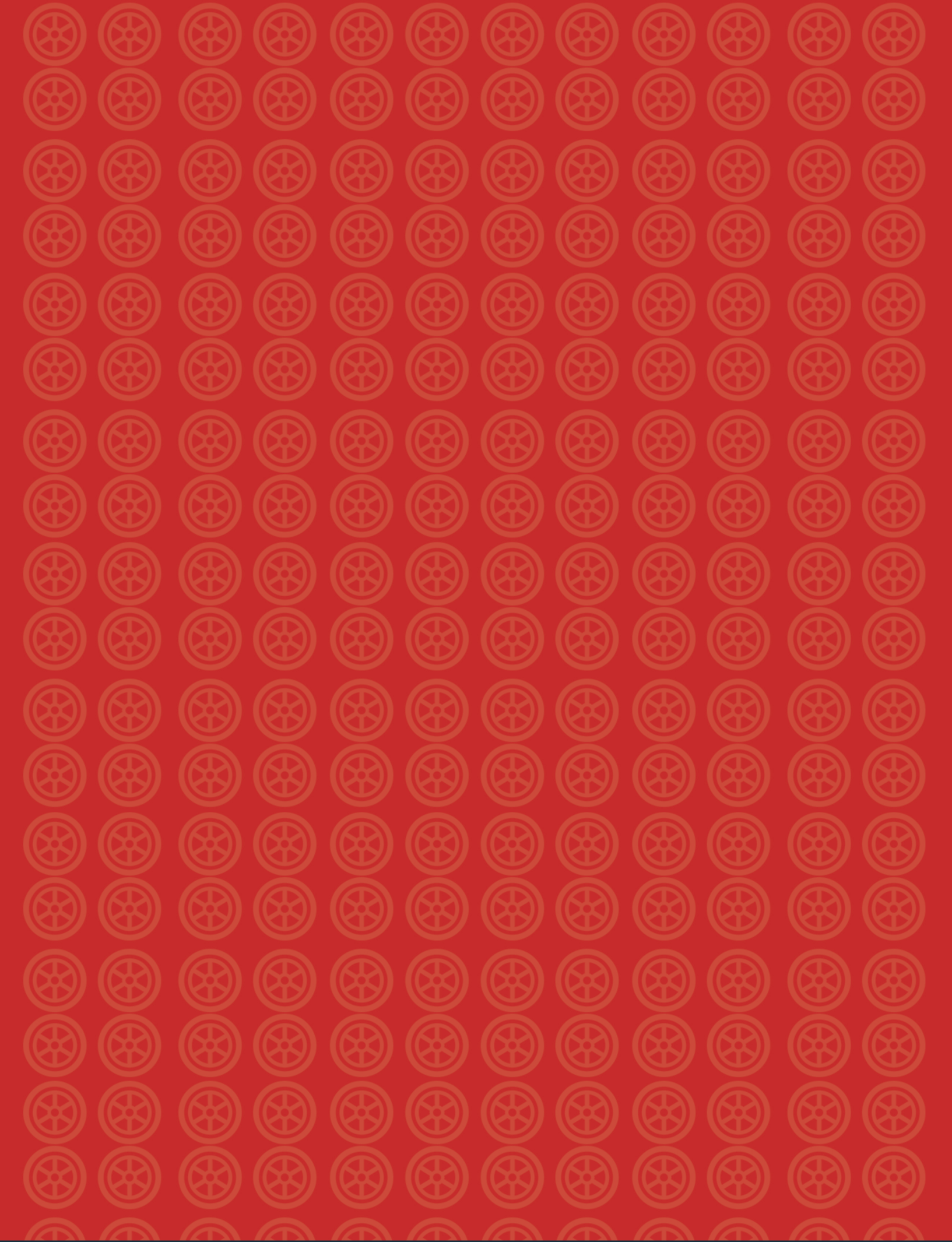


Droom's Automobile Report  
CY 2015 to CY 2019





# Droom's Automobile Trend Report

## Top Trends

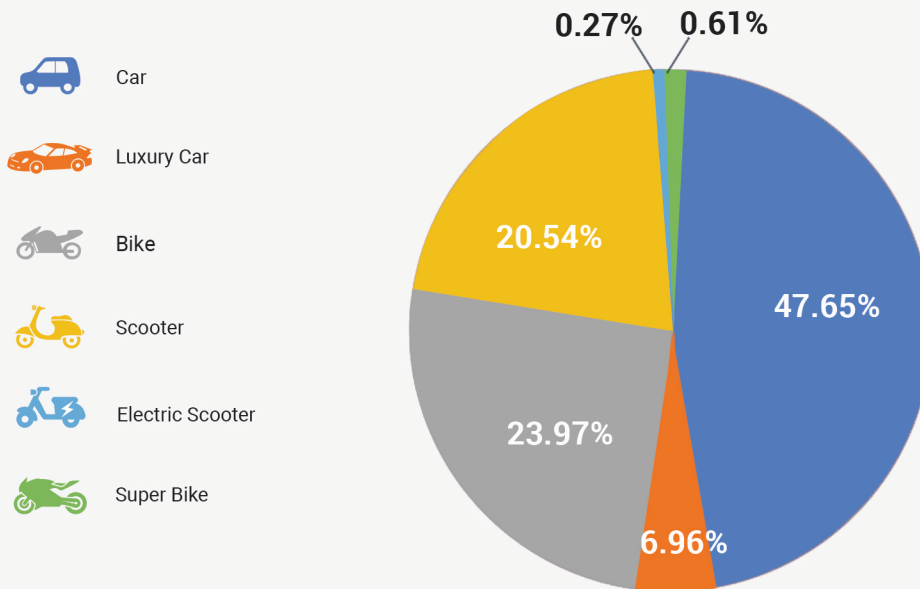
1	Most Famous Car: Maruti Suzuki Swift Dzire
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: KTM Duke
5	Most Famous Luxury Car: BMW 5 Series
6	Most Famous Vehicle: Honda Activa
7	Most Famous Electric Scooter: Okinawa Praise
8	Royal Enfield: Royal Enfield Classic, Thunderbird and Bullet Electra are best selling
9	Top 3 Cities: Delhi, Pune & Ahmedabad
10	Super Bikes: KTM Duke was the most sold followed by Harley Davidson Iron 883, Hyosung GT250r
11	Asking for Auto Inspection: Manyfold increase in Auto Inspection Orders due to increased awareness
12	Most Costliest Bike Listed On Droom: Ducati Panigale 1299 R Final Edition -INR 51,82,000
13	Most Costliest Car Listed On Droom: Land Rover Range Rover 2017 - INR 2,98,00,000

\*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)

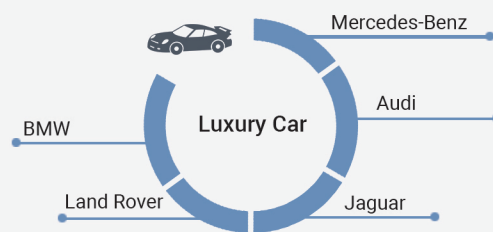
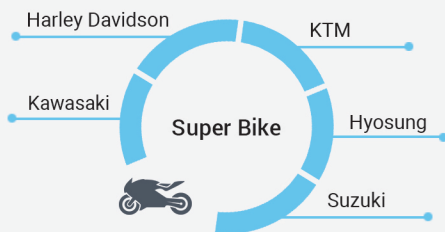
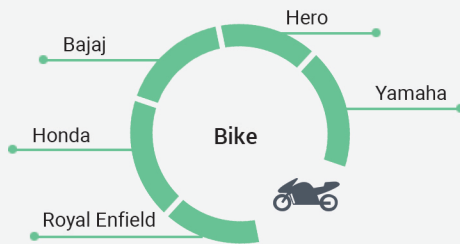
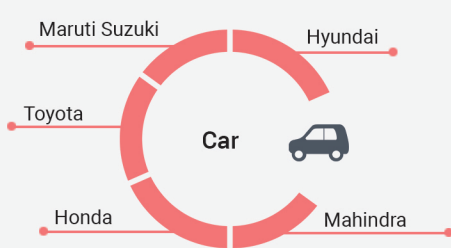


## Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Suzuki Swift Dzire	Bajaj Pulsar	Honda Activa	Ktm Duke	Bmw 5 series
Maruti Suzuki Swift	Hero Splendor Plus	Honda Activa 5g	harley Davidson Iron 883	Mercedes-Benz e-class
Toyota Fortuner	Hero Passion Pro	Tvs Jupiter	Hyosung GT250r	Mercedes-Benz c-class
Toyota Innova	Bajaj Discover	Suzuki Access	Harley-Davidson Street 750	Audi A4
Hyundai i10	Tvs Apache RTR	Honda Activa 3g	Suzuki Hayabusa	Bmw 3 series
Honda City	Honda cb Shine	Hero Maestro	Kawasaki Z800	Audi A6
Hyundai i20	Yamaha FZS	Honda Aviator	Ktm RC	Audi Q3
Maruti Suzuki Wagon R	hero Splendor Pro	Honda Activa125	Harley Davidson Street™ 750	Bmw X1
Hyundai Verna	bajaj Avenger	Hero Pleasure	Kawasaki Ninja 650	Audi Q7
Mahindra xuv500	Royal Enfield Classic	Honda Activa 4g	Kawasaki Ninja	Audi Q5

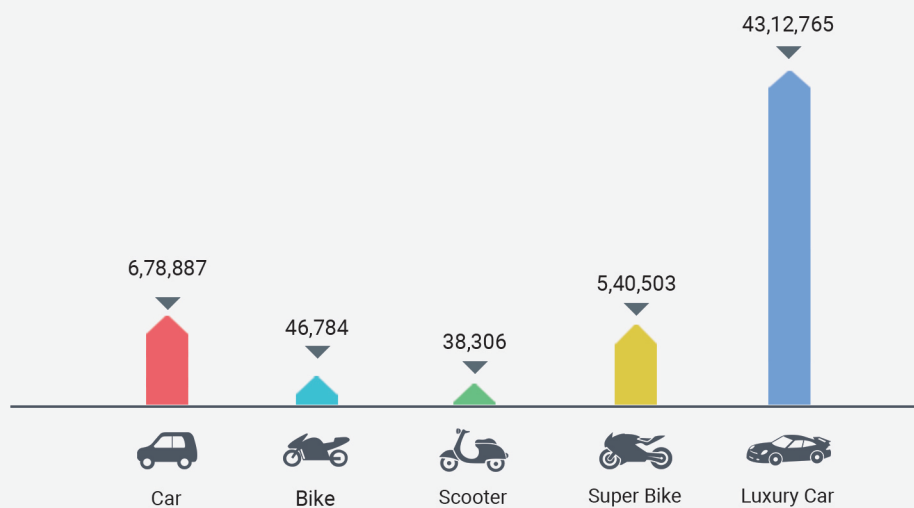
# Droom's Automobile Trend Report

## Top 5 Makes by Category



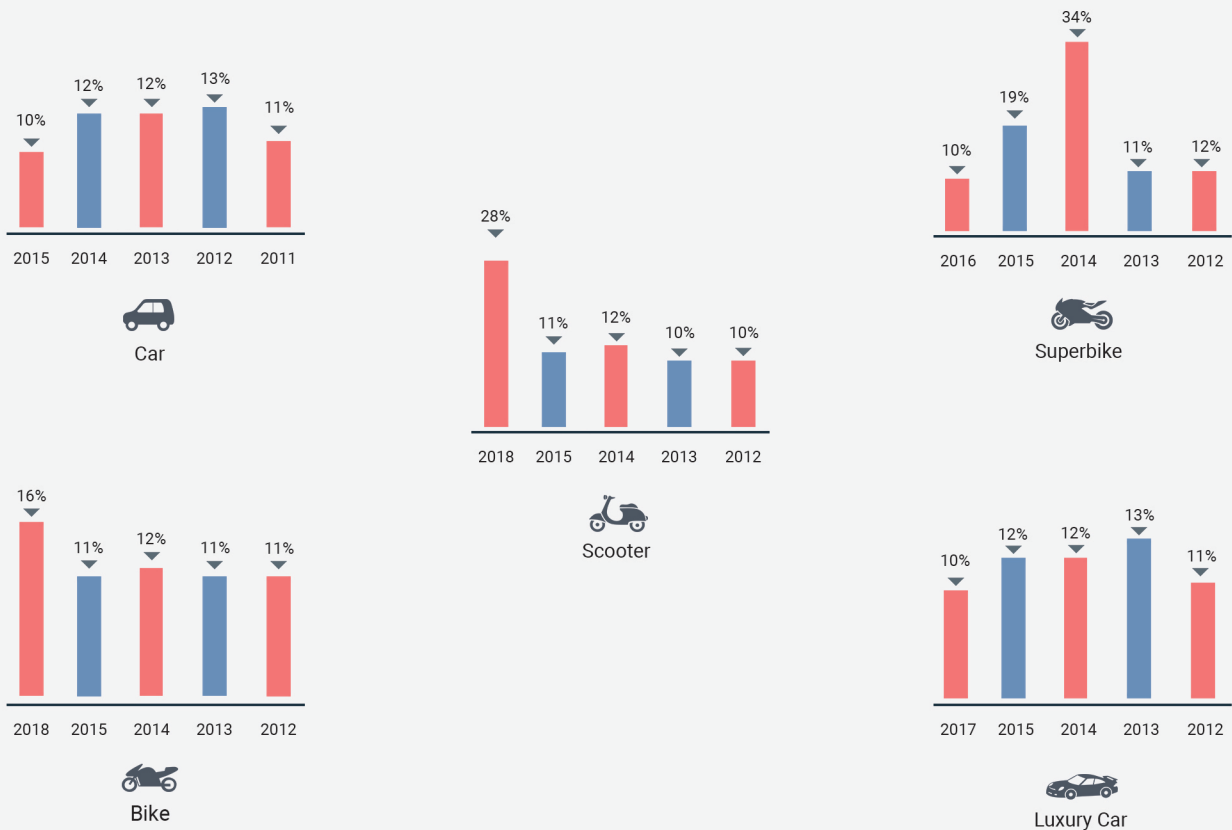
## Average Selling Price of Used Automobiles

(In INR)



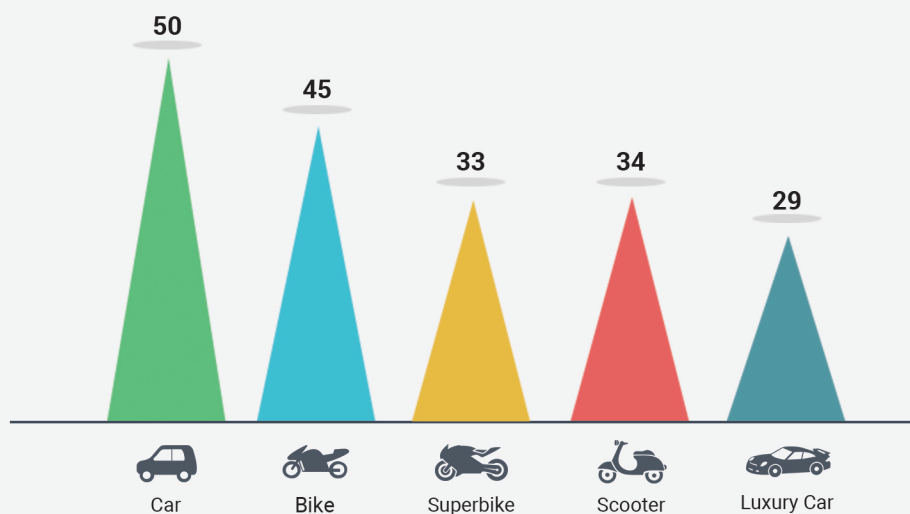
# Droom's Automobile Trend Report

## Most Popular Years by Category



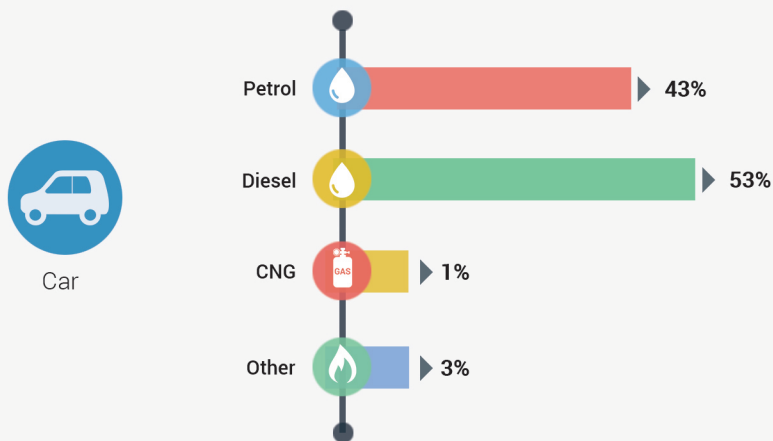
## Average Duration of Ownership by Category

(In Months)



# Droom's Automobile Trend Report

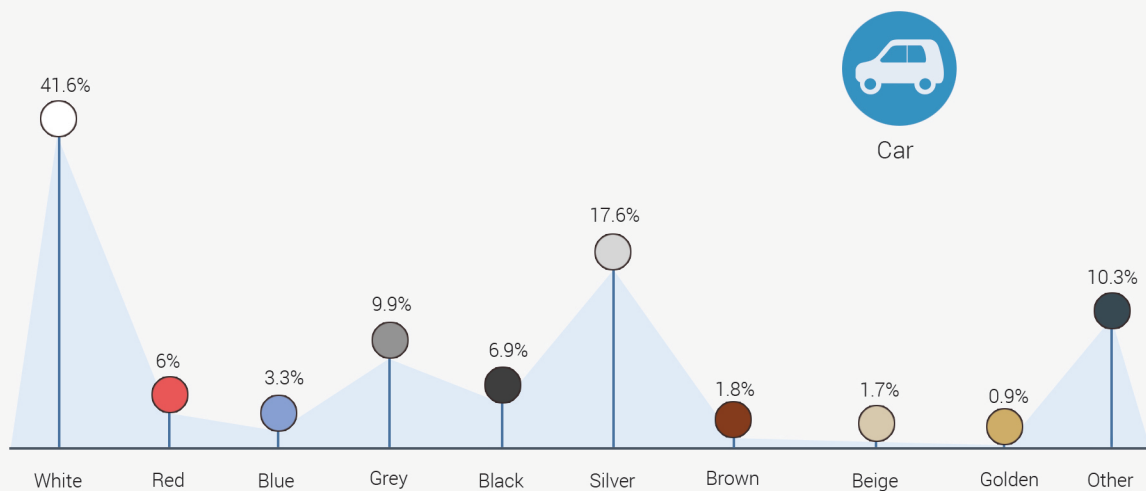
## Cars by Fuel Type



## Cars by Transmission Type



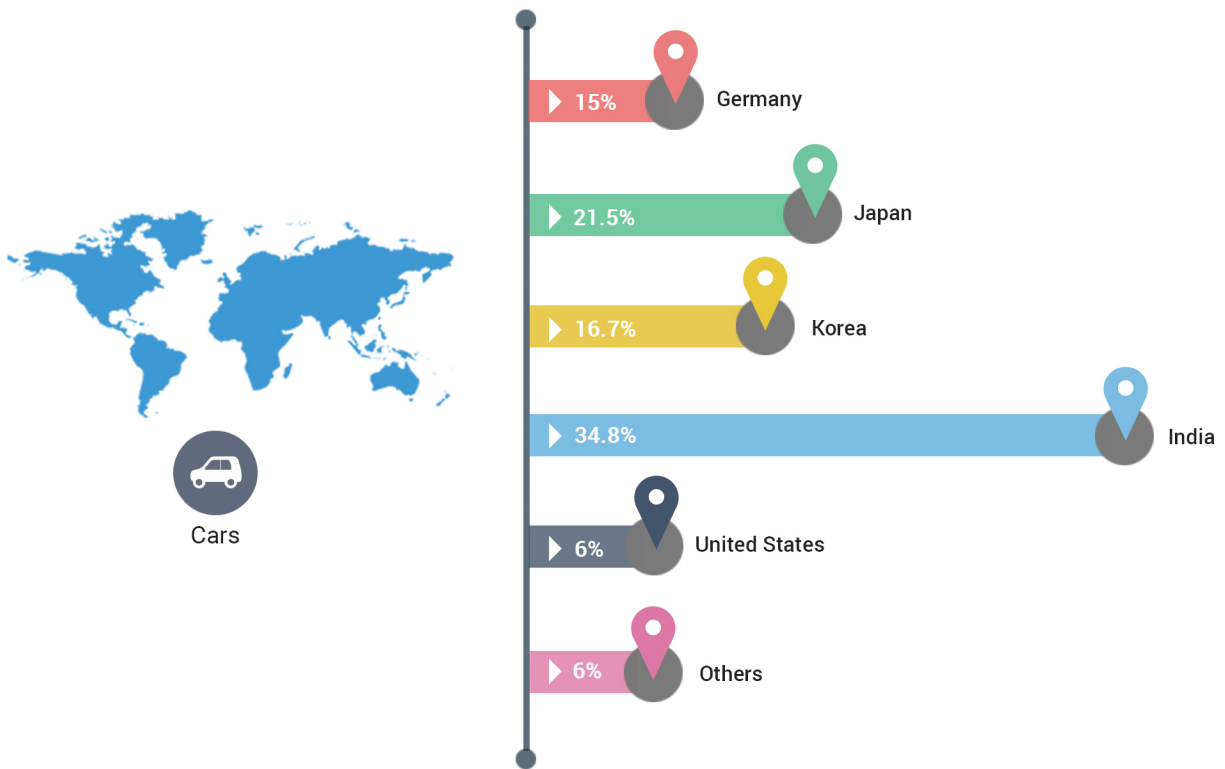
## Cars by Color



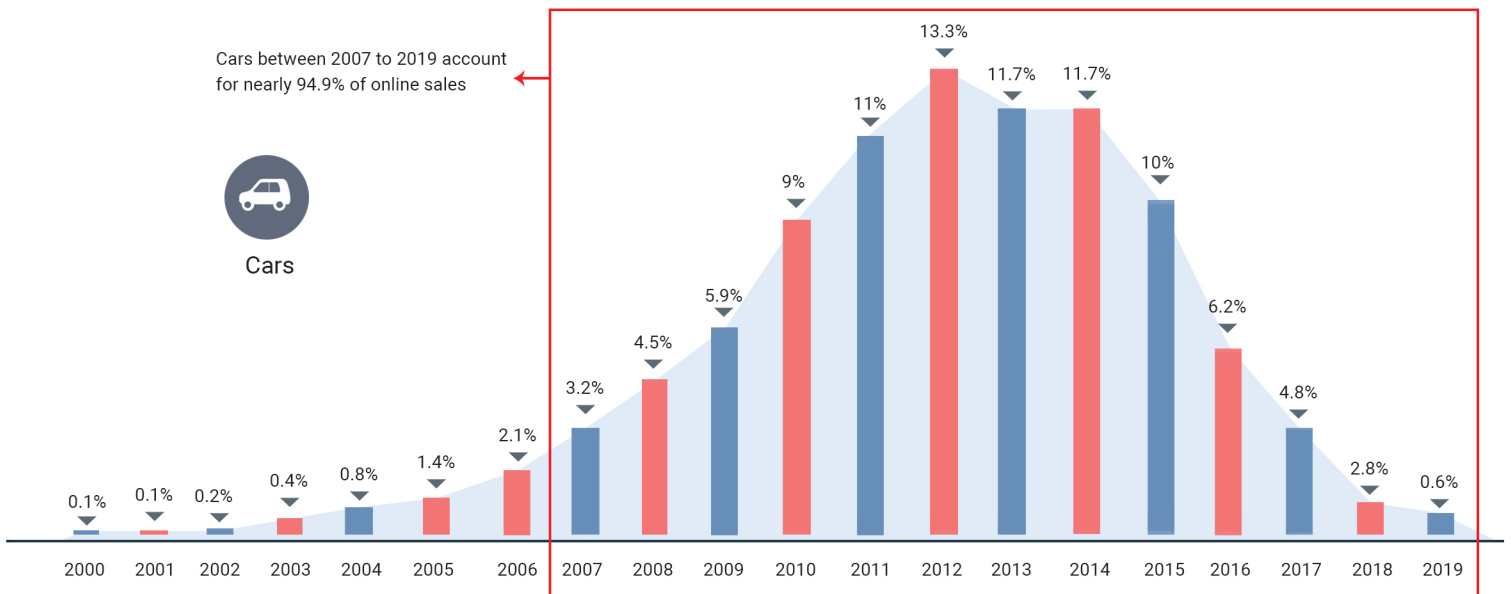
\* Data on this page includes both cars & luxury cars

# Droom's Automobile Trend Report

## Cars by Country of Origin



## Cars by Year of Manufacture

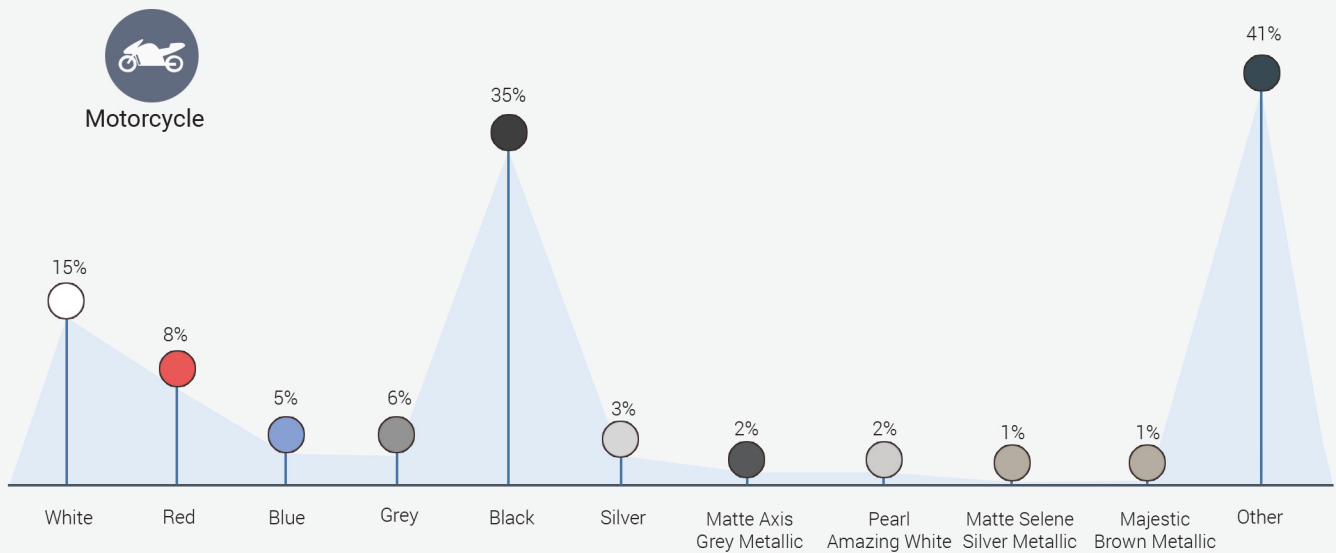


\* Data on this page includes both cars & luxury cars

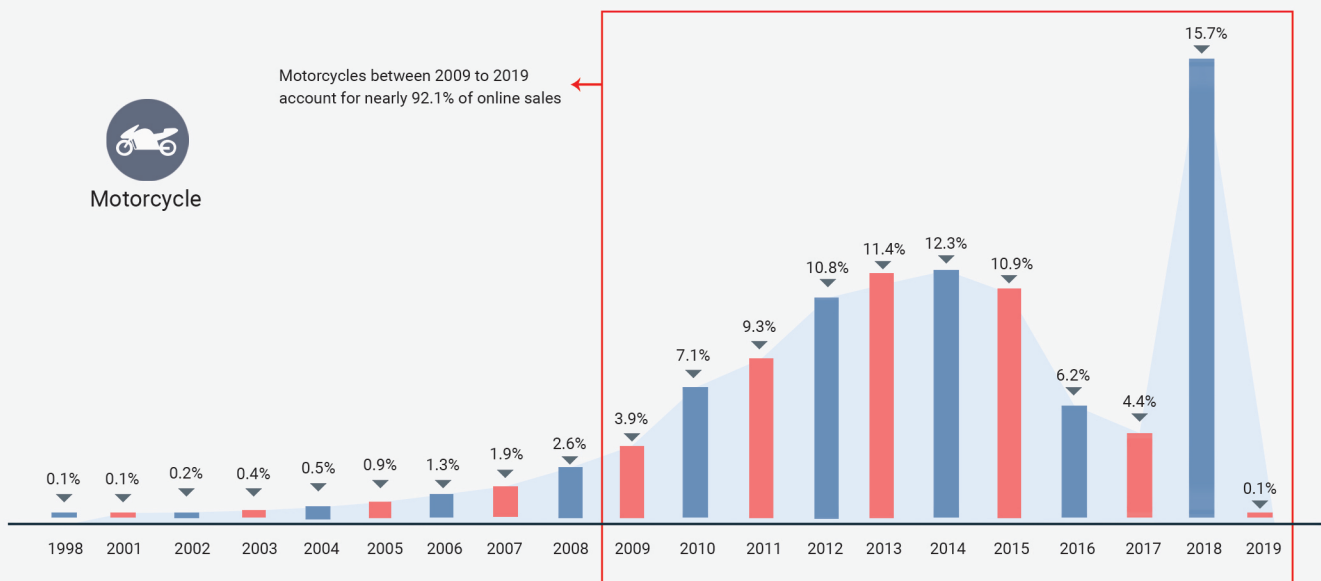


# Droom's Automobile Trend Report

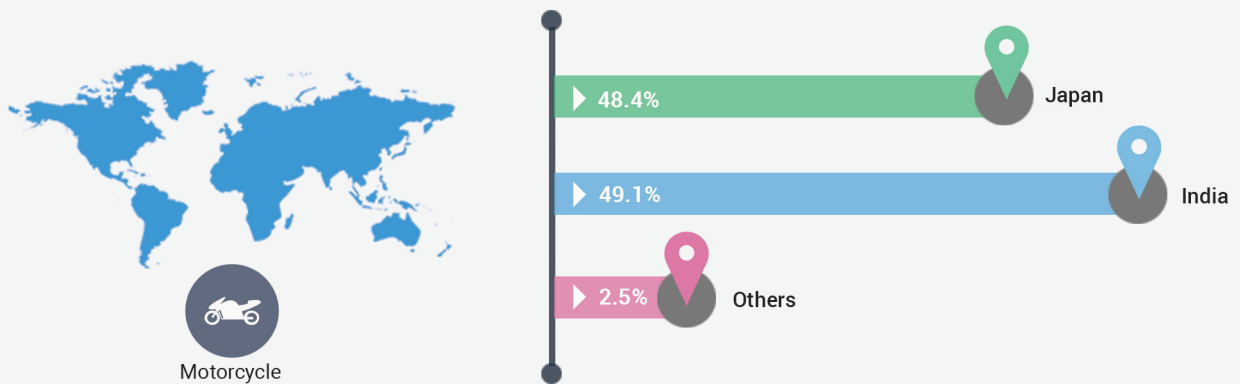
## Motorcycles by Color



## Motorcycles by Year of Manufacture



## Motorcycles by Country of Origin



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

# Droom's Automobile Trend Report

## Top 10 Cities

### Top Cities

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

### Emerging Cities

1	Faridabad
2	Gurgaon
3	Kolkata
4	Ghaziabad
5	Chennai
6	New Delhi
7	Jalandhar
8	Lucknow
9	Delhi Ncr
10	Nagpur

# ABOUT DROOM

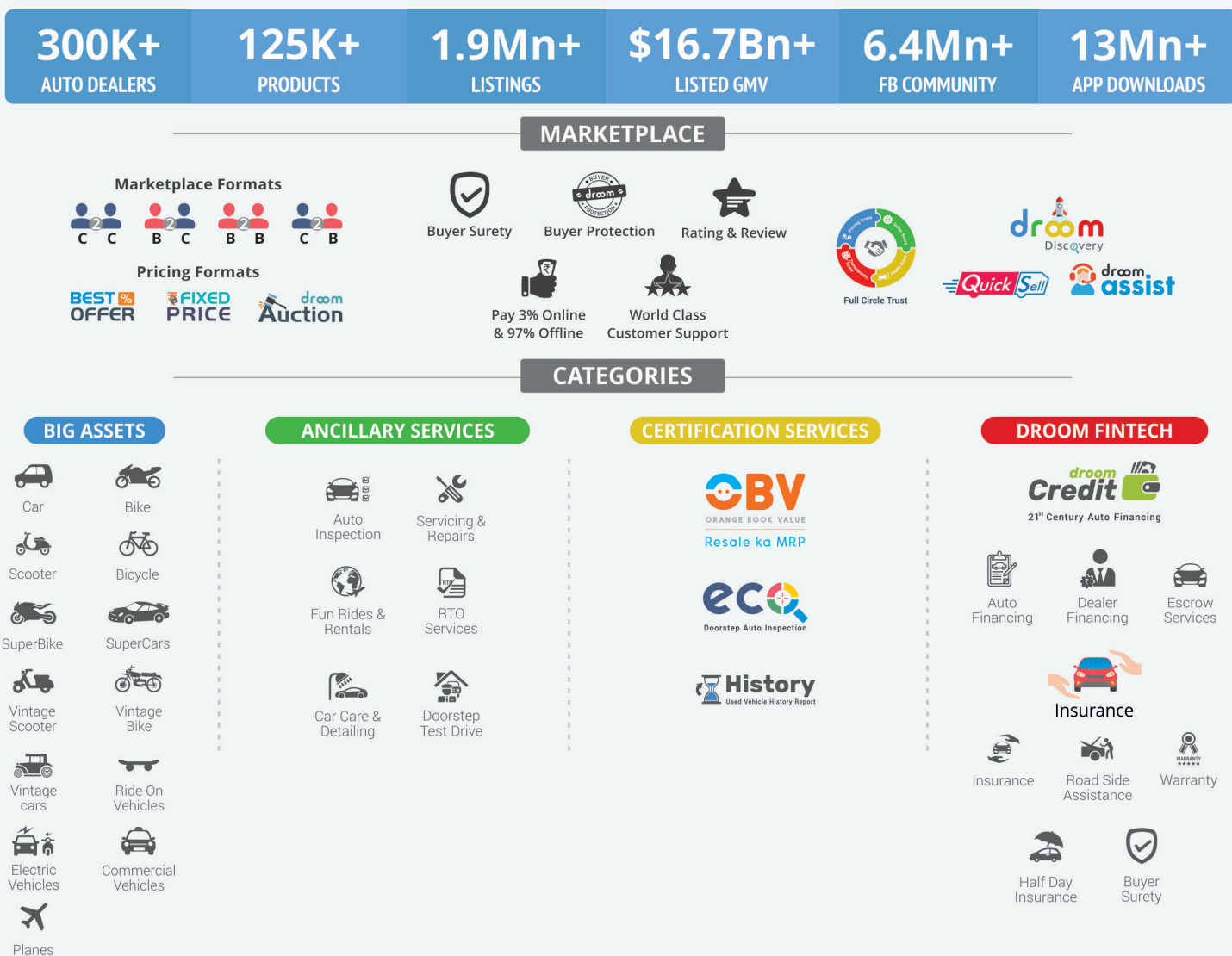
Droom is an AI and data science-driven online transactional platform, which offers 21<sup>st</sup> century experience in buying and selling of used and new automobiles in India and other emerging markets. Droom has built an entire eco-system around used automobiles for the digital economy, including Orange Book Value (used vehicle pricing engine), Eco (1,000+ points vehicle inspection), History (history records for used vehicles), Discovery (dozens of pre-buying research tools) and Droom Credit (India's first and only marketplace for used auto loan and dealer financing). Droom caters to individual buyers and sellers, dealers and large enterprise for not only buying and selling but also manages the entire life cycle and all automobile ancillary services.

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.

With 80% market share of the automobile transactions online. Droom is India's largest automobile platform online and 4<sup>th</sup> largest E-Commerce company. Besides, India Droom is available in Singapore, Thailand and Malaysia. While, OBV is available in 38 countries globally, making OBV world's number one benchmark pricing engine.

The company is currently generating \$1.2 Billion in annualized GMV and growing at a rate of 100% Y/Y. Droom has presence in 1,042+ cities across India (India's largest hyper-local marketplace), 300K+ auto dealers (largest auto dealer platform in World), 14.6 Million+ monthly visitors, nearly 13 Million+ app downloads and 6.4 Million+ Facebook followers.

Droom's India headquarter is in Gurugram with a team size of 430+. 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

This report and the data in the report cannot be used without prior written approval from droom.

For any enquiries, please contact  
[media@droom.in](mailto:media@droom.in)  
(+91) - 9810 909 569, 9711 638 865

Note: This report has been prepared by Droom's Market Insights & Analytics team. The data is extracted from approximately 28,000+ transactions worth Rs. 570 Cr that took place in droom's online platform between 1<sup>st</sup> Jan 2015 to 30<sup>th</sup> Jun 2016 .



WIDE SELECTION



LOW PRICES



VERIFIED SELLER



INSPECTED VEHICLE



India: Ground Floor, 77 A, IFFCO Road, Sector 18, Gurugram, Haryana 122015

USA: Droom Labs Inc. 2201 Walnut Avenue, Suite 190, Fremont, CA 94538



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