Droom's Automobile Report
CY2019
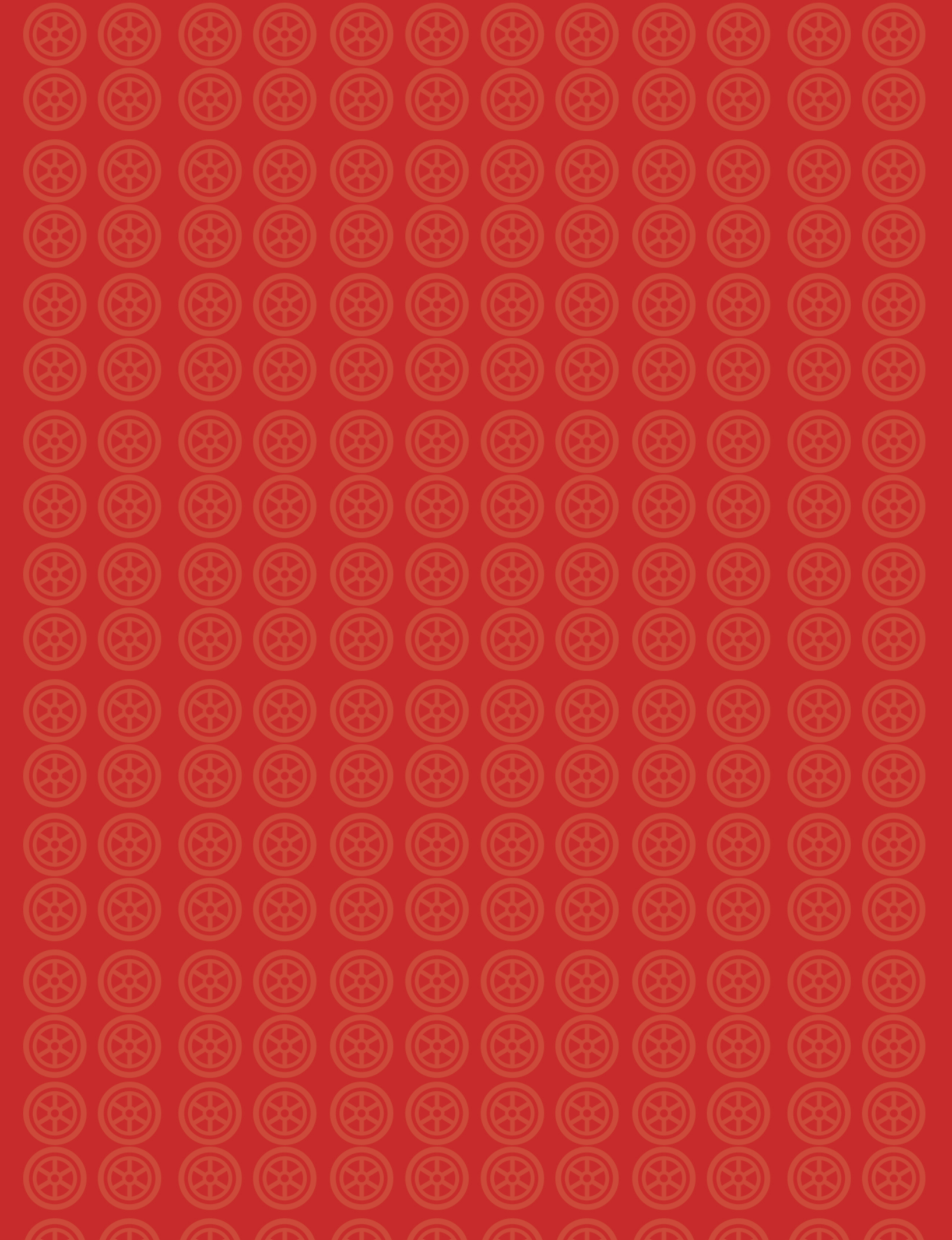
Droom's Automobile Report

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 Street 750

5 **Most Famous Luxury Car:** Mercedes Benz E-Class

6 **Most Famous Vehicle:** Toyota Fortuner

7 **Best Selling Royal Enfield:** Royal Enfield Classic, Bullet Electra, Thunderbird

8 **Delhi, Hissar and Bangalore:** Top 3 Cities

9 **Super Bikes:** Harley Davidson Street 750, Benelli Tnt 600i ,Harley Davidson Sportster 883

10 **Asking for Auto Inspection:** Manyfold increase in Auto Inspection Orders due to increased awareness

11 **Most Costliest Car Listed On Droom:** Land Rover Range Rover - INR 298,00,000

12 **Most Costliest Bike Listed On Droom:** Harley Davidson Fat Bob - INR 14,53,200

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

Droom's Automobile Report
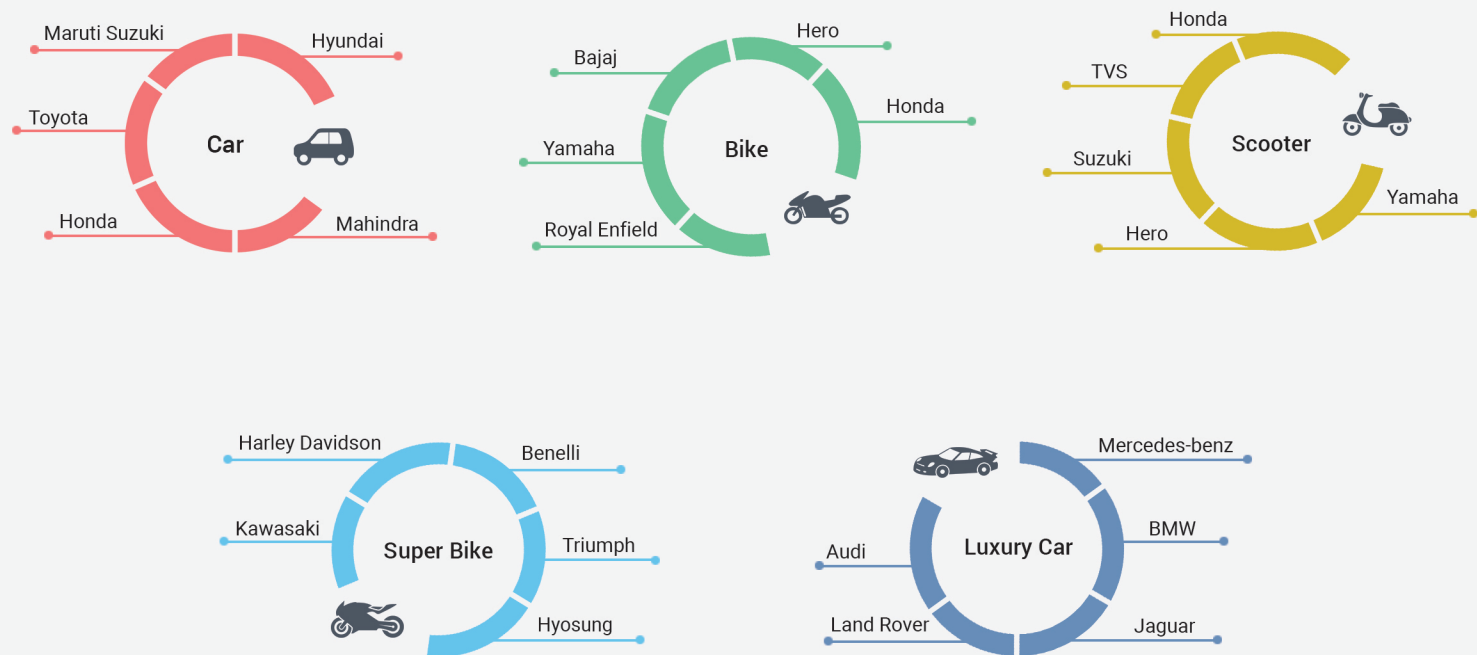
Category Mix

(% breakdown based on online sales)

🚗 Car

🏍️ Bike

🛵 Scooter

🏎️ Luxury Car

🏍️ Super Bike

🚲 Bicycle

0.1%   0.1%

16.2%

10.9%

11.8%

60.9%
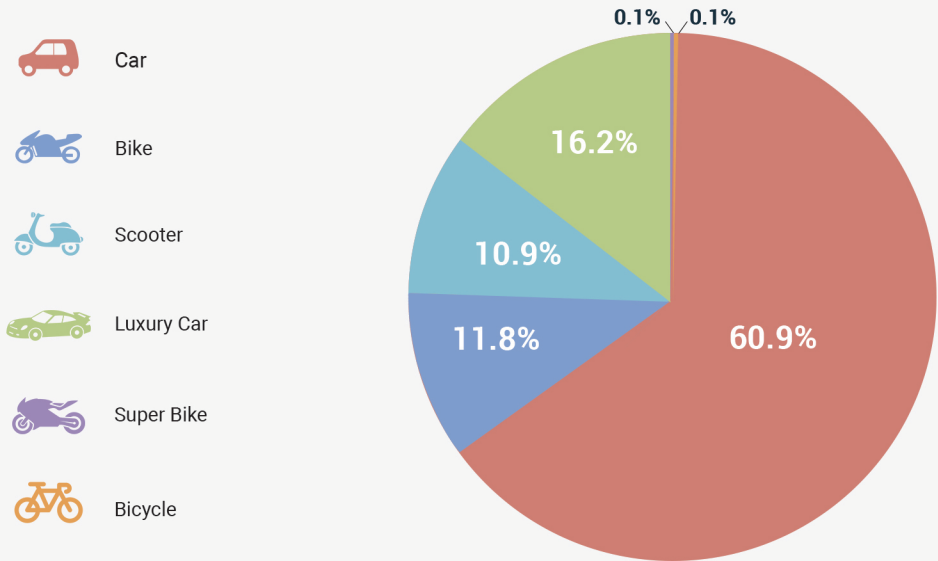
Top 10 Best Selling by Category

Cars	Bikes	Scooters	Super Bikes	Luxury Cars
Toyota Fortuner	Bajaj pulsar	Honda activa	Harley-davidson street 750	Mercedes Benz E-Class
Maruti Suzuki Swift Dzire	Hero splendor plus	Tvs jupiter	Harley-davidson iron 883	Mercedes Benz C-Class
Toyota Innova	Hero passion pro	Honda activa 3g	Benelli tnt 600i	BMW 3 Series
Toyota Innova Crysta	Tvs apache rtr	Suzuki access	Harley-davidson sportster 883	BMW 5 Series
Maruti Suzuki Wagon R	Royal Enfield classic	Honda activa 4g	Benelli tnt 300	BMW X1 Series
Maruti Suzuki Swift	Bajaj avenger	Honda aviator	Harley-davidson forty eight	Audi Q7
Maruti Suzuki Alto	Honda cb shine	Honda activa125	Kawasaki ninja	Audi Q3
Honda City	Bajaj discover	Hero maestro	Benelli tnt 25	Audi A6
Hyundai i10	Yamaha fzs	Honda activa 5g	Harley-davidson street rod	Audi A4
Hyundai Santro Xing	Hero splendor pro	Hero pleasure	Ducati monster	Mercedes Benz M-Class

Droom's Automobile Report

Top 5 Makes by Category

Car
- Maruti Suzuki
- Toyota
- Honda
- Hyundai
- Mahindra

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

Scooter
- Honda
- TVS
- Suzuki
- Hero
- Yamaha

Super Bike
- Harley Davidson
- Kawasaki
- Benelli
- Triumph
- Hyosung

Luxury Car
- Mercedes-benz
- BMW
- Jaguar
- Land Rover
- Audi

Average Selling Price of Used Automobiles
(In INR)

Category	Price
Car	9,16,831
Bike	42,383
Scooter	29,249
Super Bike	4,68,976
Luxury Car	3,580,265
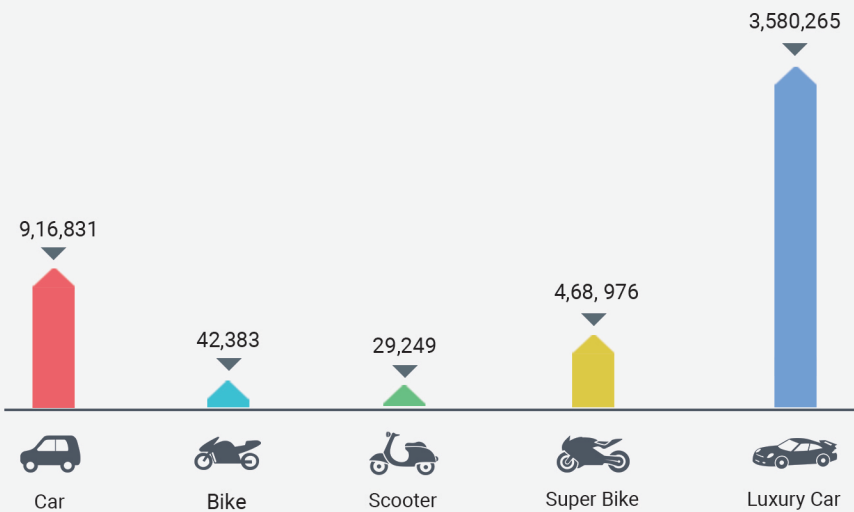
Droom's Automobile Report

Most Popular Years by Category

Car

2017	2015	2014	2013	2012
10%	11%	12%	8%	8%

Scooter

2017	2016	2015	2014	2013
14%	17%	16%	12%	10%

Superbike

2018	2017	2016	2015	2013
7%	19%	35%	20%	8%

Bike

2017	2016	2015	2014	2013
13%	14%	13%	12%	10%

Luxury Car

2018	2017	2016	2015	2014
14%	13%	10%	12%	11%

Average Duration of Ownership by Category

(In Months)

Car	Bike	Superbike	Scooter	Luxury Car
79.13	67.5	45.38	61.84	60.76
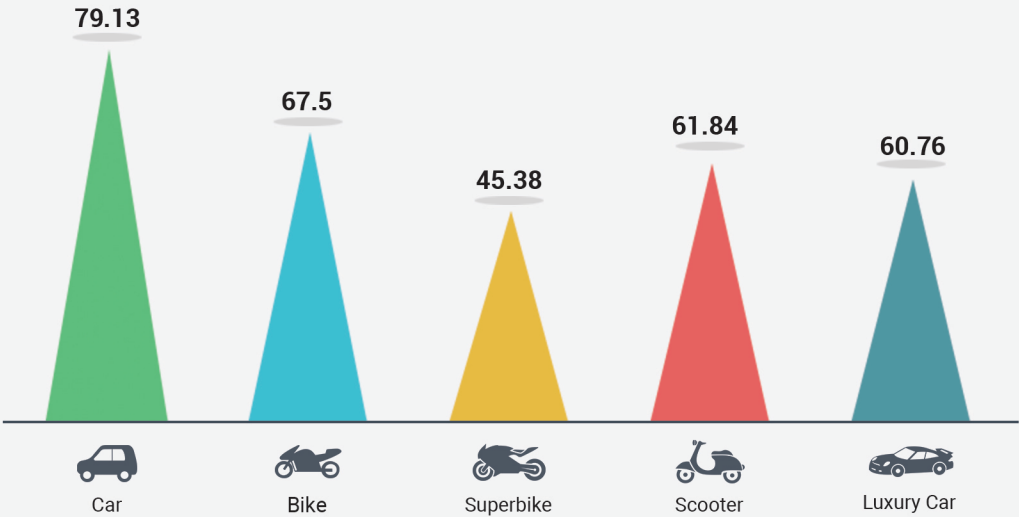
Droom's Automobile Report

Cars by Fuel Type

Car

Petrol	39%
Diesel	60%
Petrol + CNG	2%
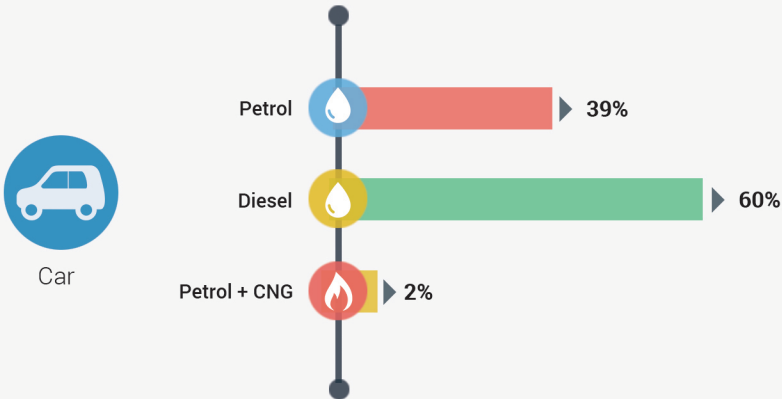
Cars by Transmission Type
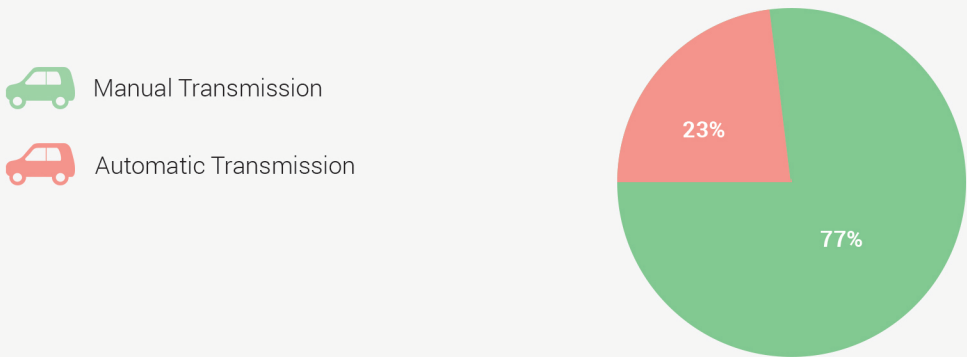
Manual Transmission

Automatic Transmission

23%

77%

Cars by Color

Car

Color	Percentage
White	41%
Red	6%
Blue	4%
Grey	9%
Black	8%
Sliver	15%
Brown	1%
Pure White	2%
Golden	2%
Other	13%
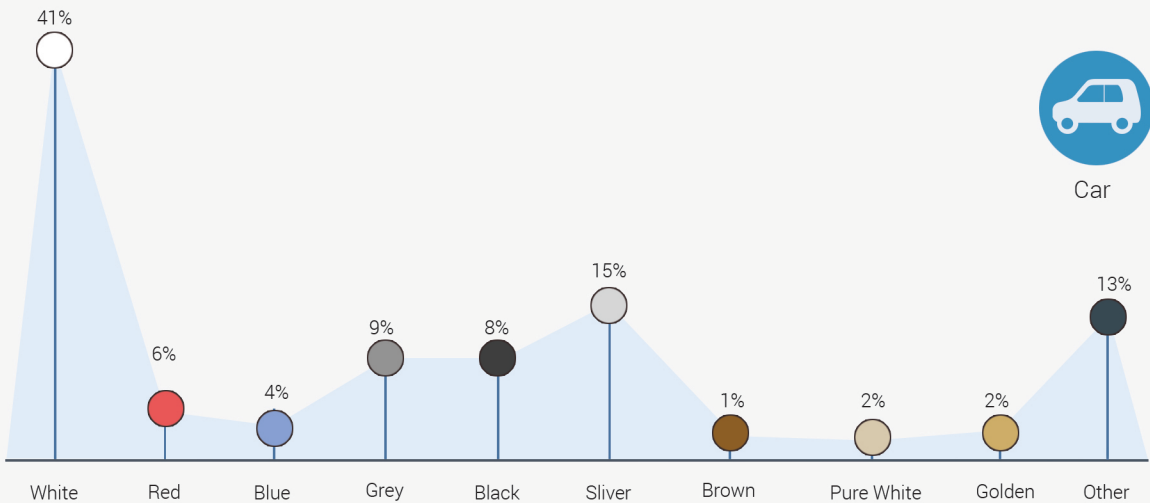
Data on this page includes both cars & luxury cars

Droom's Automobile Report

Cars by Country of Origin
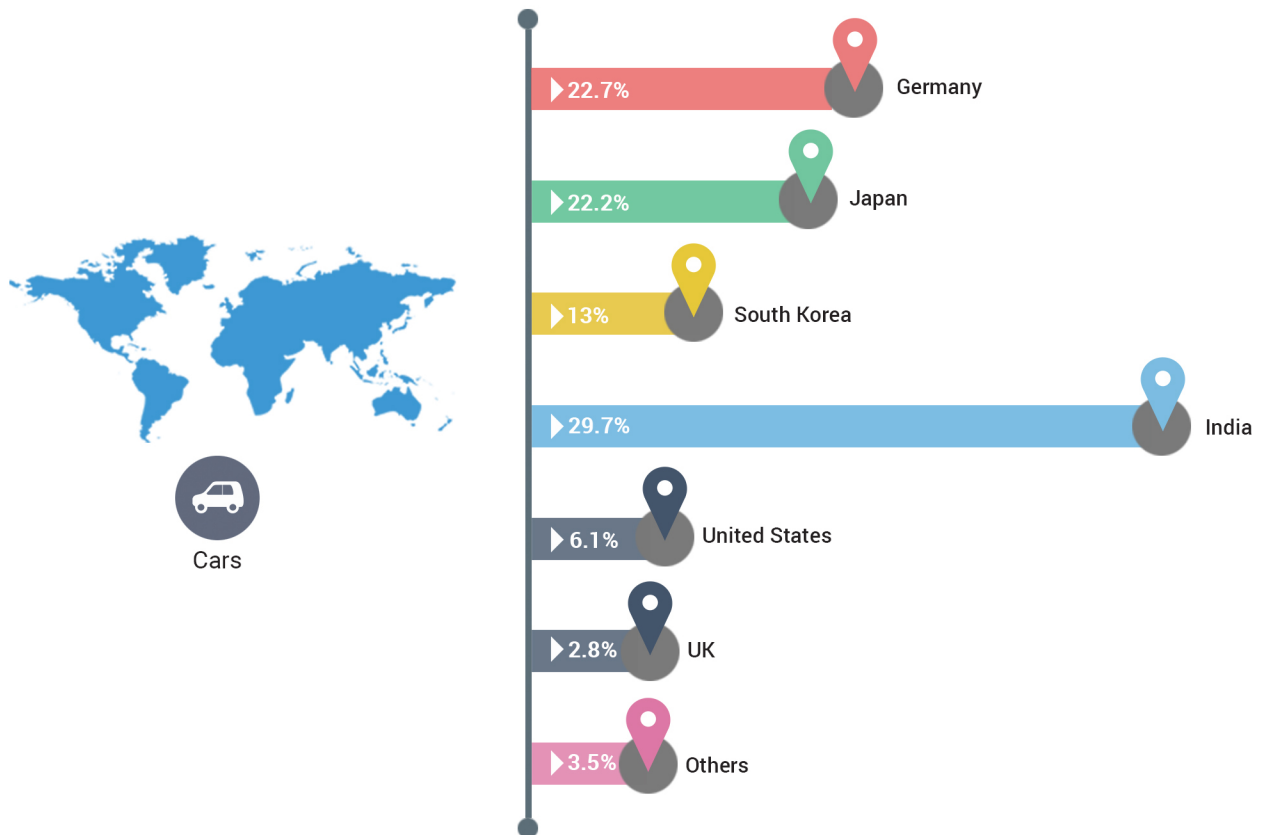
Cars

- 22.7% Germany
- 22.2% Japan
- 13% South Korea
- 29.7% India
- 6.1% United States
- 2.8% UK
- 3.5% Others

Cars by Year of Manufacture

Cars

Cars between 2009 to 2019 account for nearly 86.5% of online sales

Year	Value
2001	0.3%
2002	0.3%
2003	0.4%
2004	0.9%
2005	1.9%
2006	2.4%
2007	3.1%
2008	3.5%
2009	4.4%
2010	6.7%
2011	7.2%
2012	8.3%
2013	8.4%
2014	11.6%
2015	11.1%
2016	8.1%
2017	10.4%
2018	8.1%
2019	2.2%
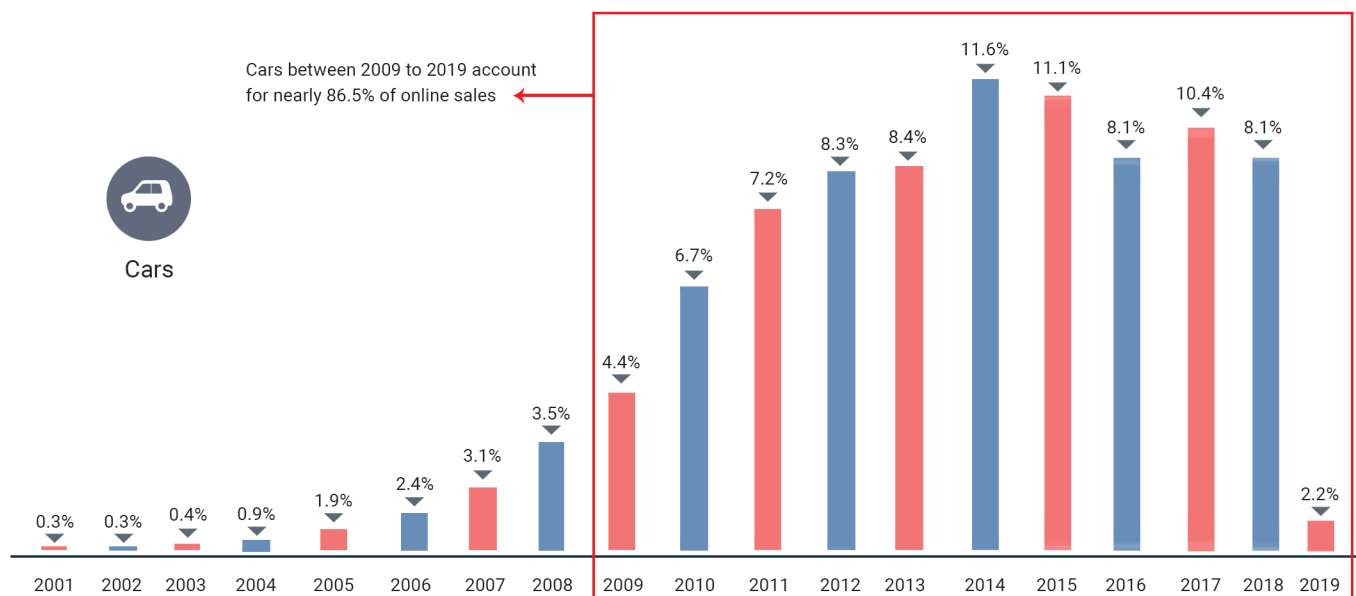
*Data on this page includes both cars & luxury cars

Droom's Automobile Report

Motorcycle

- White — 19%
- Red — 10%
- Blue — 7%
- Grey — 8%
- Black — 37%
- Sliver — 3%
- Green — 1%
- Purple — 2%
- Brown — 1%
- Other — 13%
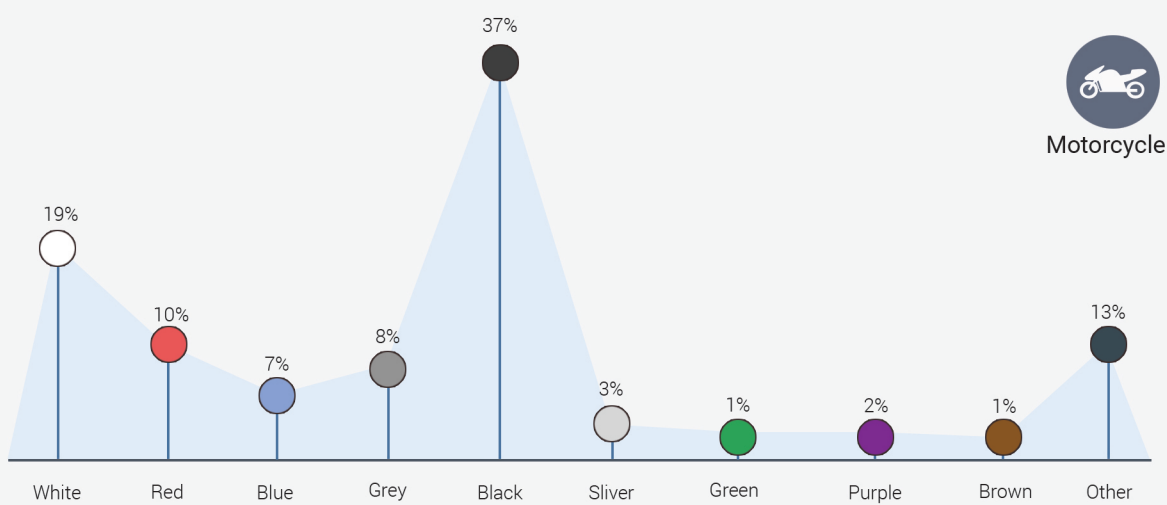
Motorcycles by Year of Manufacture

Motorcycle

Motorcycles between 2010 to 2019 account for nearly 91.8% of online sales

Year	Percentage
2001	0.1%
2002	0.1%
2003	0.1%
2004	0.3%
2005	0.5%
2006	1.1%
2007	1.6%
2008	1.6%
2009	2.8%
2010	5.6%
2011	7.3%
2012	8.8%
2013	9.9%
2014	11.9%
2015	12.9%
2016	14.1%
2017	12.6%
2018	7.7%
2019	1%
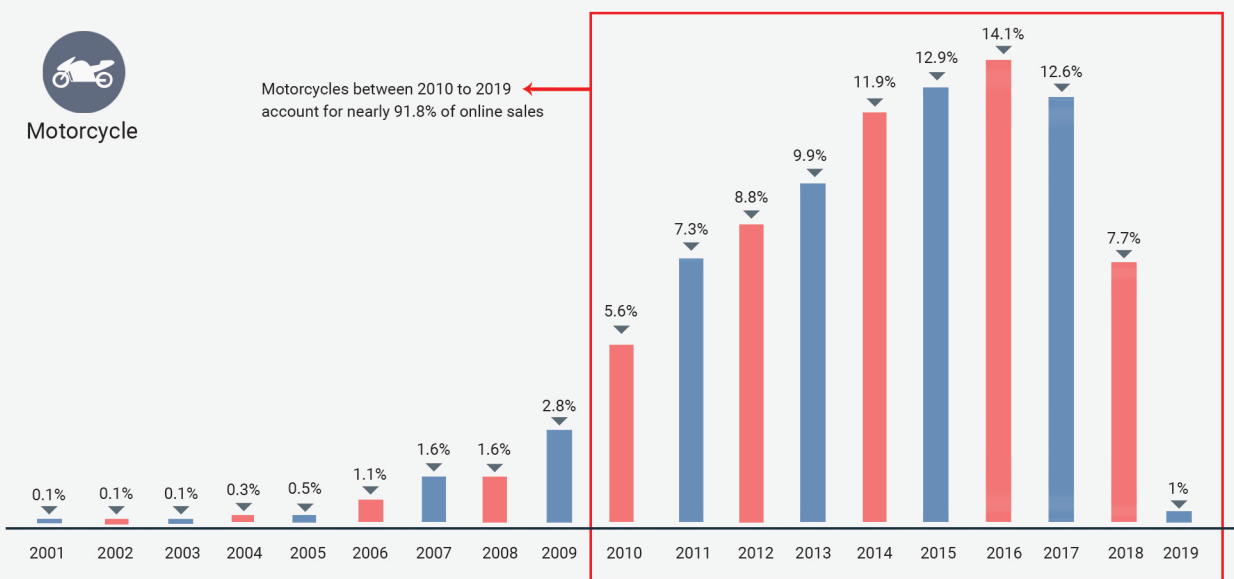
Motorcycles by Country of Origin

Motorcycle

- Japan — 46.1%
- India — 51.1%
- Others — 2.7%
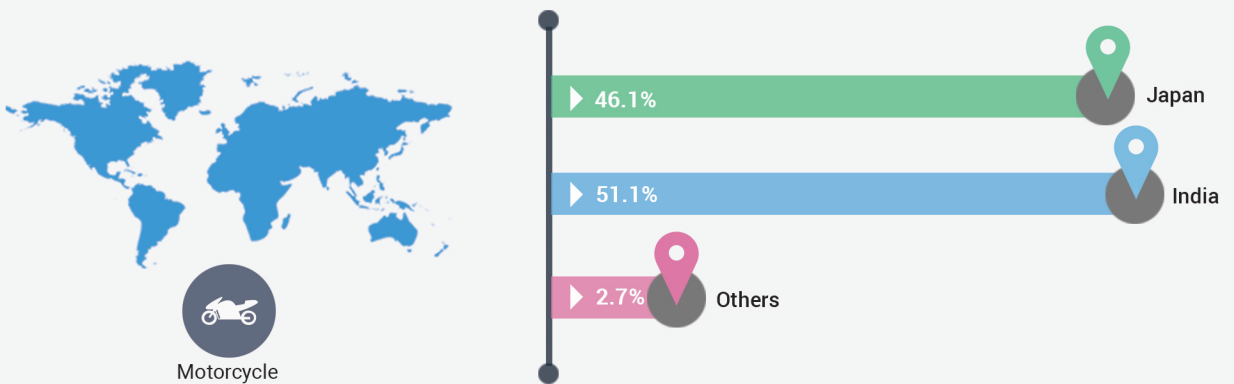
Data on this page includes bikes, superbikes & scooters

Droom's Automobile Report

Top Cities

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

Emerging Cities

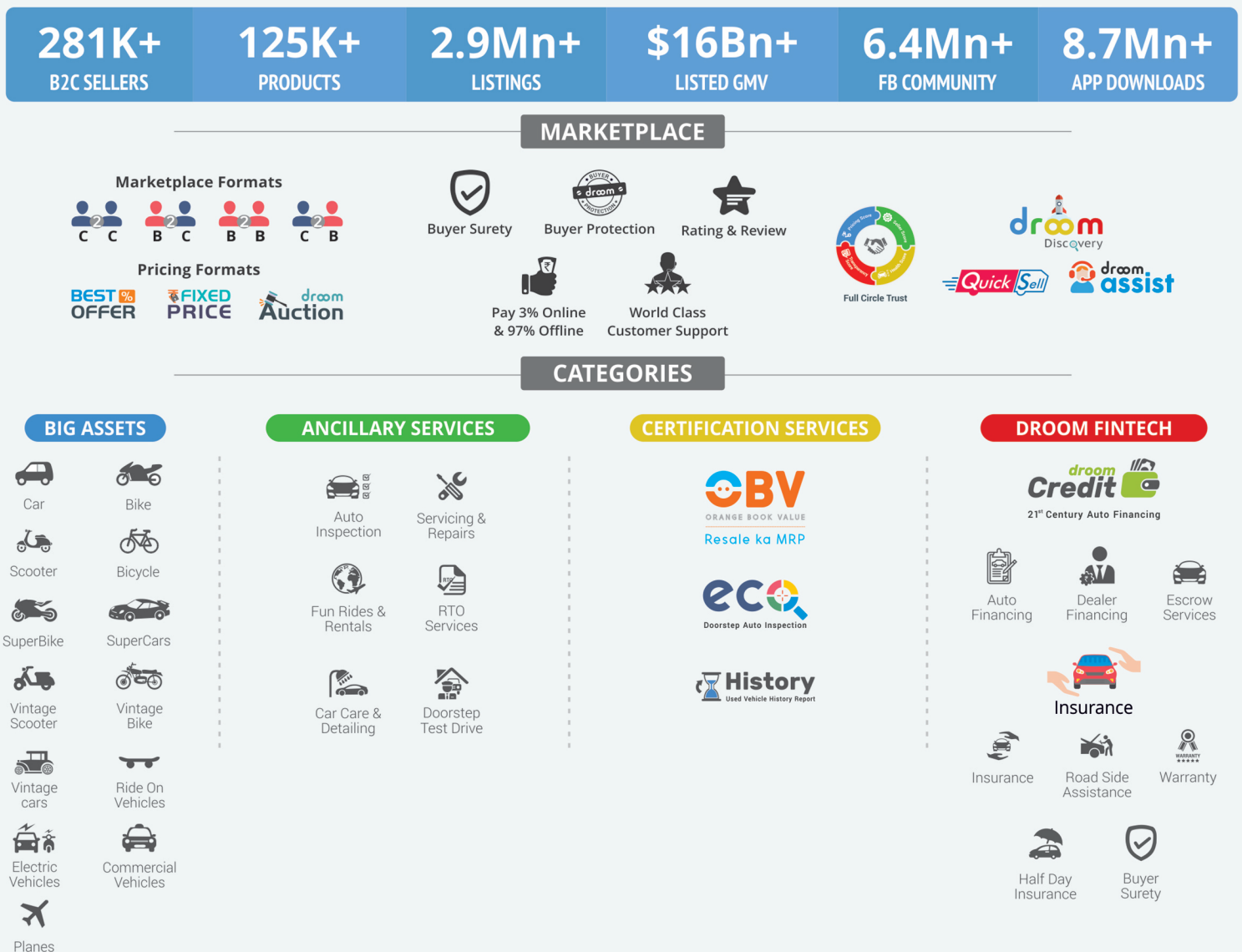|	
1	Kolkata
2	Gurgaon
3	Nagpur
4	Lucknow
5	Surat
6	Ghaziabad
7	Gautam Buddha Nagar
8	Chennai
9	Bankura
10	Jalandhar

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 $1.2 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), 281K+ auto dealers (largest auto dealer platform in World), 12 Million+ monthly visitors, nearly 8.7 Million+ app downloads and 6.4 Million+ Facebook followers.

Droom's India headquarter is in Gurugram with a team size of 433+. 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.**

281K+	125K+	2.9Mn+	$16Bn+	6.4Mn+	8.7Mn+
B2C SELLERS	PRODUCTS	LISTINGS	LISTED GMV	FB COMMUNITY	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

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
(+91) - 9643103972

droom.in

WIDE SELECTION

LOW PRICES

VERIFIED SELLER

INSPECTED VEHICLE

India: 40A/5, Ground Floor, Chandan Nagar, Sector-15, Part-II Gurgaon-122001

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

www.droom.in

info@droom.in

www.droom.in/app

www.facebook.com/droom.in