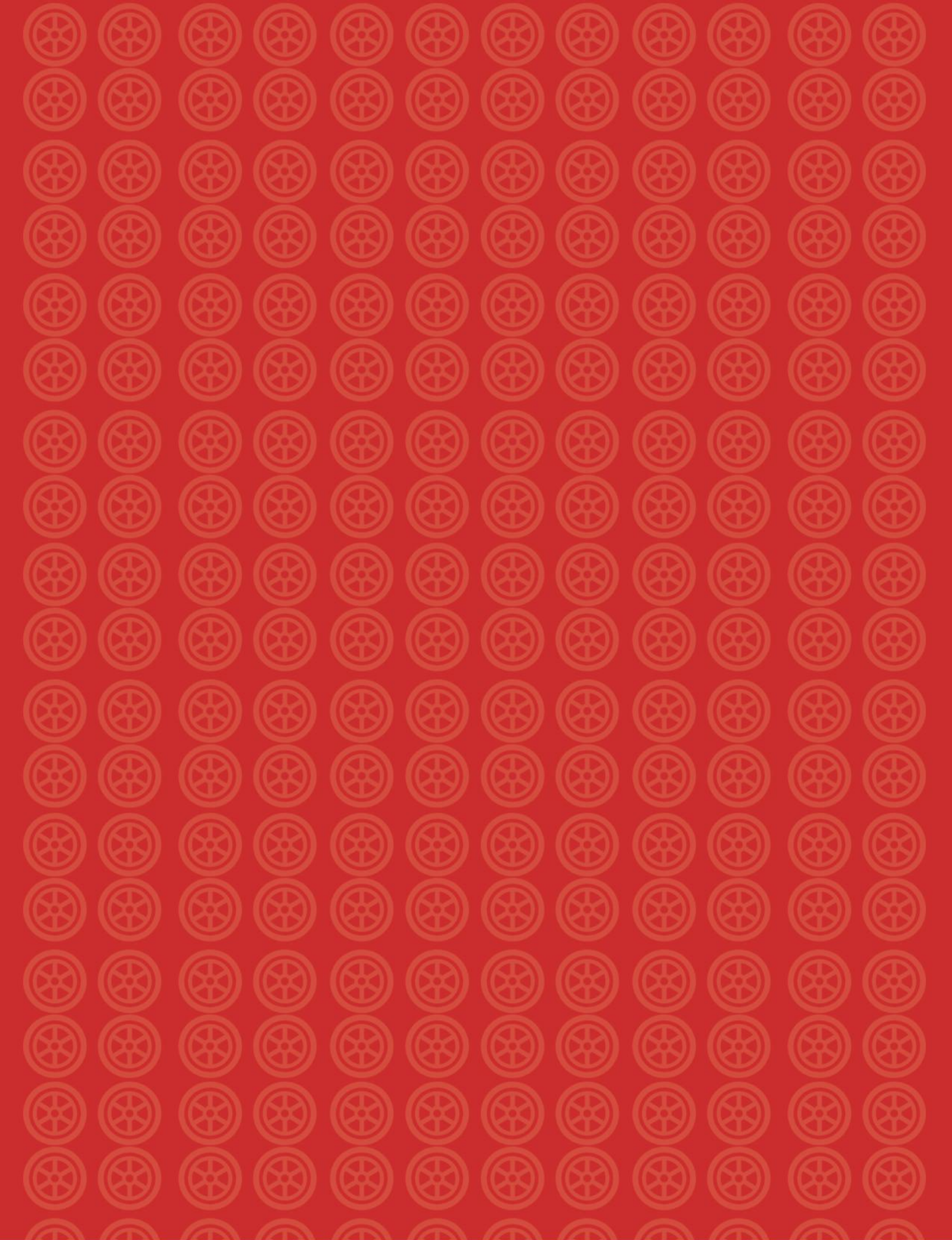




Droom's Automobile Trend Report

CY 2018



Droom's Automobile Trend Report

Top Trends

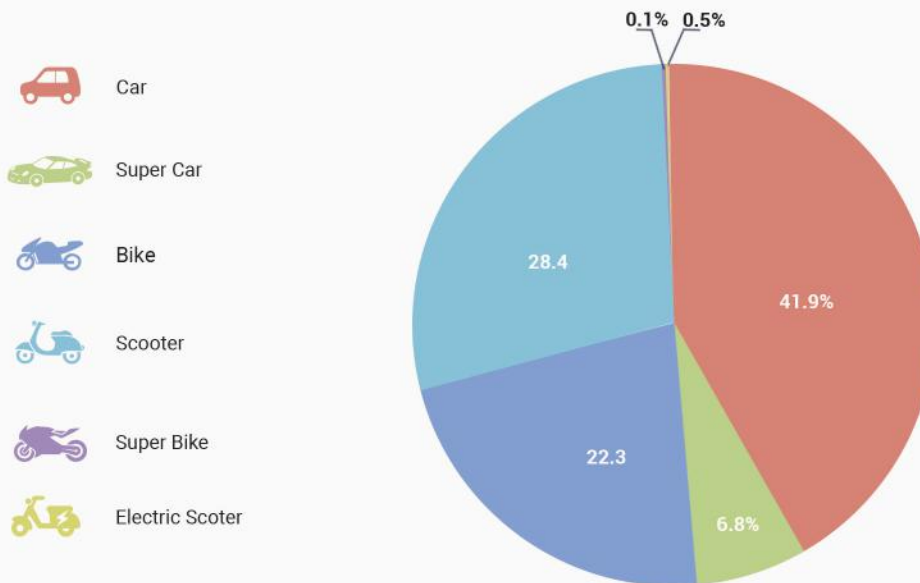
| | |
|----|--|
| 1 | Most Famous Car: Maruti Suzuki Swift |
| 2 | Most Famous Bike: Hero Splendor Plus |
| 3 | Most Famous Scooter: Honda Activa 5G |
| 4 | Most Famous Superbike: Harley Davidson Street 750 |
| 5 | Most Famous Luxury Car: BMW 5 Series |
| 6 | Most Famous Vehicle: Honda Activa 5g |
| 7 | Royal Enfield: Classic, Bullet Electra, Thunderbird |
| 8 | Delhi, Ahmedabad And Ludhiana: Top 3 cities |
| 9 | Super Bikes: Harley Davidson Street 750 was most sold superbike, followed by Benelli Tnt 600i and Kawasaki Ninja |
| 10 | Asking for Auto Inspection: Manyfold increase in Auto Inspection Orders due to increased awareness |
| 11 | Most Costliest Car Listed On Droom: Rolls Royce Ghost Series 2 6.6 2017 - 6,00,00,000 Crores |
| 12 | Most Costliest Bike Listed On Droom: Ducati Panigale 1299 R Final Edition - 51,82,000 Lacs |
| 13 | Most Famous Electric Scooter: Okinawa Praise |

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

Droom's Automobile Trend Report

Category Mix

(% breakdown based on online sales)

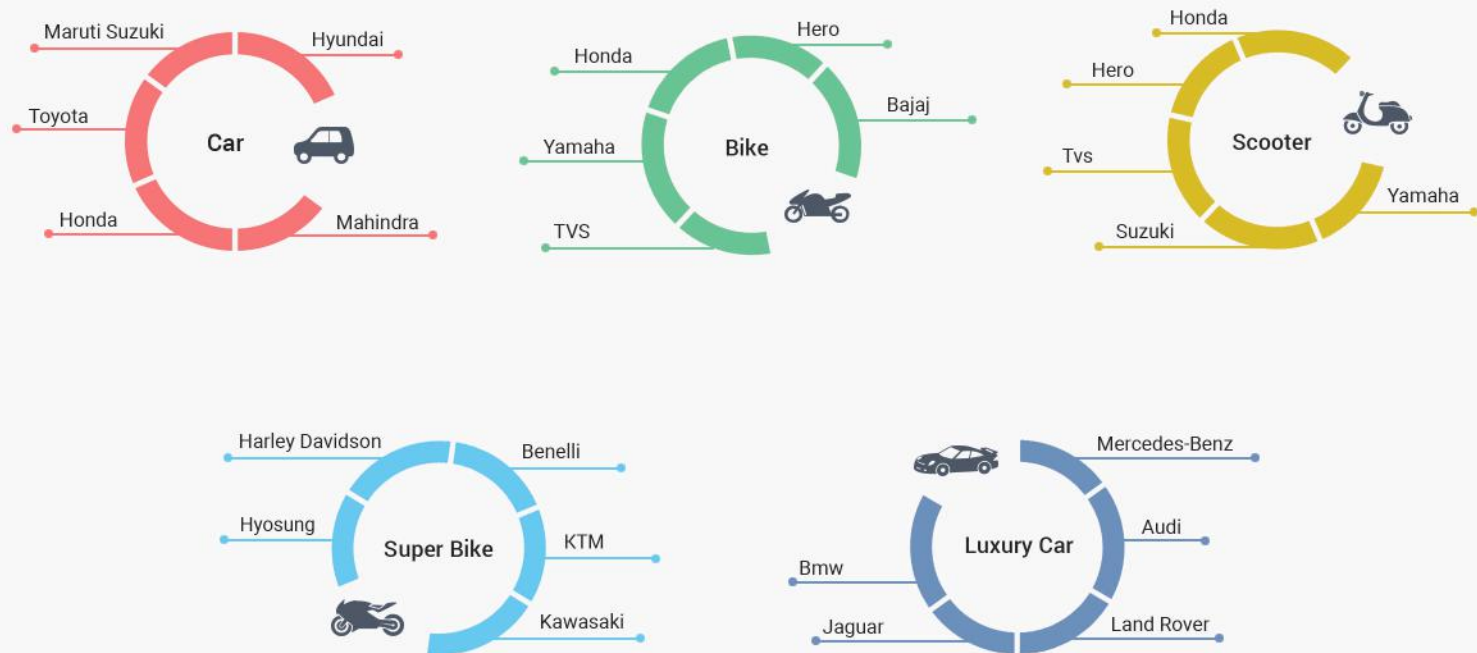


Top 10 Best Selling by Category

|  Cars |  Bikes |  Scooters |  Super Bikes |  Luxury Cars |
|---|--|---|---|--|
| Maruti Suzuki Swift | Hero Splendor Plus | Honda Activa 4G | Harley Davidson Street 750 | BMW 5 Series |
| Maruti Suzuki Swift Dzire | Honda Cb Shine | Honda Activa | Benelli Tnt 600i | Mercedes-Benz E-Class |
| Toyota Innova | Hero Passion Pro | Honda Activa125 | Kawasaki Ninja | Mercedes-Benz C-Class |
| Hyundai Verna | Bajaj Pulsar | TVS Jupiter | Benelli Tnt 300 | Audi A4 |
| Honda City | Hero Passion Pro I3S | Honda Activa 3G | Harley-Davidson Sportser | BMW 3 Series |
| Hyundai i20 | Honda Cd 110 Dream | Suzuki Access | Harley Davidson Superlow | BMW X1 |
| Hyundai i10 | TVS apache RTR | Honda Aviator | Hyosung Aquila Pro Gv650 | Audi A6 |
| Toyota Fortuner | Honda Livo | Yamaha Fascino | Benelli Tnt 25 | Mercedes-Benz M-Class |
| Maruti Suzuki Wagon R | Yamaha Fz S V 2.0 | Hero Maestro Edge | Harley Davidson Forty Eight | Audi Q7 |
| Mahindra XUV500 | Hero Hf Deluxe | Honda Activa 5G | Harley Davidson Iron 883 | Audi Q3 |

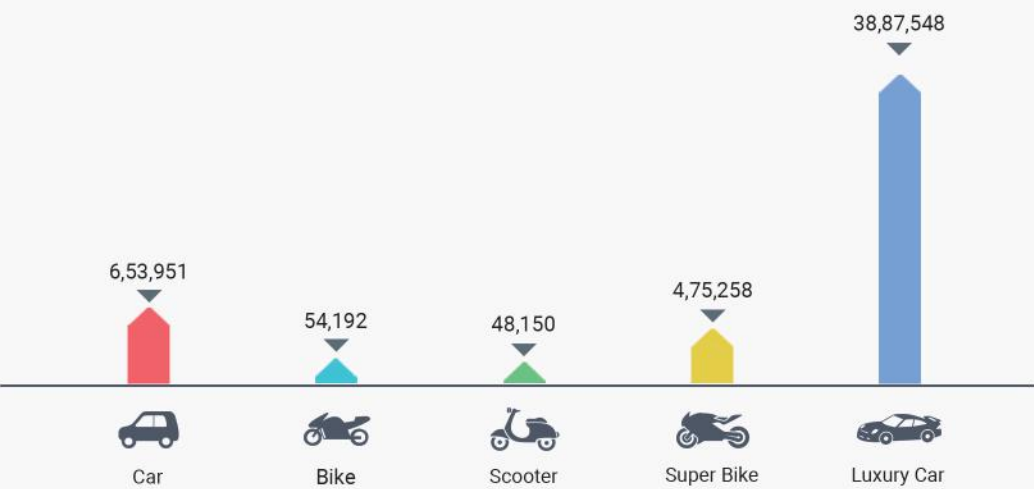
Droom's Automobile Trend Report

Top 5 Makes by Category



Average Selling Price of Used Automobiles

(In INR)



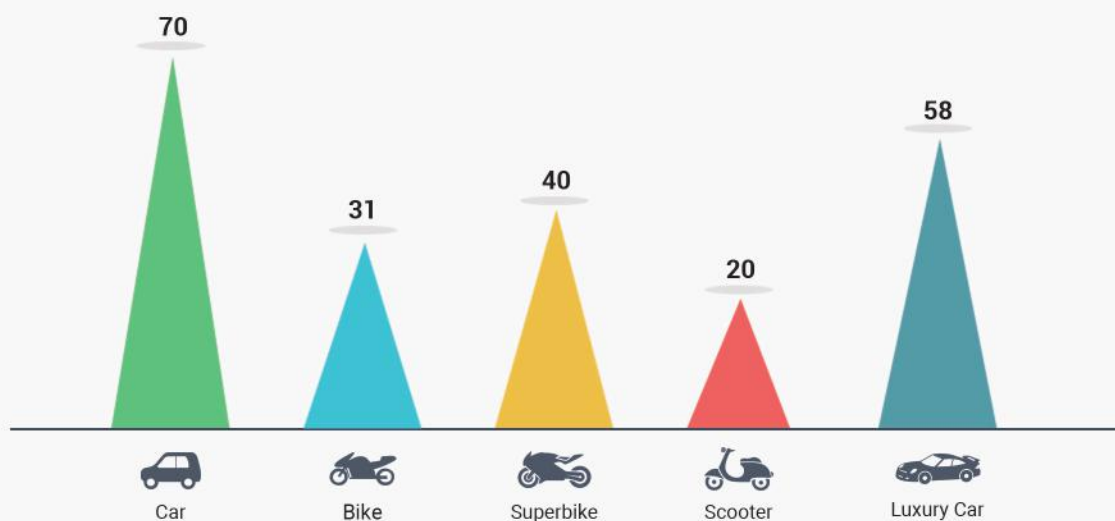
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Most Popular Years by Category



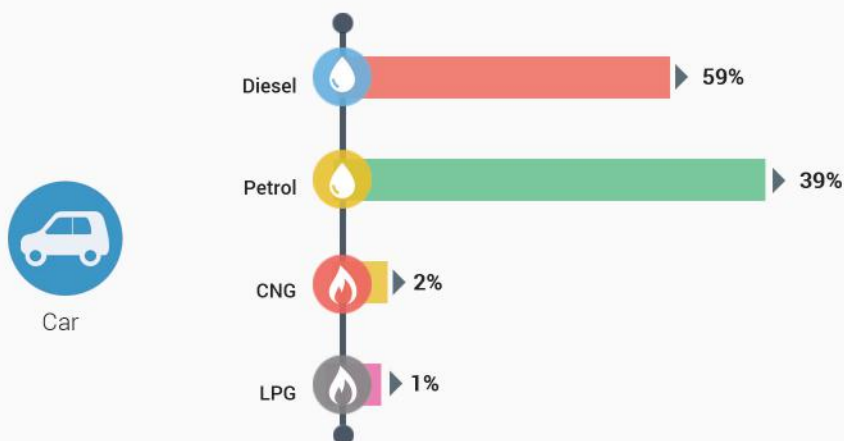
Average Duration of Ownership by Category

(In Months)



Droom's Automobile Trend Report

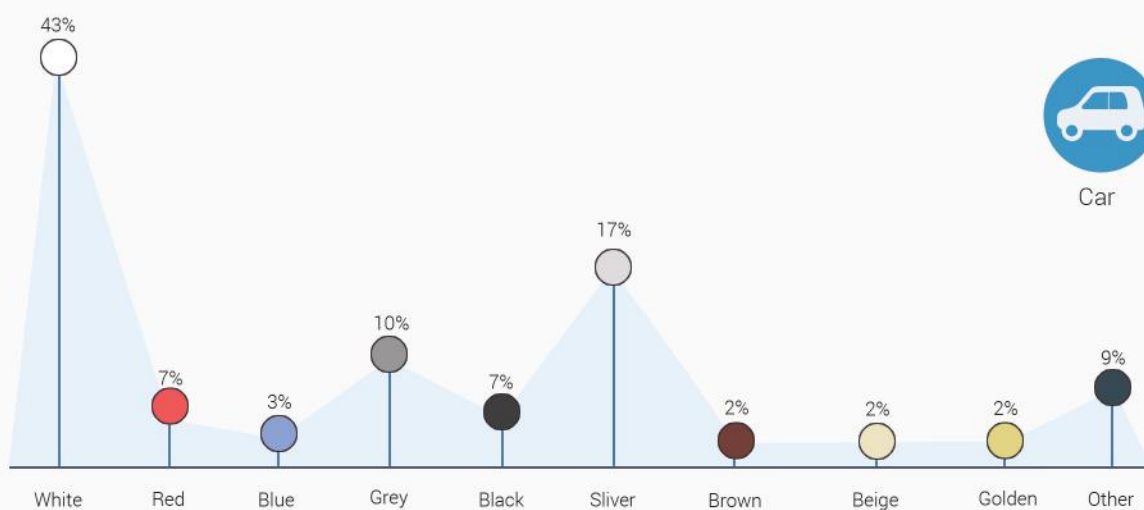
Cars by Fuel Type



Cars by Transmission Type



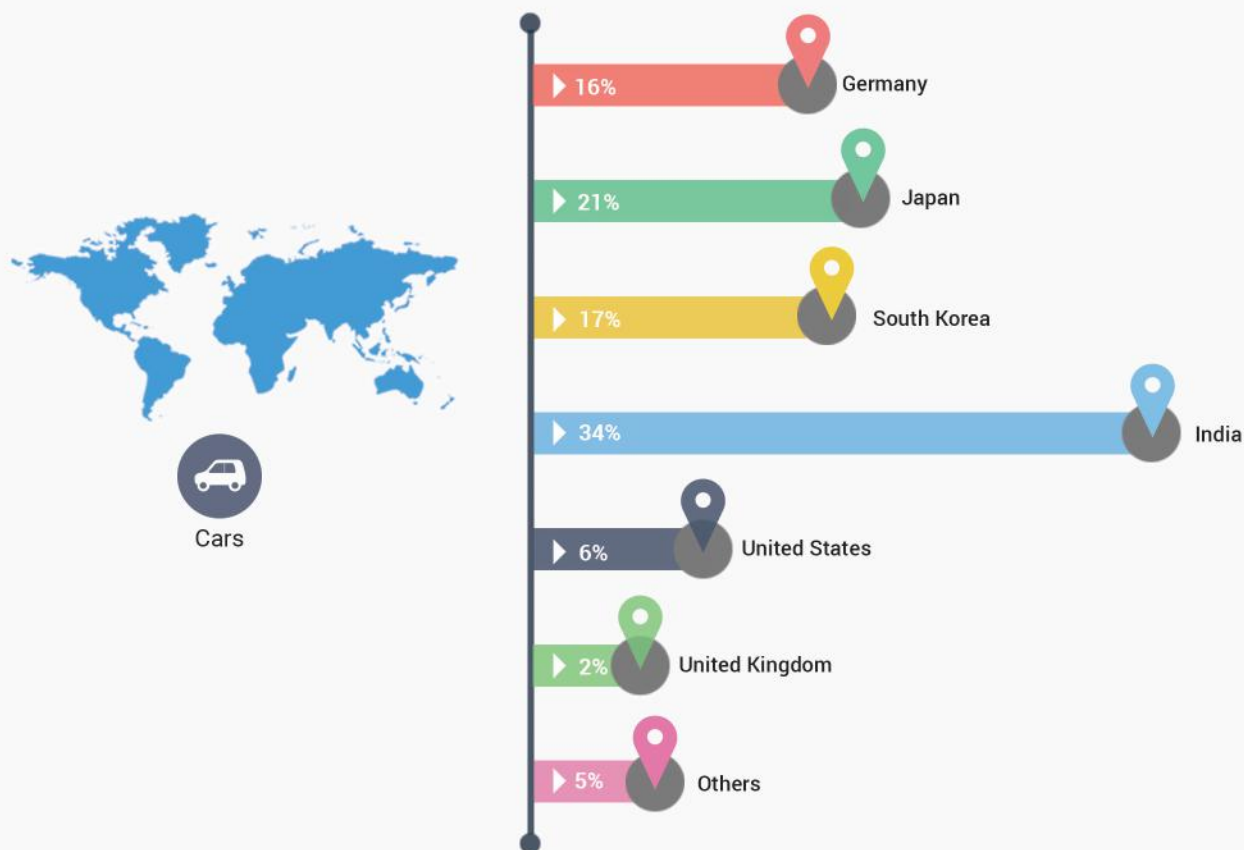
Cars by Color



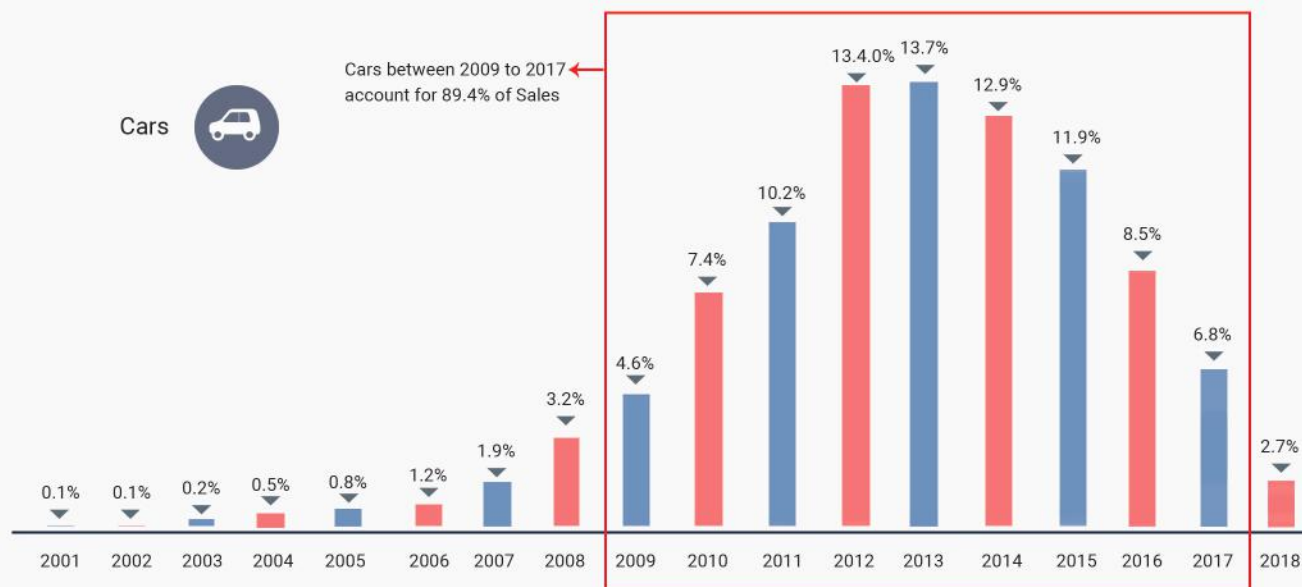
* Data on this page includes both cars & luxury cars

Droom's Automobile Trend Report

Cars by Country of Origin



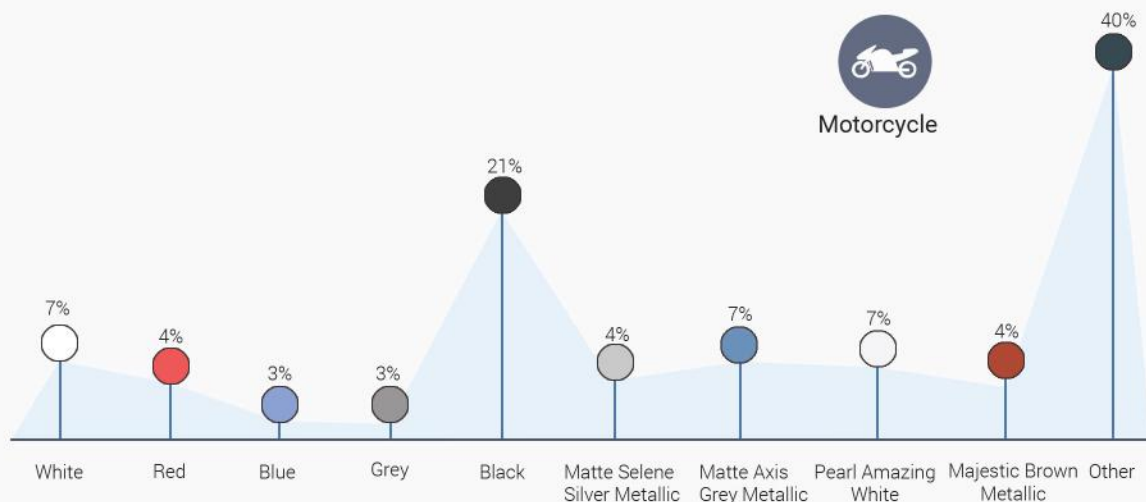
Cars by Year of Manufacture



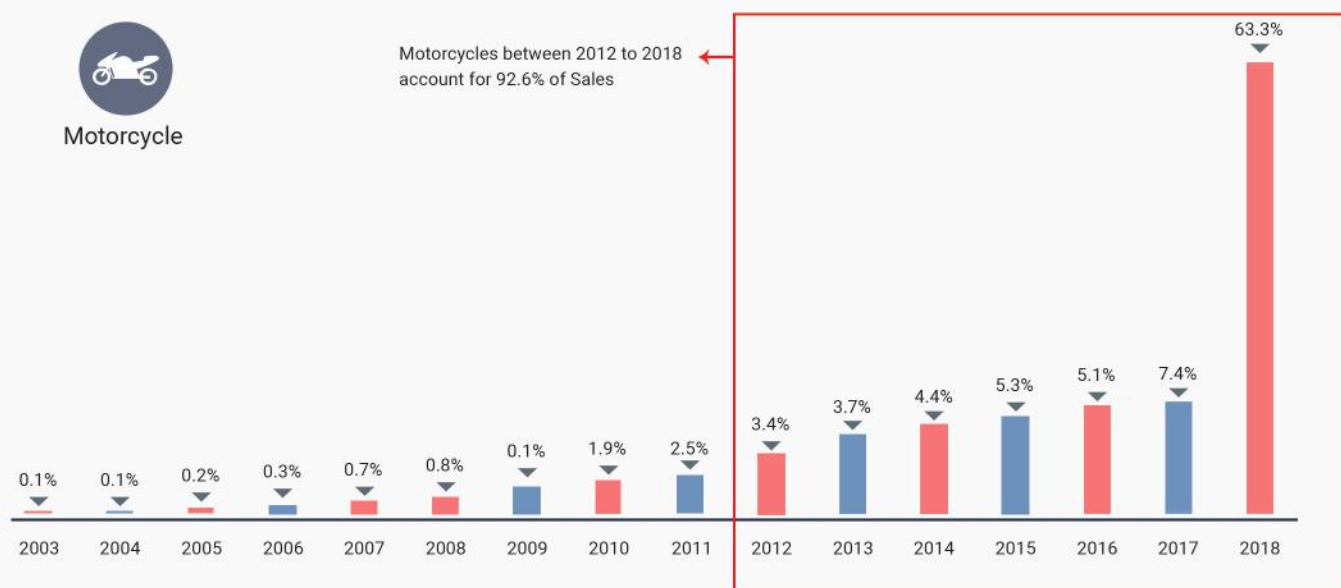
* Data on this page includes both cars & luxury cars

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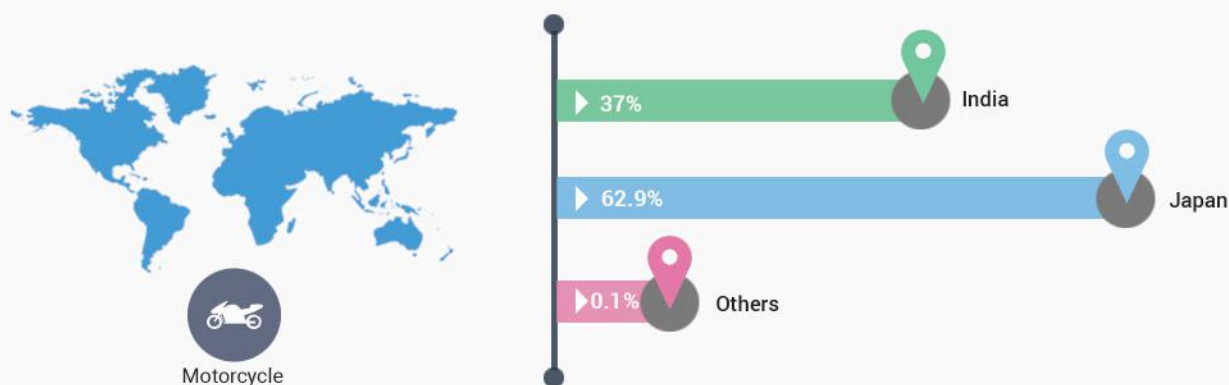
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

Droom's Automobile Trend Report

Top 10 Cities

Top Cities

| | |
|----|-----------|
| 1 | Delhi |
| 2 | Bangalore |
| 3 | Hyderabad |
| 4 | Ahmedabad |
| 5 | Pune |
| 6 | Mumbai |
| 7 | Jaipur |
| 8 | Ludhiana |
| 9 | Hissar |
| 10 | Surat |

Emerging Cities

| | |
|----|-------------|
| 1 | Faridabad |
| 2 | Ghaziabad |
| 3 | Chennai |
| 4 | Nalgonda |
| 5 | Kotputli |
| 6 | Gurgaon |
| 7 | Bilaspur |
| 8 | Chittorgarh |
| 9 | Vadodara |
| 10 | Kolkata |

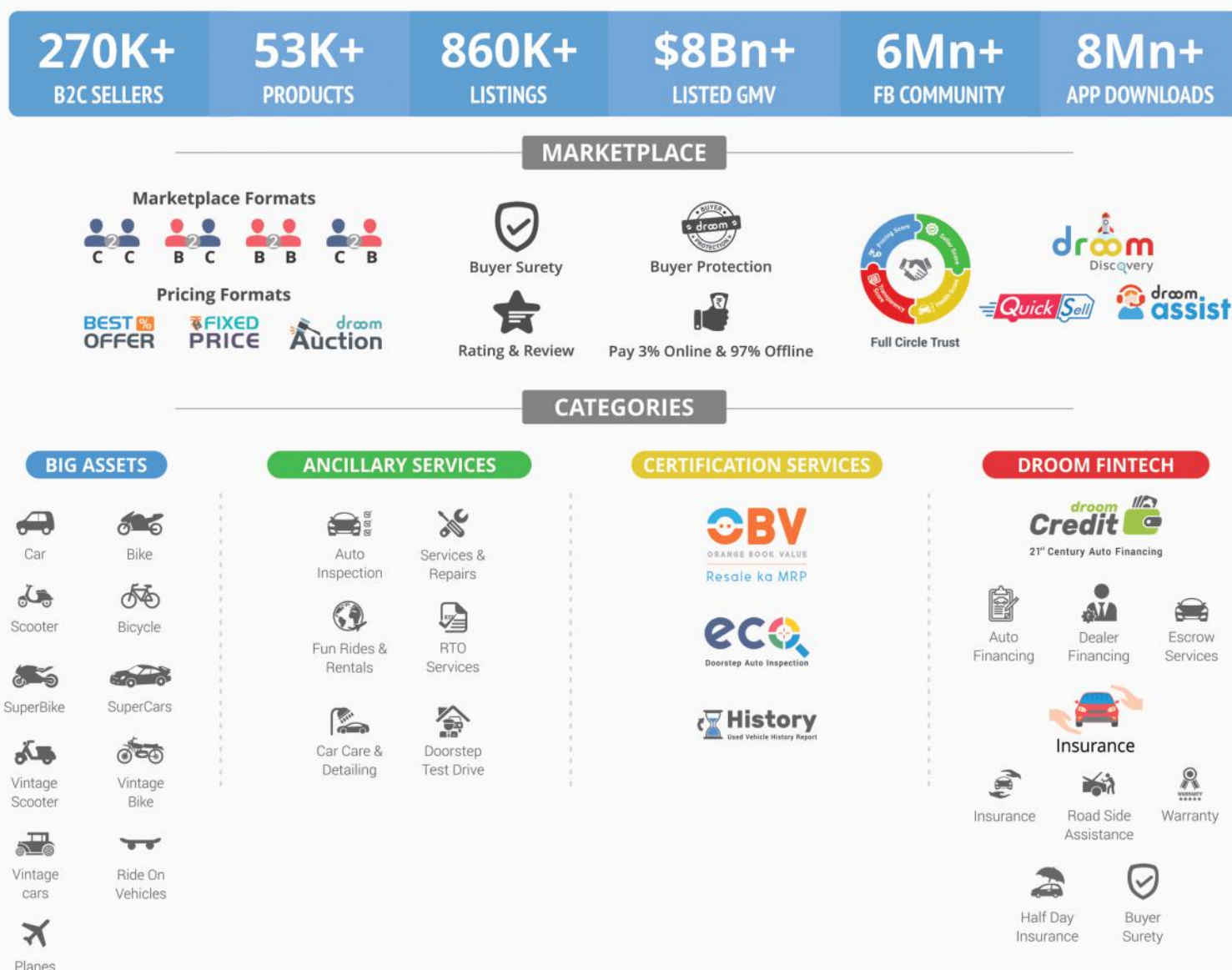
About Droom

Droom is the 3rd largest E-commerce company in India in terms of GMV and the largest online auto marketplace for buying and selling new and used automobiles with over 70% market share of the automobile transactions online.

Droom is headquartered in Gurugram, India, with a team size of 370+. Droom has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers a wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan.

Droom has in-built tech and data science tools to create the entire eco-system around used automobiles, including OBV (pricing engine), Eco (121 points vehicle inspection), History (200 million vehicle history records), Discovery (dozens of pre-buying tools) and Credit (India's first and only marketplace for used vehicles' loans). The company is currently generating \$1Bn+ in annualized GMV and growing at a rate of 150% Y/Y. Droom has presence in 730+ cities across India (India's largest hyper local marketplace), 270K+ auto dealers (largest auto dealer platform in India), 40 Million+ monthly visitors, nearly 8 Million+ app downloads and 6 Million+ Facebook followers.

Droom is a Singapore Holding Company with subsidiaries in India and the United States. The company has so far raised close to \$125 Million dollars over six rounds of funding. Some of the prominent investors are Lightbox, Beenext, Beenos, Digital Garage, Toyota Tsusho Corporation and Integrated Assets Management



Media Enquiry

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