

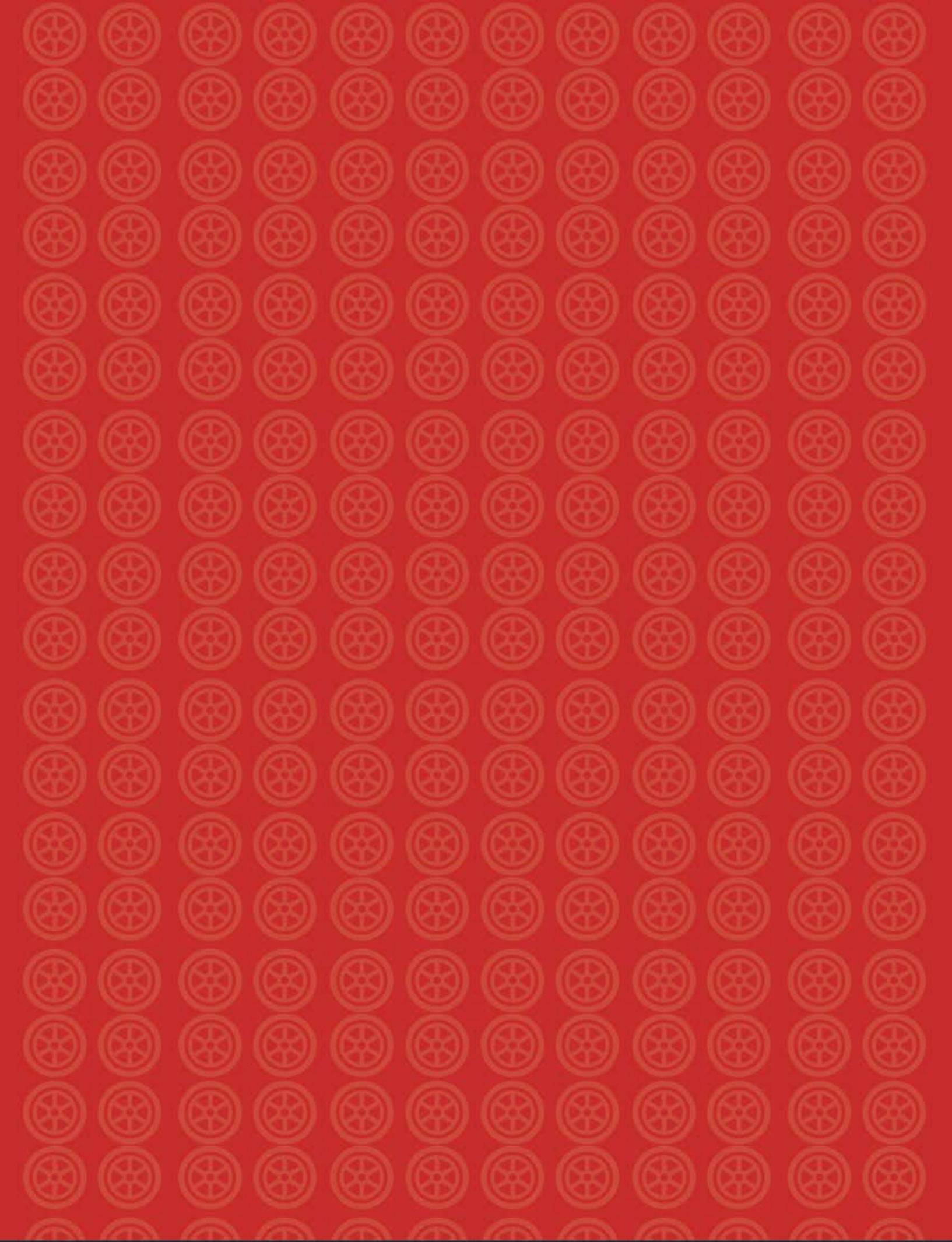


# Droom's Automobile Report

Q3 -CY 2019

**droom**.in

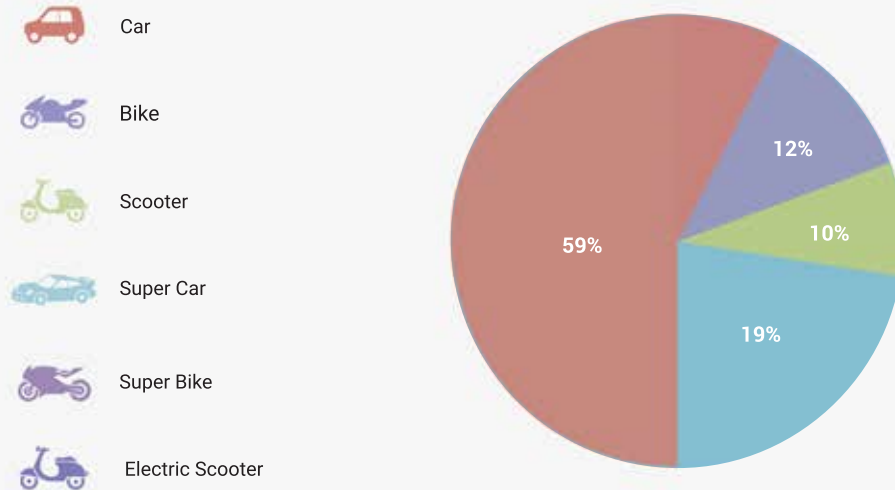
India's Most Trusted Motorplace








# 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
Toyota Fortuner	Bajaj Pulsar	Honda Activa	Harley-Davidson Iron 883	Bmw 5 Series
Maruti Suzuki Swift Dzire	Hero Splendor Plus	Tvs Jupiter	Kawasaki Ninja	Mercedes-Benz E-Class
Toyota Innova Crysta	Hero Passion Pro	Honda Activa 3g	Harley-Davidson forty eight	Mercedes-Benz C-Class
Toyota Innova	TVS Apache rtr	Suzuki Access	Benelli TNT25	Audi Q3
Maruti Suzuki Wagon R	Bajaj Avenger	Honda Activa 4g	Street Triple abs	Audi A4
Maruti Suzuki Swift	Royal Enfield classic	Honda Aviator	Kawasaki Versys	Bmw 3 Series
Maruti Suzuki Alto	Baja Discover	Honda Activa 125	Benelli TNT 600GT	Audi A6
Hyundai I10	Honda Cb Shine	Hero Maestro	Kawasaki Z250	Audi Q7
Honda City	Yamaha fzs	Honda dio	Harley-Davidson 1200 Custom	Bmw X1
Hyundai Creta	Hero Passion XPro	Yamaha Fascino	Harley-Davidson Street 750	Audi Q5

# Droom's Automobile Online Quarterly

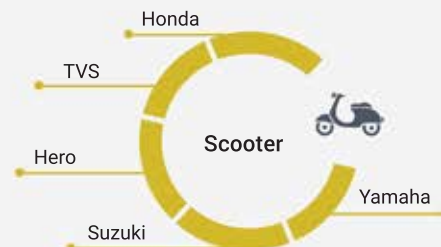
## Top Trends

1	Most Famous Car: Toyota Fortuner
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: Harley Davidson iron 883
5	Most Famous Luxury Car: BMW 5 Series
6	Most Famous: Toyota Fortuner
7	Most Famous Electric Scooter: Yo Spark
8	Royal Enfield: Royal Enfield Classic, Thunderbird, Bullet Electra
9	Delhi, Banglore, Mumbai: Top 3 cities
10	Super Bikes: Very Noticable Pick up Demand for Superbikes Online
11	Asking for Auto Inspection: Customer Awareness going up, more Customers demanding Auto Inspection Reports
12	Most Costliest Car Listed On Droom: Rolls Royce Ghost Series 2 6.6 2017 - INR 6 Cr
13	Most Costliest Bike Listed On Droom: Ducati Panigale V4 Speciale 2019 - INR 51,81,000 Lacs

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

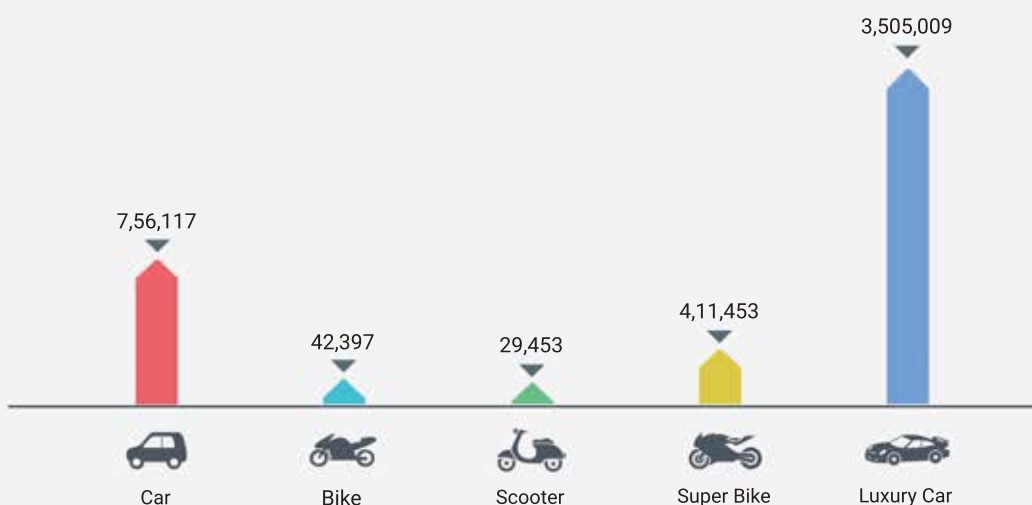
# Droom's Automobile Online Quarterly

## Top 5 Makes by Category



## Average Selling Price of Used Automobiles

(In INR)



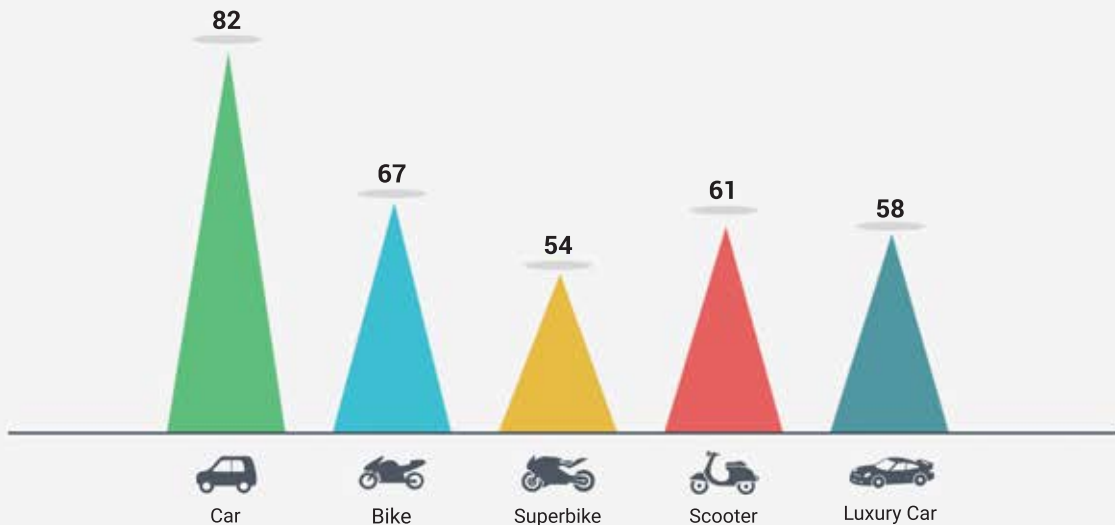
# Droom's Automobile Online Quarterly

## Most Popular Years by Category



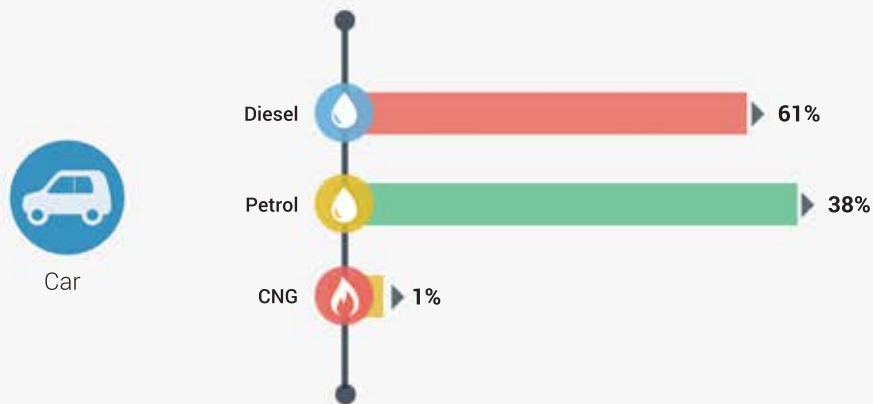
## Average Duration of Ownership by Category

(In Months)

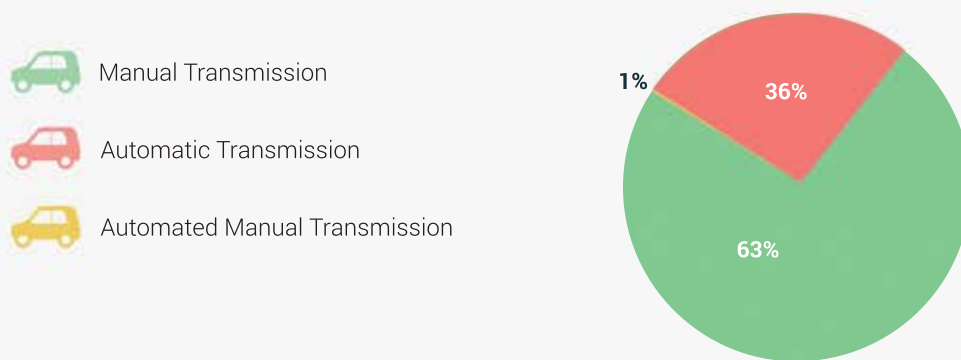


# Droom's Automobile Online Quarterly

## Cars by Fuel Type



## Cars by Transmission Type



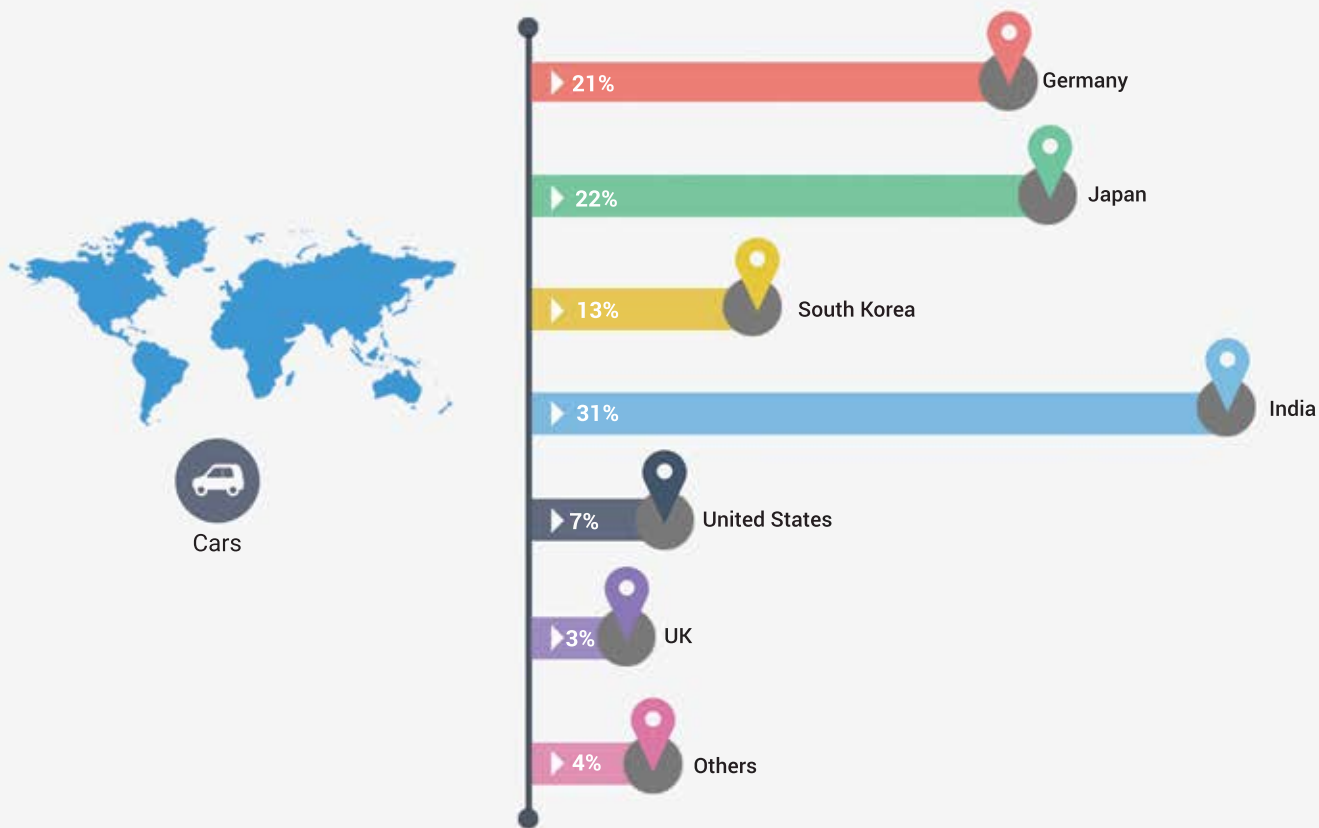
## Cars by Color



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

# Droom's Automobile Online Quarterly

## Cars by Country of Origin



## Cars by Year of Manufacture

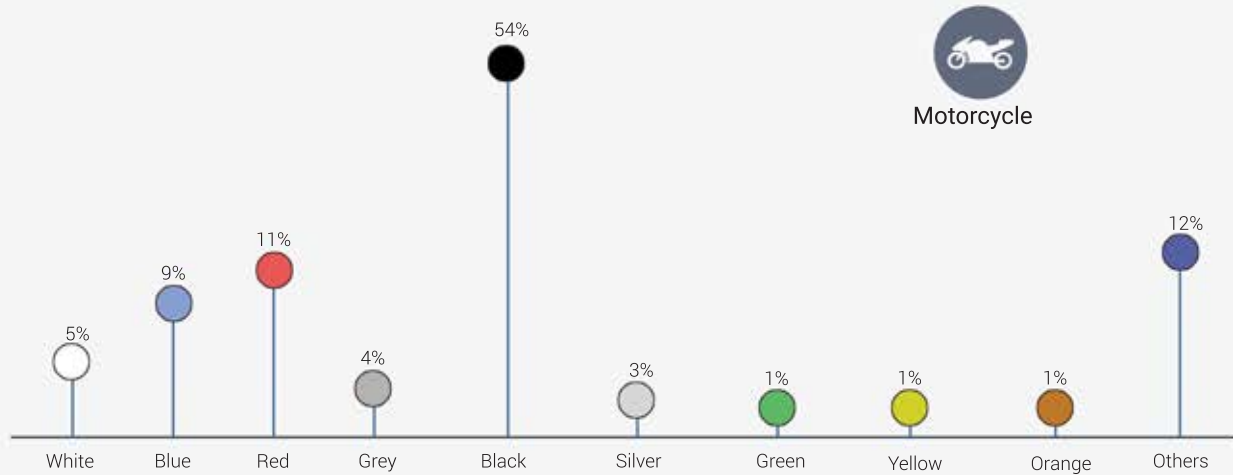


\* Data on this page includes both cars & luxury cars

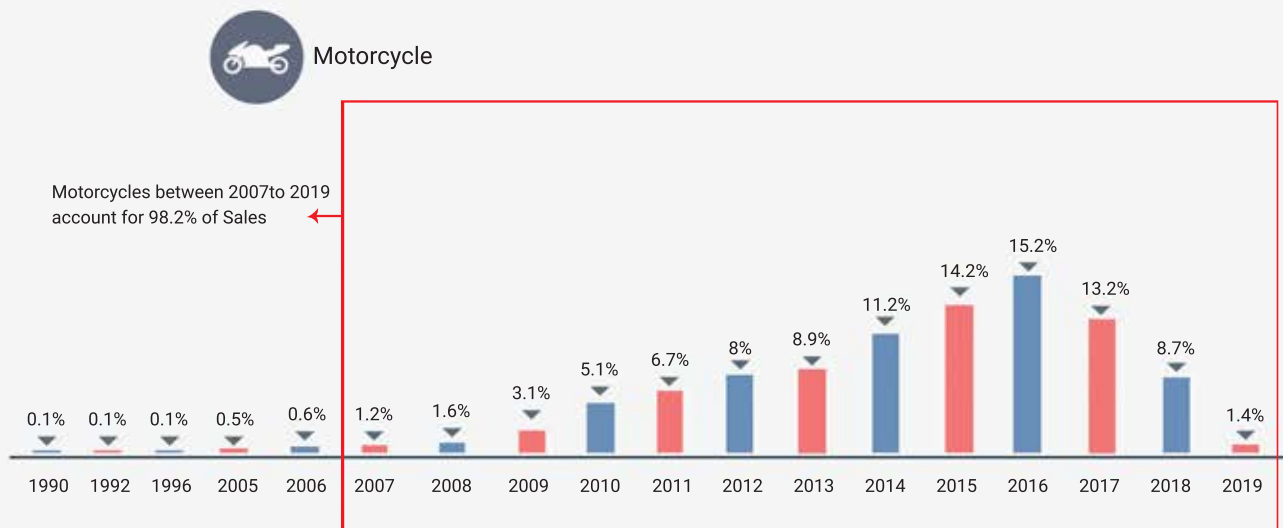


# Droom's Automobile Online Quarterly

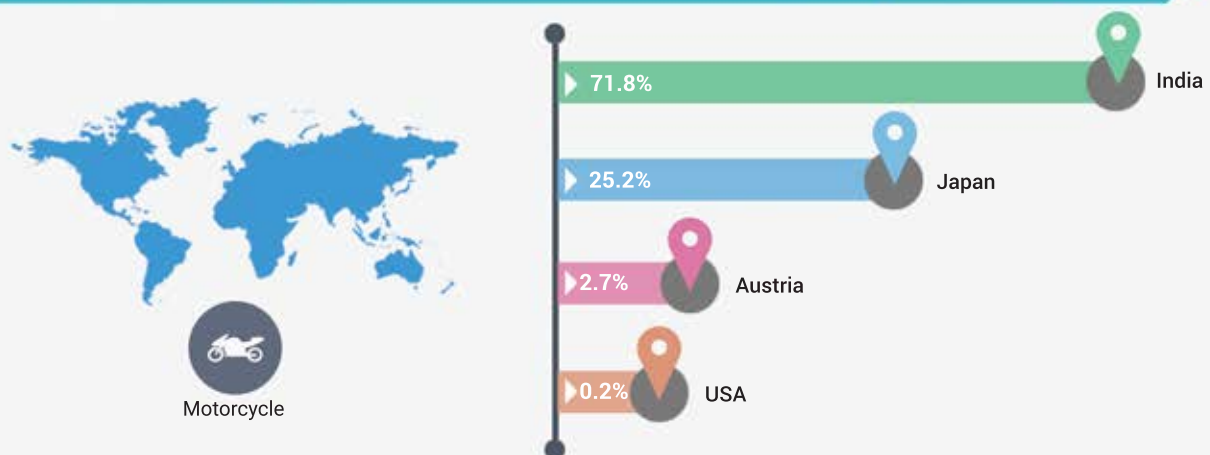
## Motorcycles by Color



## 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	Hissar
3	Bangalore
4	Mumbai
5	Jaipur
6	Ludhiana
7	Hyderabad
8	Faridabad
9	Pune
10	Ahmedabad

### Emerging Cities

1	Gurgaon
2	Kolkata
3	Nagpur
4	Surat
5	Gautam Buddha Nagar
6	Lucknow
7	Ghaziabad
8	Chennai
9	Mohali
10	Jalandhar

# 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 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 1032+ cities across India (India's largest hyper-local marketplace), 300K+ auto dealers (largest auto dealer platform in World), 21 Million+ monthly visitors, nearly 13 Million+ app downloads and 6.5 Million+ Facebook followers.

Droom's India headquarter is in Gurugram with a team size of 478+. 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.**



## MARKETPLACE



## CATEGORIES



### Media Enquiry

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

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