



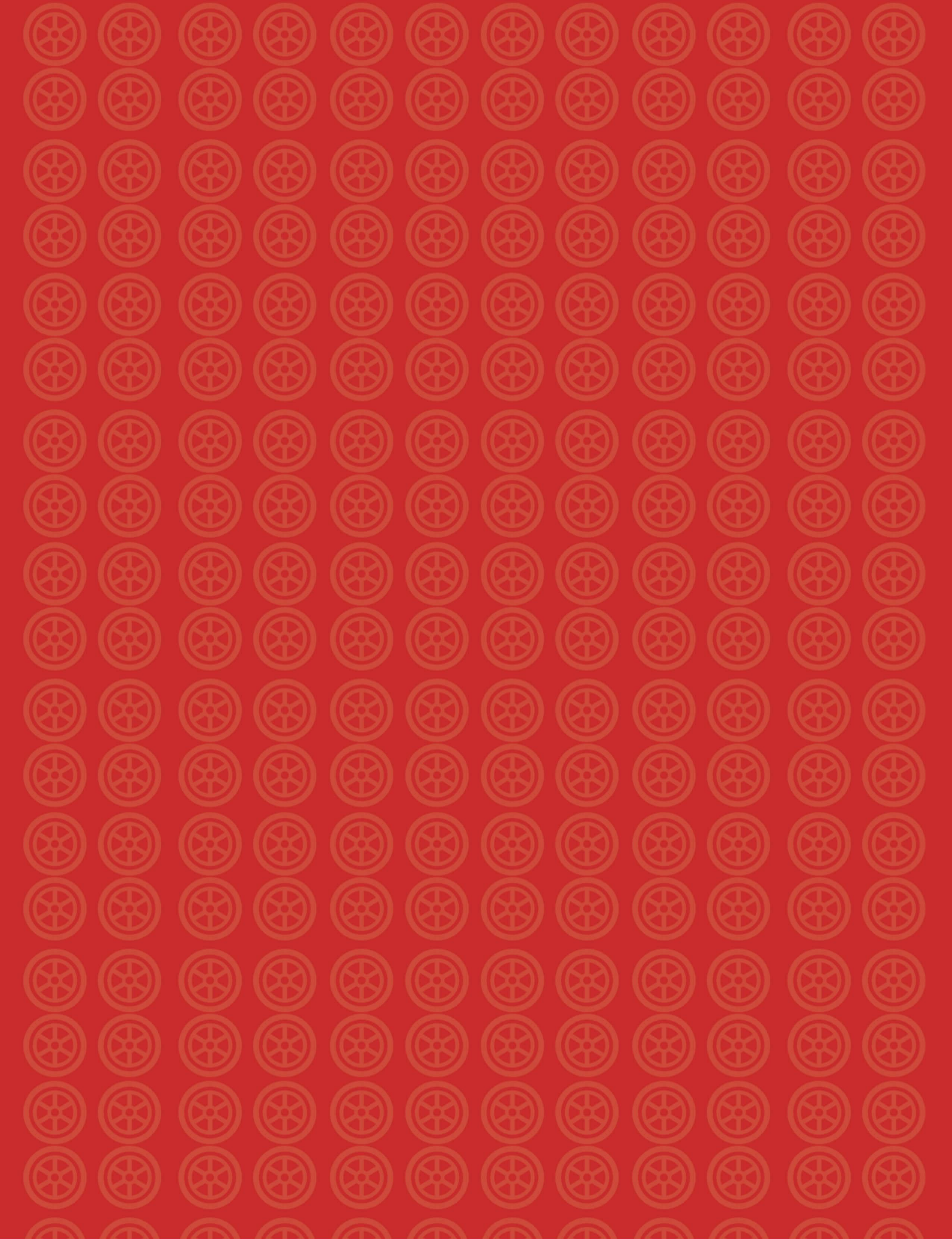
# Droom's Automobile Report

Q2 CY2018

**droom**.in

India's Most Trusted Motorplace







# Droom's Automobile Online Quarterly

## Top Trends

1	Most Famous Car: Maruti Suzuki Swift
2	Most Famous Bike: Bajaj Pulsar
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: Honda Activa 5G
7	Best Selling Royal Enfield: Classic
8	NCR, Mumbai & Pune: 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: Ducati Panigale R - 49.12 Lacs

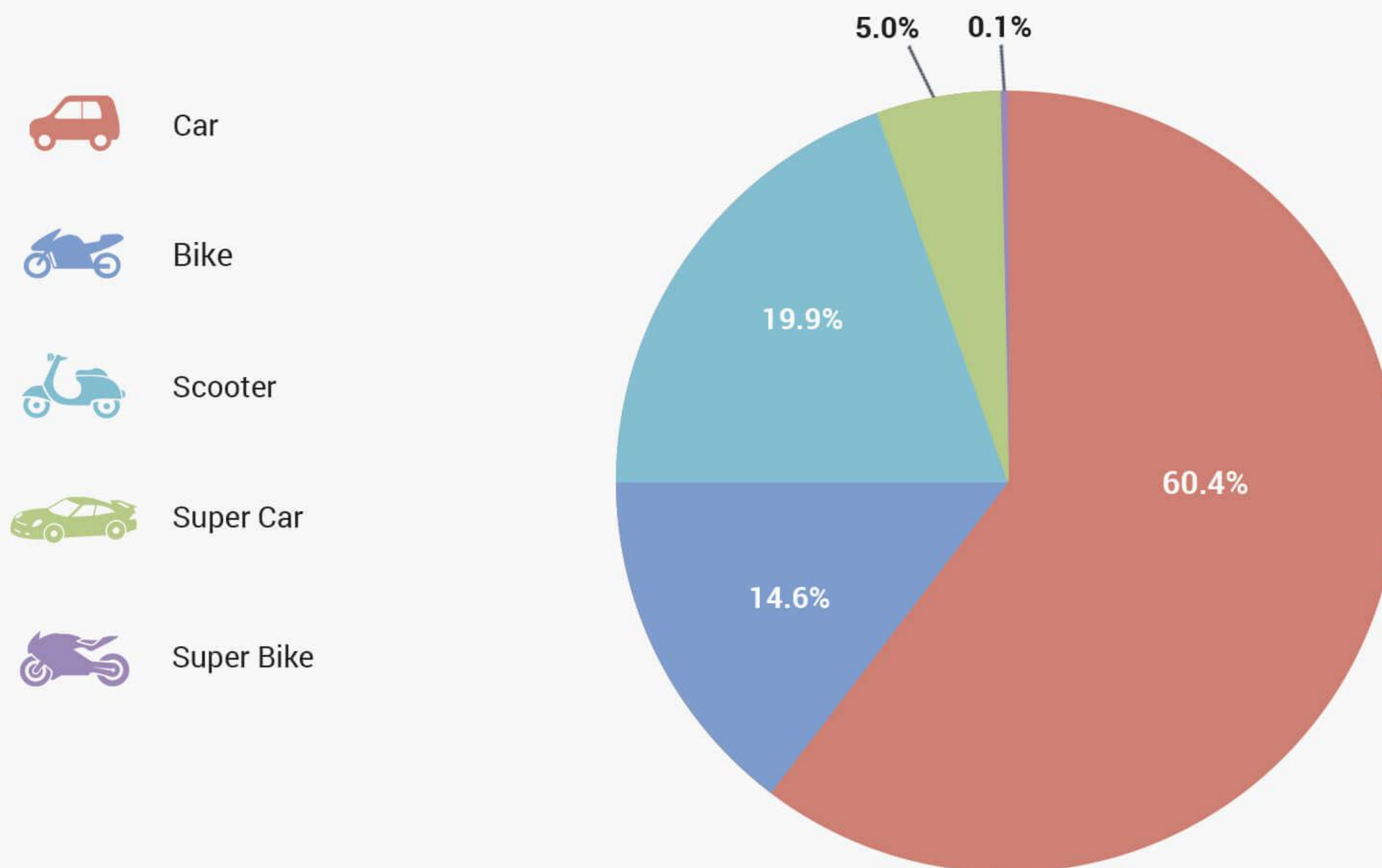
\* Note: The Above Data for 2 Wheelers Includes Bikes, Super Bikes and Scooters



# Droom's Automobile Online Quarterly

## Category Mix

(% breakdown based on online sales)



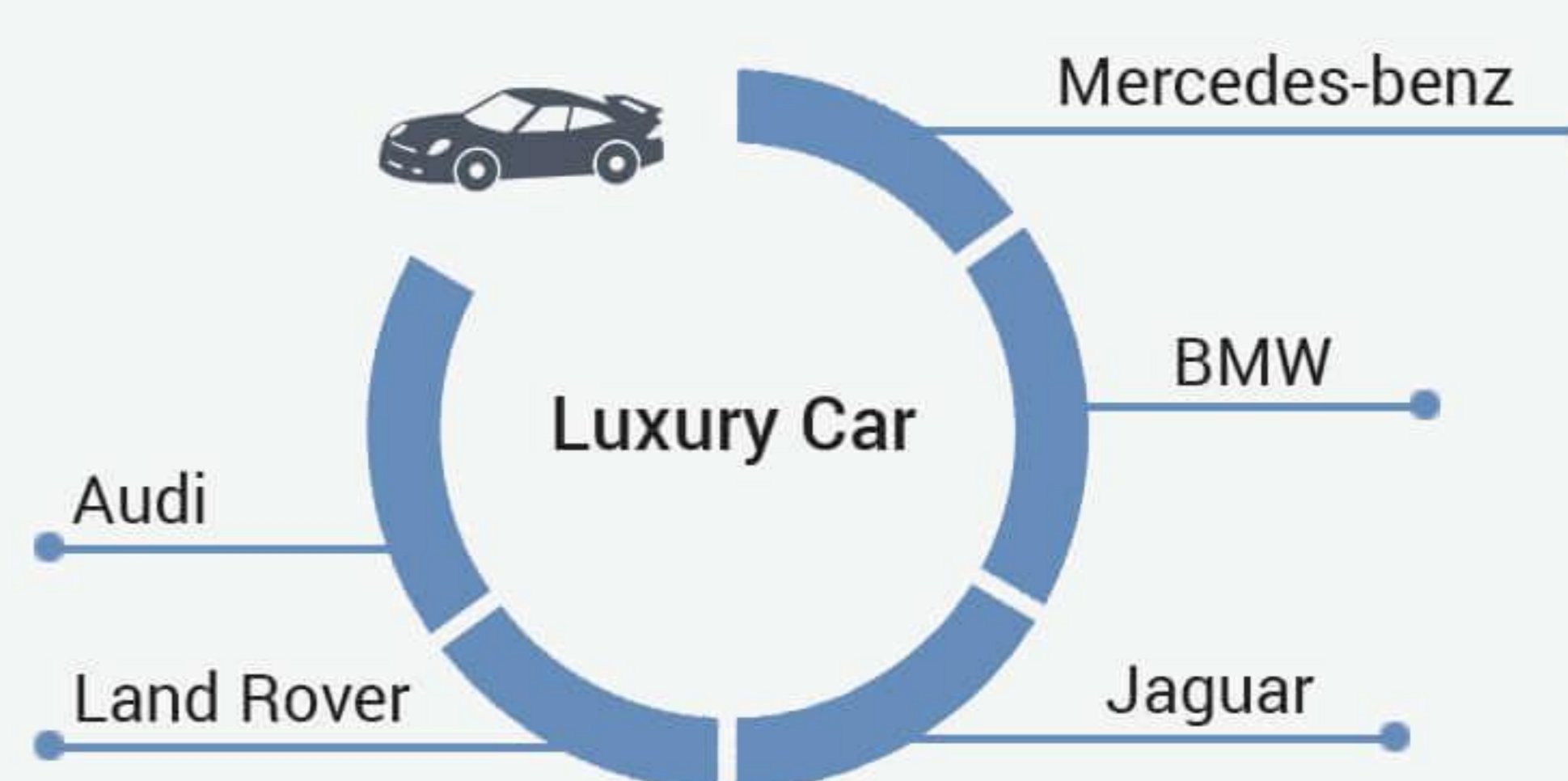
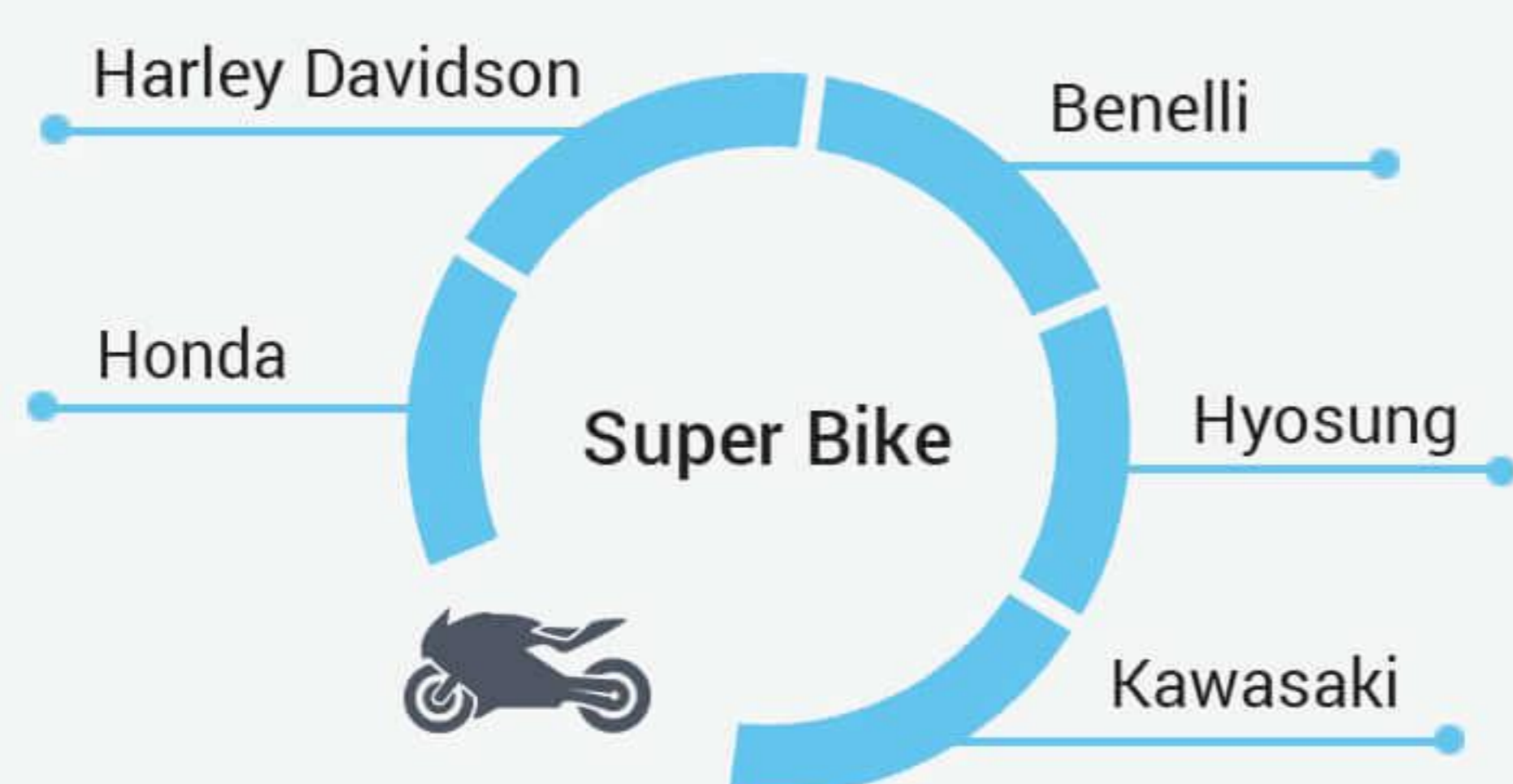
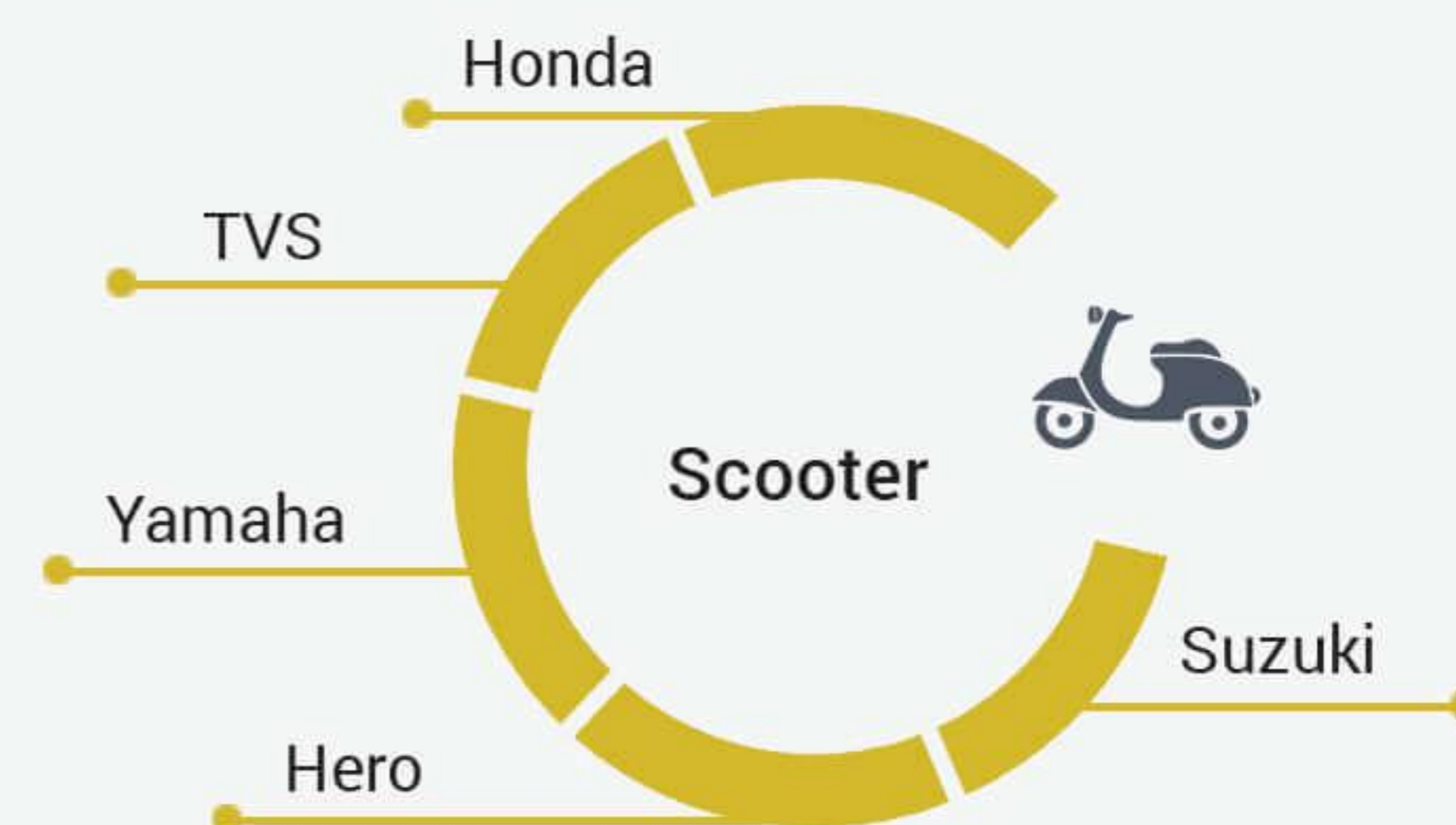
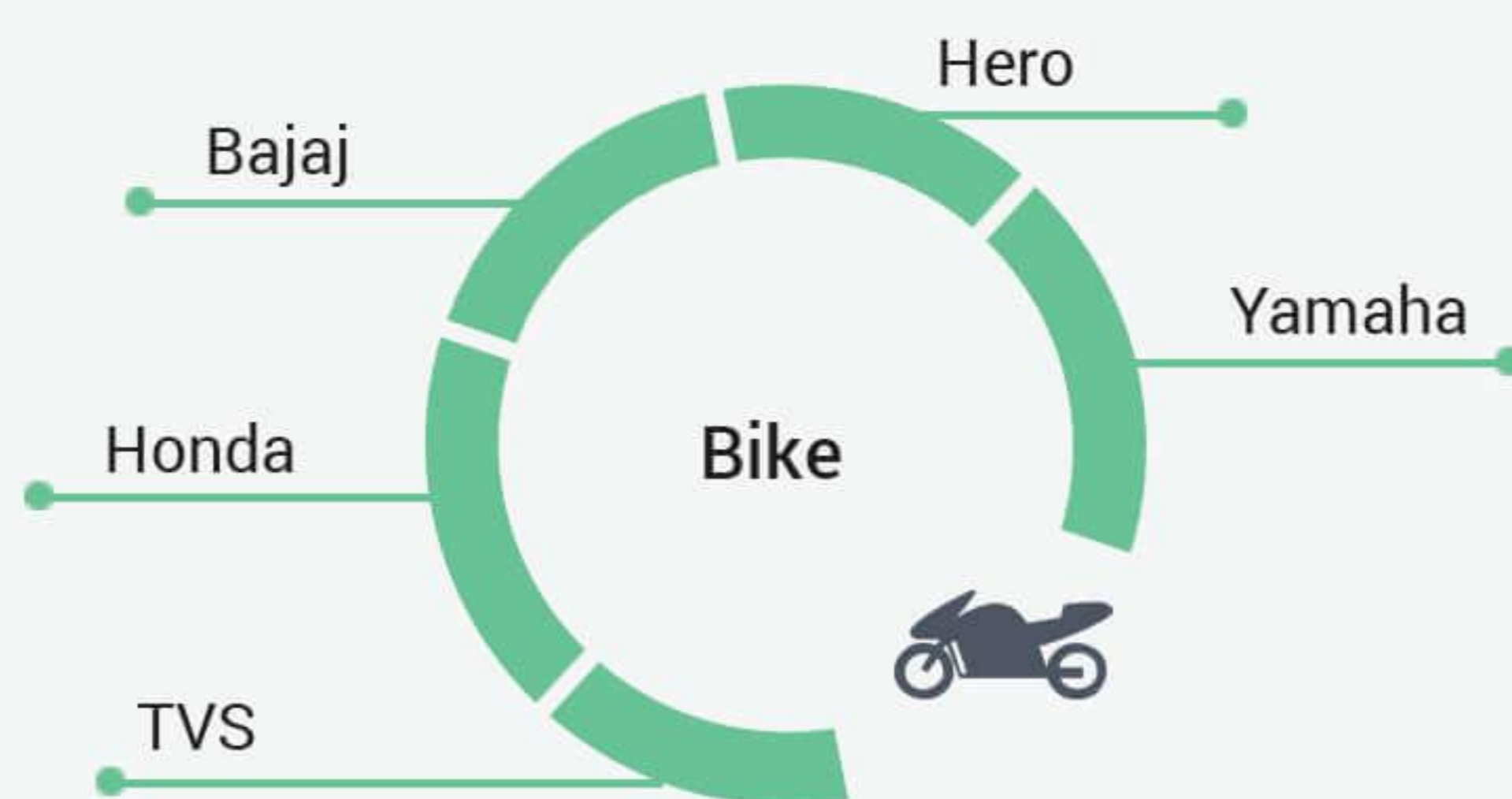
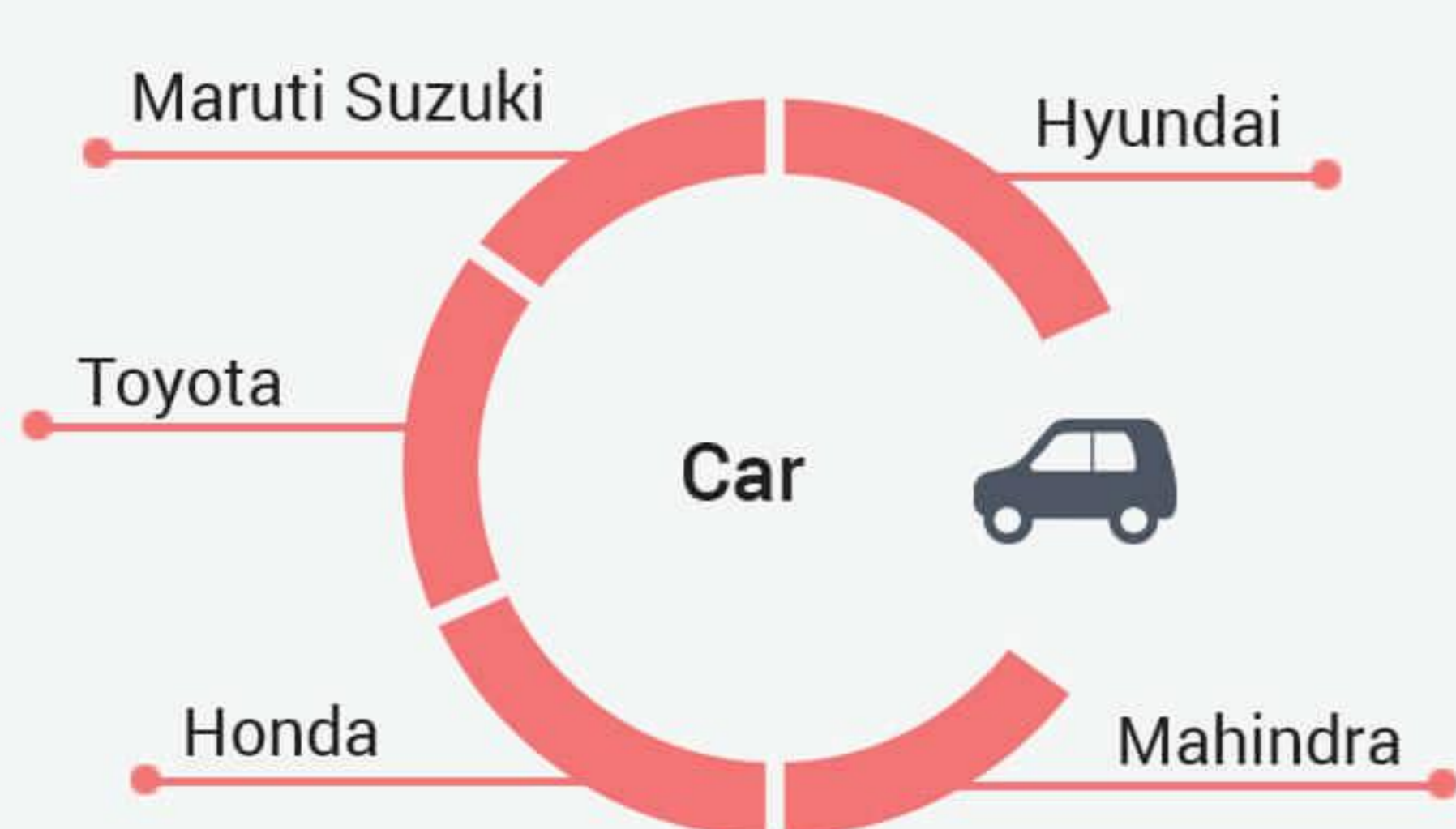
## Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Suzuki Swift	Bajaj Pulsar	Honda Activa 5G	Harley Davidson Street 750	Bmw 5 Series
Maruti Suzuki Swift Dzire	Hero Splendor Plus	Honda Activa	Benelli TNT 600I	Audi A4
Toyota Innova	Honda CB Shine	Honda Activa125	Harley Davidson Street Bob	Mercedes-Benz E-Class
Hyundai I10	Tvs Apache RTR	Tvs Jupiter	Honda CBR650F	Mercedes-Benz C-Class
Honda city	Hero Passion Pro	Honda Activa 3G	Hyosung GT250R	Bmw 3 Series
Hyundai I20	Yamaha FZs V 2.0	Suzuki Access	Harley Davidson Iron 883	Audi A6
Hyundai Verna	Bajaj Discover	Honda Aviator	Kawasaki Ninja	Audi Q3
Mahindra Scorpio	Bajaj Avenger	Yamaha Fascino	Harley Davidson Street Rod	Audi Q7
Mahindra XUV500	Hero Splendor Pro	Honda Activa 4G	Harley Davidson Superlow	Bmw X1
Toyota Fortuner	Honda Livo	Hero Maestro	Benelli TNT 25	Mercedes-Benz M-Class



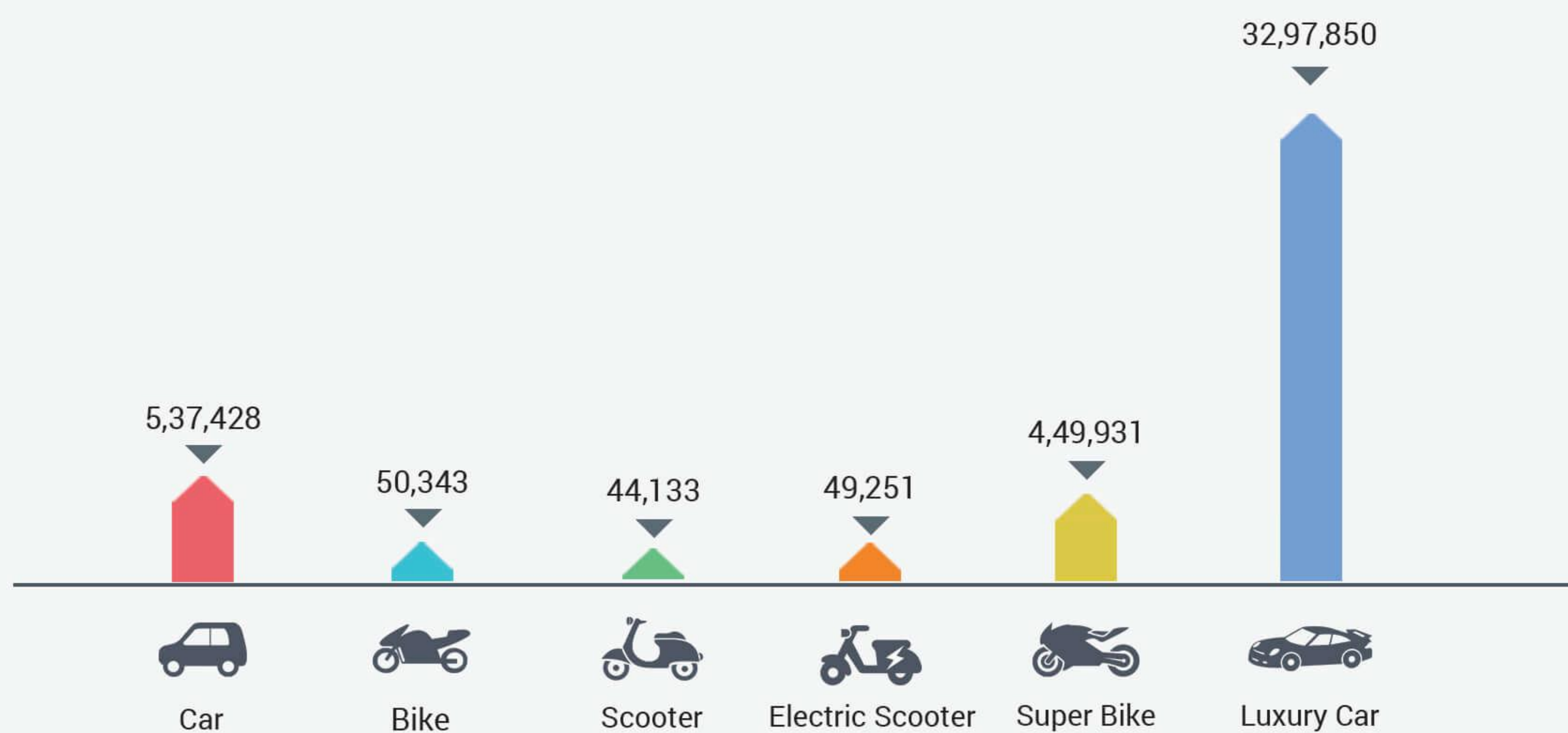
# Droom's Automobile Online Quarterly

## Top 5 Makes by Category



## Average Selling Price of Used Automobiles

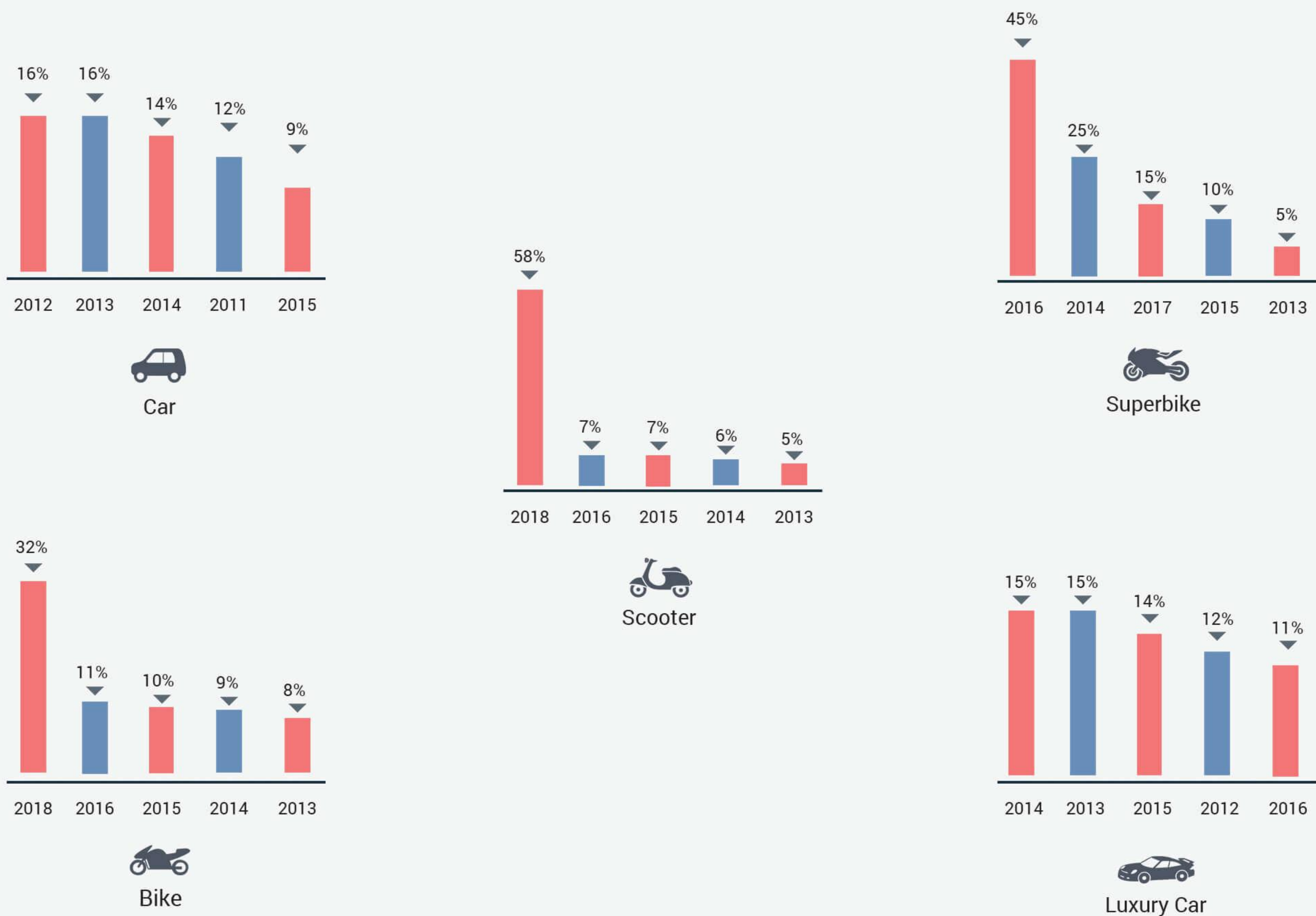
(In INR)





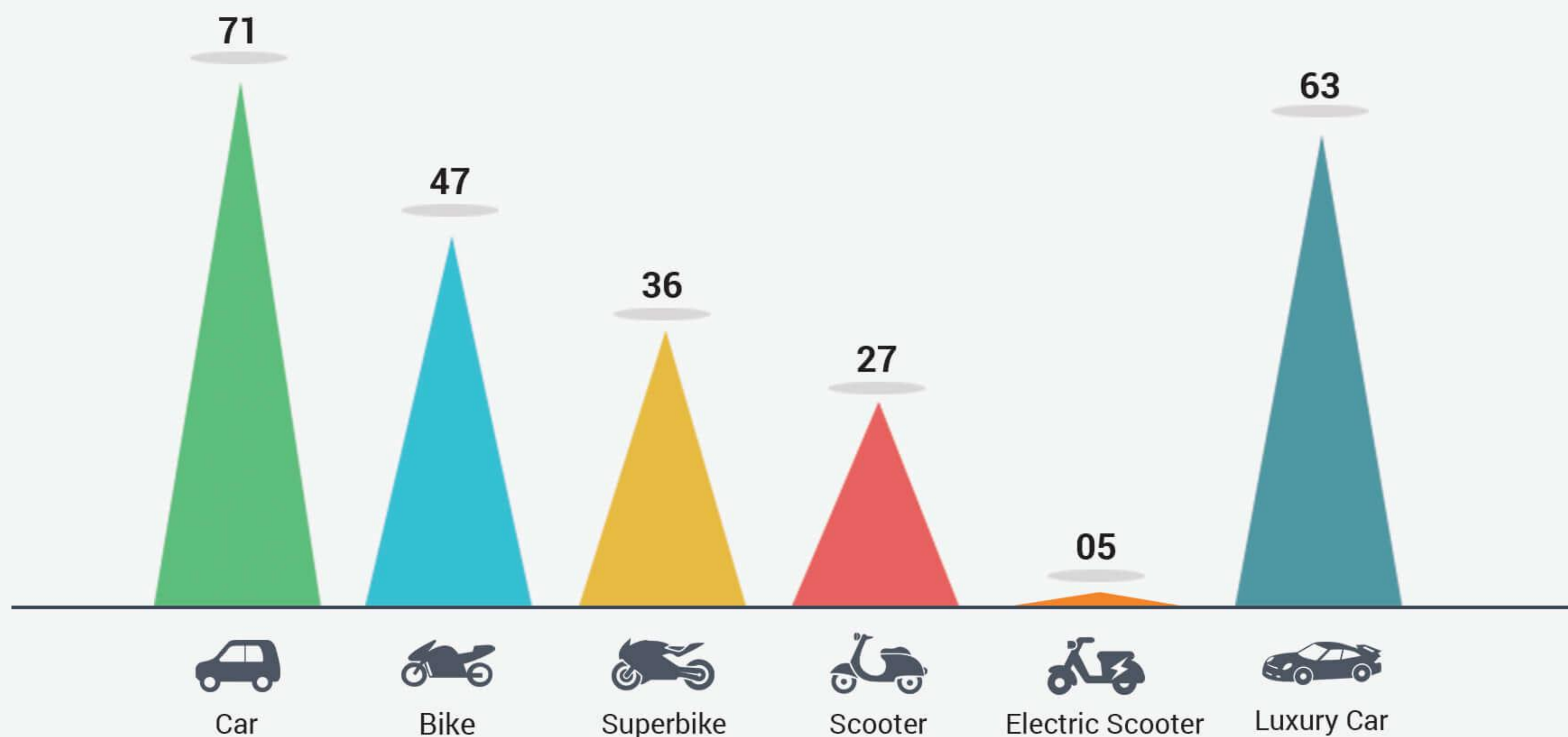
# Droom's Automobile Online Quarterly

## Most Popular Years by Category



## Average Duration of Ownership by Category

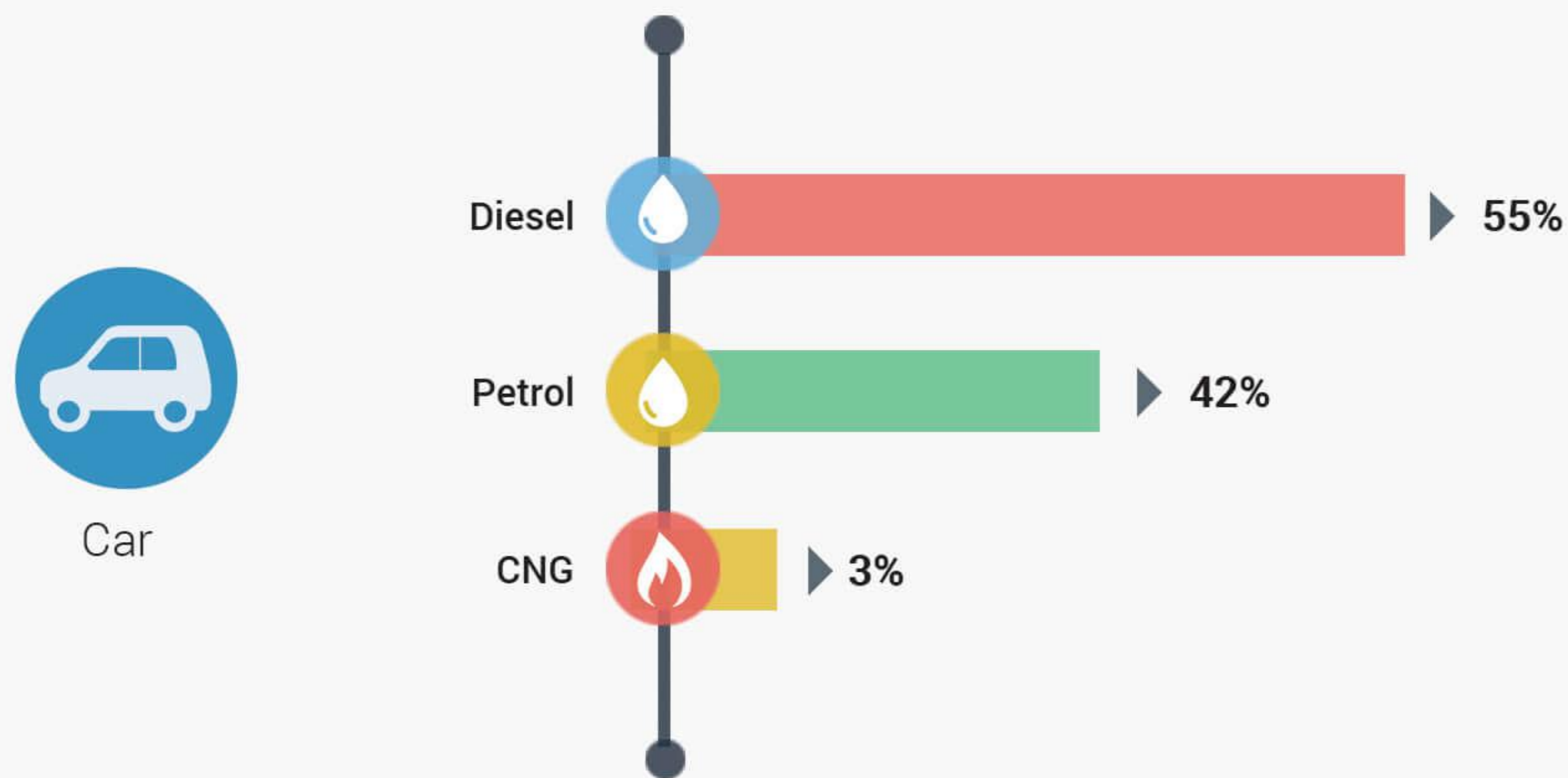
(In Months)





# Droom's Automobile Online Quarterly

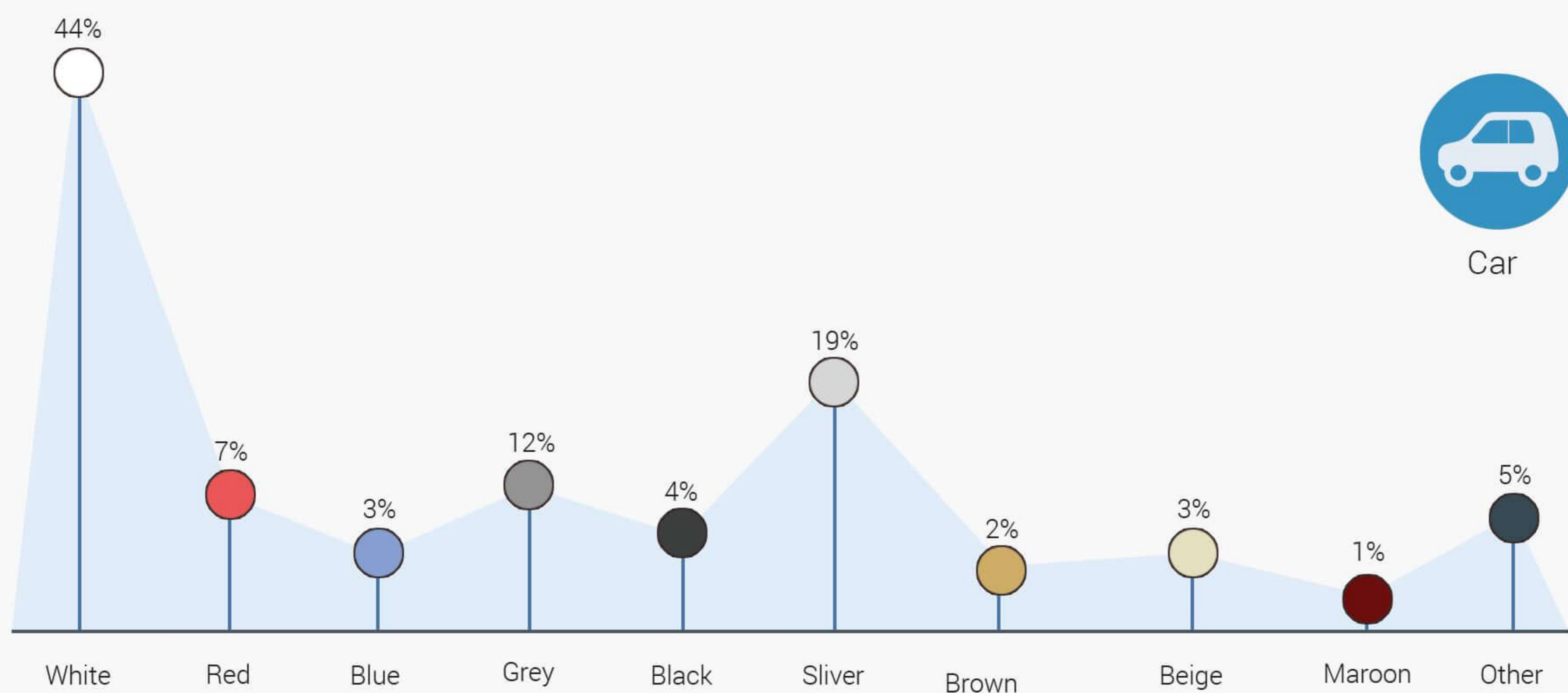
## Cars by Fuel Type



## Cars by Transmission Type



## Cars by Color

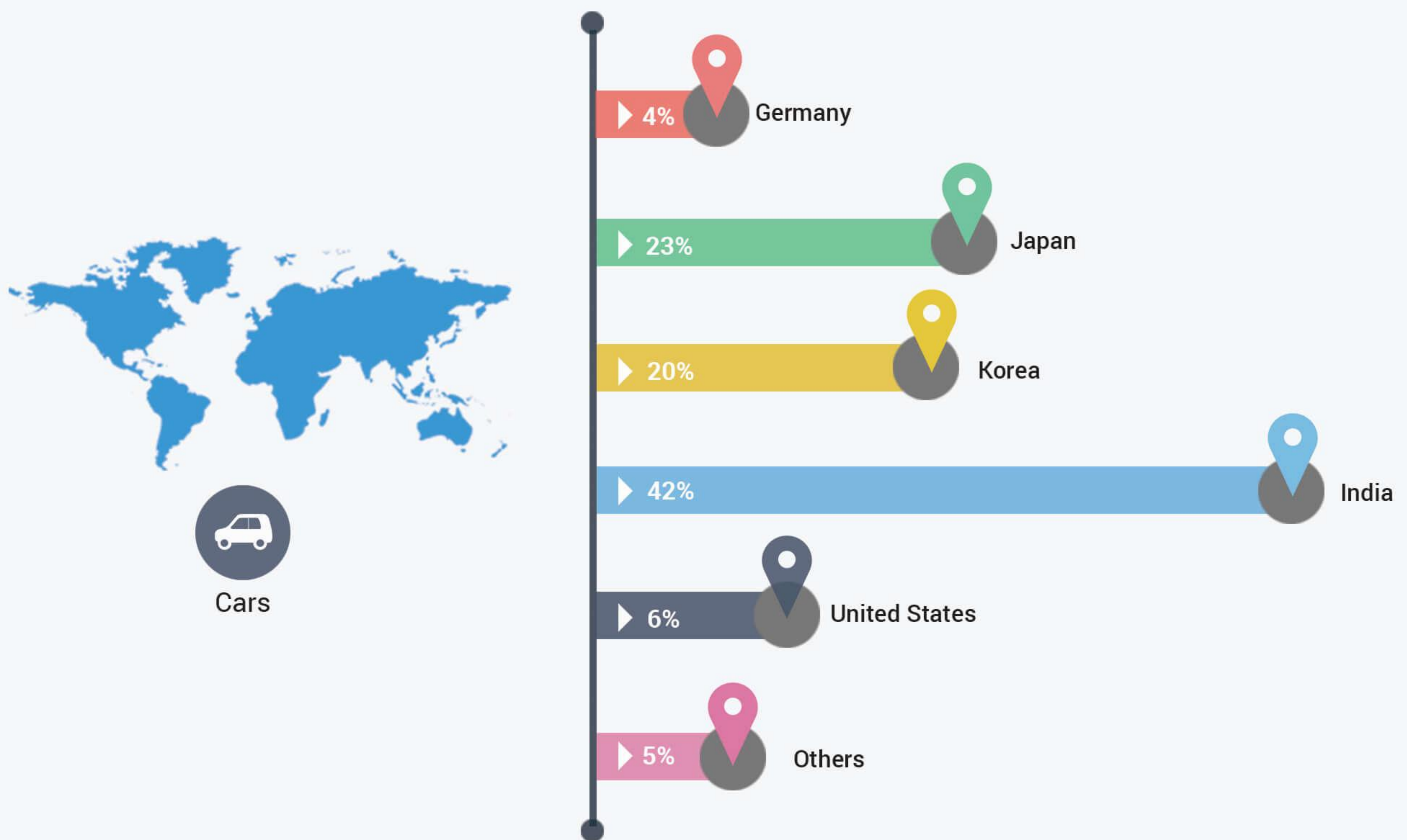


\* Data on this page includes both cars & luxury cars

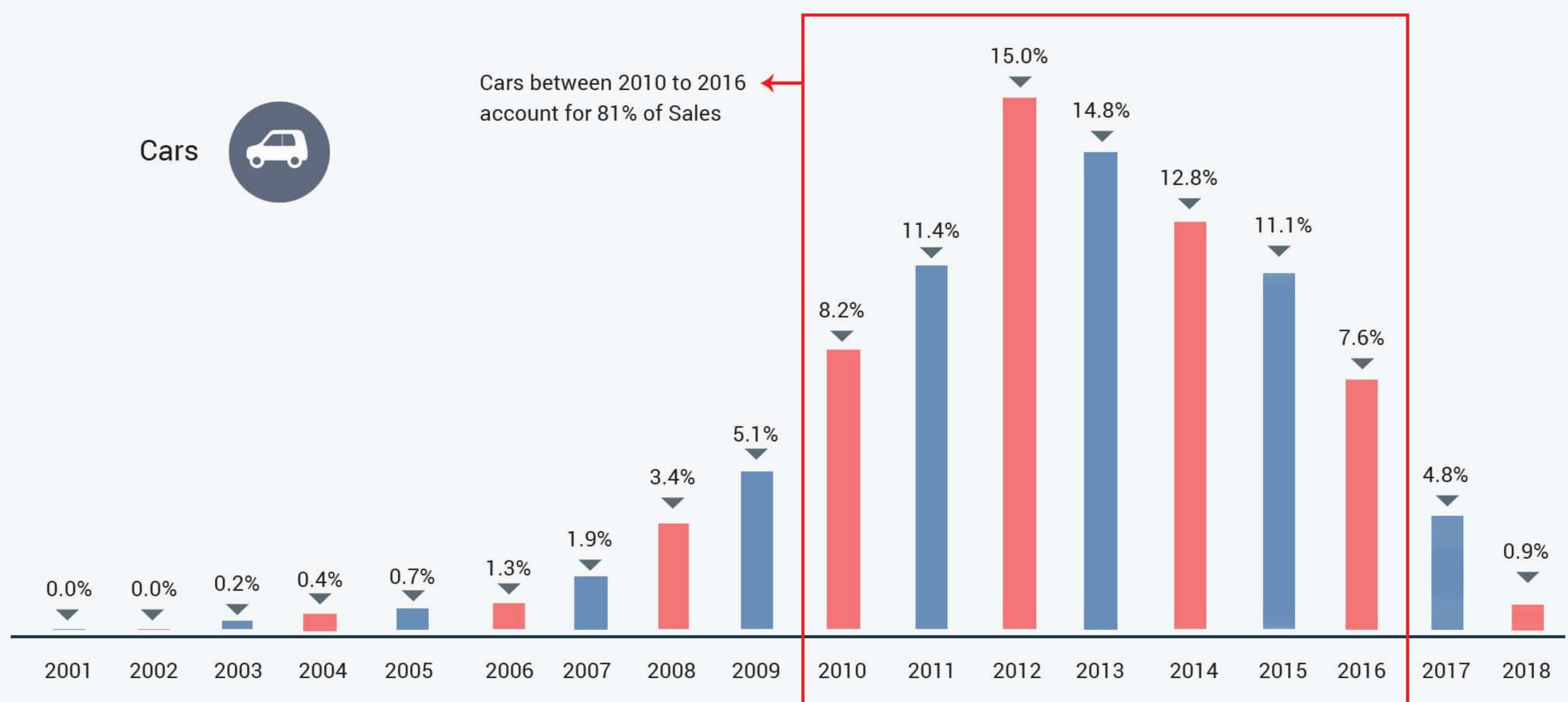


# Droom's Automobile Online Quarterly

## Cars by Country of Origin



## Cars by Year of Manufacture



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

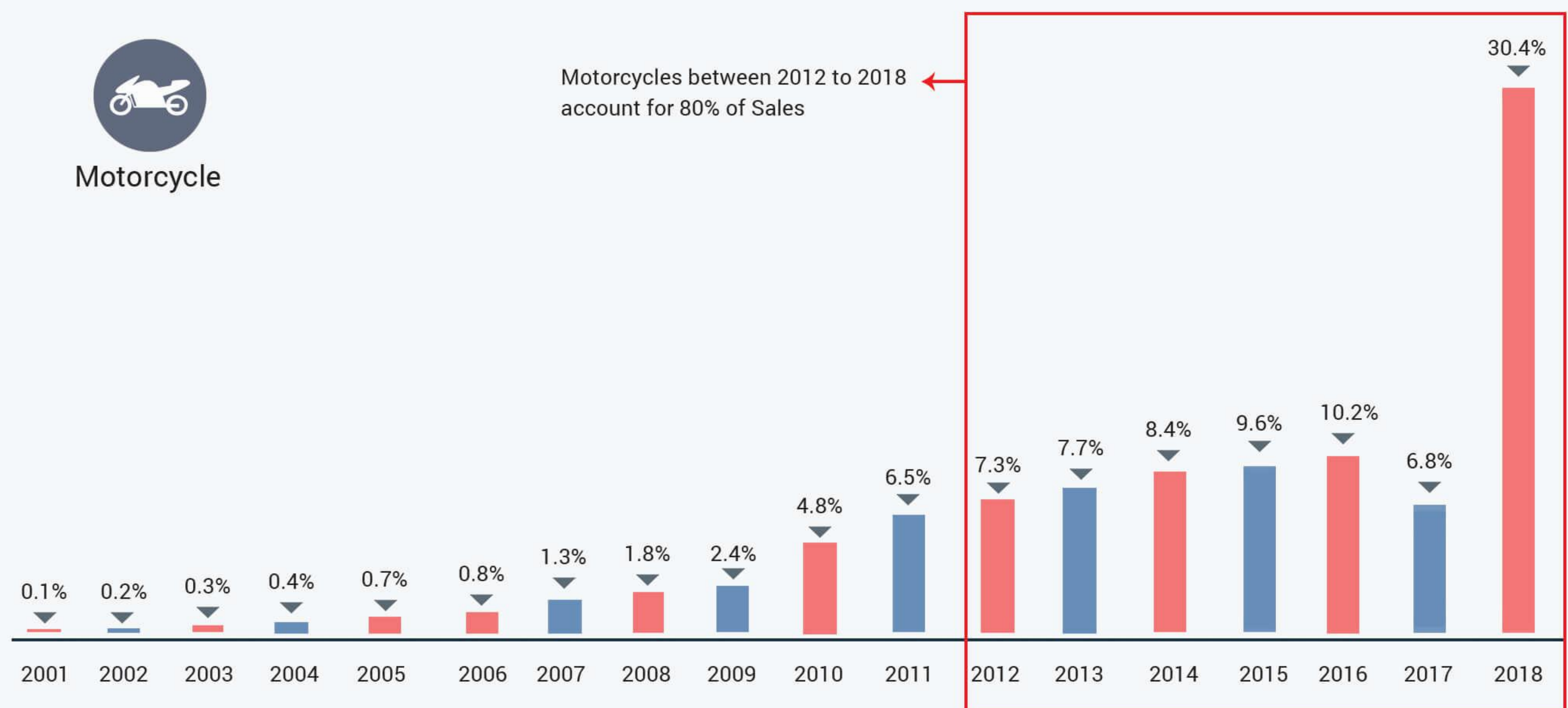


# Droom's Automobile Online Quarterly

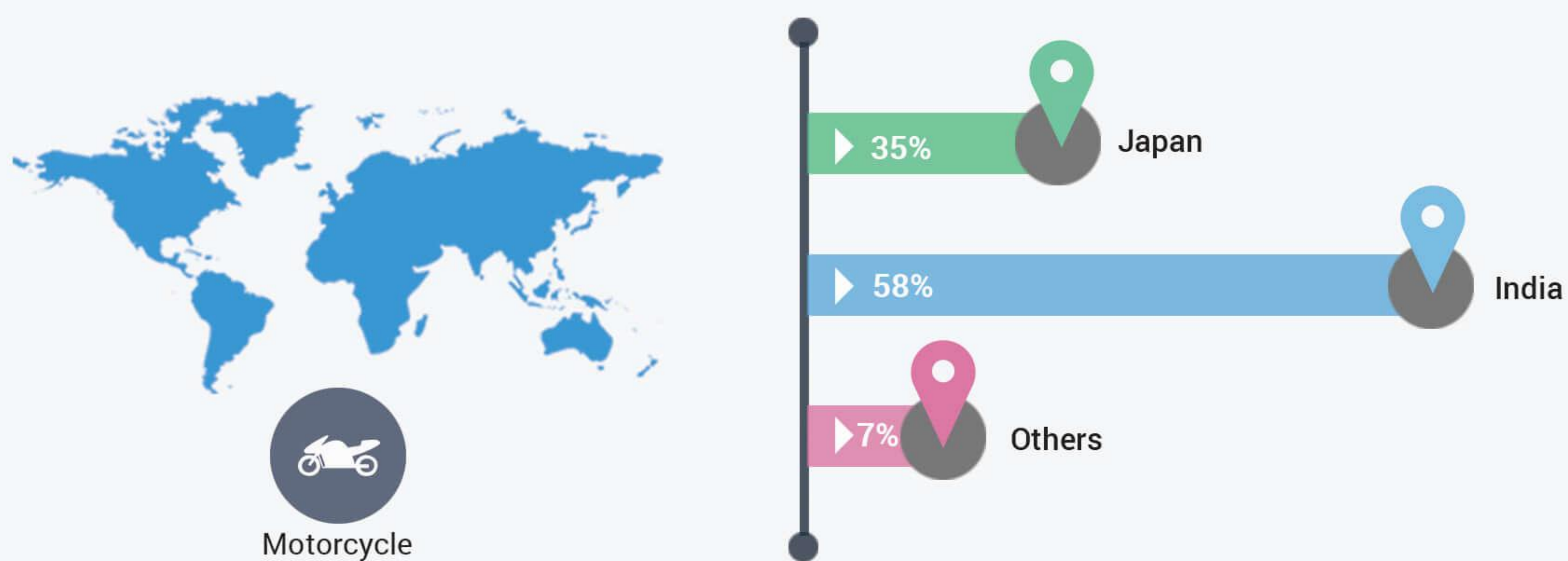
## Motorcycles by Color



## Motorcycles by Year of Manufacture



## Motorcycles by Country of Origin



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



# Droom's Automobile 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	Gurgaon

### Emerging Cities

1	Faridabad
2	Ghaziabad
3	Chennai
4	Nalgonda
5	Surat
6	Jalandhar
7	Meerut
8	Ajmer
9	Muzaffarnagar
10	Kotputli



# 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 65% market share of the automobile transactions online.

Droom is headquartered in Gurugram, India, with a team size of 300+. 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 \$700 Million+ in annualized GMV and growing at a rate of 220% Y/Y. Droom has presence in 540+ cities across India (India's largest hyper local marketplace), 240K+ auto dealers (largest auto dealer platform in India), 33 Million+ monthly visitors, nearly 7.6 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 \$95 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



## MARKETPLACE

**Marketplace Formats**

C C    B C    B B    C B

**Pricing Formats**

BEST OFFER    FIXED PRICE    droom Auction

Buyer Protection    Rating & Review

Pay 3% Online & 97% Offline

Full Circle Trust

droom assist

Quick Sell

## DROOM ECOSYSTEM SERVICE TOOLS

OBV  
ORANGE BOOK VALUE  
Resale ka MRP

eco  
Doorstep Auto Inspection

droom History  
Used Vehicle History Report

droom Discovery  
Smart Buying Tools

droom Credit  
21<sup>st</sup> Century Auto Financing

## CATEGORIES

Car    Bike    Scooter    Bicycle    Planes

Auto Inspection    Services & Repairs    Fun Rides & Rentals    RTO Services    Car Care & Detailing    Doorstep Test Drive    Insurance    Road Side Assistance    Warranty    Half Day Insurance    Buyer Protection    Auto Financing    Dealer Financing    Escrow Services



## Media Enquiry

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

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WIDE SELECTION



LOW PRICES



VERIFIED SELLER



INSPECTED VEHICLE



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