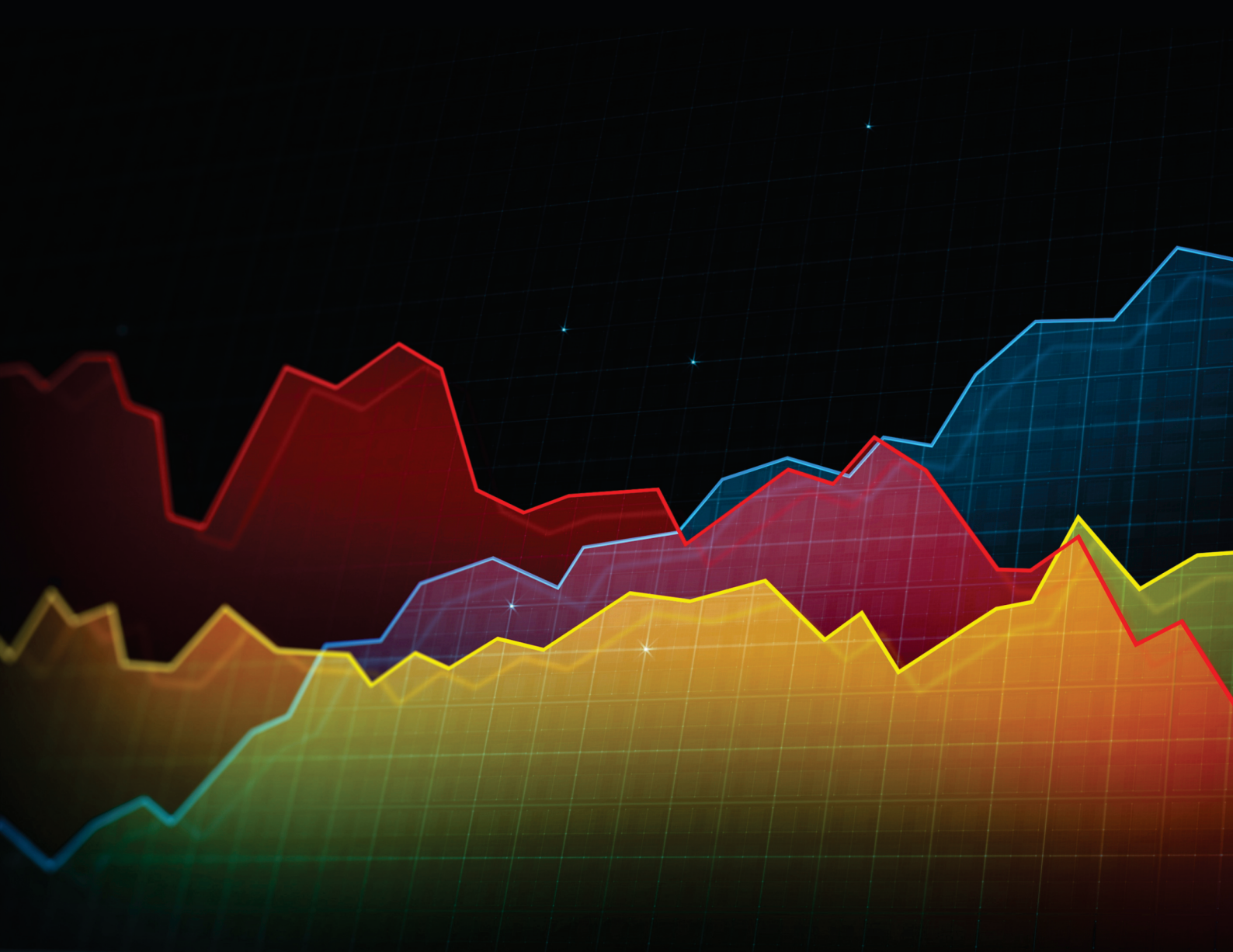




# India Automobile E-Commerce Report

Annual Report  
CY 2023





# India Automobile E-Commerce Report

## Top Trends

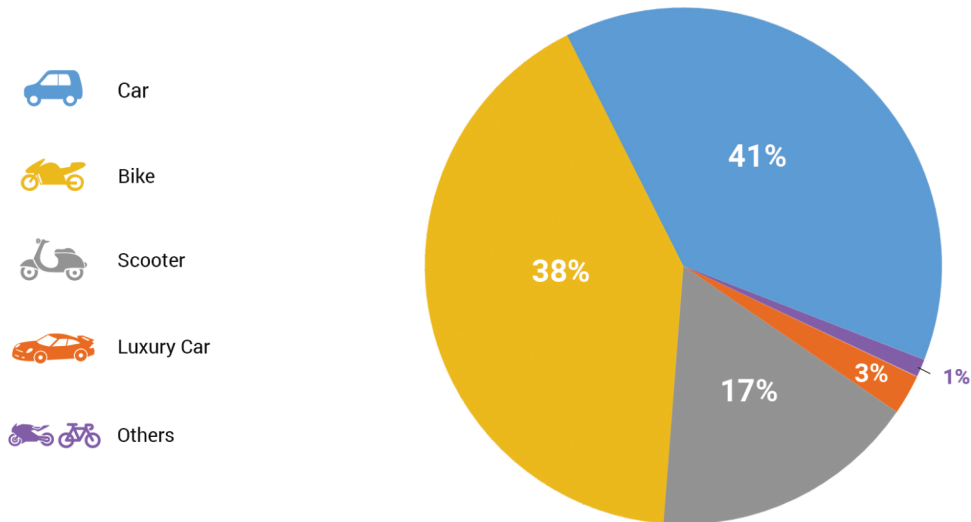
1	Most Popular Car: Maruti Suzuki Swift
2	Most Popular Bike: Royal Enfield Classic
3	Most Popular Scooter: Suzuki Access
4	Most Popular Superbike: Kawasaki Ninja
5	Most Popular Luxury Car: Mercedes-Benz E-Class
6	Best Selling Model Royal Enfield: Classic, Bullet, Thunderbird
7	Most Popular Exterior Color in Car: White
8	% of Cars with Auto Transmission: 61%
9	Most Popular Year in 2023 in Buying/Selling: 2018
10	Average Duration of Car Ownership: 74 Months

\* Note: The data used is a combination of the actual transactions and demand generated.

# India Automobile E-Commerce Report

## Category Mix

(% breakdown based on online sales)



## Top 5 Most Popular Make Model by Category

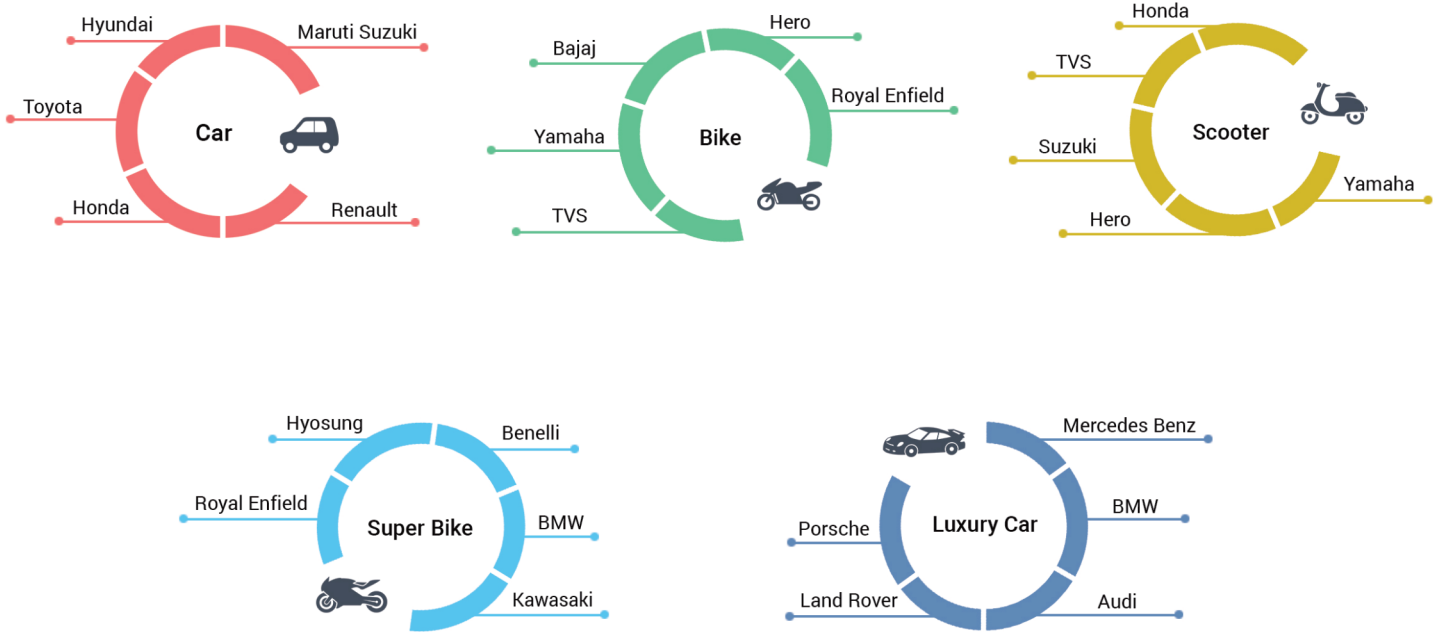
 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Suzuki Swift	Royal Enfield Classic	Suzuki Access	Kawasaki Ninja	Mercedes-Benz E-Class
Honda City	Hero Splendor Plus	TVS Jupiter	Harley-Davidson Street 750	Mercedes-Benz C-Class
Toyota Fortuner	Bajaj Pulsar	Honda Activa	Benelli TNT 300	BMW 5 Series
Hyundai Creta	TVS Apache RTR	Honda Activa 3G	Royal Enfield Interceptor	Mercedes-Benz S-Class
Toyota Innova Crysta	Bajaj Avenger	Honda Activa 5G	Hyosung GT250R	BMW X5

\* Note: The data used is a combination of the actual transactions and demand generated.



# India Automobile E-Commerce Report

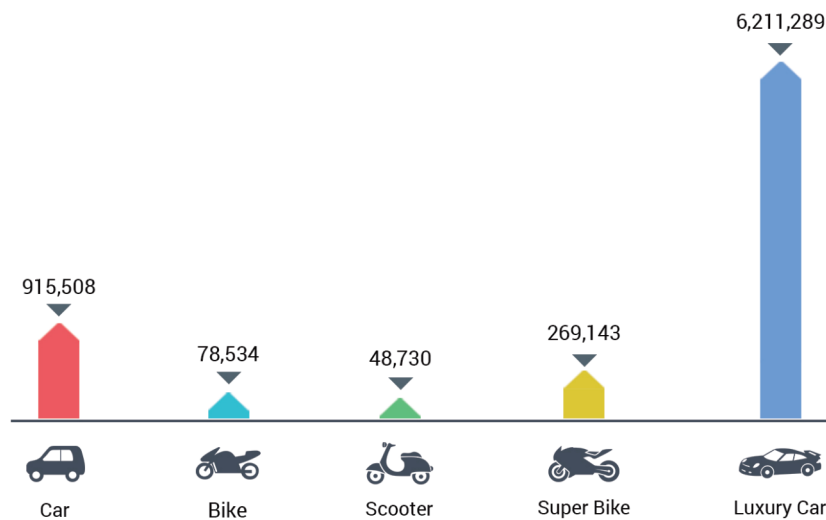
## Top 5 Makes by Category



\* Note: The data used is a combination of the actual transactions and demand generated.

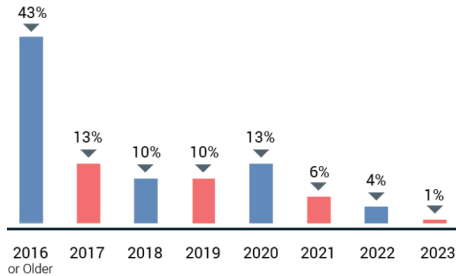
## Average Selling Price by Used Vehicle Category

(In INR)

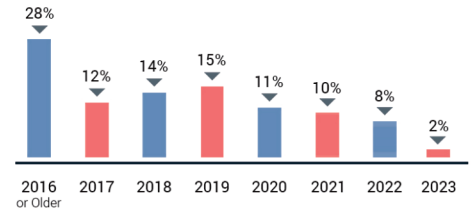


# India Automobile E-Commerce Report

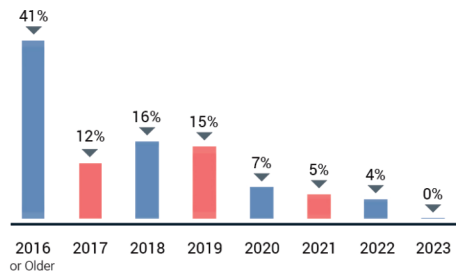
## Year of Manufacturing by Category



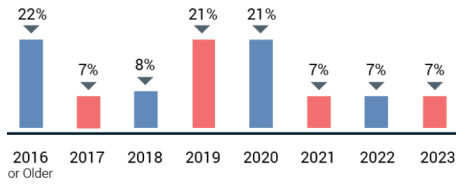
Car



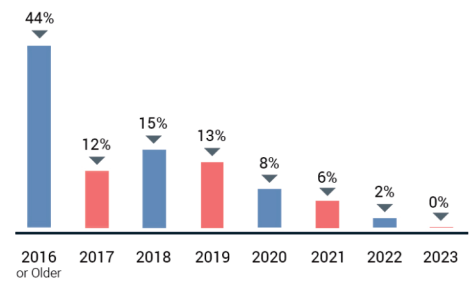
Bike



Scooter



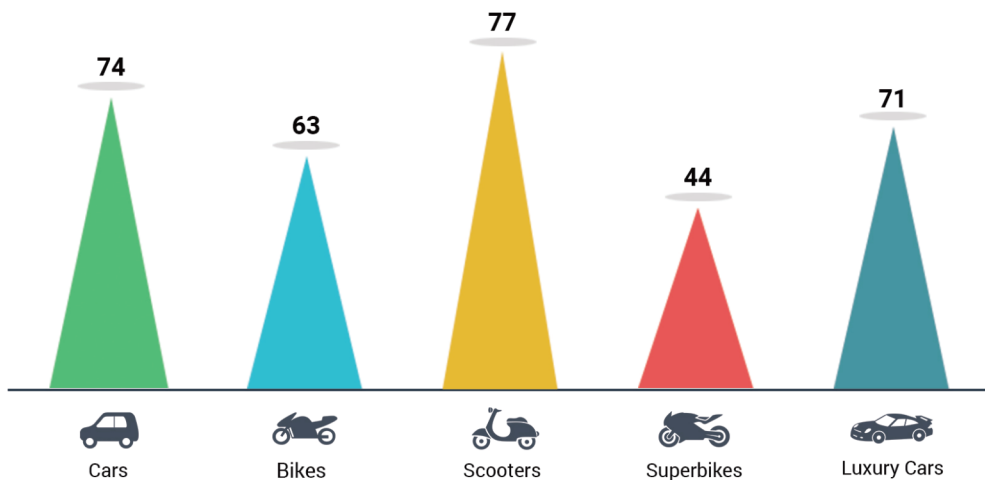
Superbike



Luxury Car

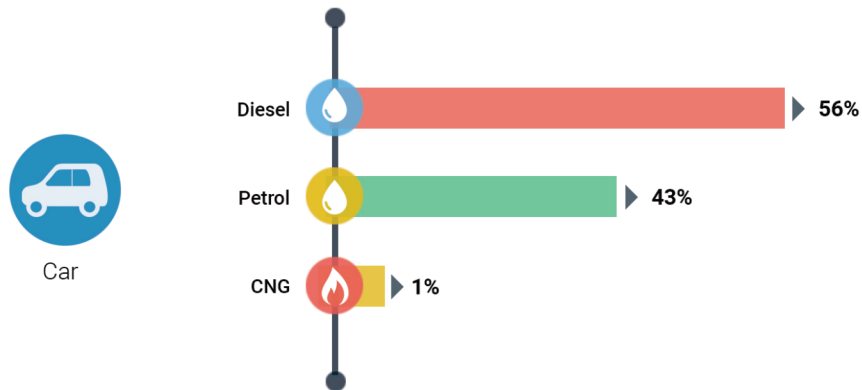
## Average Duration of Ownership by Category

(In Months)

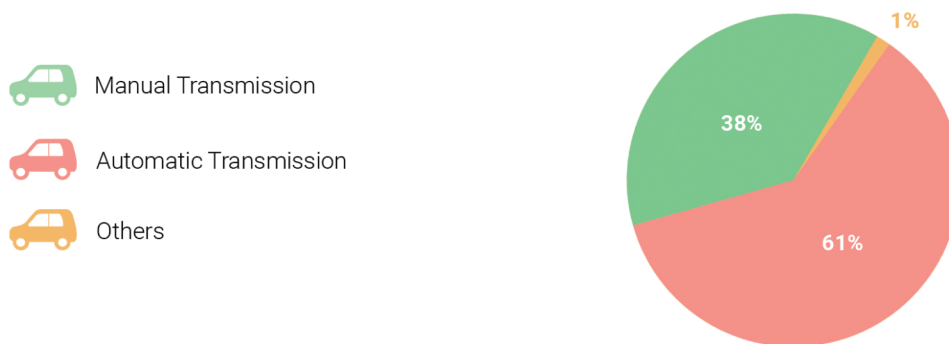


# Droom's Automobile Report

## Cars by Fuel Type

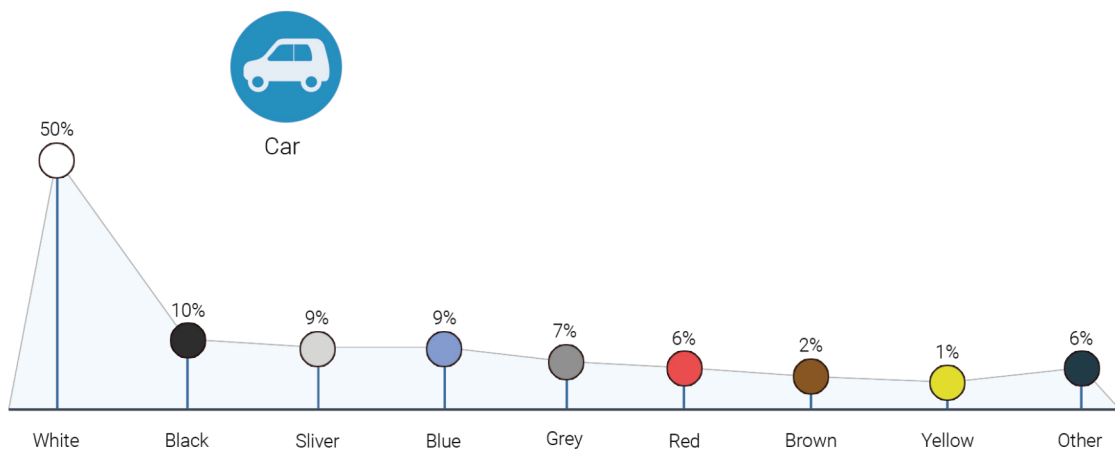


## Cars by Transmission Type



\* Due to Droom's focus on the higher-end auto market, the distribution of vehicles skews toward automatic transmissions

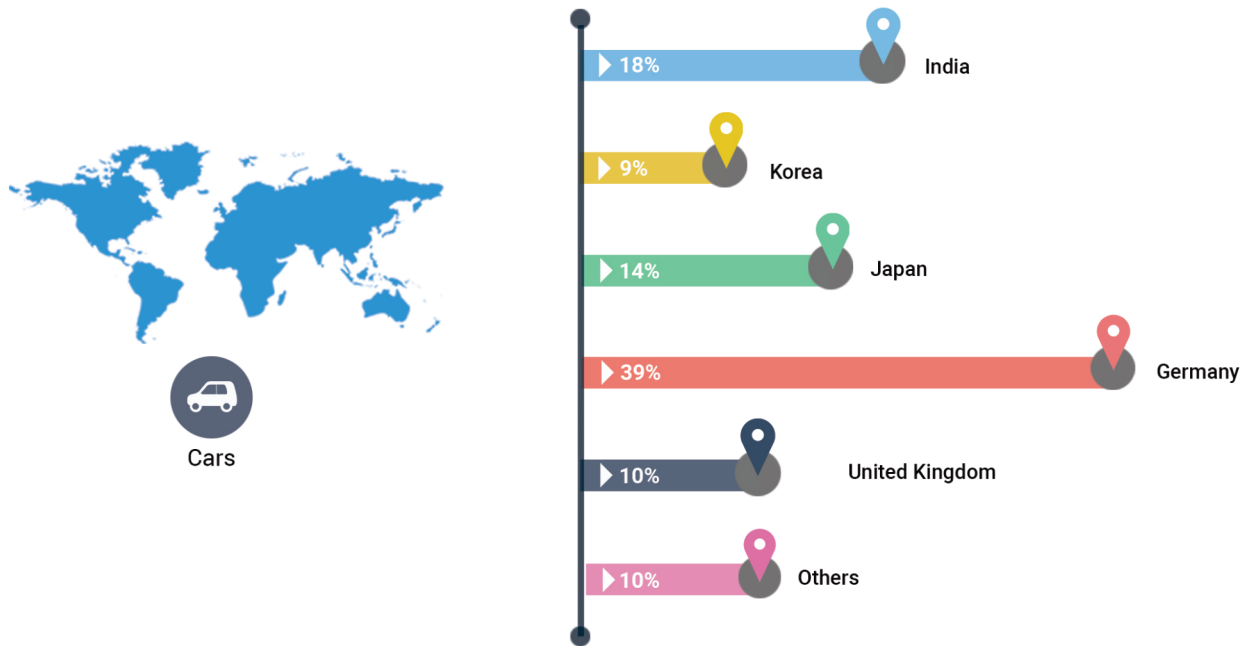
## Cars by Color



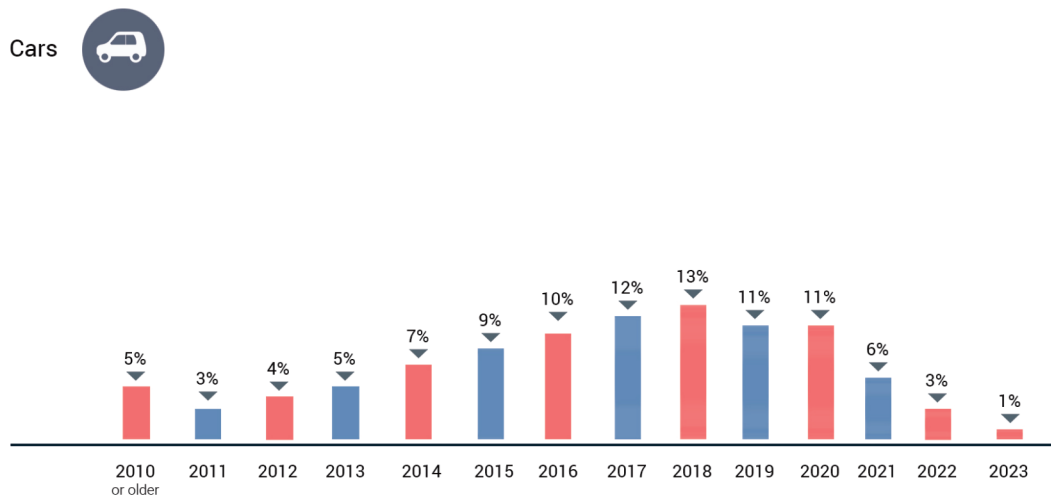
\* Data on this page includes both cars & luxury cars

# India Automobile E-Commerce Report

## Cars by Country of Origin of OEM



## Cars sold by Year of Manufacture

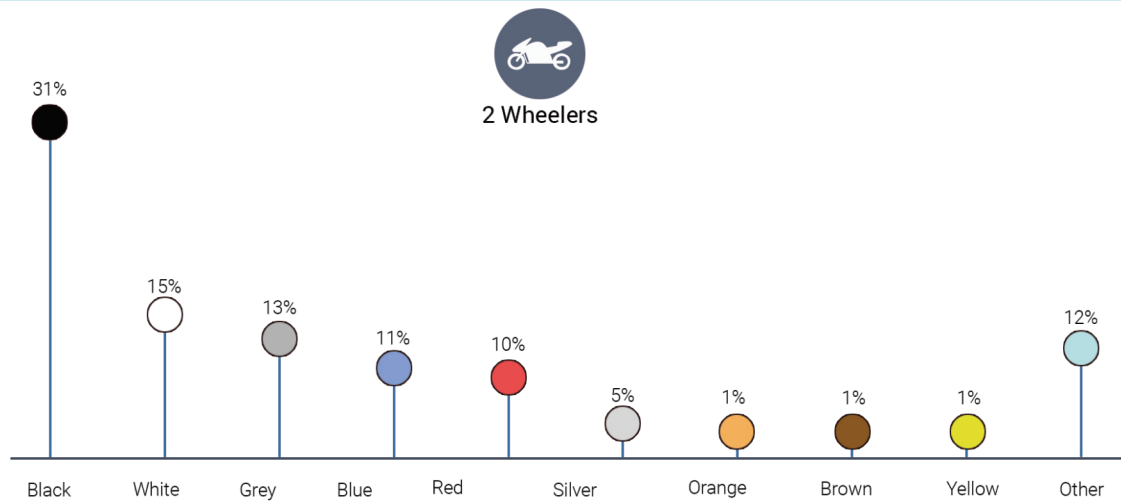


\* Data on this page includes both cars & luxury cars

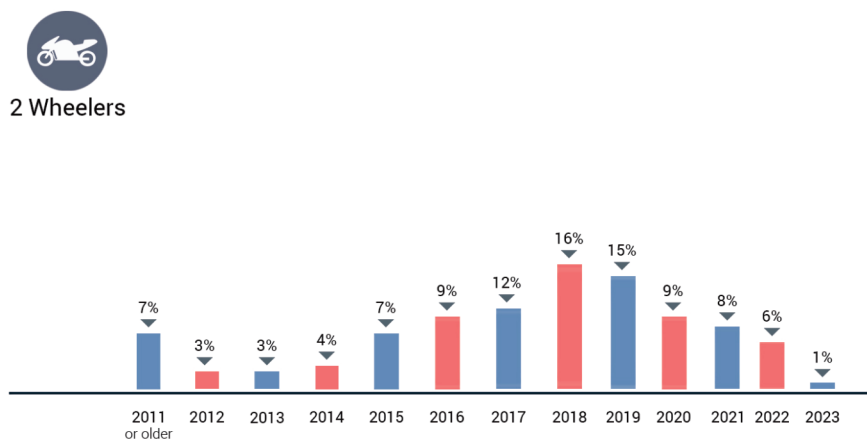


# India Automobile E-Commerce Report

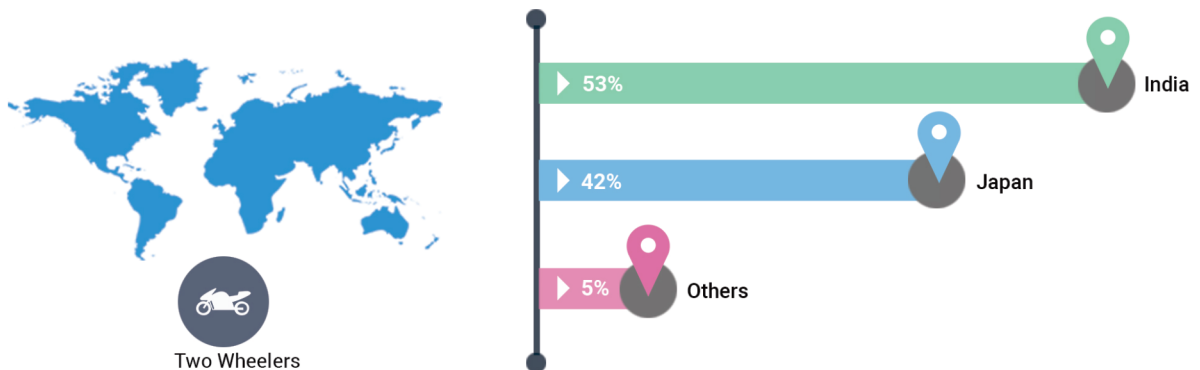
## Two Wheelers by Color



## Two Wheelers sold by Year of Manufacture



## Two Wheelers by Country of Origin of OEM



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

# India Automobile E-Commerce Report

## Top Cities

### Top Cities

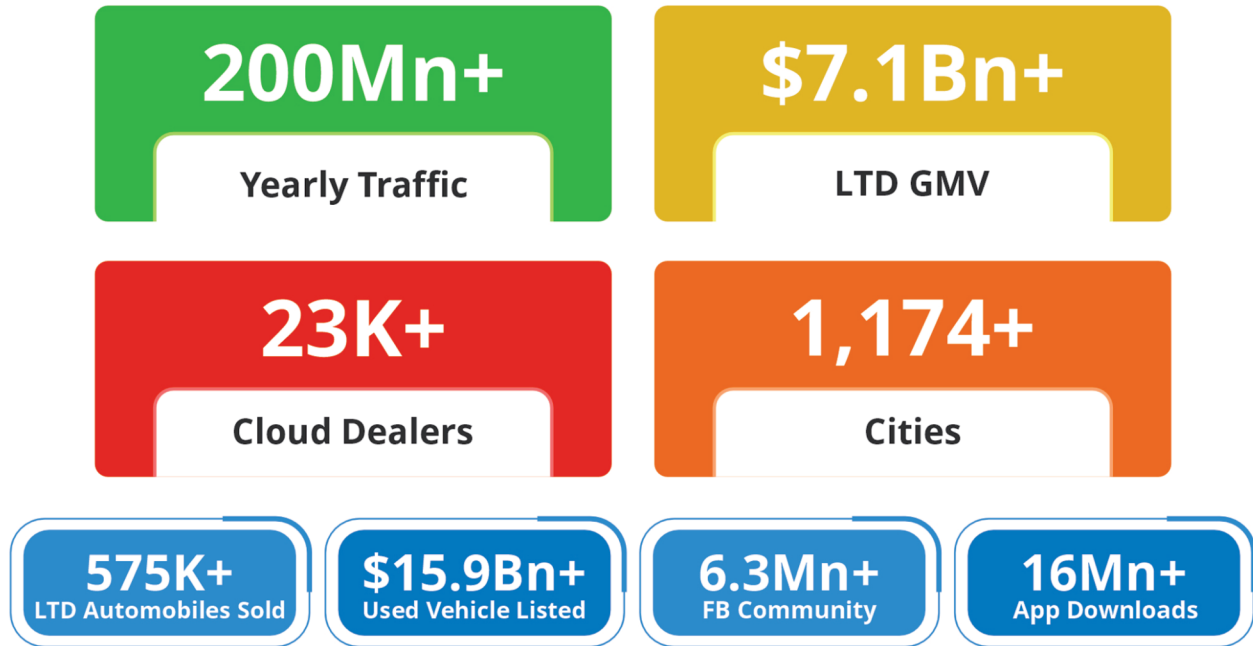
1	DELHI
2	BANGALORE
3	HYDERABAD
4	LUDHIANA
5	JAIPUR
6	MUMBAI
7	GURGAON
8	PUNE
9	KOLKATA
10	AHMEDABAD

### Emerging Cities

1	SANGLI
2	JALANDHAR
3	MALOUT
4	BHIWANI
5	MIRGANJ
6	NAGAUER
7	SIRSA
8	ALIPORE
9	AJMER
10	BHATINDA

# About Droom

## Leading Automobile E-Commerce Platform Providing Curated Experiences To Buy & Sell



Droom is an AI and data science-driven online platform revolutionizing the Indian automotive market through its suite of AI-driven marketplaces, products, and services. Droom has helped 1.5million+ customers buy, sell, finance, insure vehicles via Droom marketplace.

For buyers, Droom offers 21st century and finest experience in buying and selling of used and new automobiles with trust, selection, low price, and convenience second to none. Every vehicle sold at Droom goes through a proprietary and technology-driven rigorous 1,100-point inspection and certification for its condition, pricing, and history. Droom offers India's largest selection of automobiles with over 250k vehicles online in 1,174 cities — both used & new, cars & 2-wheelers, and other vehicles too. Because Droom invests in technology and AI vs. physical dealerships and people heavy operations, the automobiles sold at Droom are cheaper than other options available to the consumers.

In order to build trust and convenience, Droom has built an entire eco-system of technology-driven products around used automobiles online, including Orange Book Value (algorithmic used vehicle pricing engine | 783 Mn+ Queries), ECO (tech, AI and IoT driven 1,100+ points vehicle inspection), History (India's largest repository for used vehicle historical records | Database of 250 Mn+ vehicles | up to 50 vehicle historical records), Droom Fintech (Loan & Insurance), and Velocity (last mile fulfillment and delivery services). Large enterprises like HDFC, IDFC, Yamaha, TVS, Toyota and many more harness Droom's tech stack as cloud services to grow market share across the rapidly growing Indian economy.

Droom was founded by Sandeep Aggarwal, who is the only tech founder in India to have founded two unicorns back-to-back in the last 10 years backed by an all-star team with a senior leadership team. Droom is among the most trusted consumer Internet brands in India often recognized for its innovative approach and technology and is backed by marquee global investors including Lightbox, Digital Garage, Toyota Group, Recruit, Beenext, Beenos, 57 Stars and many multibillion-dollar family offices in SE Asia and Hong Kong.

droom



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PRICES



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SELLER



INSPECTED  
VEHICLE



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