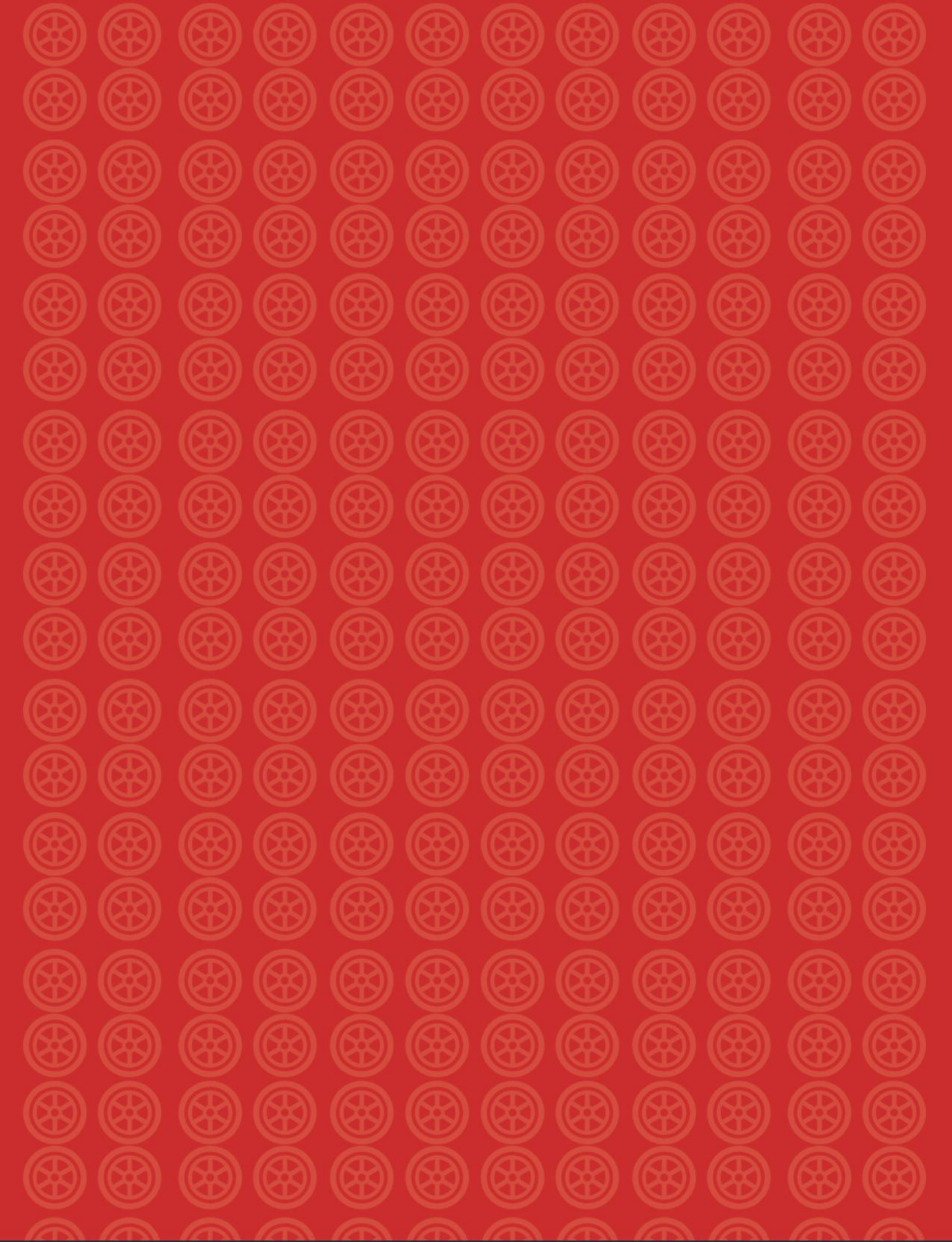




Droom's Automobile Trend Report

Q4 CY2018





Droom's Automobile Trend Report

Top Trends

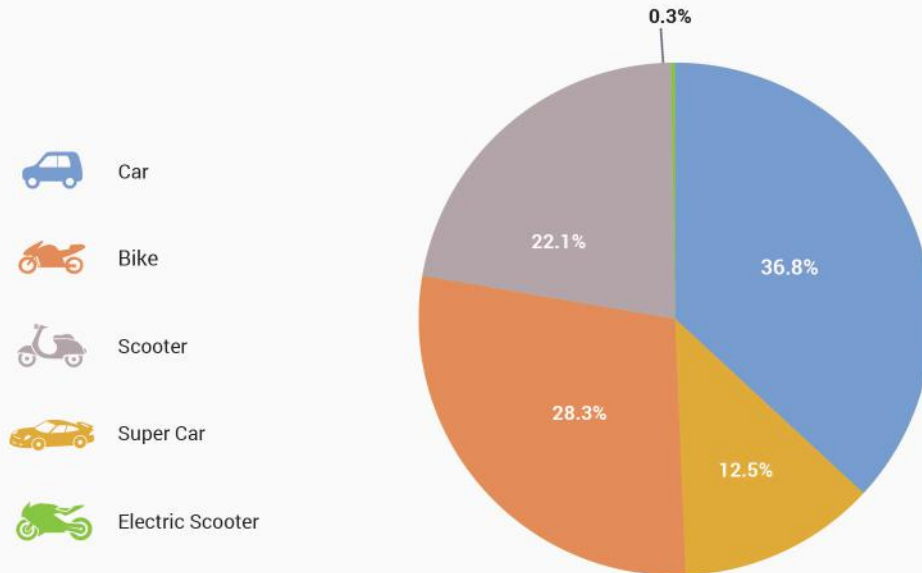
1	Most Famous Car: Toyota Fortuner
2	Most Famous Bike: Hero Splendor Plus
3	Most Famous Scooter: Honda Activa 5G
4	Most Famous Superbike: Benelli tnt 600i
5	Most Famous Luxury Car: BMW 5 Series
6	Most Famous: Honda Activa 5G
7	Most Famous Electric Scooter: Okinawa Ridge
8	Best Selling Royal Enfield: Royal Enfield Classic, Bullet Electra and Thunderbird
9	Top 3 Cities: Delhi, Hyderabad and Ahmedabad
10	Super Bikes: Benelli tnt 600i, Harley Davidson Street 750 and Kawasaki Ninjaor Superbikes Online
11	Asking for Auto Inspection: Manyfold increase in Auto Inspection Orders due to increased awareness
12	Most Costliest Car Listed On Droom: Rolls Royce Ghost Series 2 6.6 2017 - INR 6,00,00,000
13	Most Costliest Bike Listed On Droom: Ducati Panigale 1299 R Final Edition -INR 51,82,000

* 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)

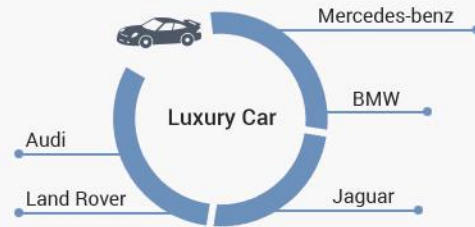
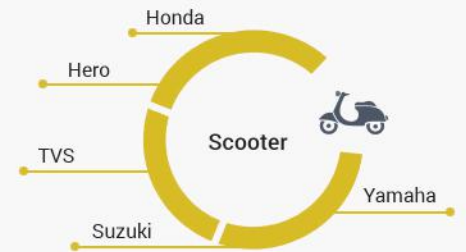
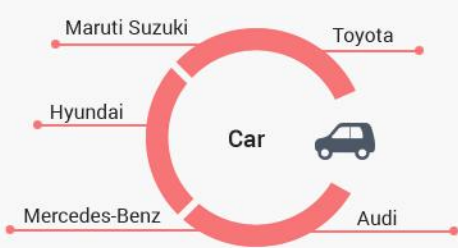


Top 10 Best Selling by Category

Cars	Bikes	Scooters	Super Bikes	Luxury Cars
Toyota Fortuner	Hero Splendor Plus	Honda Activa 5G	Benelli Tnt 600i	BMW 5 Series
Maruti Suzuki Swift Dzire	Hero HF Deluxe	Honda Activa	Harley-Davidson Street 750	Mercedes-Benz E-Class
Toyota Innova	Hero Passion Pro	Hero Maestro Edge	Kawasaki Ninja	Audi A6
Maruti Suzuki Swift	Honda CB Shine	Honda Activa125	Benelli TNT 25	Mercedes-Benz C-Class
Toyota Innova Crysta	Hero Passion Pro I3S	TVS Jupiter	Escorts Rajdoot	Audi A4
Maruti Suzuki Wagon R	Honda Cd 110 Dream	Honda Activa 3G	Harley-Davidson Iron 883	Audi Q3
Bmw 5 Series	Hero Passion Xpro	Hero Duet	Harley-Davidson Sportser	BMW 3 Series
Hyundai I10	Hero Super Splendor	Suzuki Access	Harley-Davidson Street Rod	Mercedes-Benz M-Class
Mercedes-Benz E-Class	Bajaj Pulsar	Honda Aviator	Harley Davidson Roadster	Audi Q5
Honda City	Honda Cb Shine Sp	Hero Pleasure	Ideal Jawa Yezdi CH-i	Audi Q7

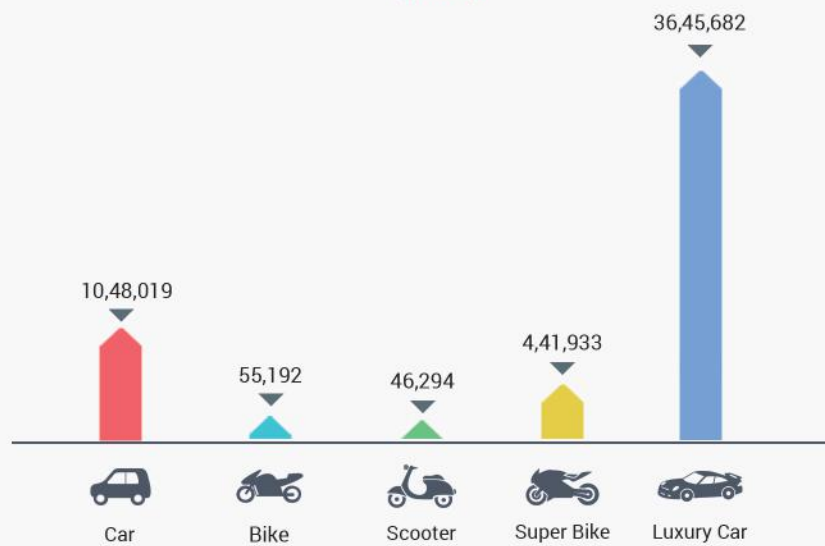
Droom's Automobile Trend Report

Top 5 Makes by Category



Average Selling Price of Used Automobiles

(In INR)



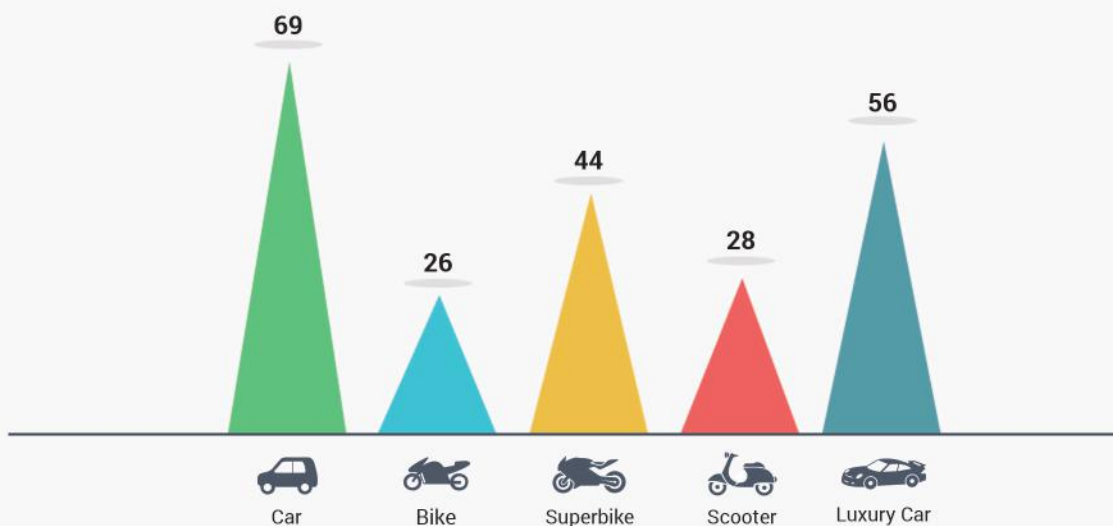
Droom's Automobile Trend Report

Most Popular Years by Category



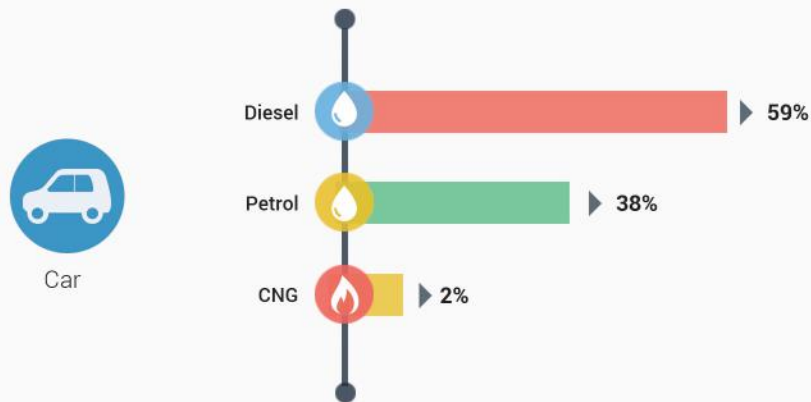
Average Duration of Ownership by Category

(In Months)

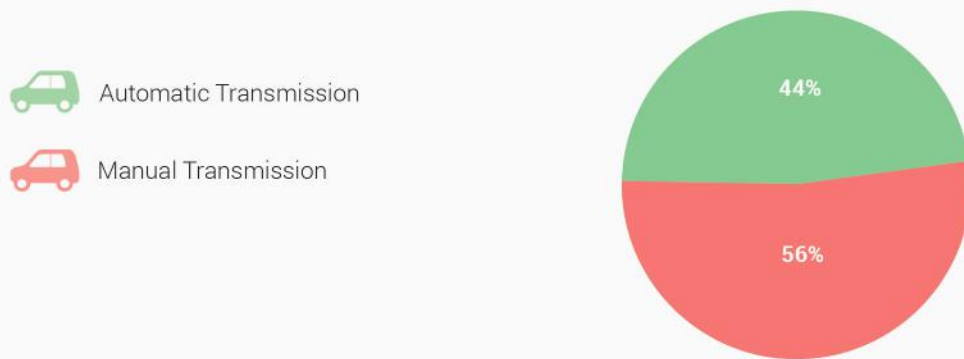


Droom's Automobile Trend Report

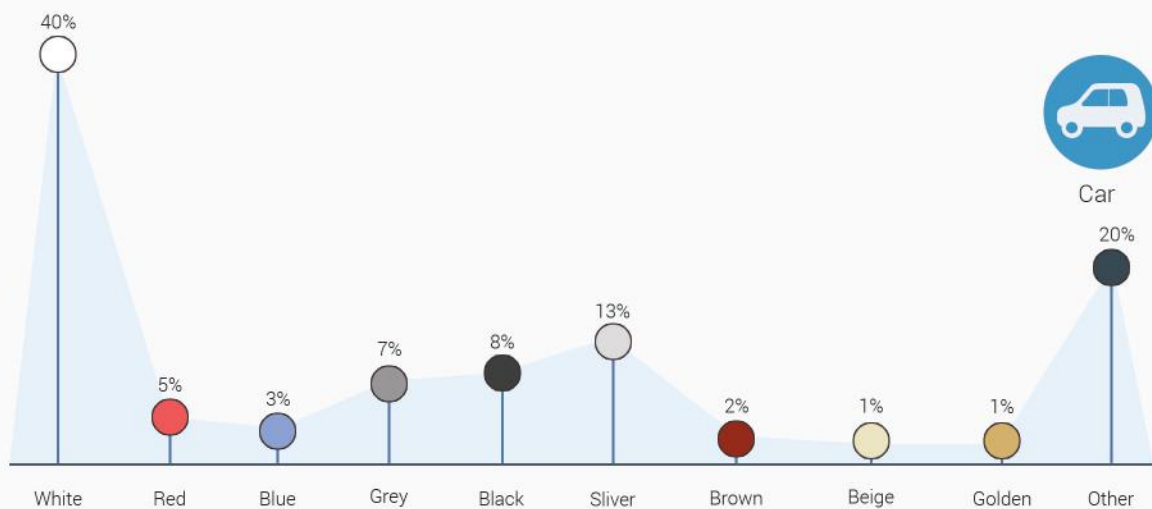
Cars by Fuel Type



Cars by Transmission Type



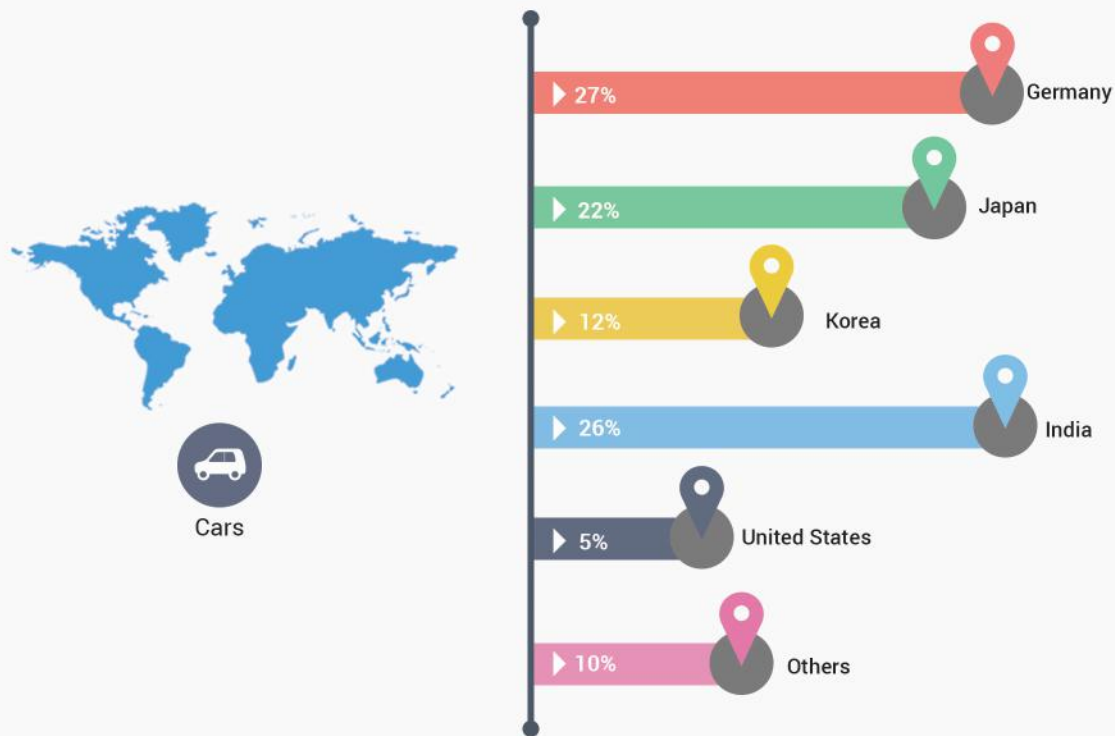
Cars by Color



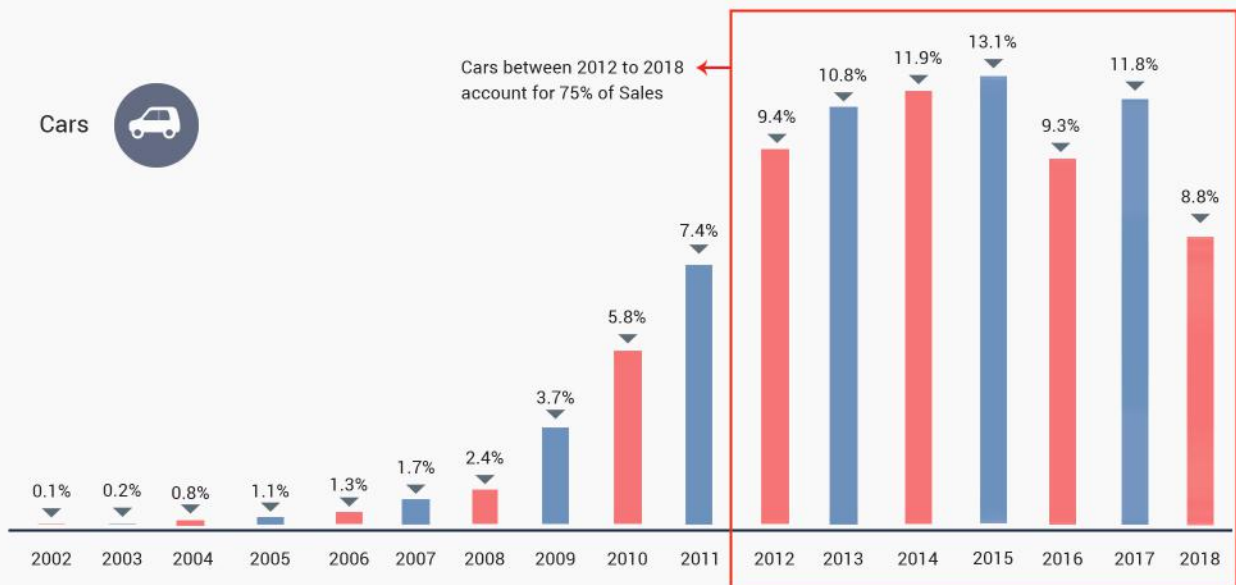
* Data on this page includes both cars & luxury cars

Droom's Automobile Trend Report

Cars by Country of Origin



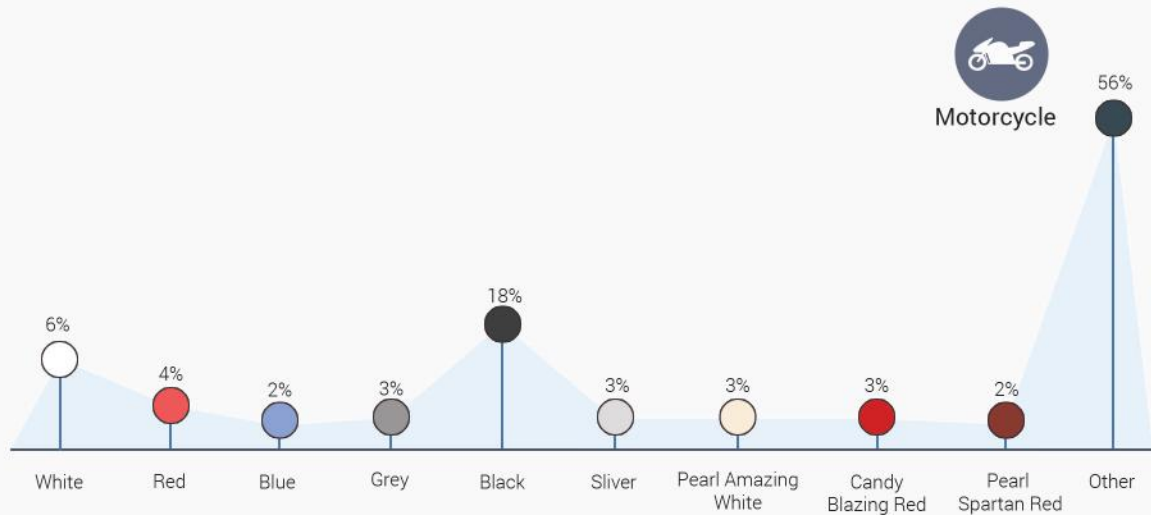
Cars by Year of Manufacture



* Data on this page includes both cars & luxury cars

Droom's Automobile Trend Report

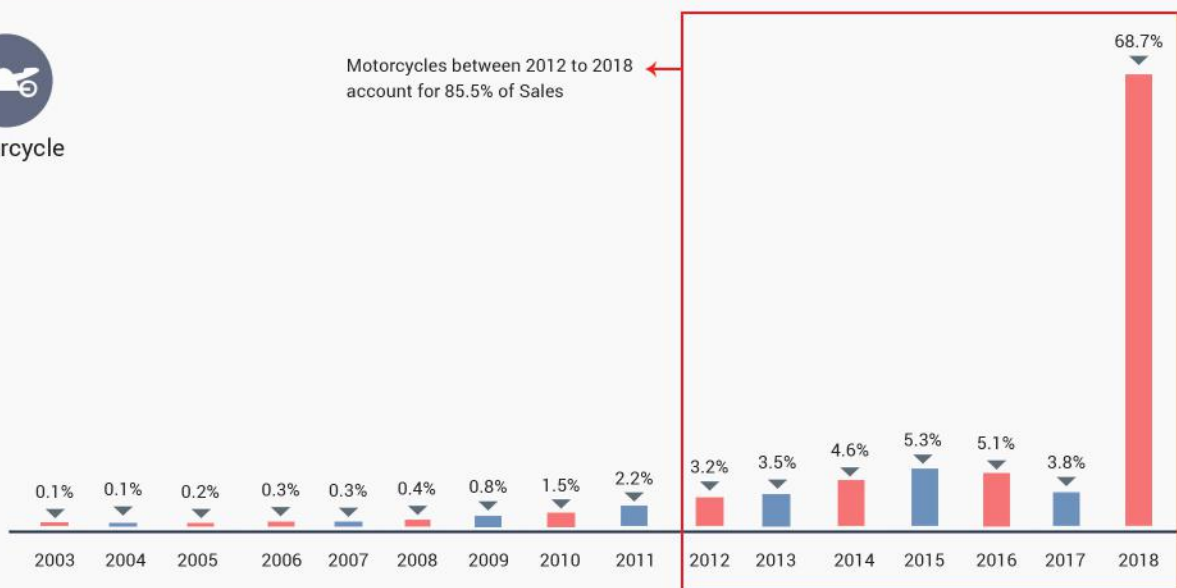
Motorcycles by Color



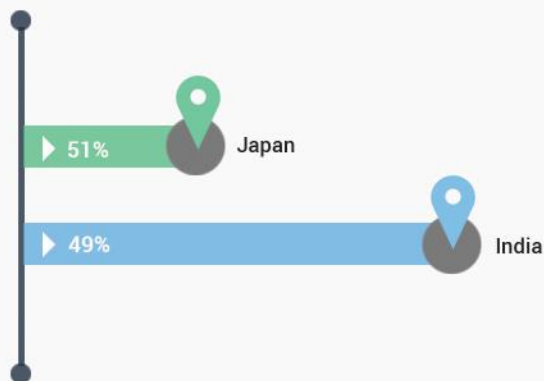
Motorcycles by Year of Manufacture



Motorcycles between 2012 to 2018 account for 85.5% of Sales



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	Hyderabad
3	Ahmedabad
4	Ludhiana
5	Bangalore
6	Hissar
7	Bilaspur
8	Pune
9	Chittorgarh
10	Mumbai

Emerging Cities

1	Surat
2	Faridabad
3	Jaipur
4	Rajsamand
5	Lucknow
6	Alwar
7	Gurgaon
8	Muktsar
9	Surendranagar
10	Amraoti

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



MARKETPLACE

Marketplace Formats

C C B C B B C B

Pricing Formats

BEST OFFER FIXED PRICE Auction

Buyer Surety Buyer Protection Full Circle Trust

Rating & Review Pay 3% Online & 97% Offline

Quick Sell droom assist

CATEGORIES

BIG ASSETS	ANCILLARY SERVICES	CERTIFICATION SERVICES	DROOM FINTECH
<ul style="list-style-type: none"> Car Bike Scooter Bicycle SuperBike SuperCars Vintage Scooter Vintage Bike Vintage cars Ride On Vehicles Planes 	<ul style="list-style-type: none"> Auto Inspection Services & Repairs Fun Rides & Rentals RTO Services Car Care & Detailing Doorstep Test Drive 	<ul style="list-style-type: none"> OBV (ORANGE BOOK VALUE) Resale ka MRP eco (Doorstep Auto Inspection) History (Used Vehicle History Report) 	<ul style="list-style-type: none"> droom Credit (21st Century Auto Financing) Auto Financing Dealer Financing Escrow Services Insurance Road Side Assistance Warranty Half Day Insurance Buyer Surety

Media Enquiry

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

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