Droom's Automobile Trend Report

Q2 -CY 2020

droom.in

India's Most Trusted Motorplace
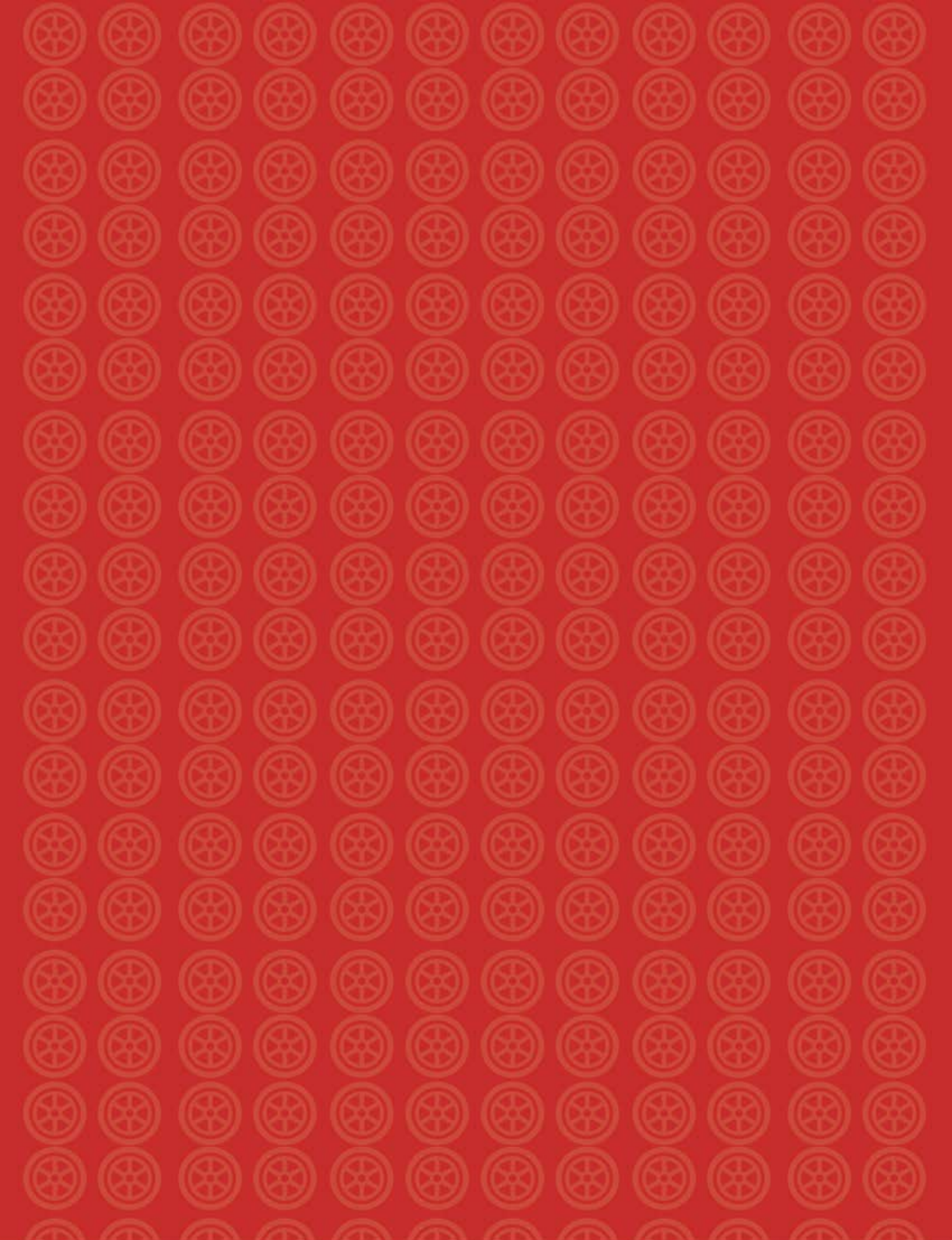
Droom's Automobile Online Quarterly

Top Trends

1   **Most Popular Car:** Volkswagen Polo

2   **Most Popular Bike:** Bajaj Pulsar

3   **Most Popular Scooter:** Honda Activa 5g

4   **Most Popular Superbike:** Ducati Monster

5   **Most Popular Luxury Car:** Audi A3

6   **Most Popular:** Honda Activa 5g

7   **Most Popular Electric Scooter:** Ampere V

8   **Royal Enfield:** Royal Enfield Classic

9   **Bangalore, Delhi, Gurgaon:** Top 3 cities

10   **Super Bikes:** Very Noticable Pick up Demand for Superbikes Online

11   **Increased Auto Inspection Orders:** Customer Awareness going up, more Customers demanding Auto Inspection Reports

12   **Most Costly Car Listed On Droom:** Rolls Royce Ghost Series Extended Wheelbase 2018 - INR 5,24,45,590 Cr

13   **Most Costly Bike Listed On Droom:** Ducati Scrambler 1100 Special 2020 - INR 11,12,000 Lac

* 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)
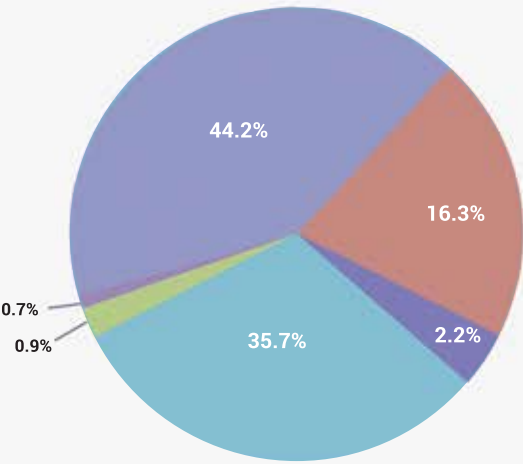
- 🚗 Car
- 🏍 Bike
- 🛵 Scooter
- 🏎 Super Car
- 🏍 Super Bike
- 🚲 Bicycle

Pie chart values:
- 44.2%
- 16.3%
- 35.7%
- 2.2%
- 0.9%
- 0.7%

Top 10 Best Selling by Category

Cars	Bikes	Scooters	Super Bikes	Luxury Cars
Volkswagen polo	Bajaj Pulsar	Honda activa 5g	Yamaha yzf r6	Audi A3
Maruti Suzuki Swift Dzire	Royal Enfield classic	Honda activa	Ducati monster	Volvo V40
Hyundai i10	Bajaj pulsar ns	TVS jupiter	Harley-davidson forty eight	Mercedes-Benz c-class
Mahindra Scorpio	Bajaj avenger	Honda activa 3g	Indian scout bobber	Toyota Land Cruiser
Maruti Suzuki alto k10	Bajaj discover	TVS scooty pep+	Bmw s 1000 rr	Mercedes-Benz glc
Toyota innova	Honda cb shine	Suzuki access	Ducati scrambler	Audi q7
Maruti Suzuki Alto	Hero Splendor Plus	Honda activa 4g	Hyosung gt250r	Audi a4
Ford EcoSport	Honda cb shine sp	TVS wego	Kawasaki z650	Audi a6
Hyundai Verna	Yamaha fzs	Hero pleasure	Kawasaki z900	Bmw 3 series
Maruti Suzuki 800	Hero karizma zmr	Honda activa125	Kawasaki Ninja	Mercedes-Benz gle

Droom's Automobile Online Quarterly

Top 5 Makes by Category

Car
- Maruti Suzuki
- Hyundai
- Volkswagen
- Toyota
- Ford

Bike
- Hero
- Bajaj
- Honda
- Yamaha
- Royal Enfield

Scooter
- Honda
- TVS
- Hero
- Suzuki
- Mahindra

Super Bike
- Yamaha
- Ducati
- Kawasaki
- Hyosung
- Suzuki

Luxury Car
- Audi
- VOLVO
- Mercedes-Benz
- BMW
- Land Rover
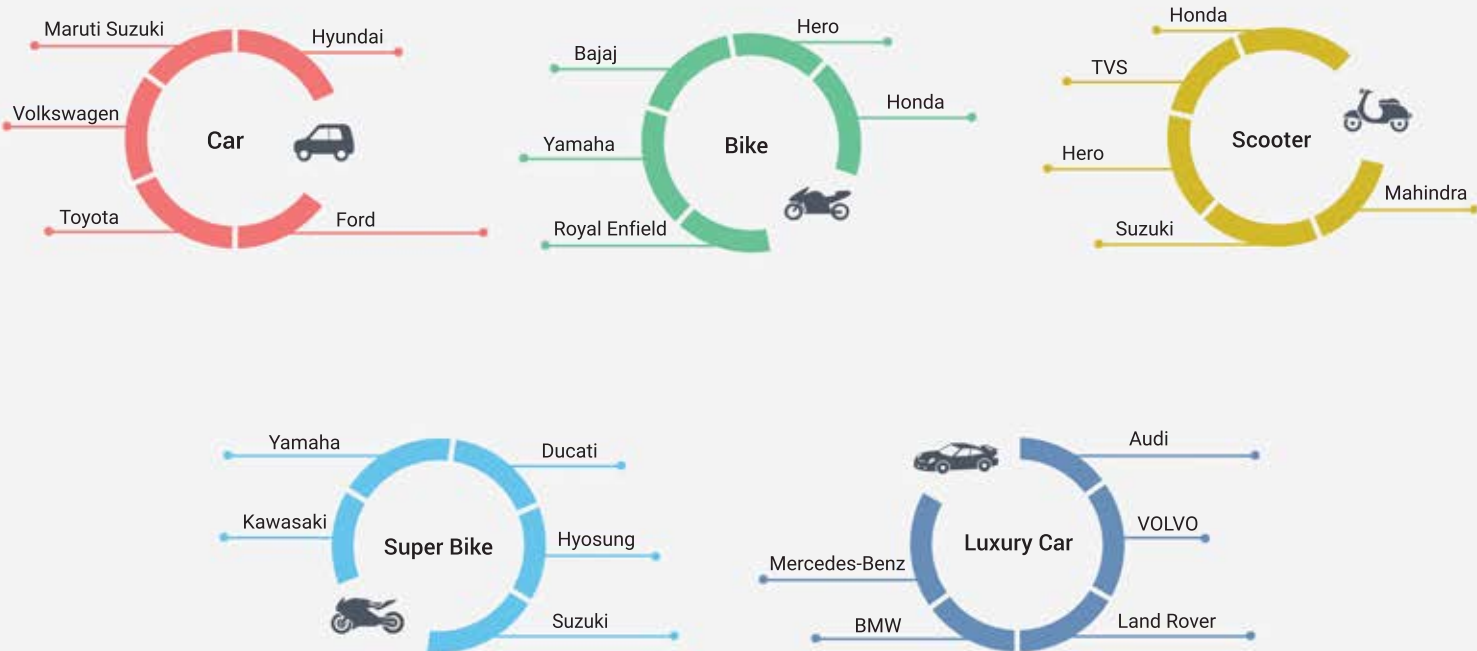
Average Selling Price of Used Automobiles
(In INR)

- Car: 3,69,830
- Bike: 53,359
- Scooter: 27,880
- Super Bike: 3,42,500
- Luxury Car: 2,166,667

Droom's Automobile Online Quarterly

Most Popular Years by Category

Car

Year	Percentage
2018	13%
2016	8%
2015	17%
2012	12%
2011	13%

Scooter

Year	Percentage
2019	19%
2018	10%
2017	8%
2016	7%
2015	14%

Superbike

Year	Percentage
2020	9%
2019	13%
2015	10%
2013	9%
2012	9%

Bike

Year	Percentage
2019	10%
2018	10%
2017	8%
2016	36%
2015	36%

Luxury Car

Year	Percentage
2019	47%
2018	12%
2017	8%
2016	10%
2015	23%
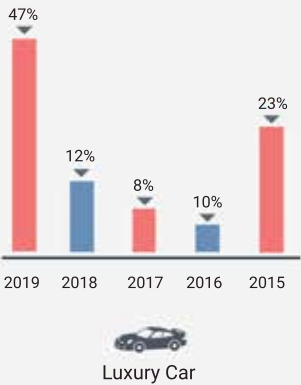
Average Duration of Ownership by Category

(In Months)

Category	Months
Car	94
Bike	80
Superbike	59
Scooter	64
Electric Scooter	69
Luxury Car	33
Bicycle	23
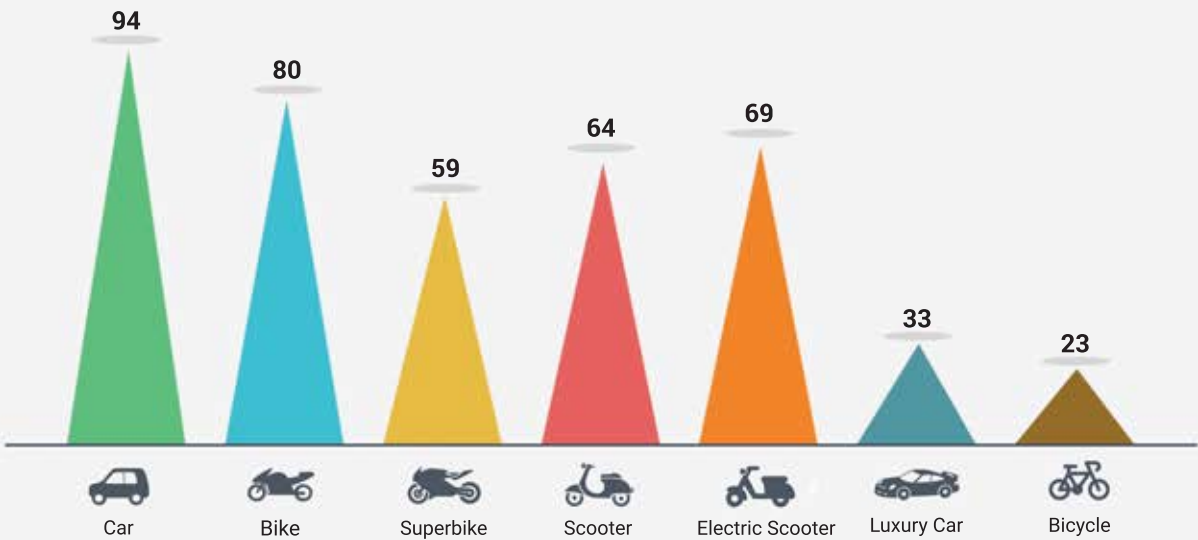
Droom's Automobile Online Quarterly

Cars by Fuel Type

Car

Diesel **43%**

Petrol **55%**

CNG **2%**
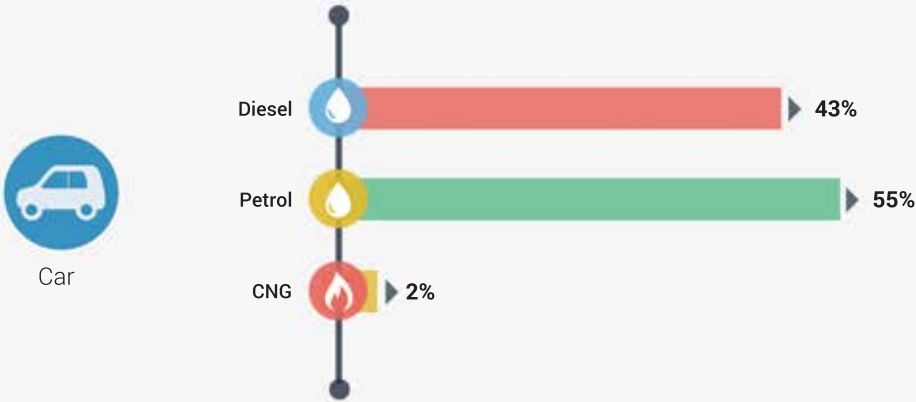
Cars by Transmission Type
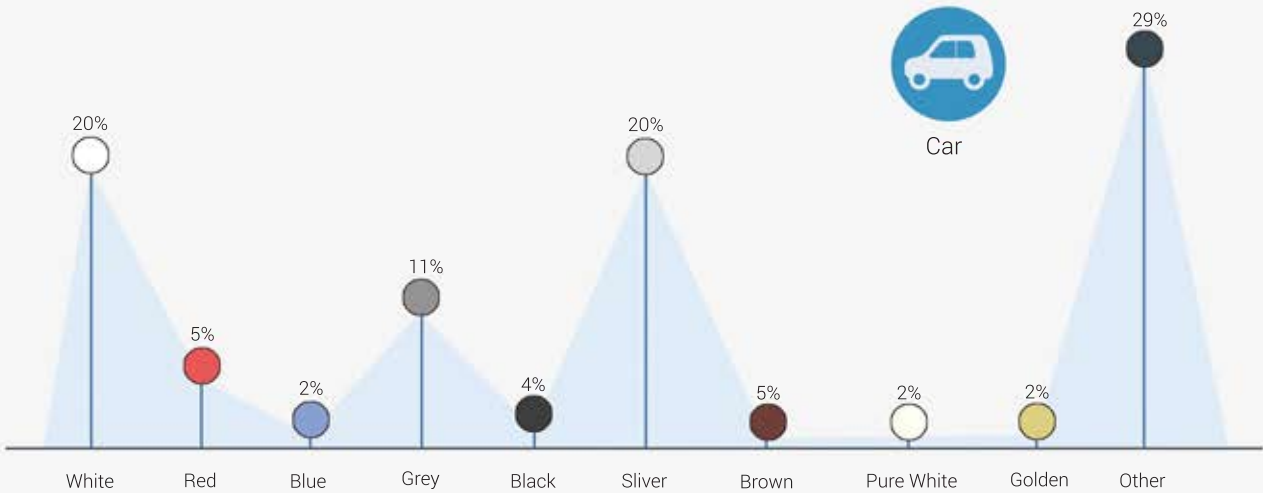
Manual Transmission

Automatic Transmission

Automated Manual Transmission

7%

93%

Cars by Color

Car

29%

20%

20%

11%

5%

5%

4%

2%

2%

2%

| White | Red | Blue | Grey | Black | Sliver | Brown | Pure White | Golden | Other |

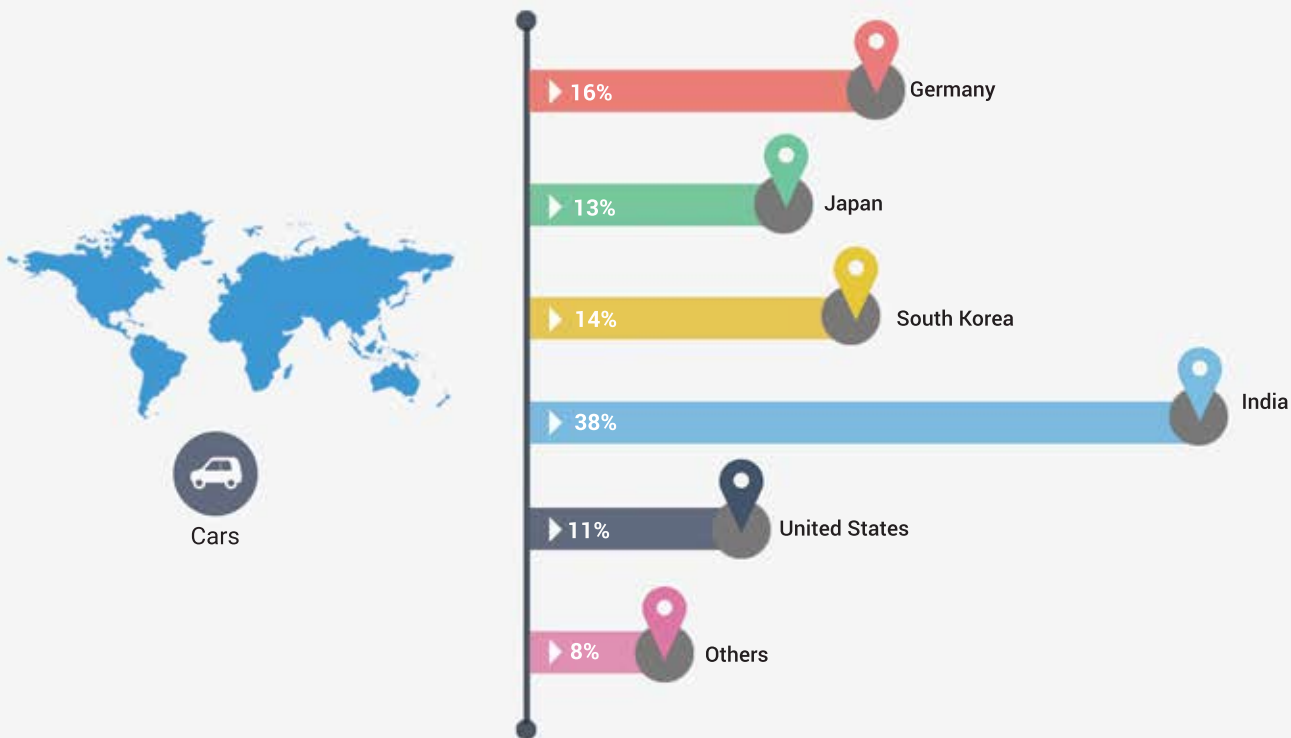** Data on this page includes both cars & luxury cars*

Droom's Automobile Online Quarterly

Cars by Country of Origin of OEM

Cars

Country	Percentage
Germany	16%
Japan	13%
South Korea	14%
India	38%
United States	11%
Others	8%

Cars by Year of Manufacture

Cars

Cars between 2002 to 2019 account for 96.4% of Sales

Year	Percentage
1999	1.8%
2001	1.8%
2002	3.6%
2003	1.8%
2008	3.6%
2009	3.6%
2010	3.6%
2011	12.7%
2012	10.9%
2013	7.3%
2014	1.8%
2015	18.2%
2016	7.3%
2017	1.8%
2018	12.8%
2019	7.3%
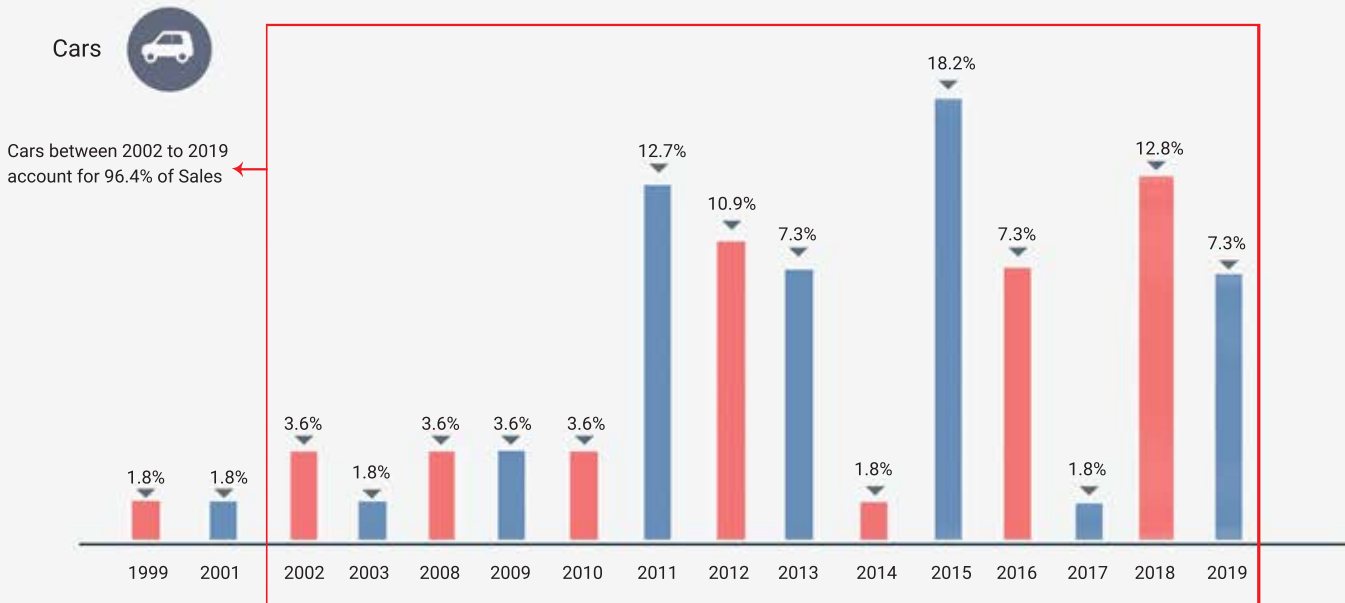
Data on this page includes both cars & luxury cars

Droom's Automobile Online Quarterly

Motorcycles by Color

Motorcycle

- White 10%
- Blue 5%
- Red 10%
- Yellow 1%
- Black 23%
- Silver 3%
- Green 2%
- Grey 4%
- Orange 1%
- Other 41%

Motorcycles by Year of Manufacture

Motorcycles between 2005 to 2020 account for 97% of Sales

Motorcycle

Year	Percentage
2004	2%
2005	3%
2006	2%
2007	3%
2008	2%
2009	2%
2010	4%
2011	5%
2012	6%
2013	7%
2014	7%
2015	12%
2016	7%
2017	7%
2018	8%
2019	16%
2020	7%
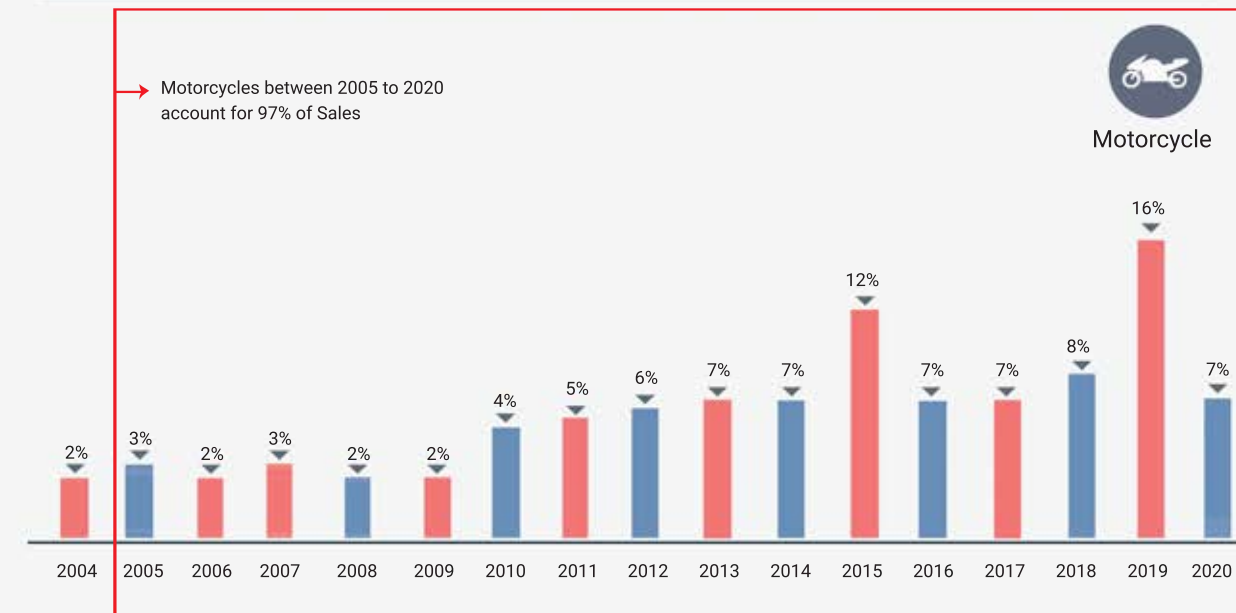
Motorcycles by Country of Origin of OEM

- Japan 44.4%
- India 53.3%
- Austria 1.9%
- USA 0.4%

Motorcycle
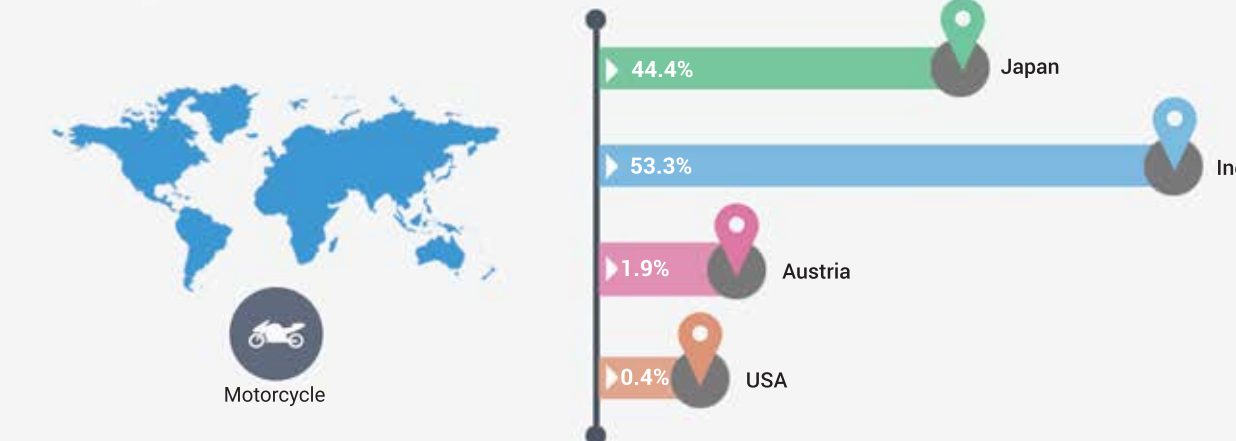
Data on this page includes bikes, superbikes & scooters

Droom's Automobile Online Report

Top 10 Cities

1	Bangalore
2	Delhi
3	Gurgaon
4	Mumbai
5	Fatehpur
6	Jaipur
7	Ghaziabad
8	Hyderabad
9	Gautam Buddha Nagar
10	Pune

Top 10 Emerging Cities

1	Faridabad
2	Kolkata
3	Ahmedabad
4	Lucknow
5	Guntur
6	Bhagalpur
7	Surat
8	Chennai
9	Vadodara
10	Jalandhar

ABOUT DROOM

Droom is an AI and data science-driven online transactional platform, which offers 21st 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 4th 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 $1.3 Billion in annualized GMV and growing at a rate of 100% Y/Y. Droom has presence in 1,049+ cities across India (India's largest hyper-local marketplace), 300K+ auto dealers (largest auto dealer platform in World), 11 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 421+. 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.**

300K+ AUTO DEALERS	133K+ PRODUCTS	3.3Mn+ LISTINGS	$13.5Bn+ LISTED GMV	6.4Mn+ FB COMMUNITY	13Mn+ APP DOWNLOADS

MARKETPLACE

Marketplace Formats

C2C | B2C | B2B | C2B

Pricing Formats

BEST OFFER | FIXED PRICE | droom Auction

Buyer Surety | Buyer Protection | Rating & Review

Pay 3% Online & 97% Offline | World Class Customer Support

Full Circle Trust

droom Discovery

Quick Sell | droom assist

CATEGORIES

BIG ASSETS

Car | Bike

Scooter | Bicycle

SuperBike | SuperCars

Vintage Scooter | Vintage Bike

Vintage cars | Ride On Vehicles

Electric Vehicles | Commercial Vehicles

Planes

ANCILLARY SERVICES

Auto Inspection | Servicing & Repairs

Fun Rides & Rentals | RTO Services

Car Care & Detailing | Doorstep Test Drive

CERTIFICATION SERVICES

OBV
ORANGE BOOK VALUE
Resale ka MRP

eco
Doorstep Auto Inspection

History
Used Vehicle History Report

DROOM FINTECH

droom Credit
21st Century Auto Financing

Auto Financing | Dealer Financing | Escrow Services

Insurance

Insurance | Road Side Assistance | Warranty

Half Day Insurance | Buyer Surety

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