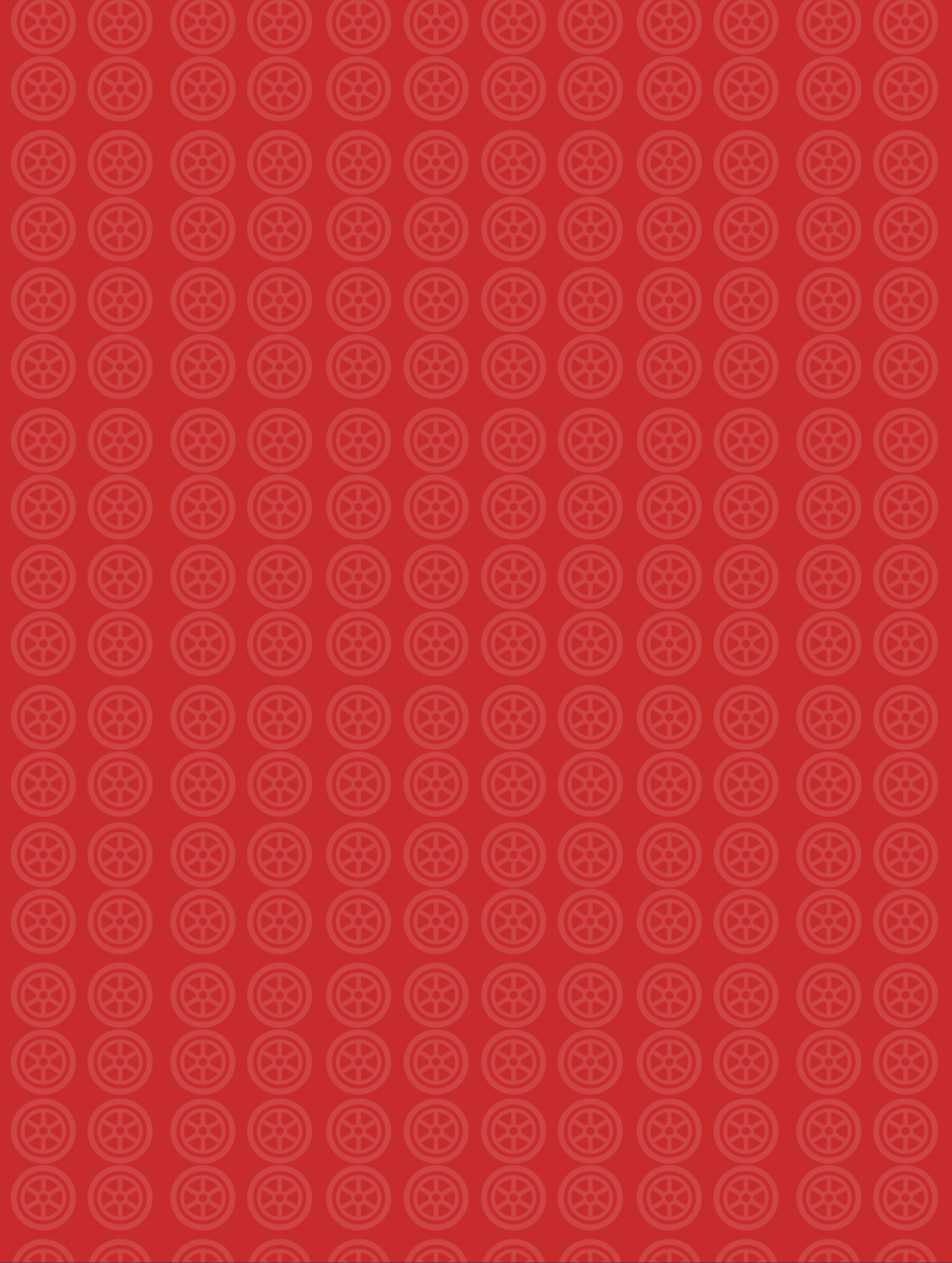


Droom's Automobile Online Quarterly

Oct 2015



India's First Marketplace for Automobiles



Droom's Automobile Online Quarterly

Top Trends

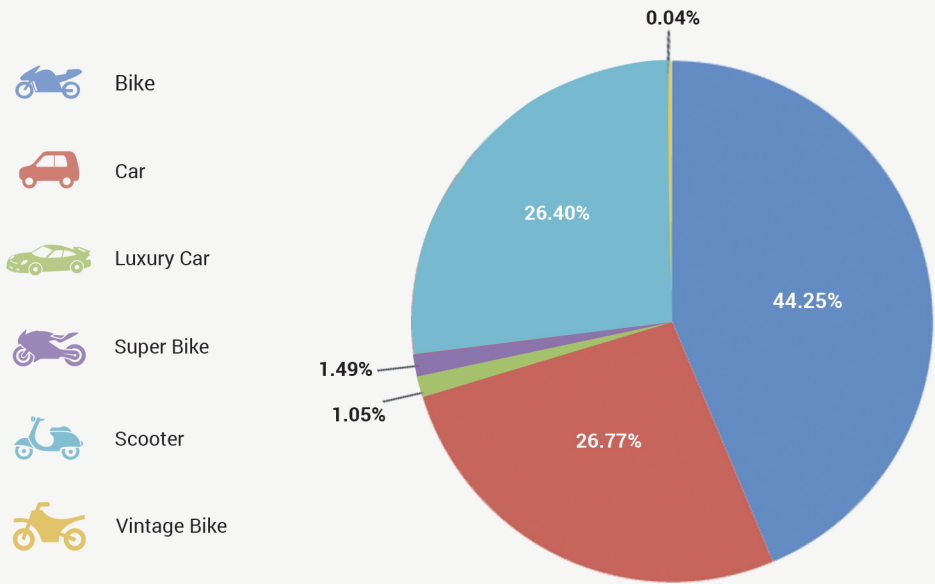
1	Most Famous Car: Hyundai i10
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: KTM RC
5	Most Famous Luxury Car: Audi Q3
6	Most Most Famous: Honda Activa
7	Royal Enfield: Bullets are back, Royal Enfield Electric and Royal Enfield Standard are Top Selling
8	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

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Category Mix

(% breakdown based on online sales)

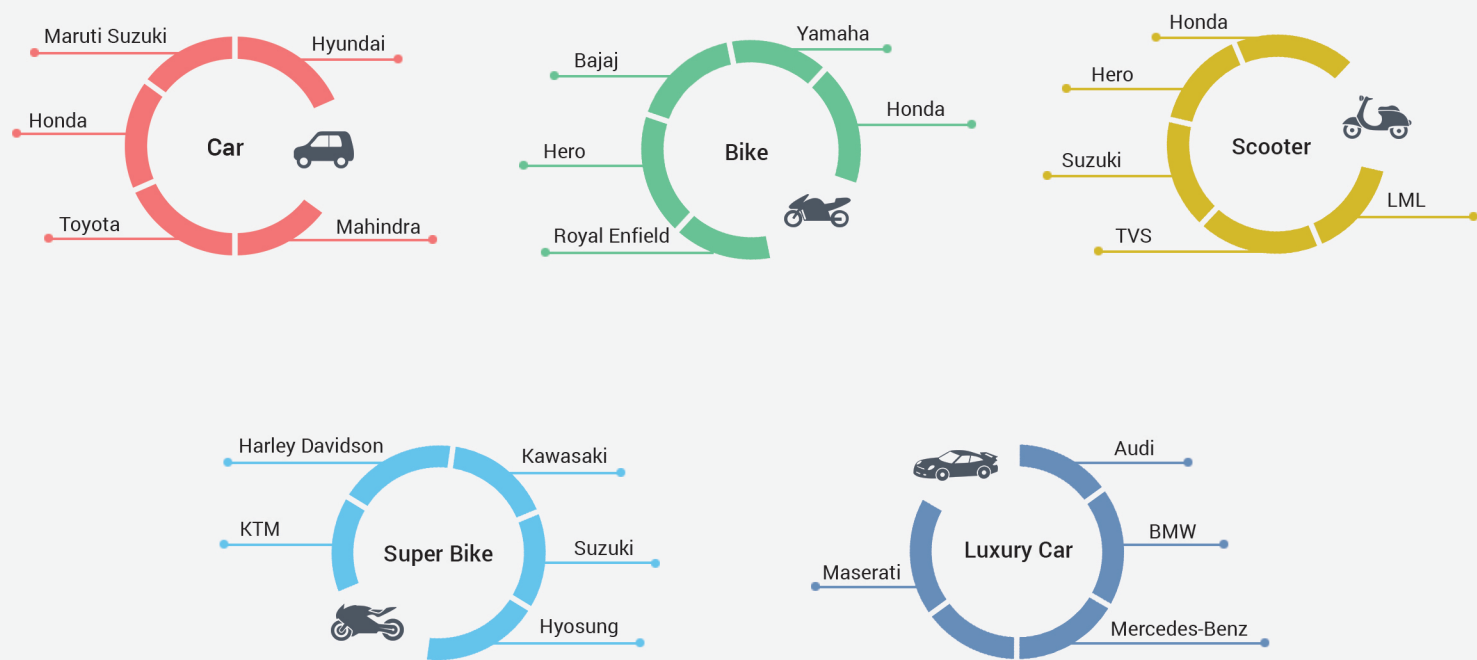


Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Hyundai i10	Bajaj Pulsar	Honda Activa	KTM Duke	BMW 5 Series
Maruti Suzuki Swift	Bajaj Discover	Hero Maestro	Harley Davidson Street 750	BMW 3 Series
Hyundai Santro Xing	Hero Passion Pro	Suzuki Access	KTM RC	Audi A6
Maruti Suzuki Wagon R	Yamaha FZs	Honda Aviator	Suzuki Hayabusa	Mercedes-Benz E-Class
Honda City	Bajaj Platina	Hero Pleasure	Kawasaki Ninja 650	Mercedes-Benz C-Class
Maruti Suzuki Swift DZire	TVS Apache RTR	TVS Jupiter	Harley Davidson Dyna Fat	BMW X1
Hyundai I20	Royal Enfield Classic	LML LML NV spl	Honda CBR 1000 R	Audi A4
Toyota Innova	Yamaha Fazer	Honda Eterno	Kawasaki Ninja 1000	BMW 7 Series
Volkswagen Polo	Royal Enfield Standard	TVS Wego	Suzuki Intruder M1800R	Maserati GranTurismo
Maruti Suzuki SX4	Hero Splendor Plus	Suzuki Swish	Yamaha YZF-R1	Audi Q7

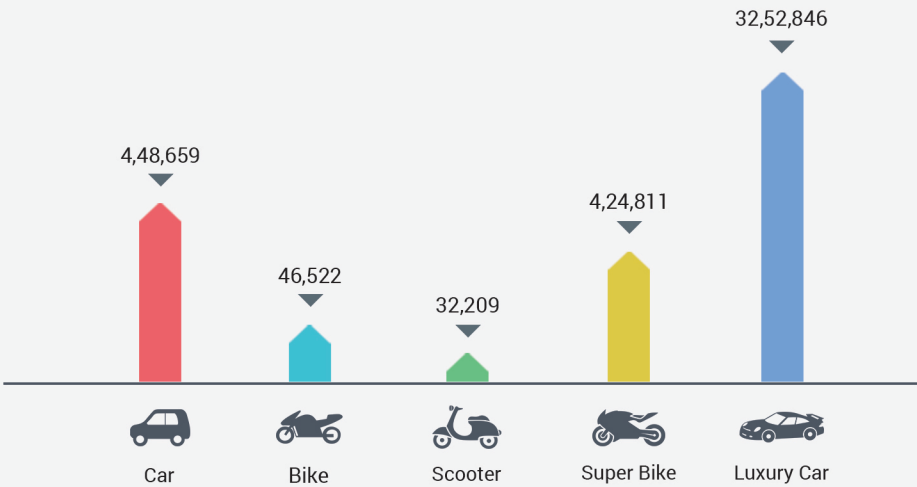
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Top 5 Makes by Category



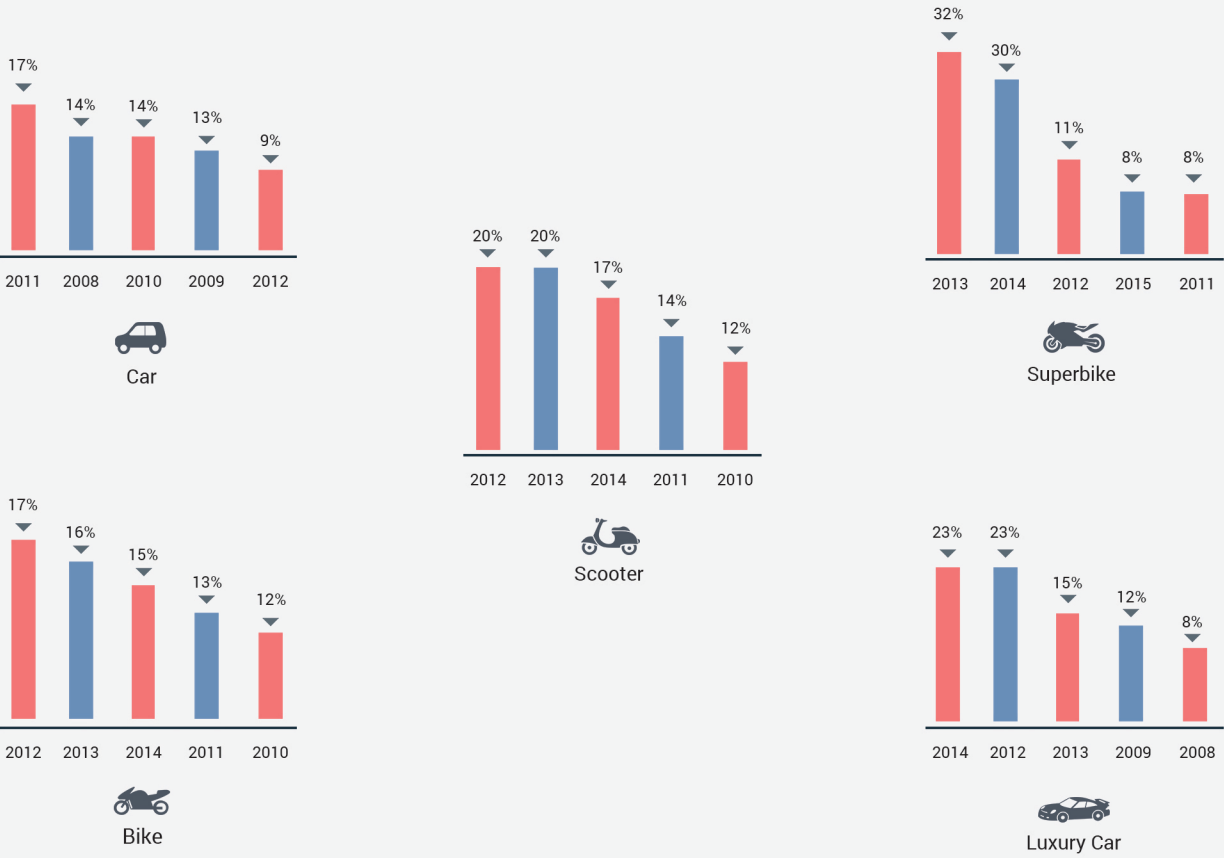
Average Selling Price of Used Automobiles

(In INR)



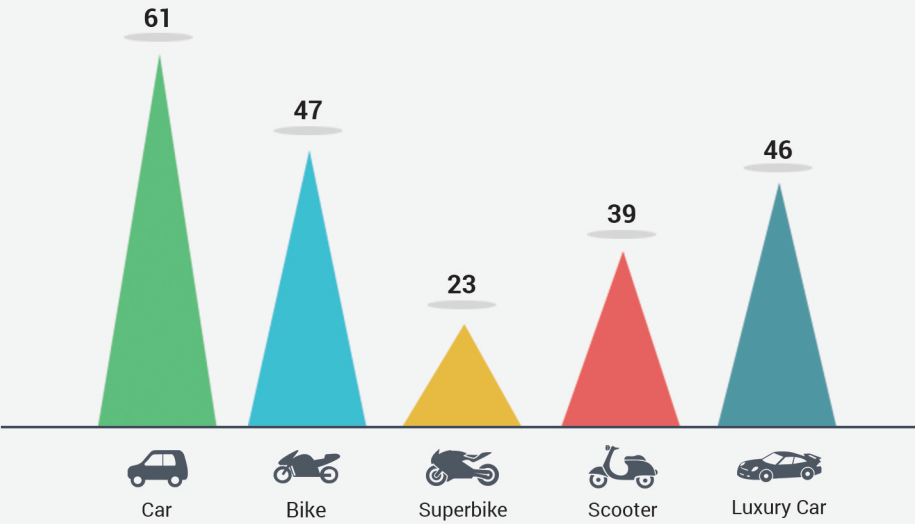
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Most Popular Years by Category



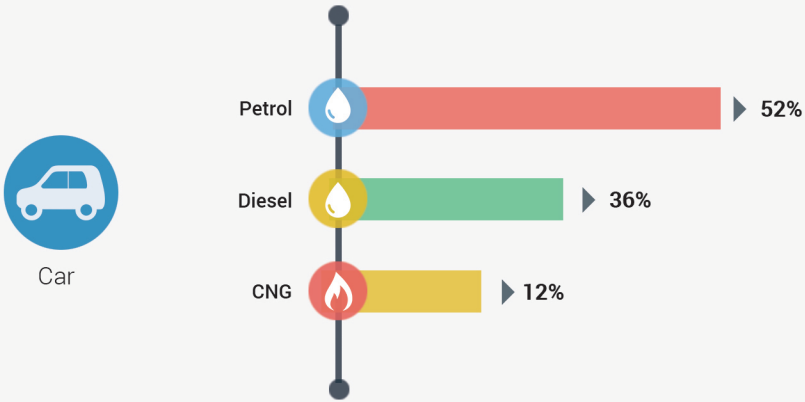
Average Duration of Ownership by Category

(In Months)



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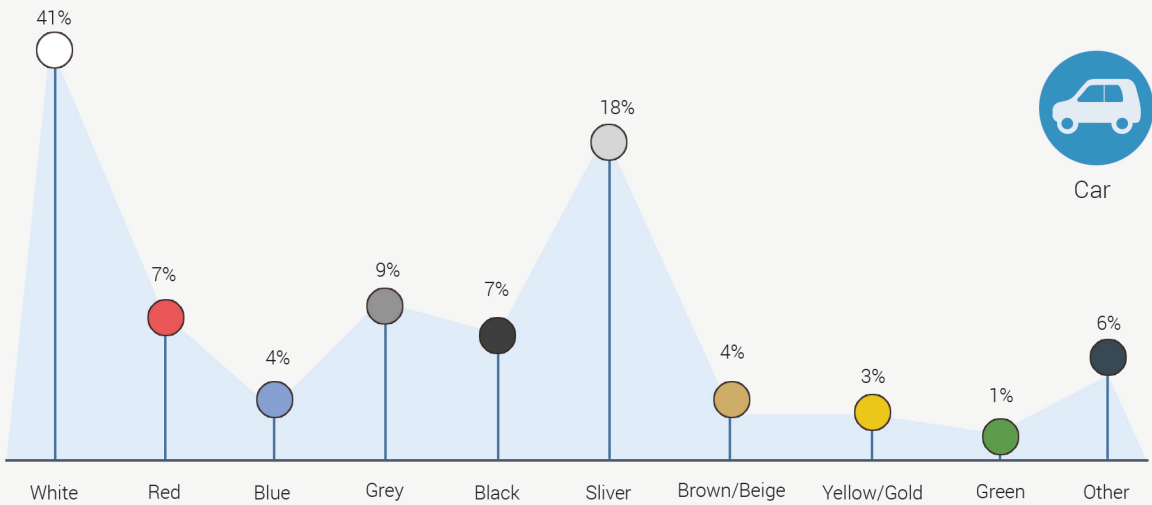
Cars by Fuel Type



Cars by Transmission Type



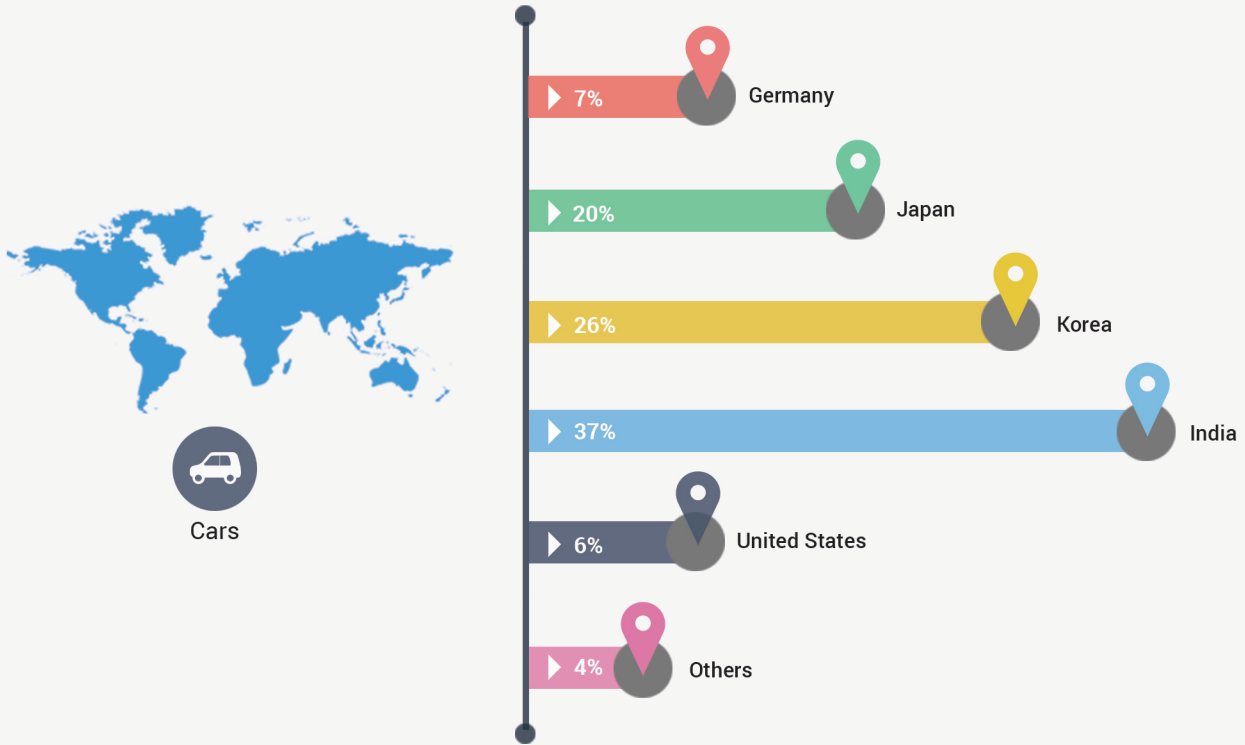
Cars by Color



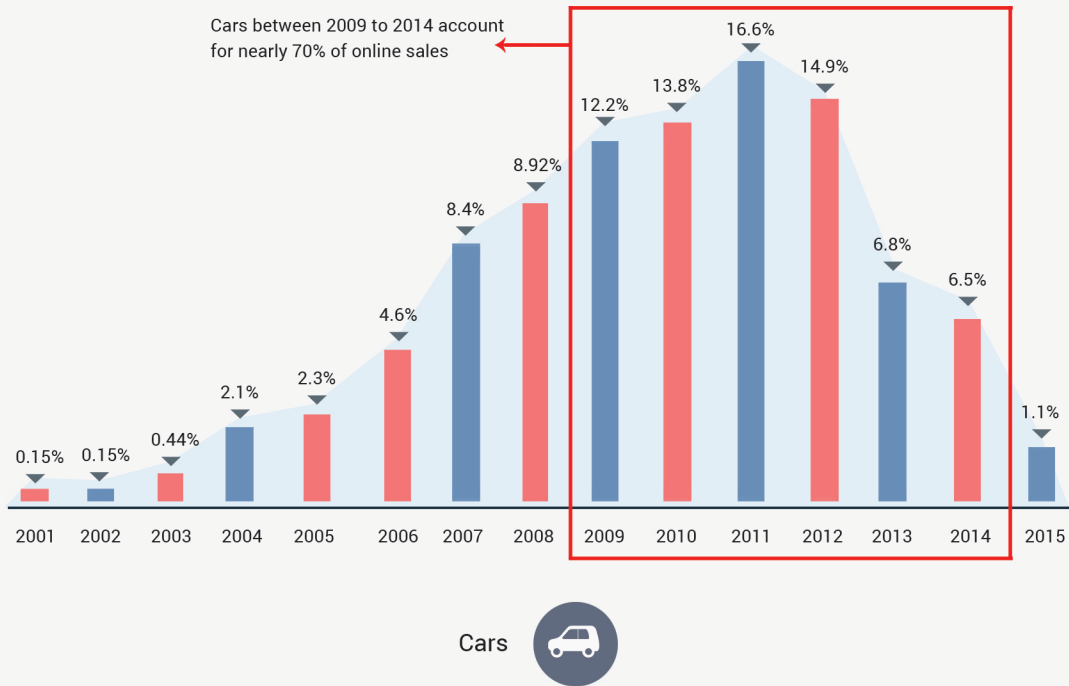
* Data on this page includes both cars & luxury cars

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Cars by Country of Origin



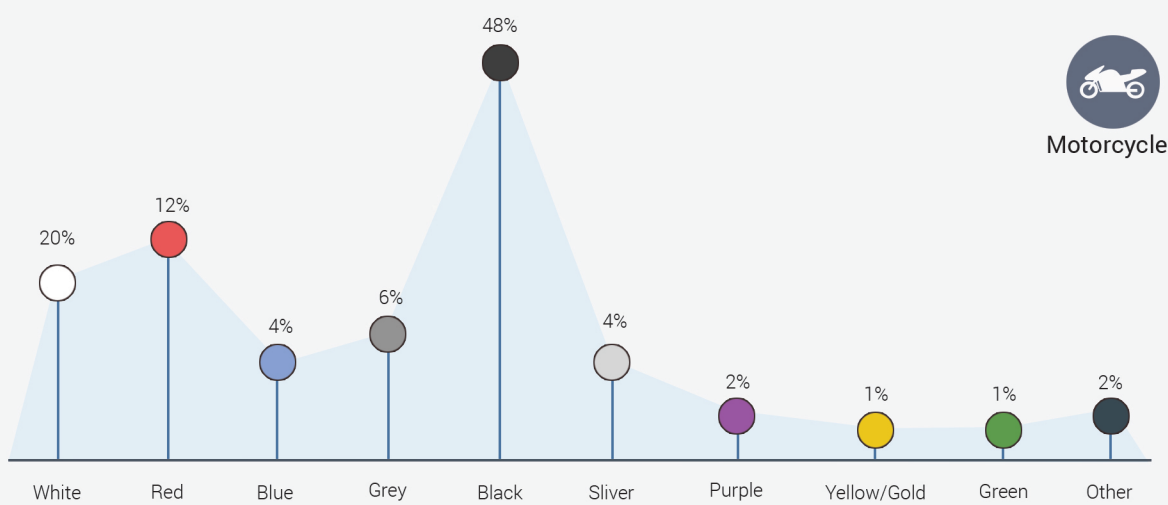
Cars by Year of Manufacture



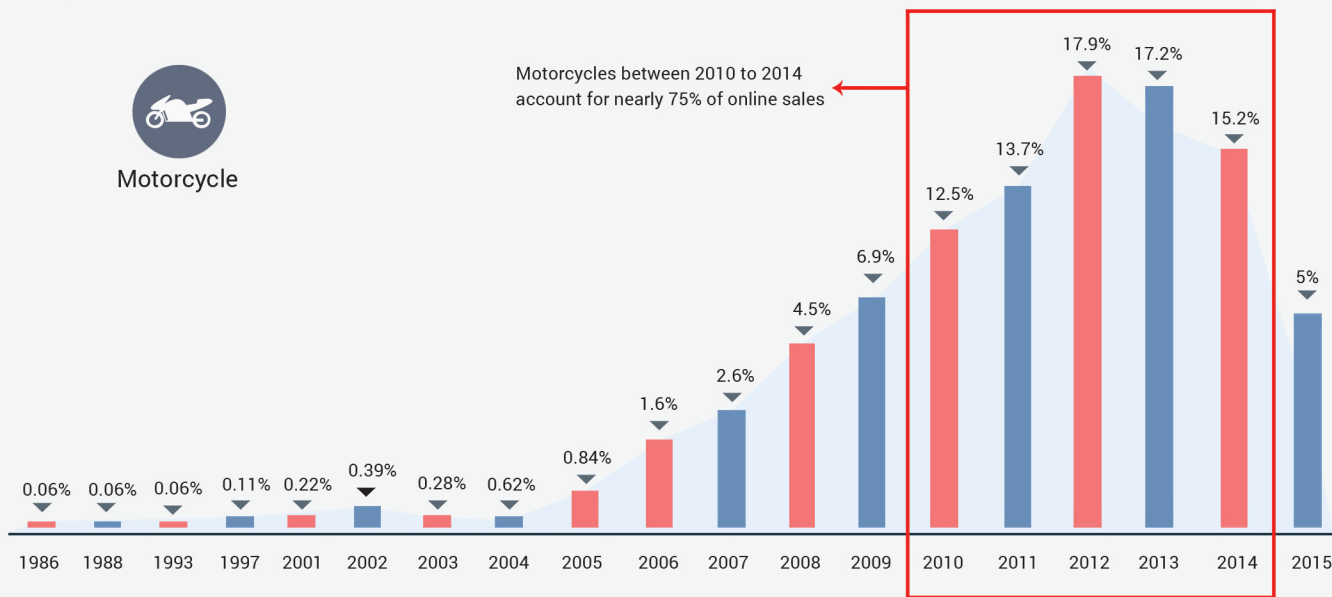
* Data on this page includes both cars & luxury cars

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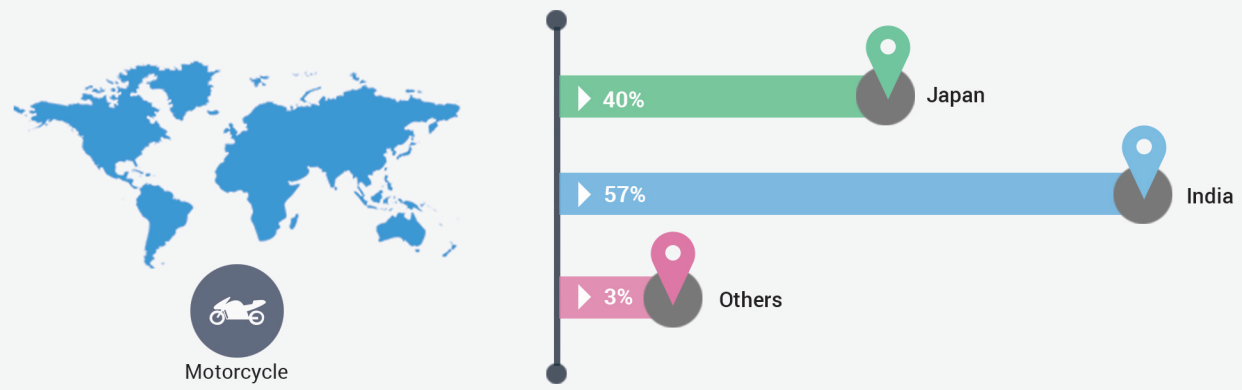
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

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.

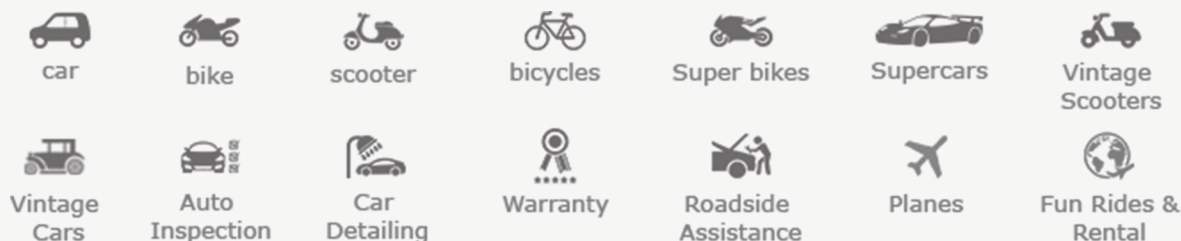
The current experience of buying and selling an automobile is completely broken, antiquated and full of pitfalls. Droom offers a truly 21st century experience in buying and selling automobiles. With its technology driven marketplace approach, droom enables transactions between buyers and sellers by bringing 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.

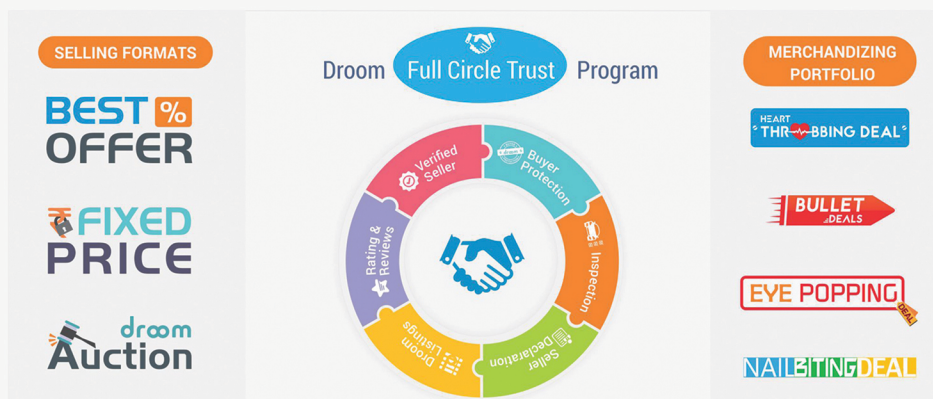
Droom is funded by some of the leading global venture investors and has a very strong and proven founding team with 75 years of combined experience in technology, Internet, E-Commerce and FMCG including 35 years in Silicon Valley. Droom has a team of 85+ in its offices in Gurgaon (India) and Silicon Valley (USA).

11k+	15k+	7.8k+	₹400cr+	1000k+	1000k+
B2C SELLERS	PRODUCTS	LISTINGS	LISTED GMV	FB COMMUNITY	APP DOWNLOADS

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
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(+91) - 9643103972

Note: This report has been prepared by Droom's Market Insights & Analytics team based on actual transactional data and the universe of listed automobile at droom for Q3-CY2015.



WIDE
SELECTION



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PRICES



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INSPECTED
VEHICLE



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