

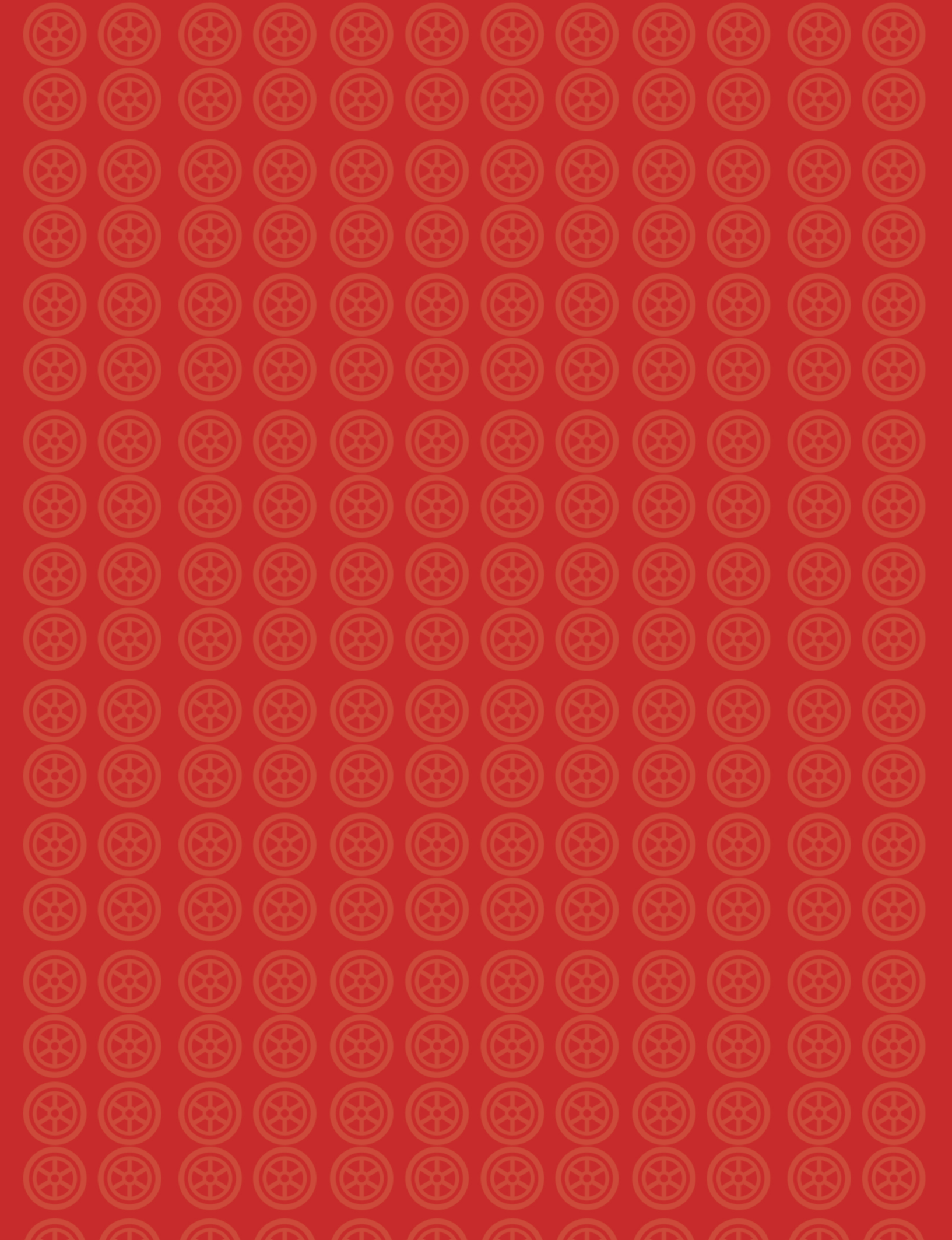


Droom's Automobile Quarterly Report

Q1- CY 2016



India's Most Trusted Motorplace



Droom's Automobile Online Quarterly

Top Trends

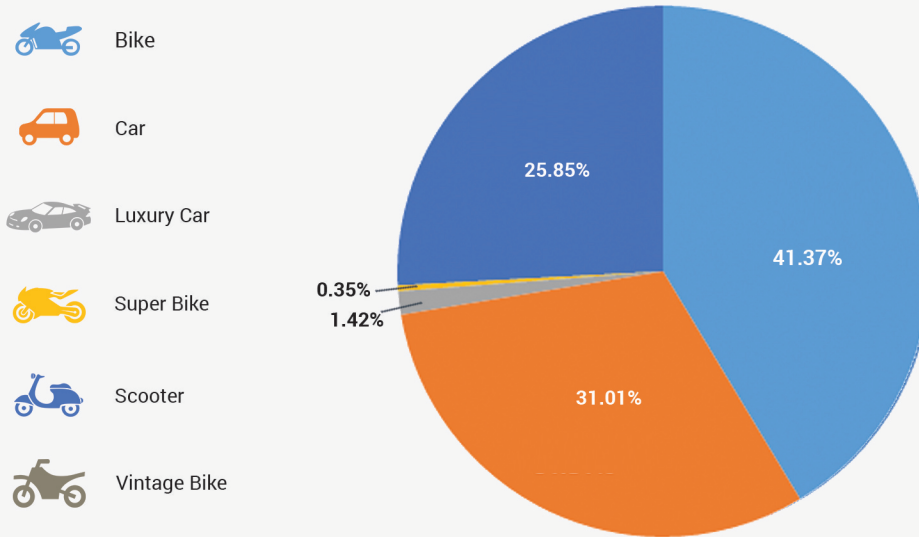
1	Most Famous Car: Honda City
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: Harley Davidson Steet 750
5	Most Famous Luxury Car: Audi A4
6	Most Famous Vehicle: Honda Activa
7	Royal Enfield: Bullets are back, Royal Enfield Electra and Royal Enfield Standard 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 Quarterly

Category Mix

(% breakdown based on online sales)

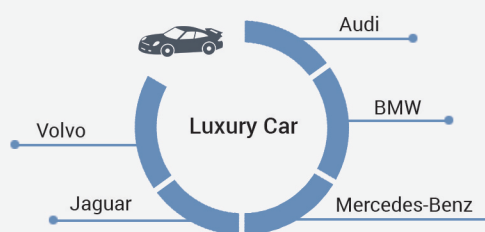
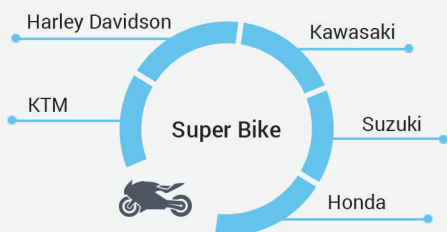
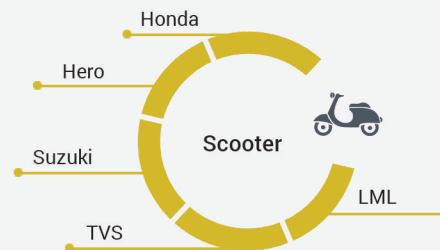
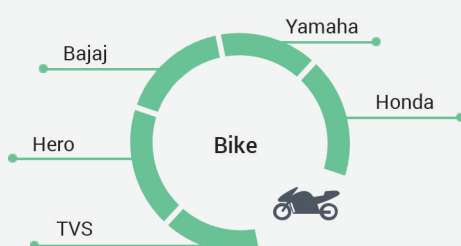
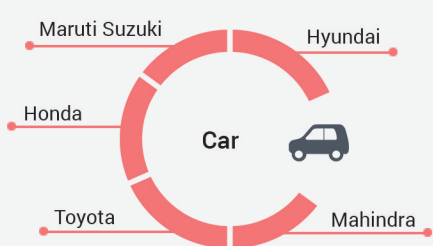


Top 10 Best Selling by Category

Cars	Bikes	Scooters	Super Bikes	Luxury Cars
Honda City	Bajaj Pulsar	Honda Activa	Harley Davidson Street 750	Audi A4
Hyundai i10	Hero Passion Pro	Honda Aviator	KTM Duke	BMW 5 Series
Maruti Suzuki Swift	Bajaj Discover	Suzuki Access	Kawasaki Ninja 650	Mercedes-Benz E-Class
Maruti Suzuki Swift DZire	Hero Splendor Plus	Hero Maestro	Harley Davidson Iron 883	Mercedes-Benz C-Class
Toyota Innova	Hero Splendor Pro	TVS Jupiter	Kawasaki Z800	BMW 3 Series
Maruti Suzuki Wagon R	Bajaj Platina	Honda Activa 3G	Suzuki Hayabusa	BMW X1
Hyundai i20	Yamaha FZs	Hero Pleasure	Harley Davidson Dyna Fat	Audi A6
Hyundai Santro Xing	Hero CD Deluxe	TVS Scooty PepPlus	Harley Davidson Dyna XL 883R	Jaguar XF
Hyundai Verna	TVS Apache RTR	TVS Wego	Harley Davidson Dyna FXDB	Mercedes-Benz S-Class
Toyota Fortuner	CB Shine	Honda Dio	Harley Davidson Dyna Streetbob	Audi Q7

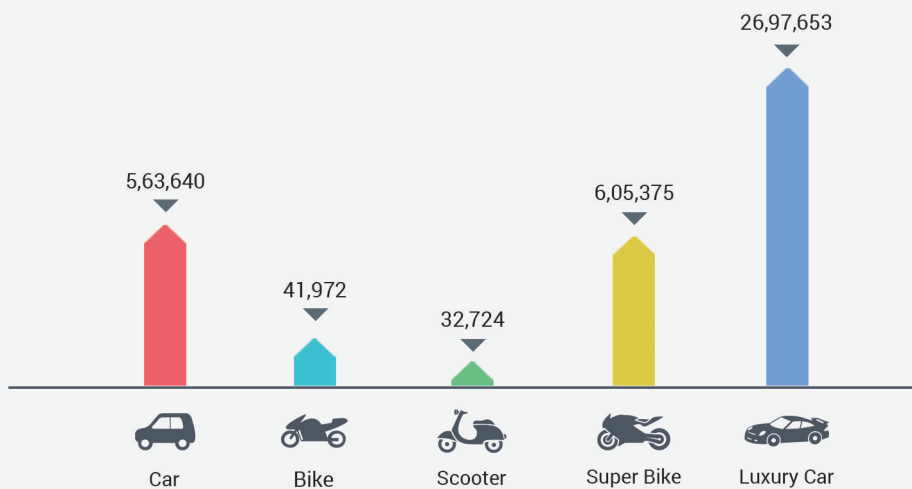
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Top 5 Makes by Category



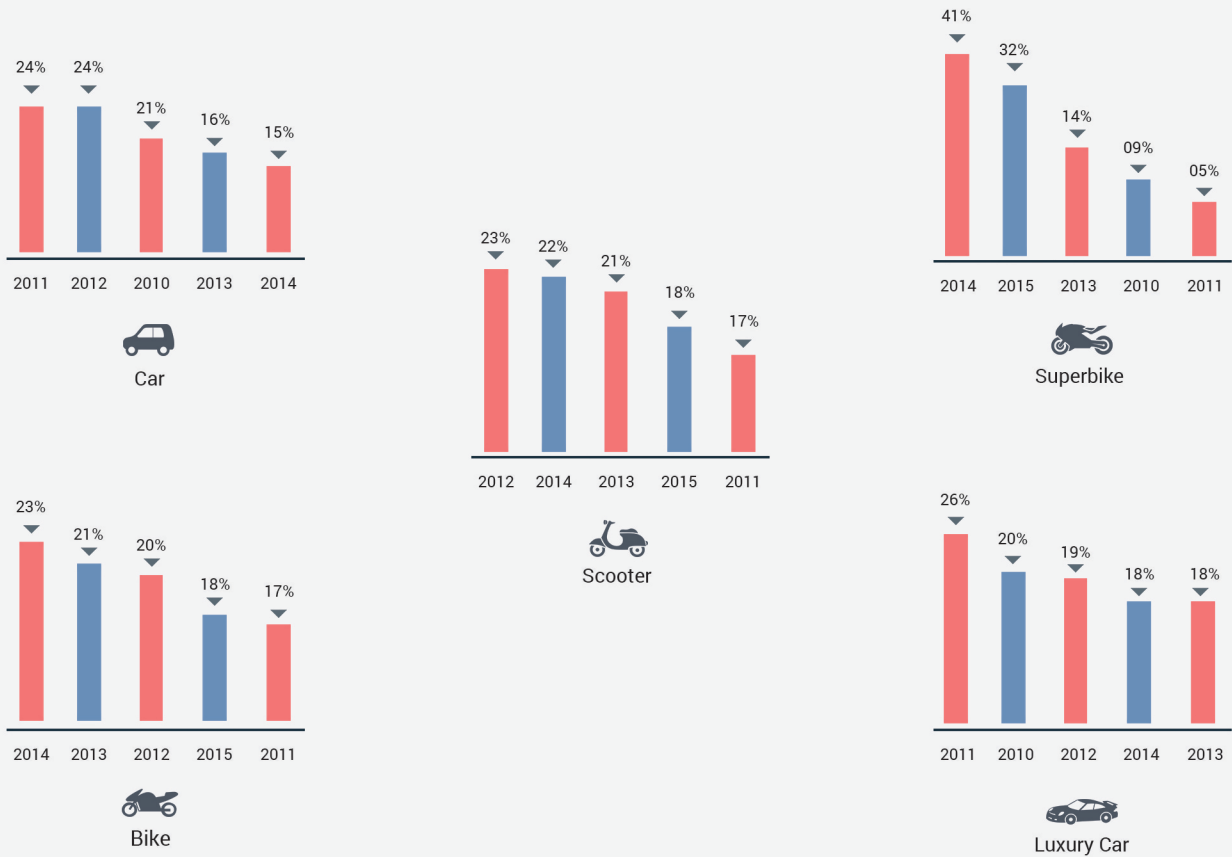
Average Selling Price of Used Automobiles

(In INR)



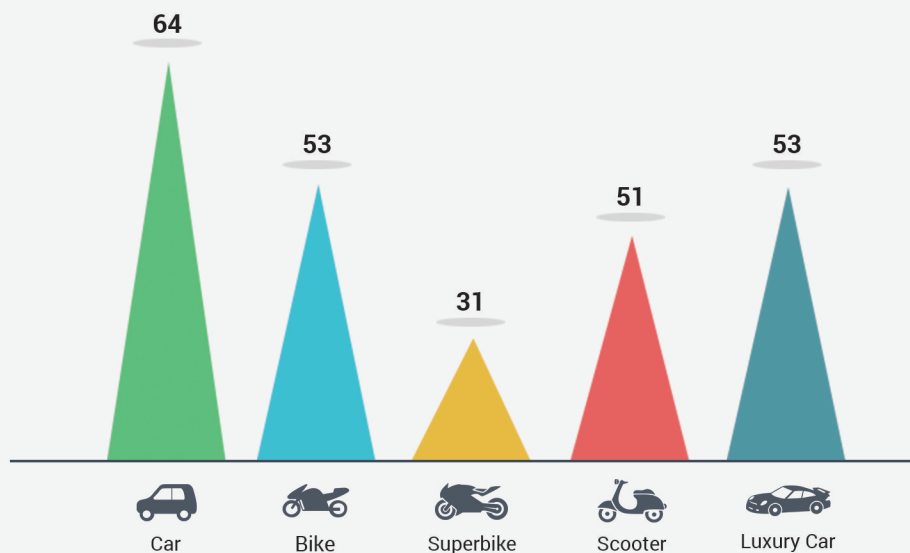
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Most Popular Years by Category



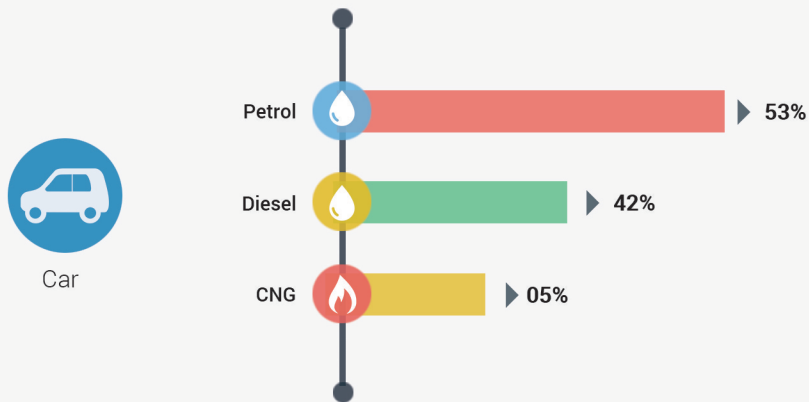
Average Duration of Ownership by Category

(In Months)



Droom's Automobile Online Quarterly

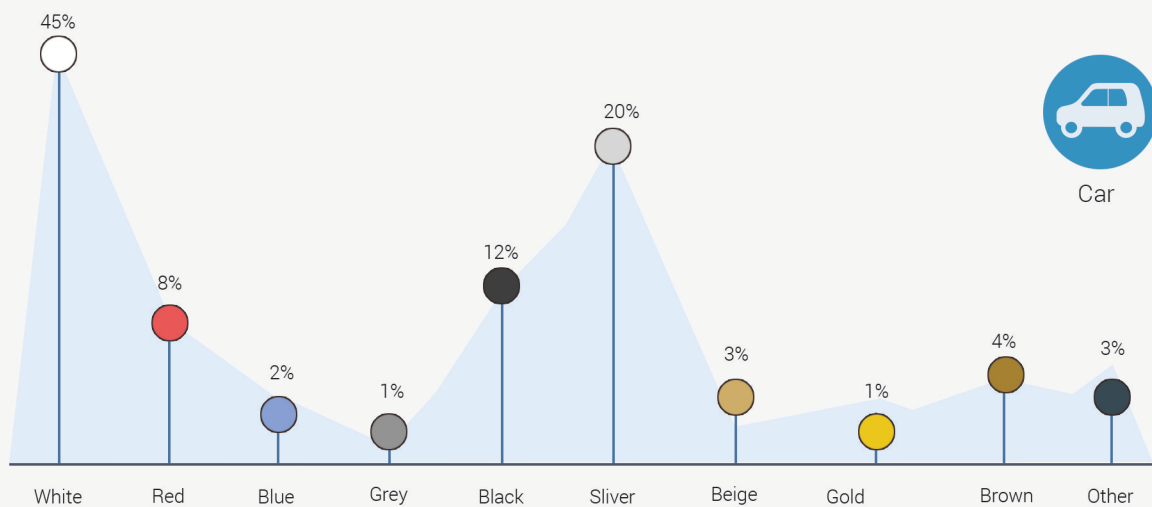
Cars by Fuel Type



Cars by Transmission Type



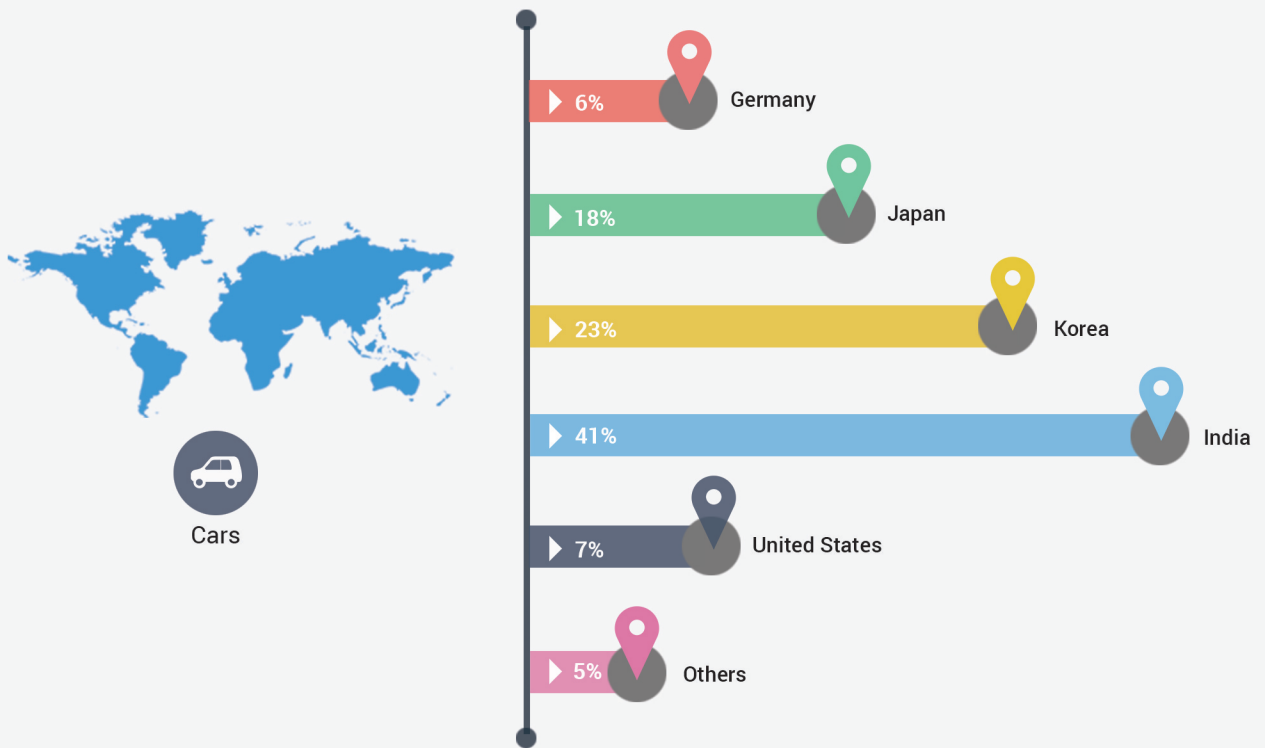
Cars by Color



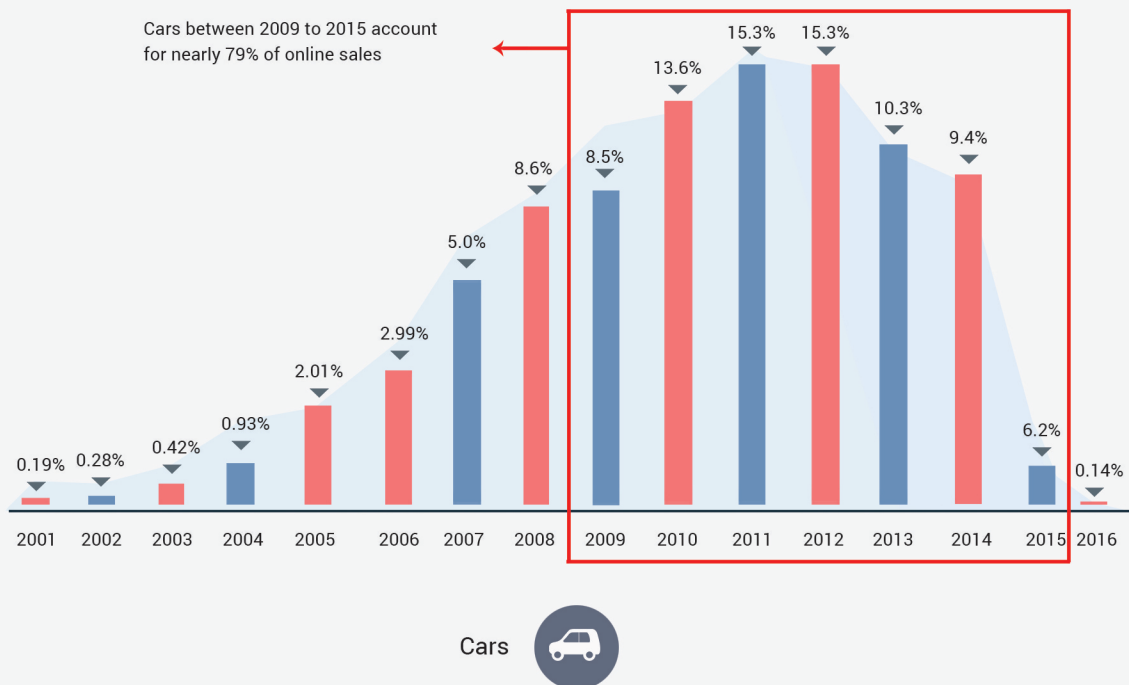
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Quarterly

Cars by Country of Origin



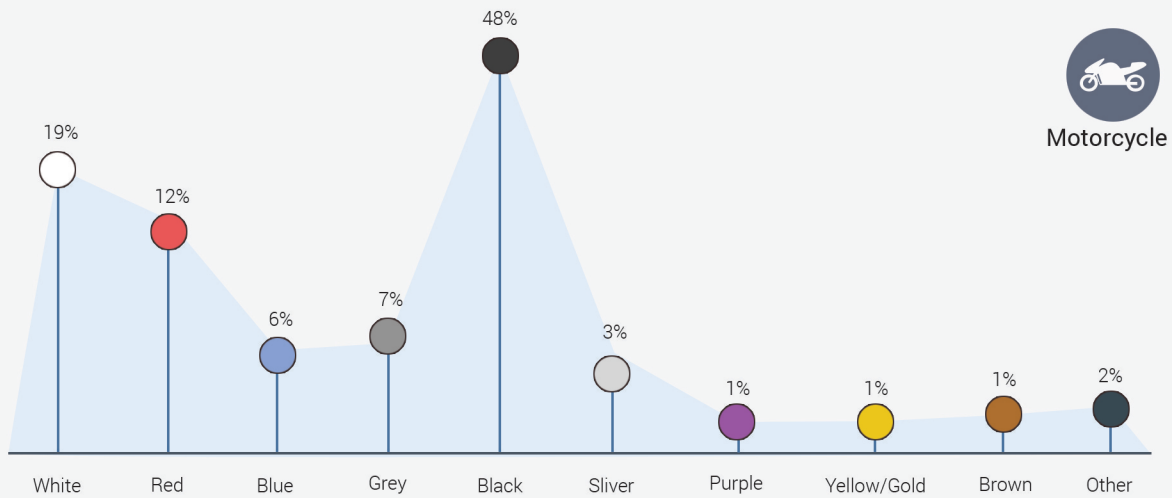
Cars by Year of Manufacture



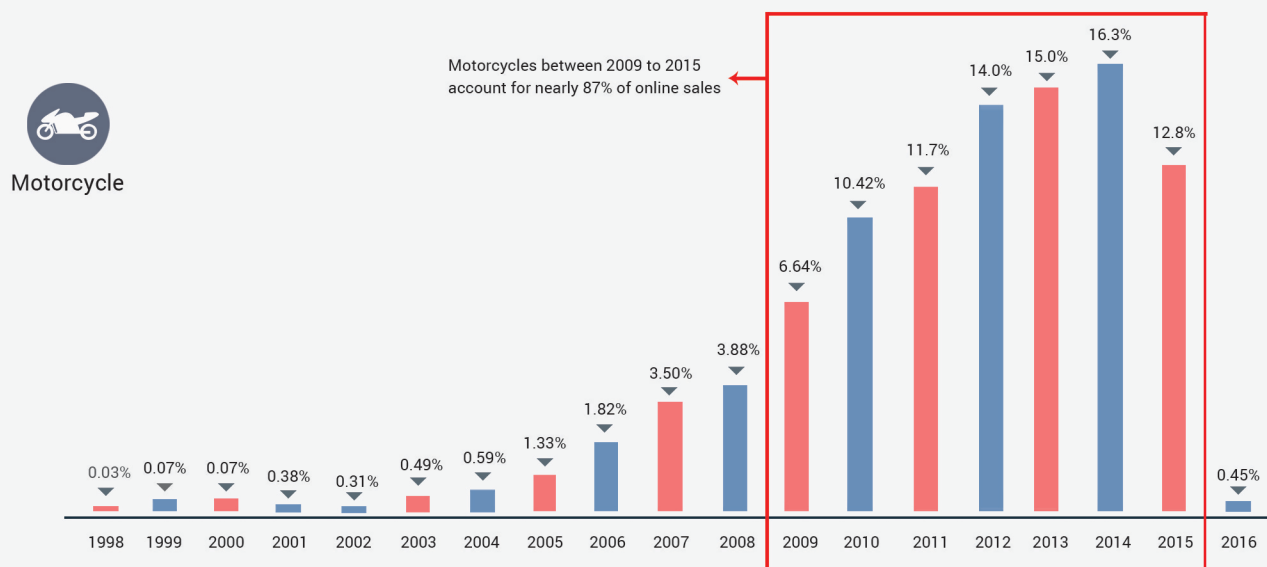
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Droom's Automobile Online Quarterly

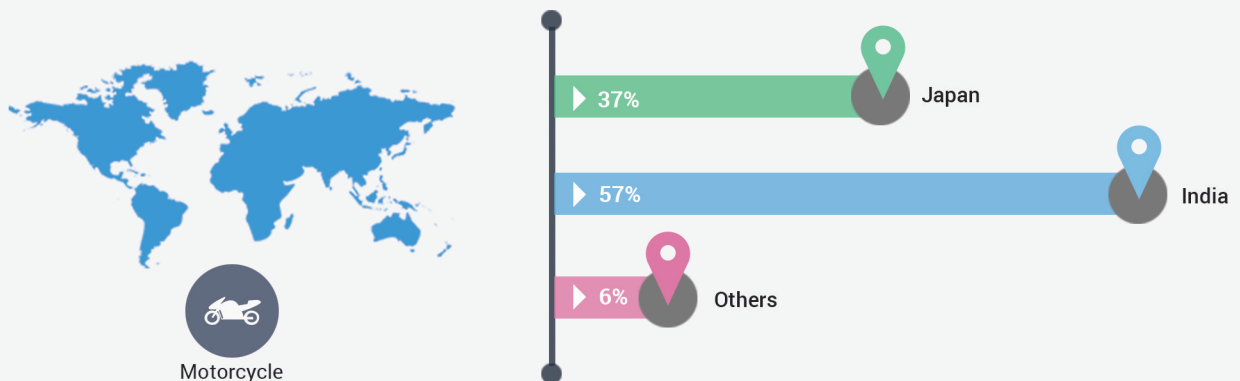
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

Droom's Automobile Online Annually

Top 10 Cities

Top Cities

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

Emerging Cities

1	Nasik
2	Udaipur
3	Hyderabad
4	Bhatinda
5	Agra
6	Chennai
7	Sonipat
8	Karnal
9	Roorkee
10	Thane

**This Data is Extracted from 8000+ Transactions Worth Rs. 1.66 Billion That Took Place in Droom's Platform Between 1st Jan 2016 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+ B2C SELLERS	25k+ PRODUCTS	62k+ LISTINGS	₹1,902 cr+ LISTED GMV	1.57 mil+ FB COMMUNITY	2.12 mil+ APP DOWNLOADS
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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 NAI BING DEAL
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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
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(+91) - 9643103972

Note: This report has been prepared by Droom's Market Insights & Analytics team. The data is extracted from approximately 8,000+ transactions worth Rs. 1.66 Billion that took place in droom's online platform between 1st Jan to 31th Mar 2016 .



WIDE
SELECTION



LOW
PRICES



VERIFIED
SELLER



INSPECTED
VEHICLE



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