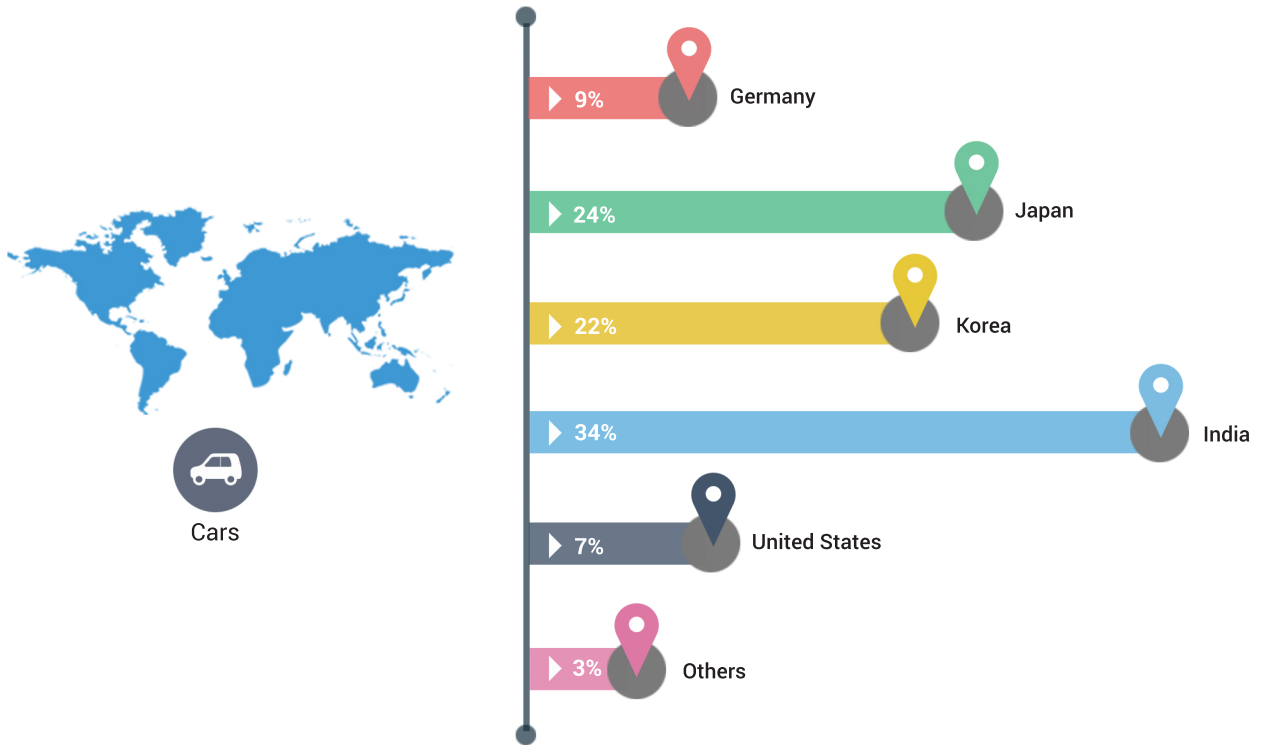
## Cars by Color



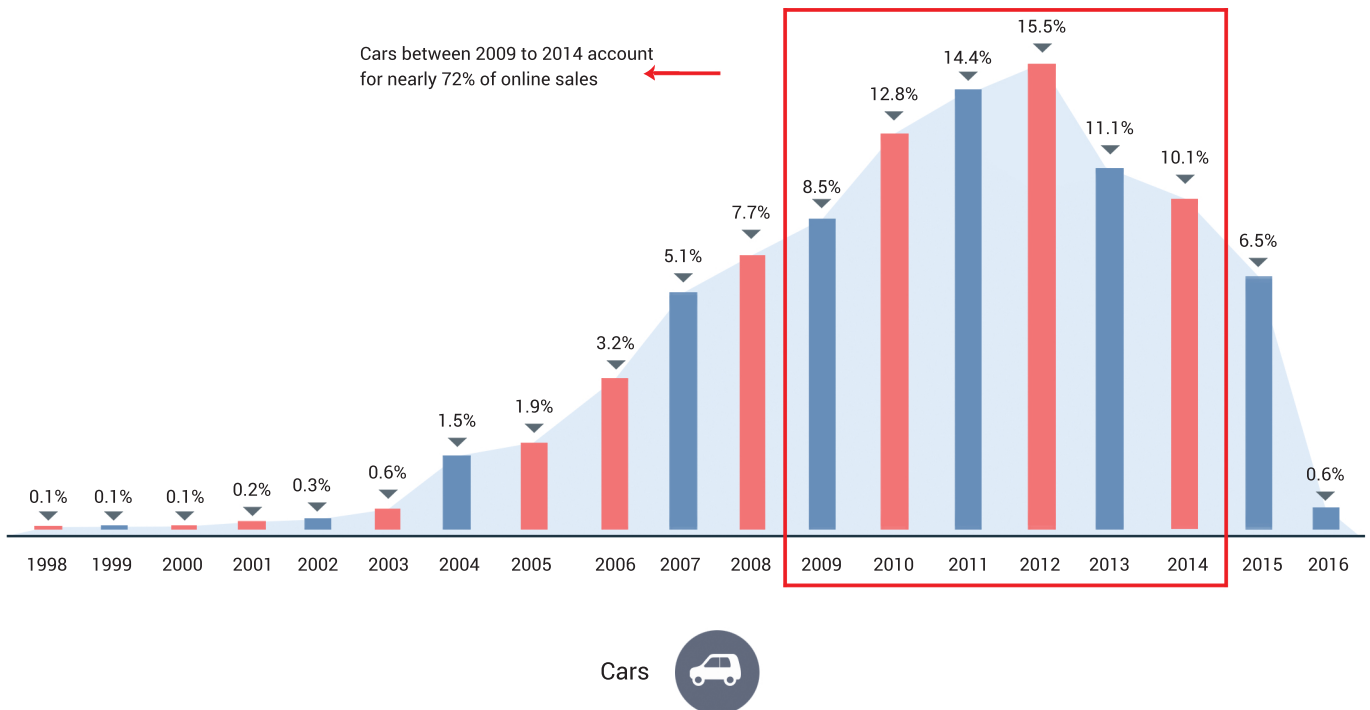
\* Data on this page includes both cars & luxury cars

# Droom's Automobile Report

## Cars by Country of Origin



## Cars by Year of Manufacture

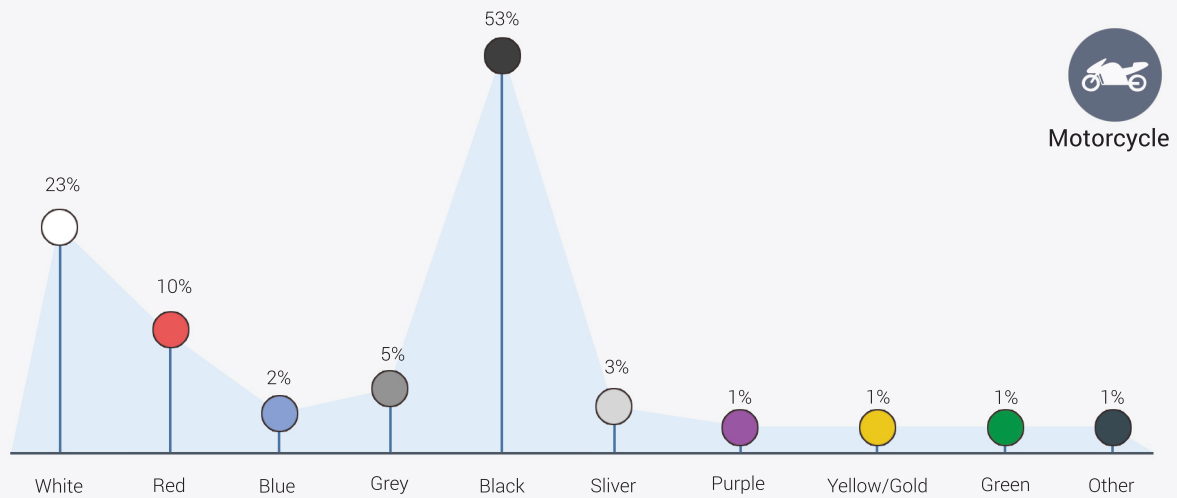


\* Data on this page includes both cars & luxury cars

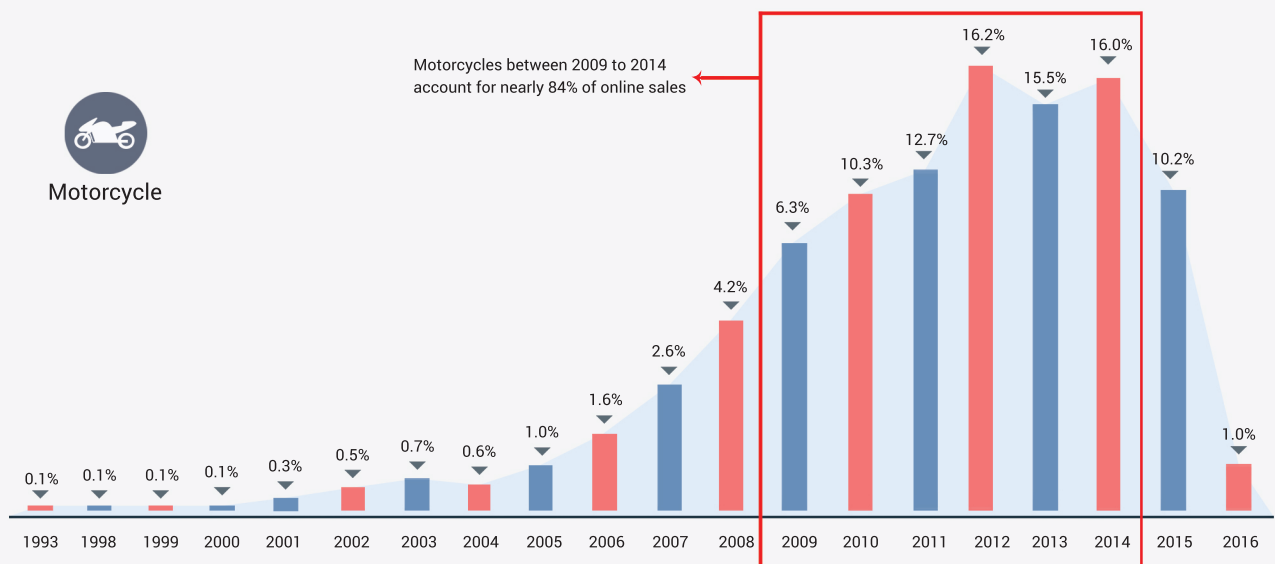


# Droom's Automobile Report

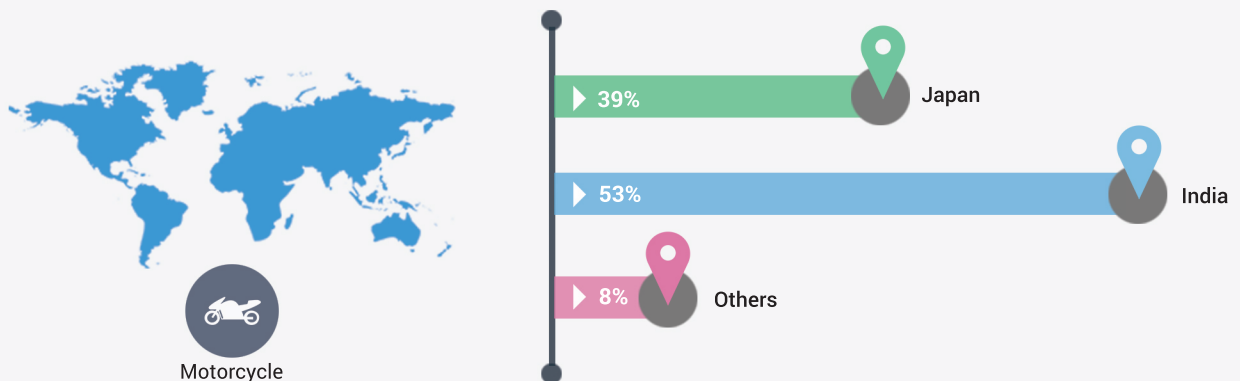
## Motorcycles by Color



## Motorcycles by Year of Manufacture



## Motorcycles by Country of Origin



\* Data on this page includes bikes, superbikes & scooters

# Droom's Automobile Report

## Top 10 Cities

### Top Cities

1	Delhi NCR
2	Pune
3	Jaipur
4	Mumbai
5	Bangalore
6	Chandigarh
7	Ludhiana
8	Thane
9	Agra
10	Meerut

### Emerging Cities

1	Ahmedabad
2	Hyderabad
3	Chennai
4	Kolkata
5	Nashik
6	Udaipur
7	Karnal
8	Roorkee
9	Achalpur
10	Sonipat

*\*This data is extracted from 28,000 transactions worth Rs. 570 Cr that took place in droom's platform between 1st January 2015 to 30th June 2016*

# About Us

Founded in April 2014 in Silicon Valley, Droom is India's first & largest 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 59K+ B2C sellers, 25K+ products, 92K+ listings, ₹4,770 cr+ in listed GMV, 2.27 mil+ FB Community members (highest for any automobile community in India) and over 2.88 mil+ downloads for mobile apps.

Droom has a very strong and proven founding team with 50 years of combined experience in technology, Internet, E-Commerce and FMCG including 20 years in Silicon Valley. Sandeep Aggarwal is founder of Droom. Prior to Droom, Sandeep founded ShopClues.com, India's first & largest managed marketplace and 5th Unicorn in the Consumer Internet in India. Droom has a team of 167+ and is funded by some of the leading global venture investors.

<b>59K+</b> B2C SELLERS	<b>25K+</b> PRODUCTS	<b>92K+</b> LISTINGS	<b>₹4,770 cr+</b> LISTED GMV	<b>2.27 mil+</b> FB COMMUNITY	<b>2.88 mil+</b> APP DOWNLOADS
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## Droom Categories

 Car	 Bike	 Scooter	 Bicycle	 SuperBike	 SuperCars	 Vintage Scooter	 Ride On Vehicles
 Vintage cars	 Auto Inspection	 Car Detailing	 Warranty	 Roadside Assistance	 Planes	 Fun Rides & Rentals	 Services & Repairs

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

<b>PRICING FORMATS</b>	<b>Droom Platform Programs</b>	<b>MERCHANDIZING PORTFOLIO</b>
		
		
		
		

 <b>WIDE SELECTION</b>	 <b>LOW PRICES</b>	 <b>VERIFIED SELLER</b>	 <b>INSPECTED VEHICLE</b>
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WIDE  
SELECTION



LOW  
PRICES



VERIFIED  
SELLER



INSPECTED  
VEHICLE



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