



WIDE  
SELECTION



LOW  
PRICES



VERIFIED  
SELLER



INSPECTED  
VEHICLE

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Yellow

Book  
2021

Data Book on India's Economy, Automobile Industry & Internet Market

359

258

52

358

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 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.

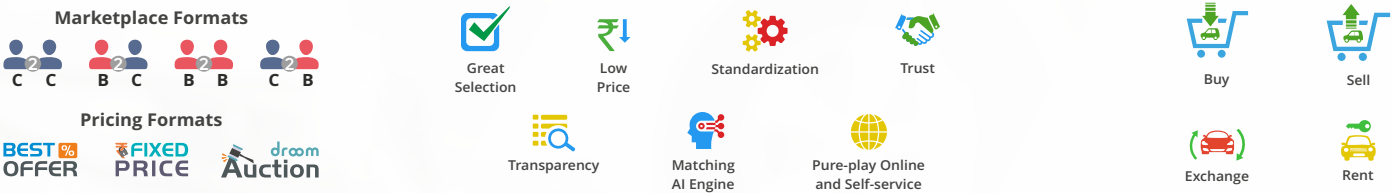
With 80% market share of the automobile transactions online. Droom is India’s largest automobile platform online and 4<sup>th</sup> largest E-Commerce company. Besides, India Droom is available in Singapore, Thailand and Malaysia. While, OBV is available in 38 countries globally, making OBV world’s number 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 1,032+ cities across India (India’s largest hyper-local marketplace), 350K+ auto dealers (largest auto dealer platform in World), 28 Million+ monthly visitors, nearly 13 Million+ app downloads and 6.4 Million+ Facebook followers.

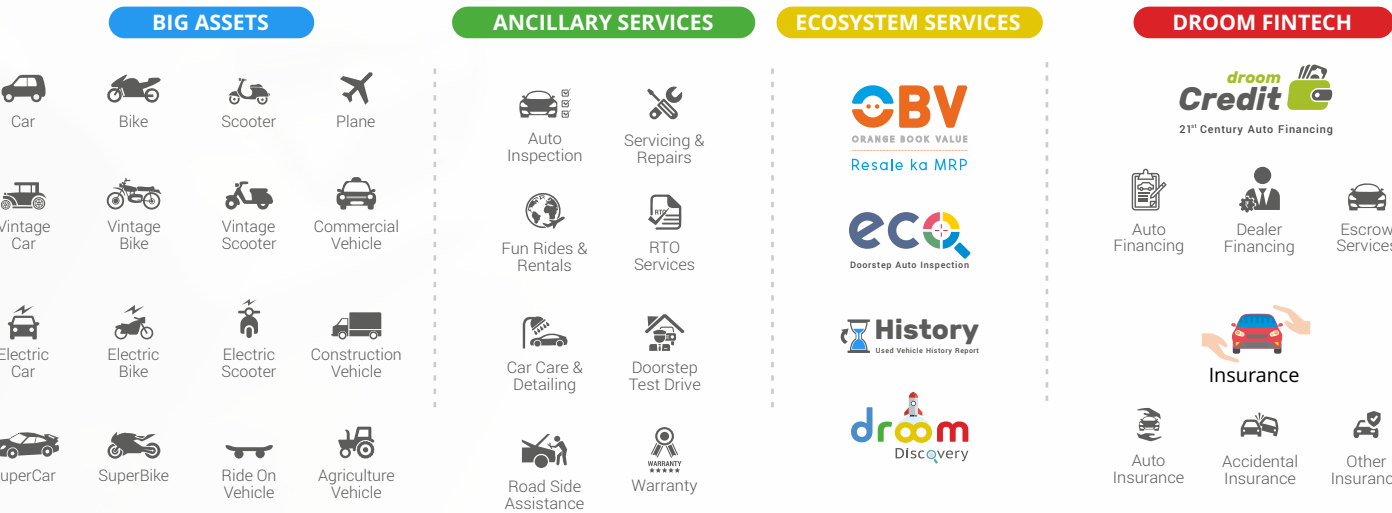
Droom’s India headquarter is in Gurugram with a team size of 280+. Droom is a Singapore Holding Company with subsidiaries in India and the United States. The company has so far raised close to \$125 Million dollars over six rounds of funding. Some of the prominent investors are **Lightbox, Beenext, Beenos, Digital Garage, Toyota Tsusho Corporation, and Integrated Assets Management.**



MARKETPLACE

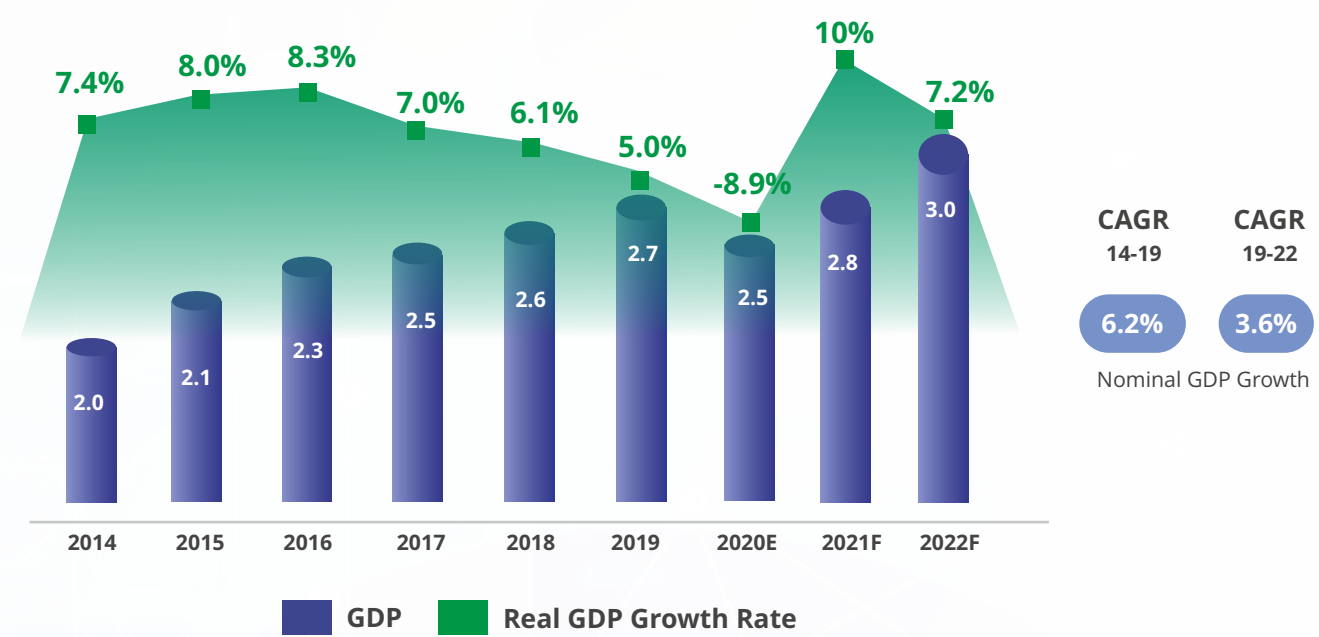


CATEGORIES



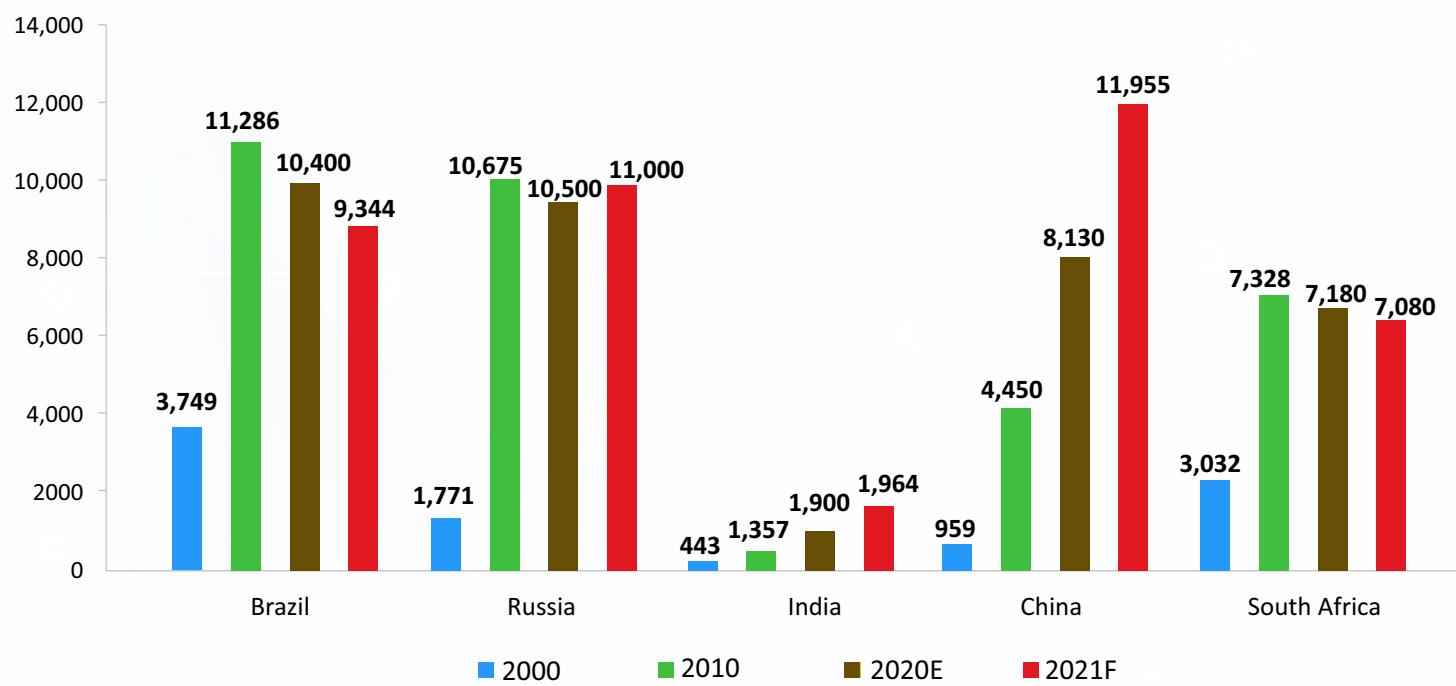
Macro-Economic Overview

# GDP & Real GDP Growth Rate



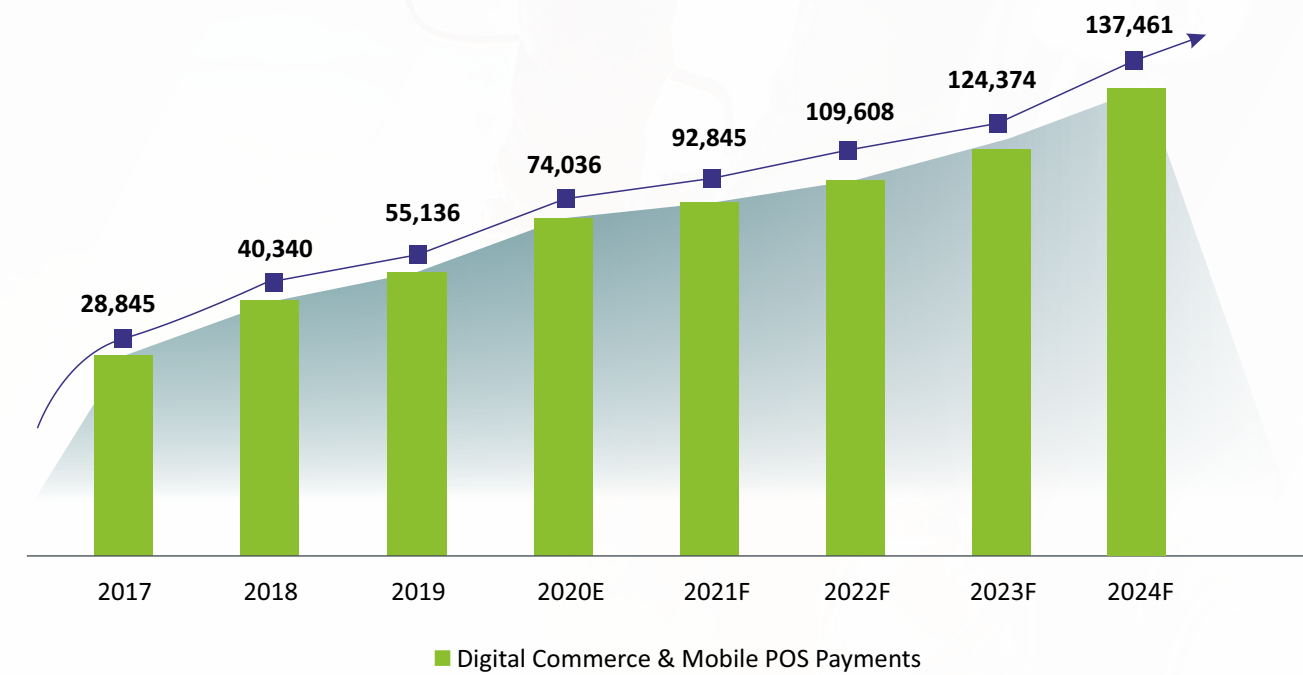
Note: 1) GDP, nominal value in USD, constant exchange rates, 2) Data refer to fiscal years starting in April  
Source: Droom Yellow Book, OECD, IMF

# BRICS - GDP per capita (in US\$)



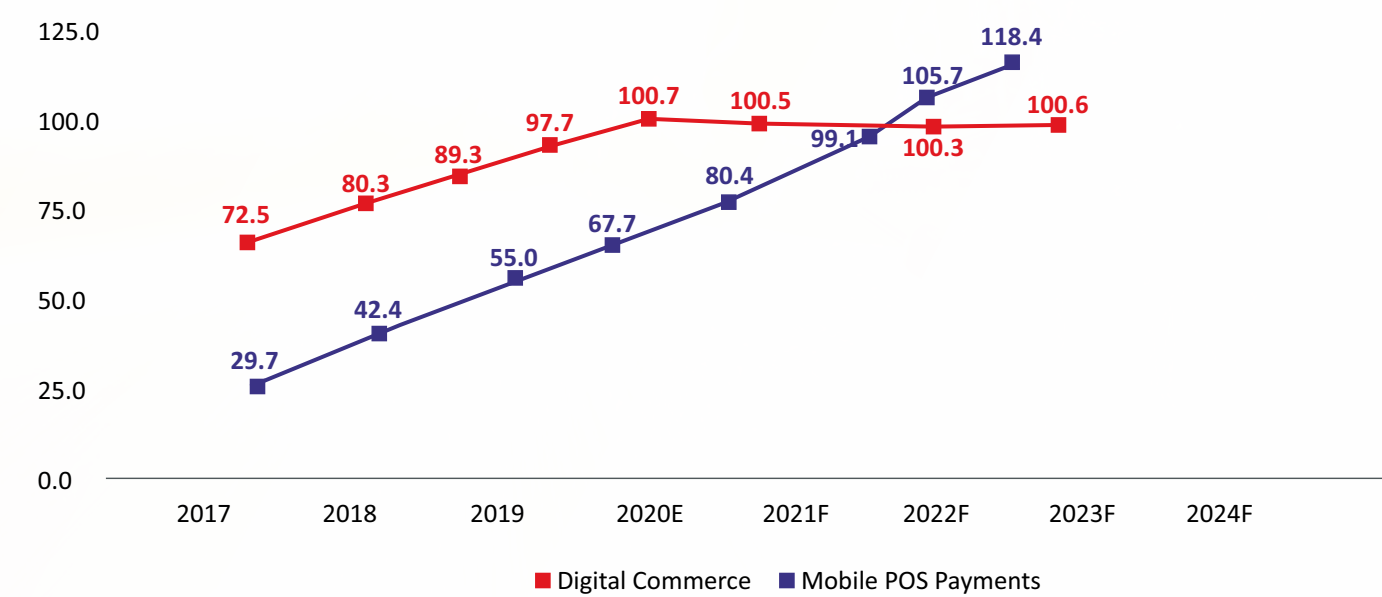
Source: Statista, Figures are Covid-19 Adjusted

# Transaction Value Forecast (\$ Mn)



Source: Statista, Figures are Covid-19 Adjusted

# Average Transaction Value per User (in US\$)



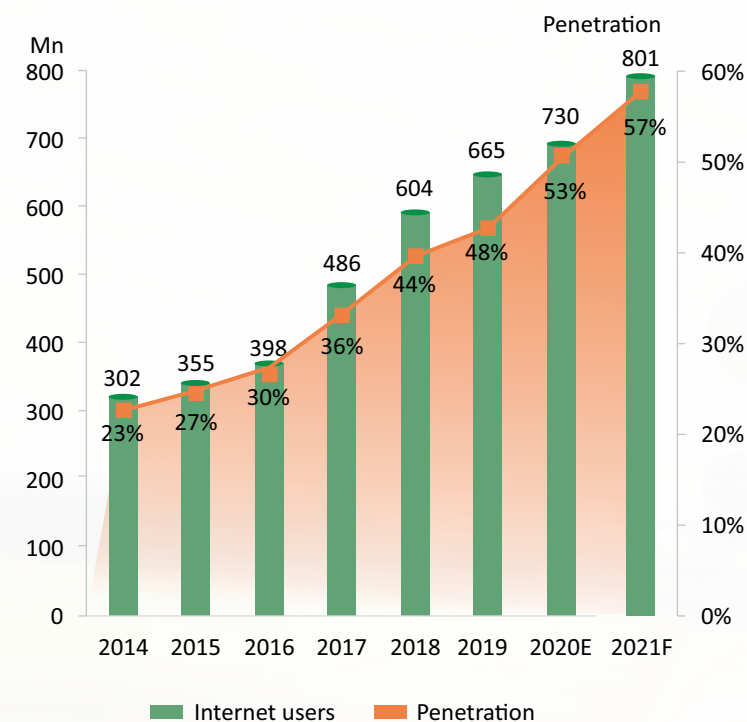
Source: Statista, Figures are Covid-19 Adjusted



# Internet landscape

## India has 2<sup>nd</sup> largest internet user base

Internet users & Penetration<sup>1</sup>



E-commerce users (Mn)

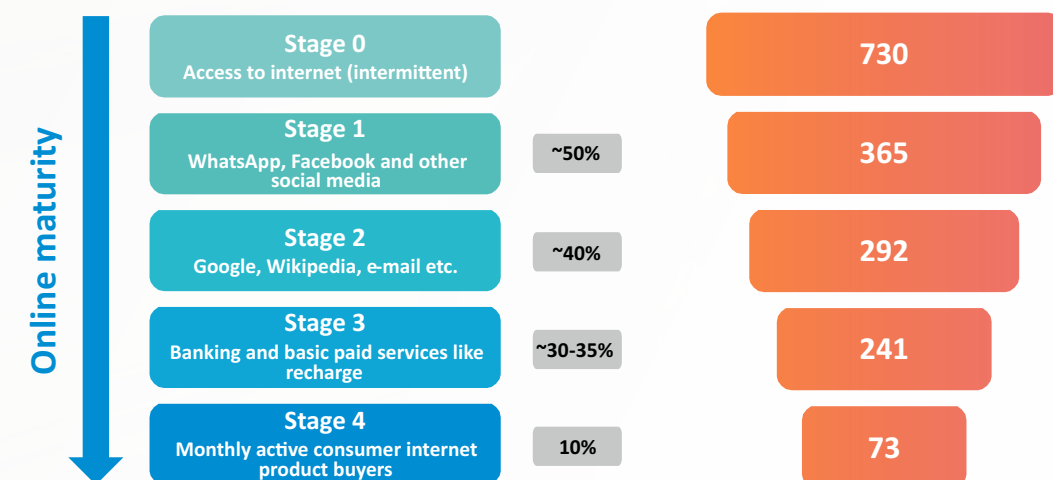


Note: 1) As % of population  
Source: Droom Yellow Book, Statista, Mary Meeker

## Majority of Indian internet users are already using some online services

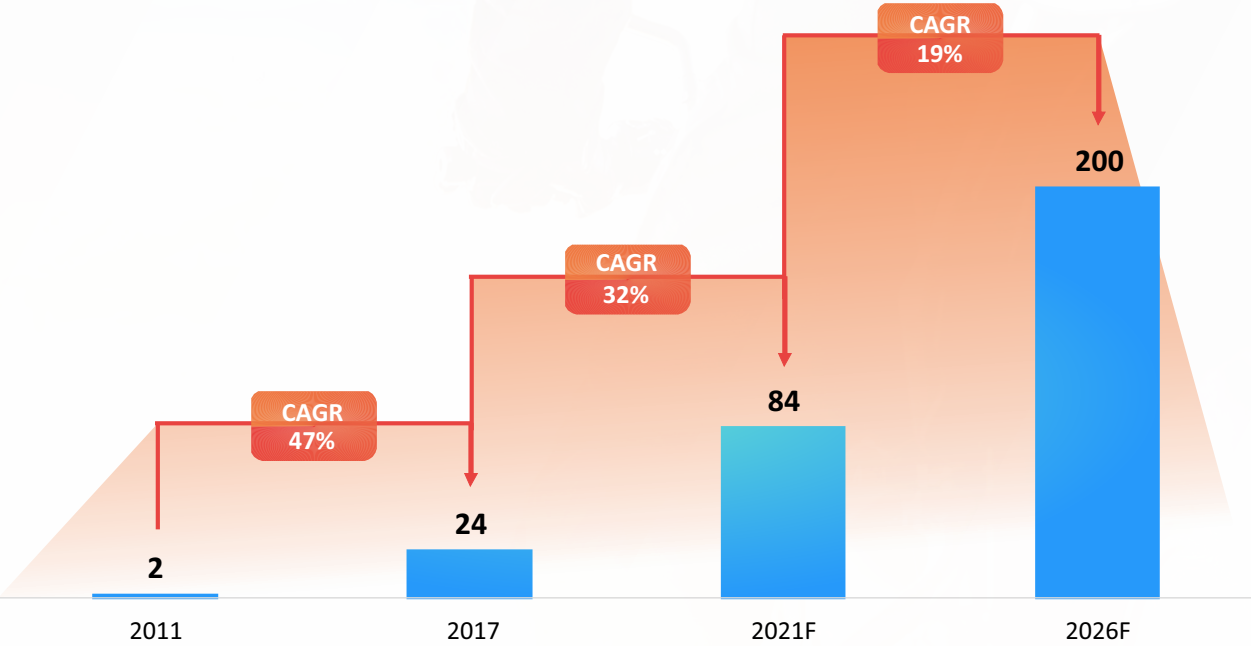
Internet usage evolution funnel, 2020E (Mn)

XX% % of Online Population x # of Users (Mn)



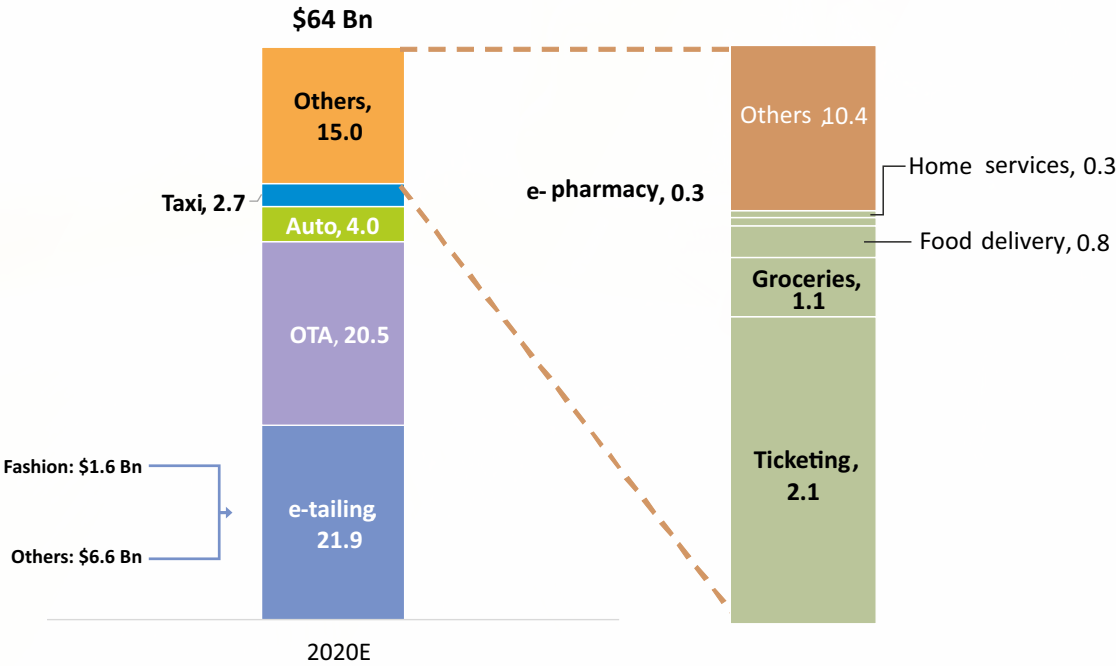
Source: Droom Yellow Book, Redseer Consulting

# Indian e-commerce market (\$ Bn)



Source: Droom Yellow Book, Deloitte

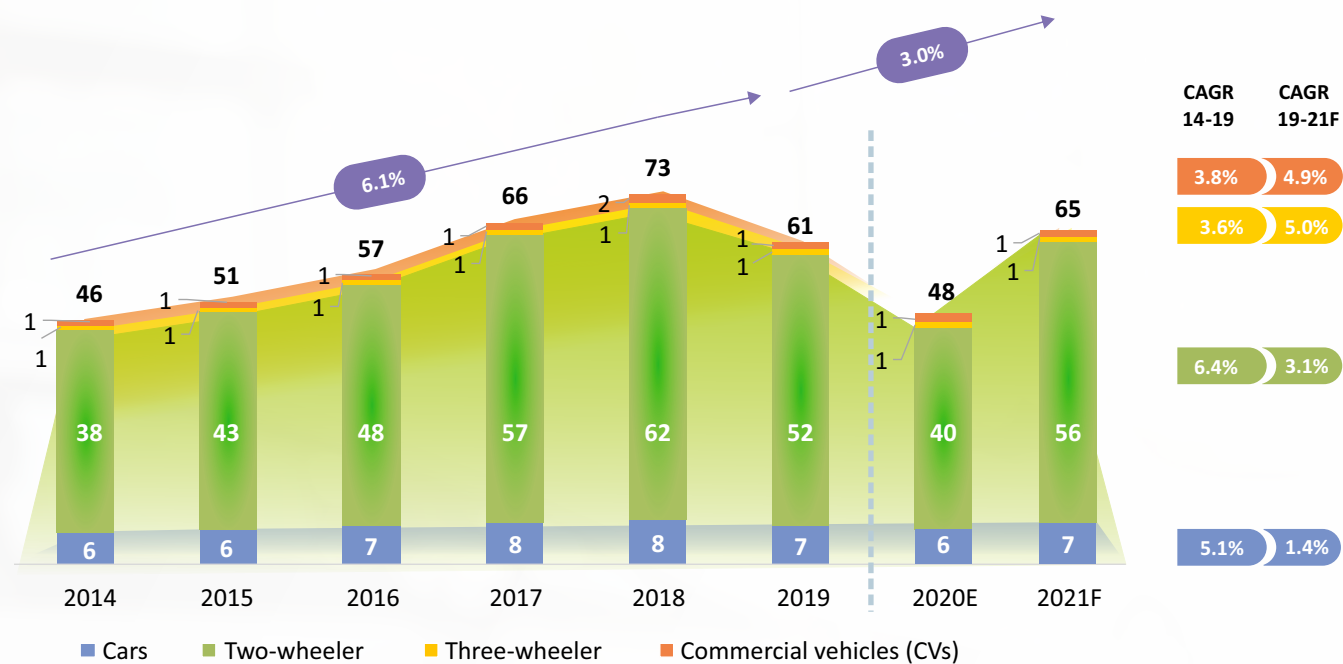
# Indian e-commerce market split (\$ Bn)



Source: Droom Yellow Book, Deloitte, Redseer Consulting

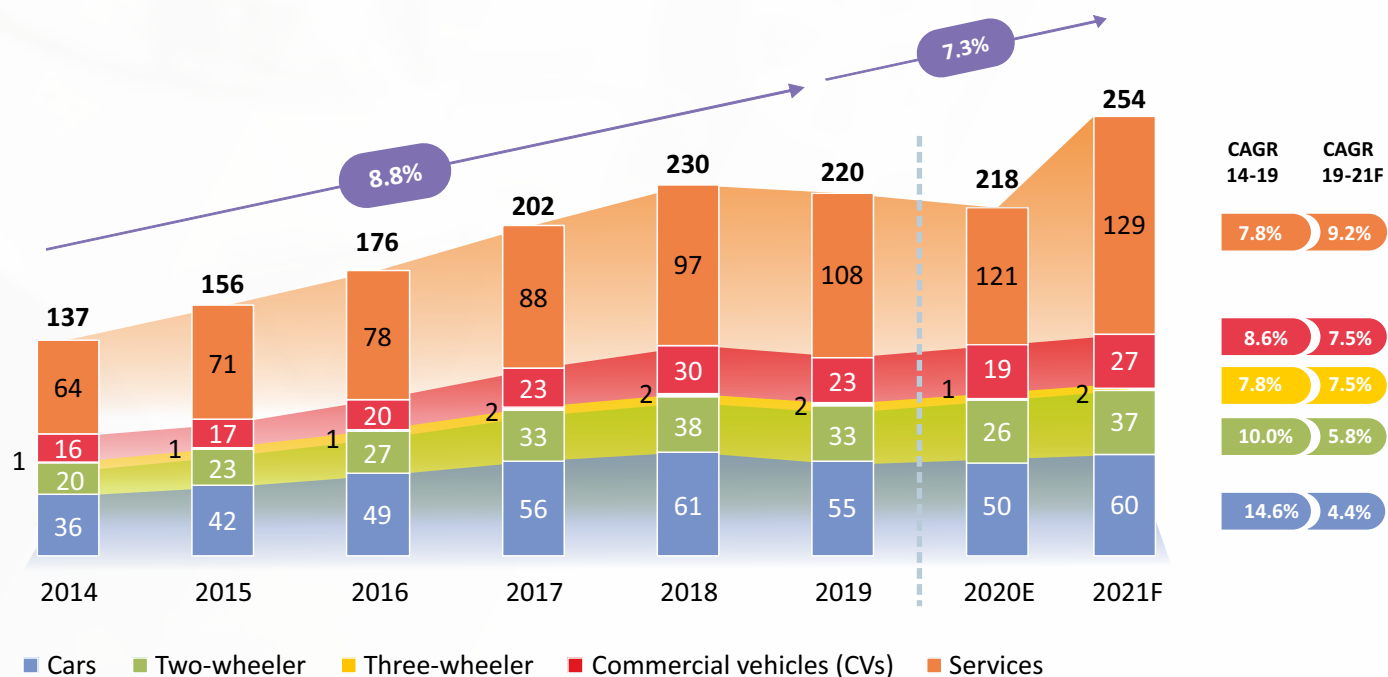
# Auto market in India

## Auto market in India (Sales, Mn units)



Note: 1) Data refers to fiscal year starting in April  
 Source: Droom Yellow Book, SIAM, Press search

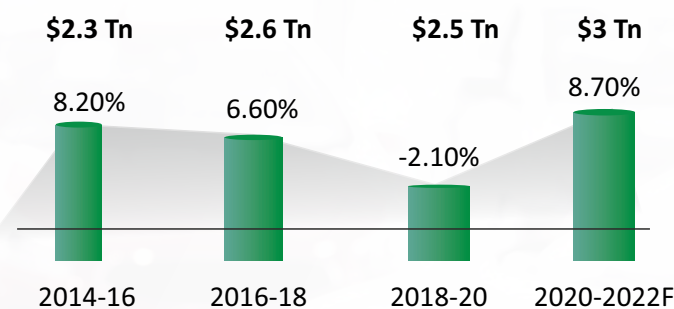
## Auto market in India (\$ Bn)



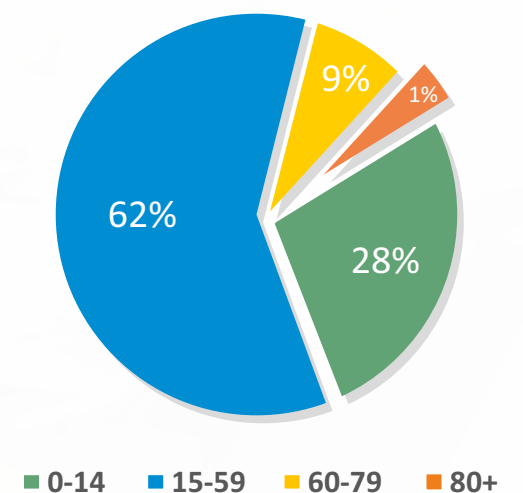
Note: 1) Data refers to fiscal year starting in April  
 Source: Droom Yellow Book, SIAM, Press search

## Drivers for automobile growth in India

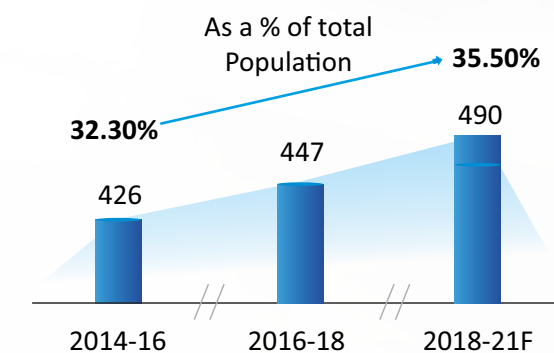
India to become a **\$3 Tn economy** by 2022...



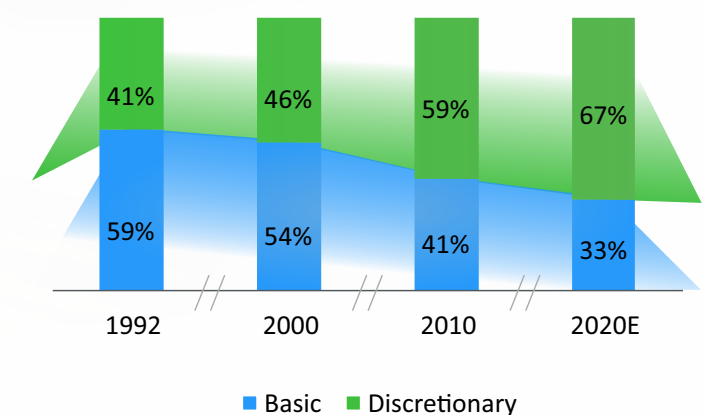
...with **working age population** accounting for **62%** of population



**Urban population to account for ~35.5%** by 2021



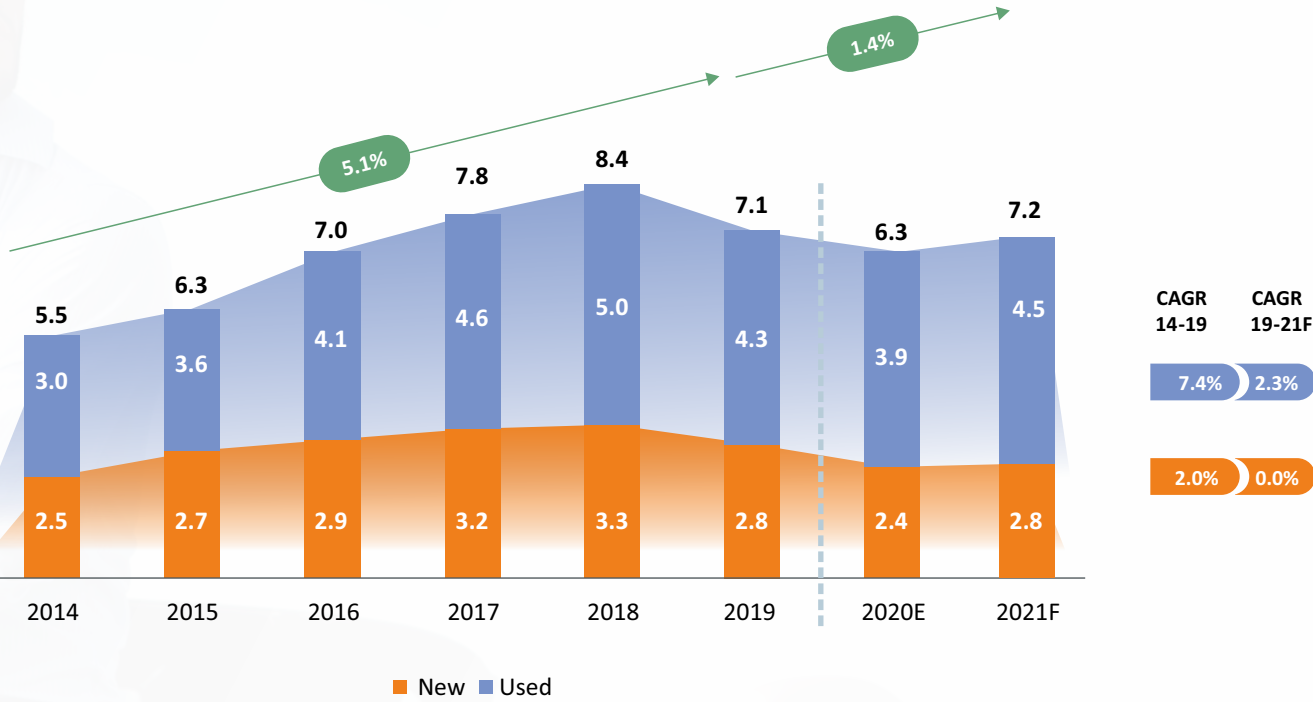
Share of **discretionary spending** is increasing in India



Note: 1) Data refers to fiscal year starting in April  
 Source: Droom Yellow Book, IMF, MOSPI, UN, D&B

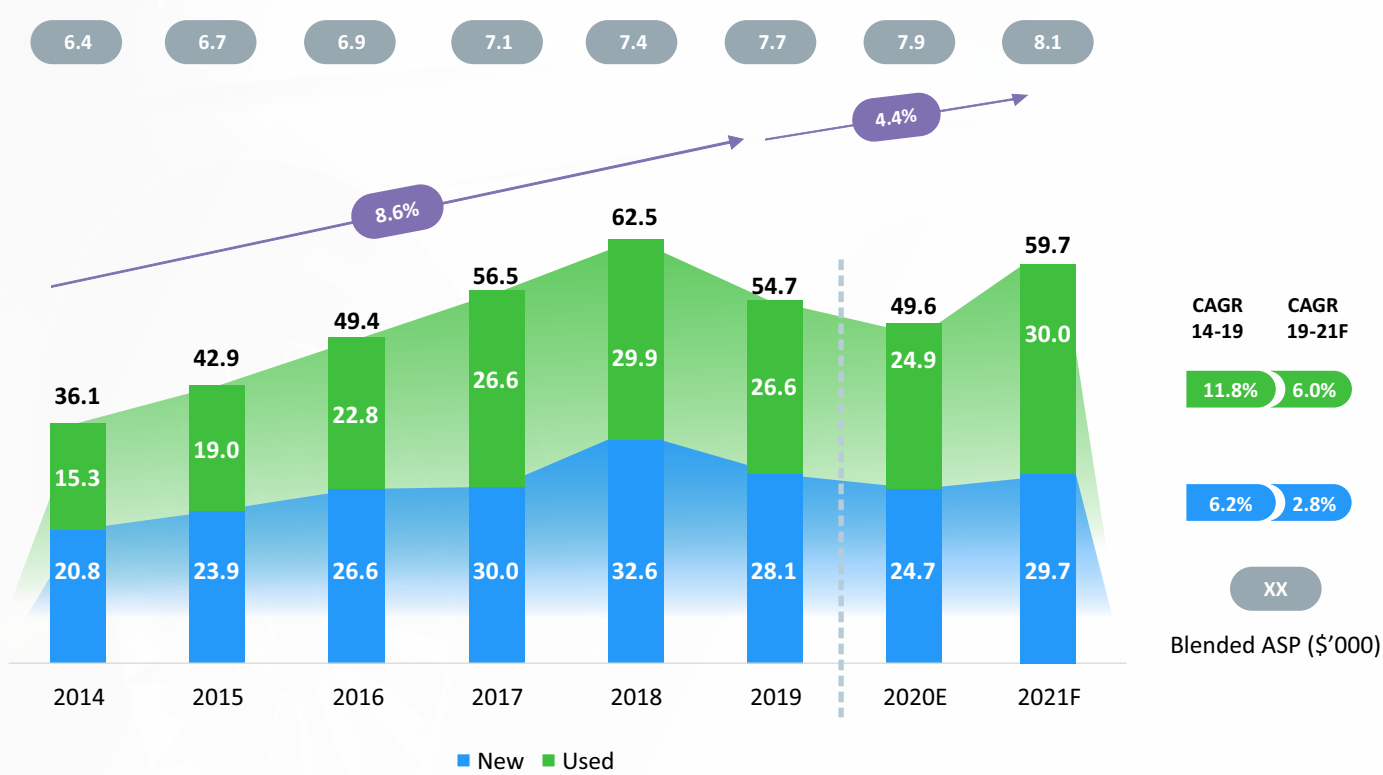


Cars in India (Mn units)



Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM

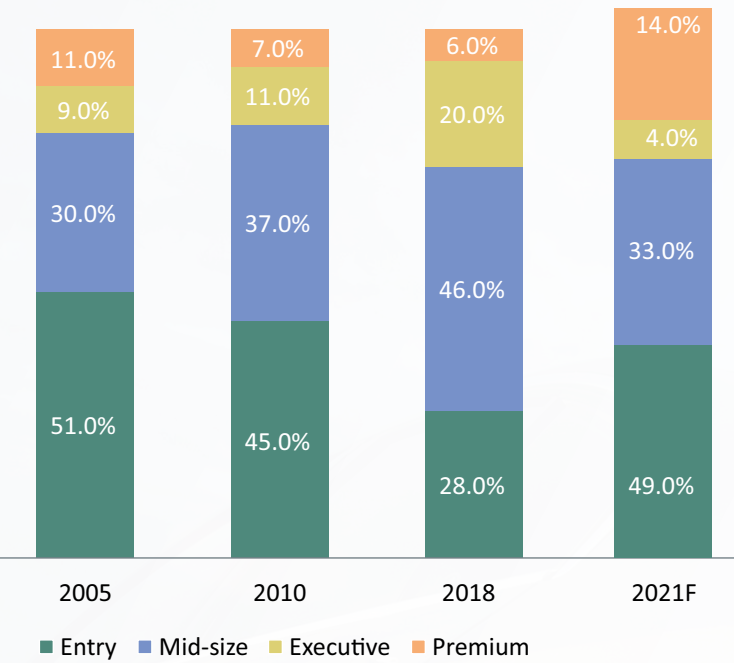
Cars in India (\$ Bn)



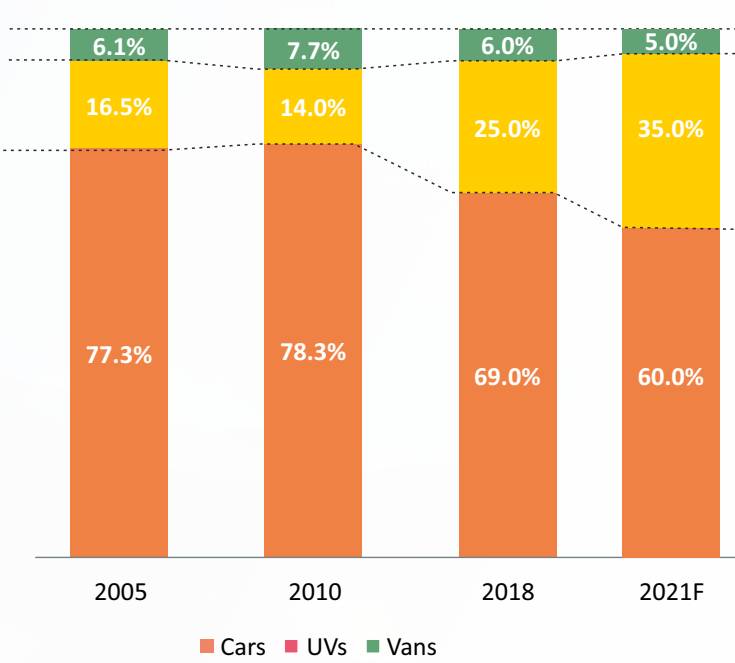
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM, Press search

New cars sales mix (Units %)

By Segment (Units %)

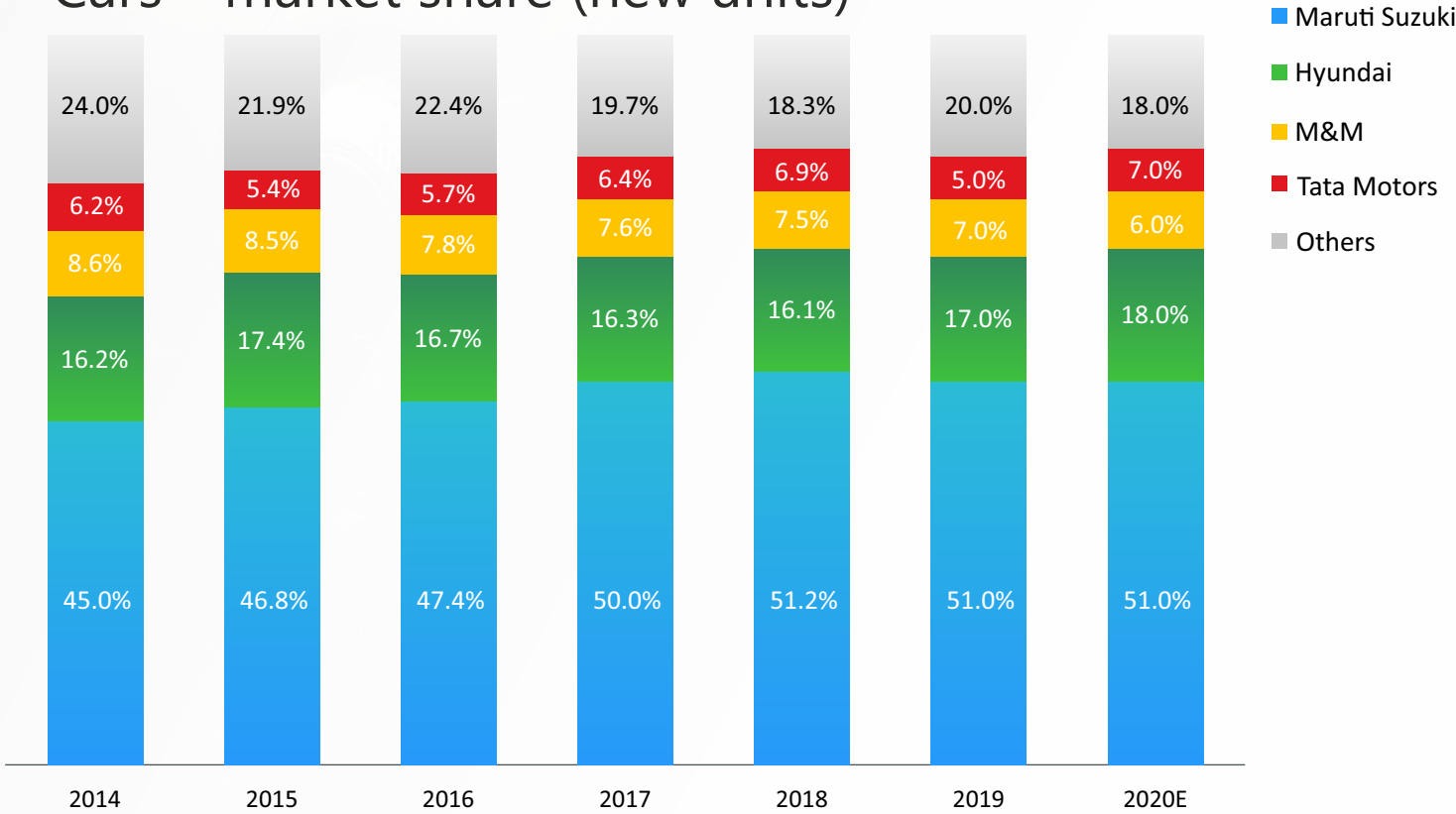


By Body Type (Units %)



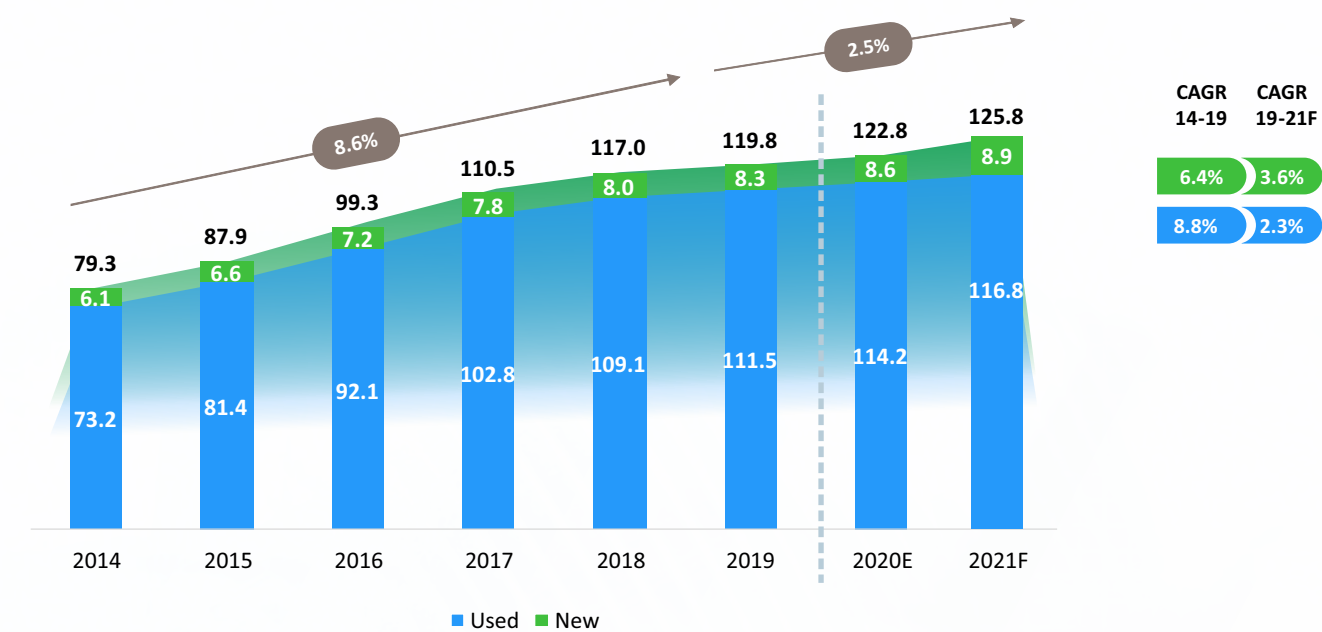
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, Edelweiss research, SIAM

Cars – market share (new units)



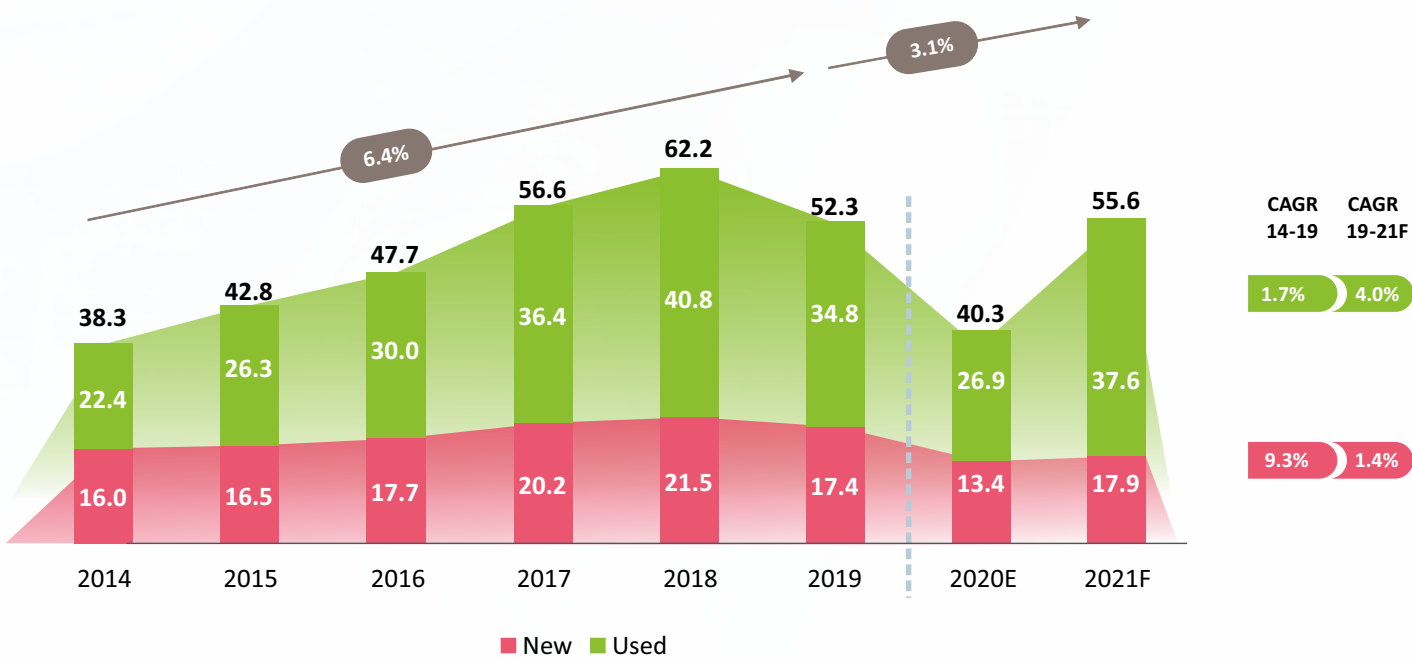
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM, Press search

Car dealers in India ('000)



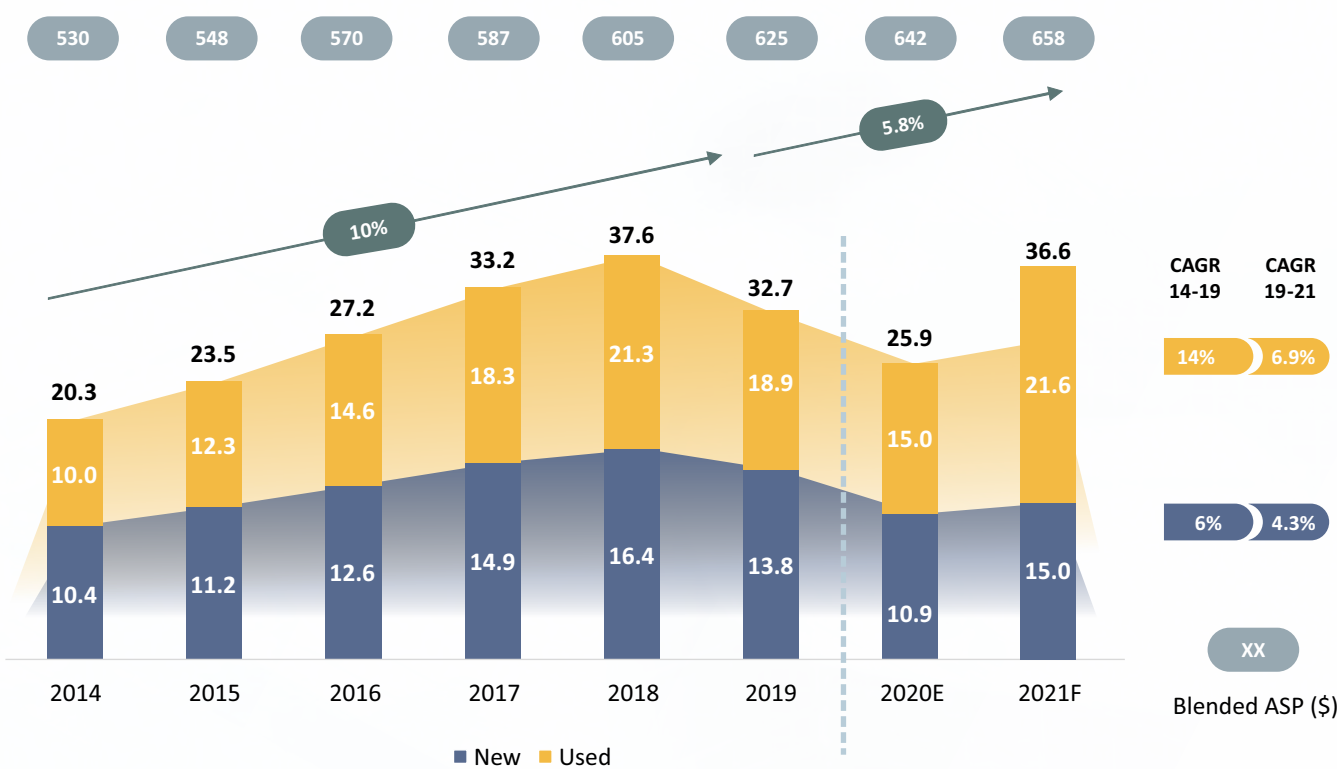
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, Press search

Two-wheeler market in India (Mn units)



Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM

Two-wheeler market in India (\$ Bn)

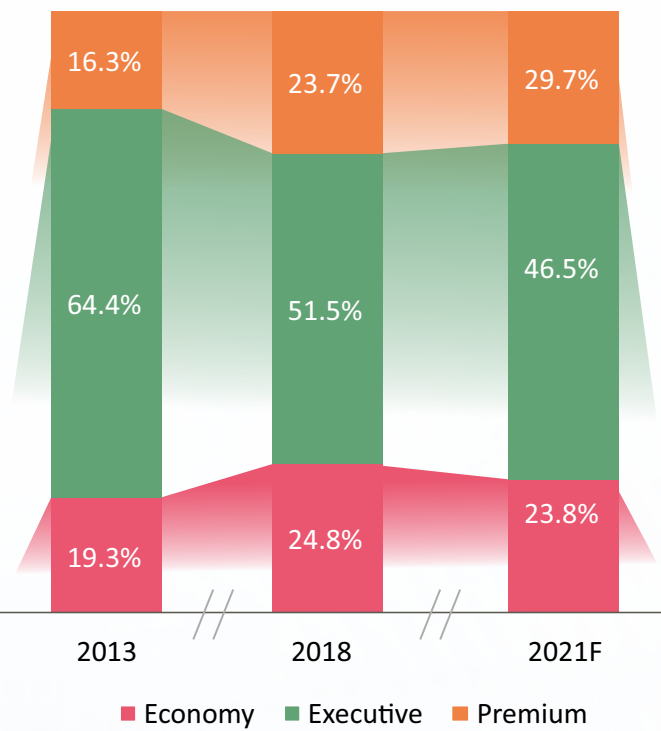


Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM, Press search



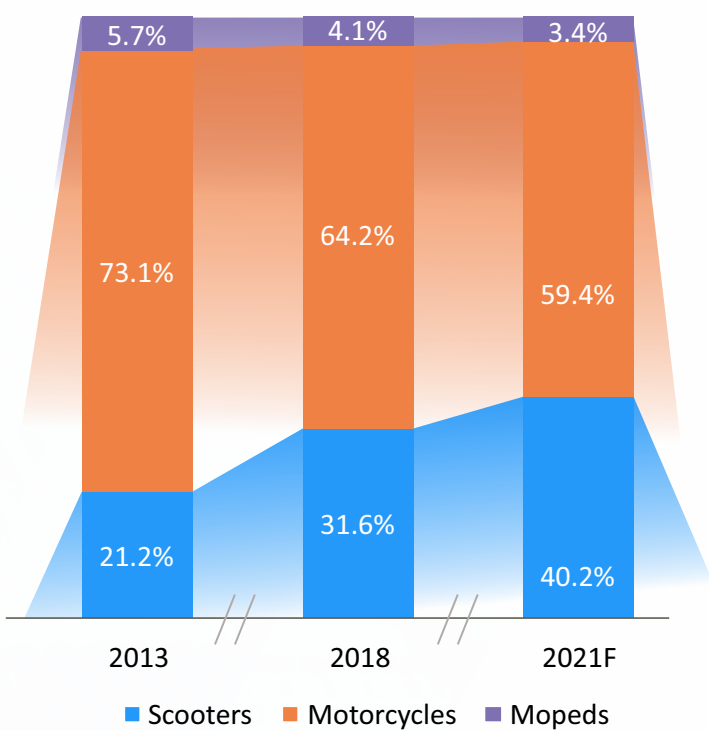
New two-wheeler sales mix (%)

By Segment (Units %)

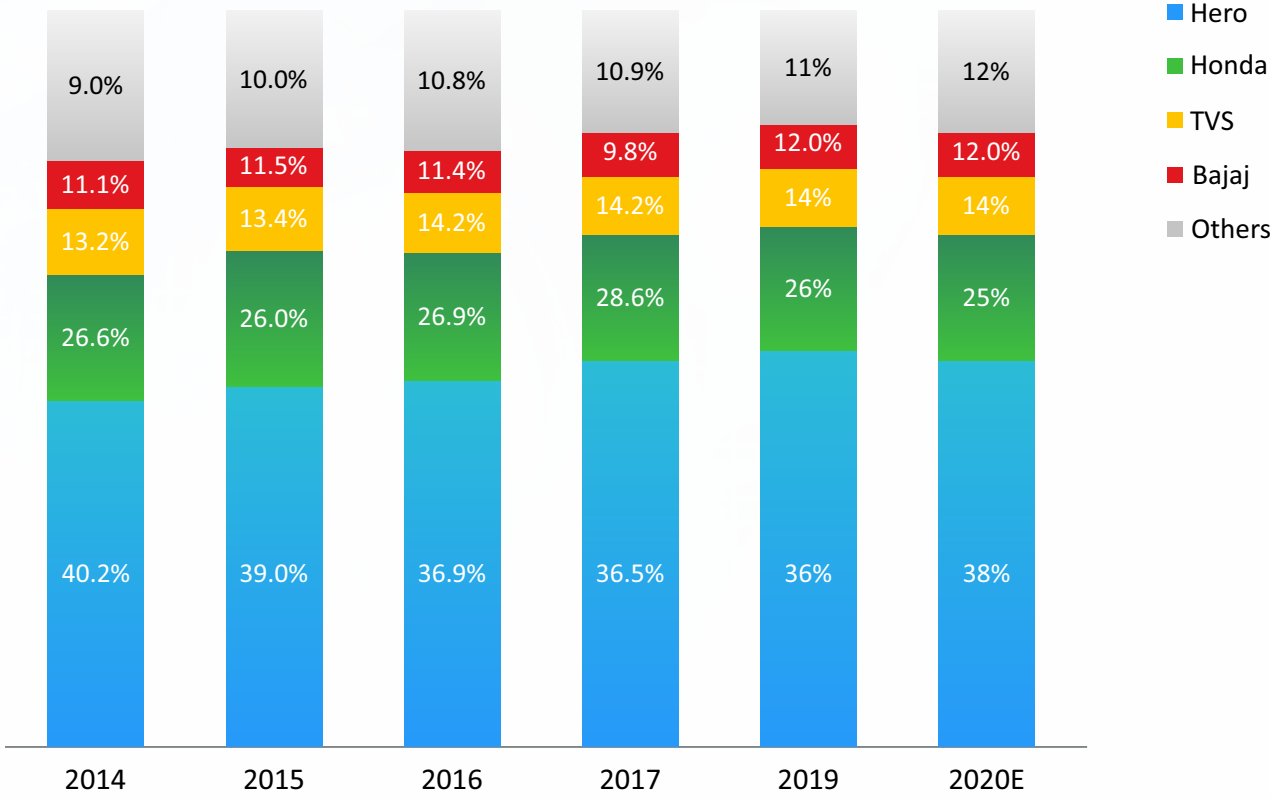


Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, Citi Bank research

By Body Type (Units %)

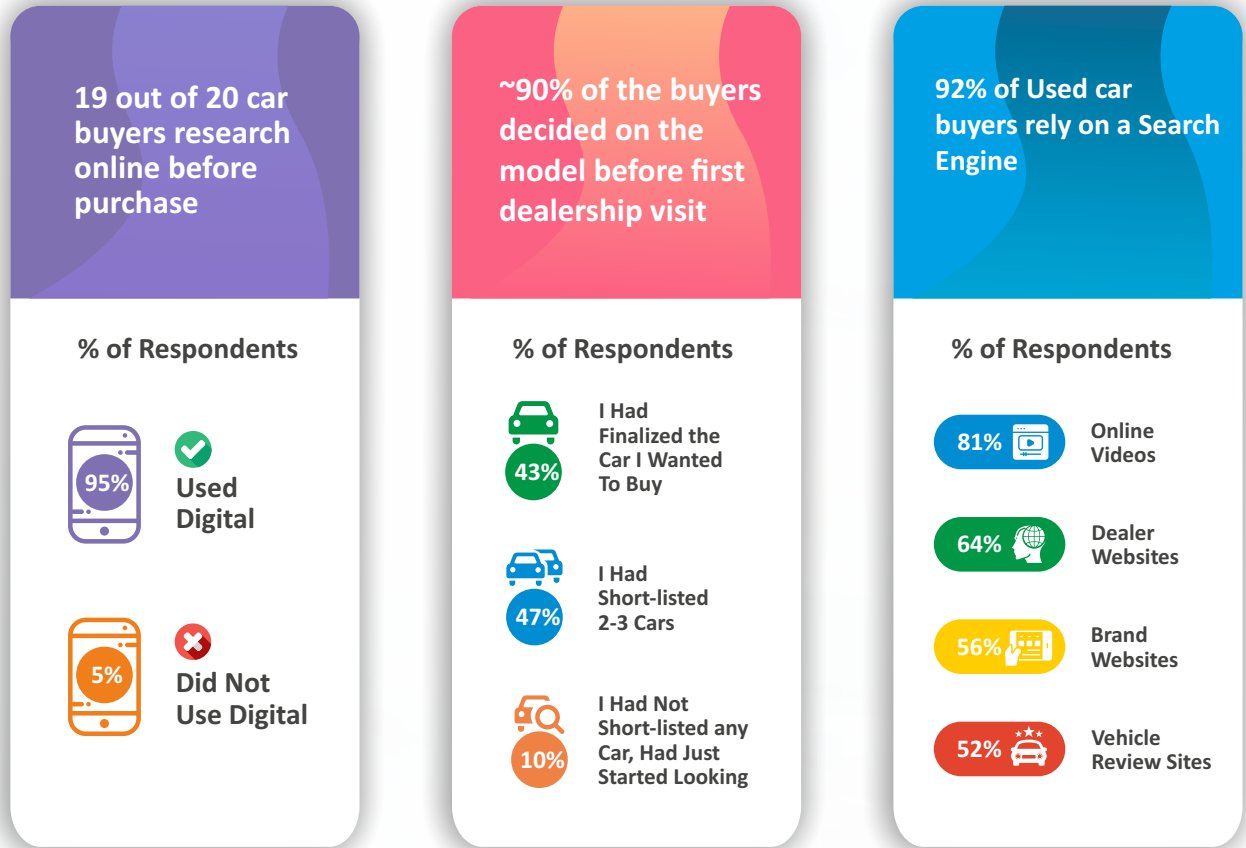


Two-wheeler – market share (new units)

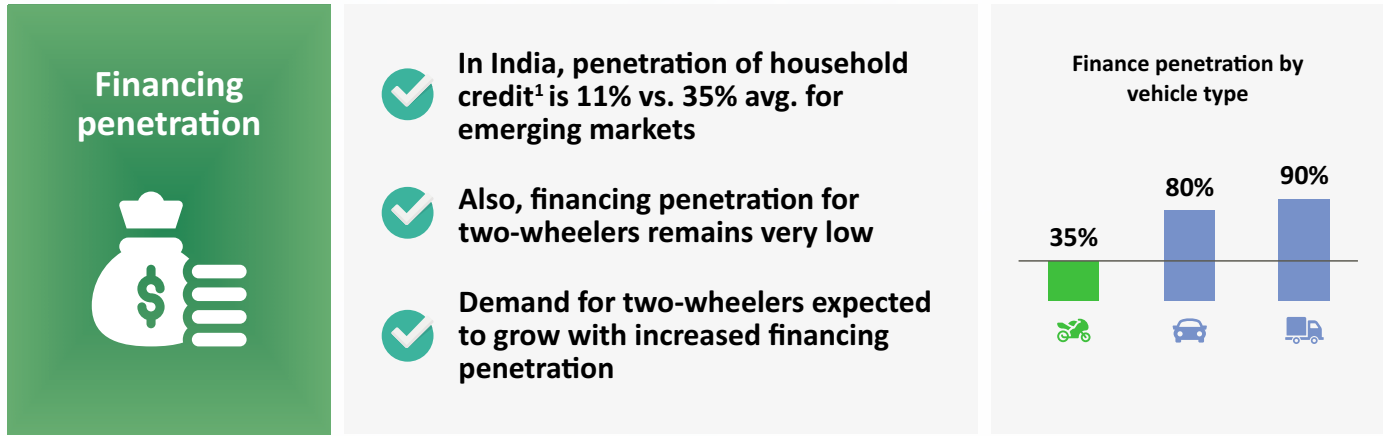


Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM

Digital Platforms & Financial penetration becoming central to car purchasing process

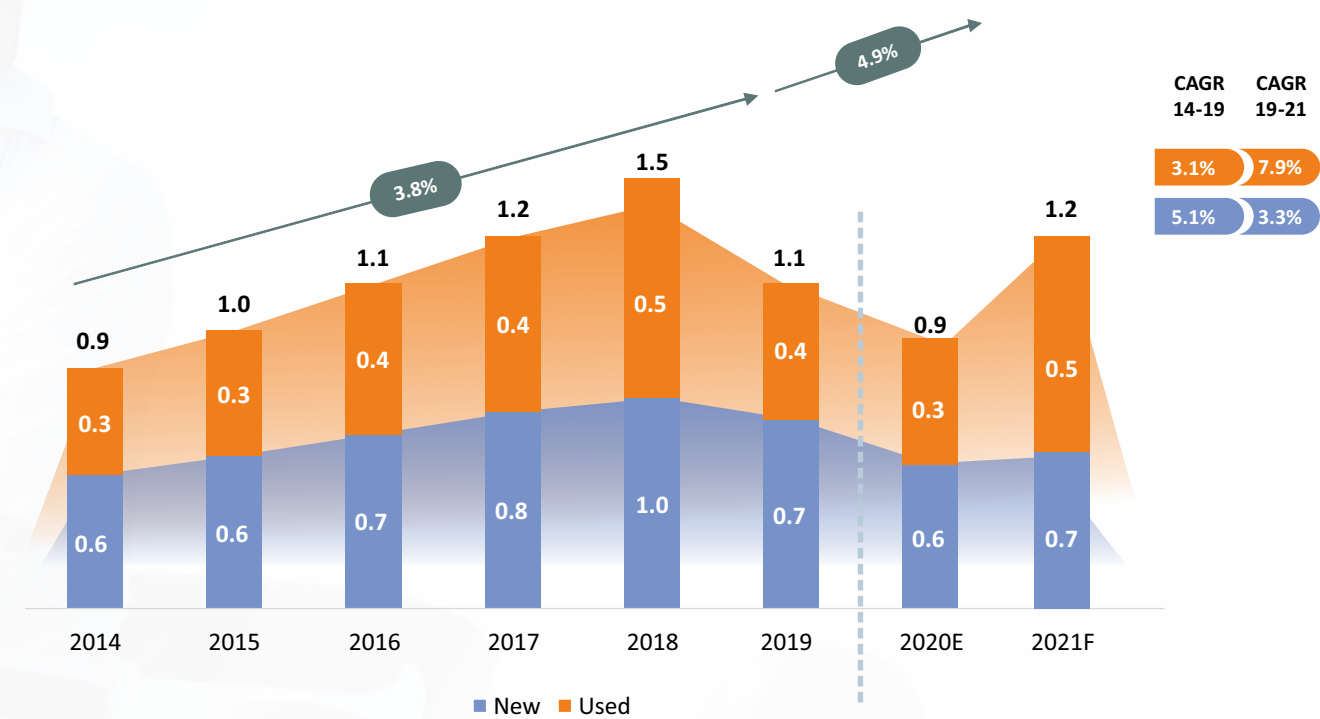


Source: Google & BCG



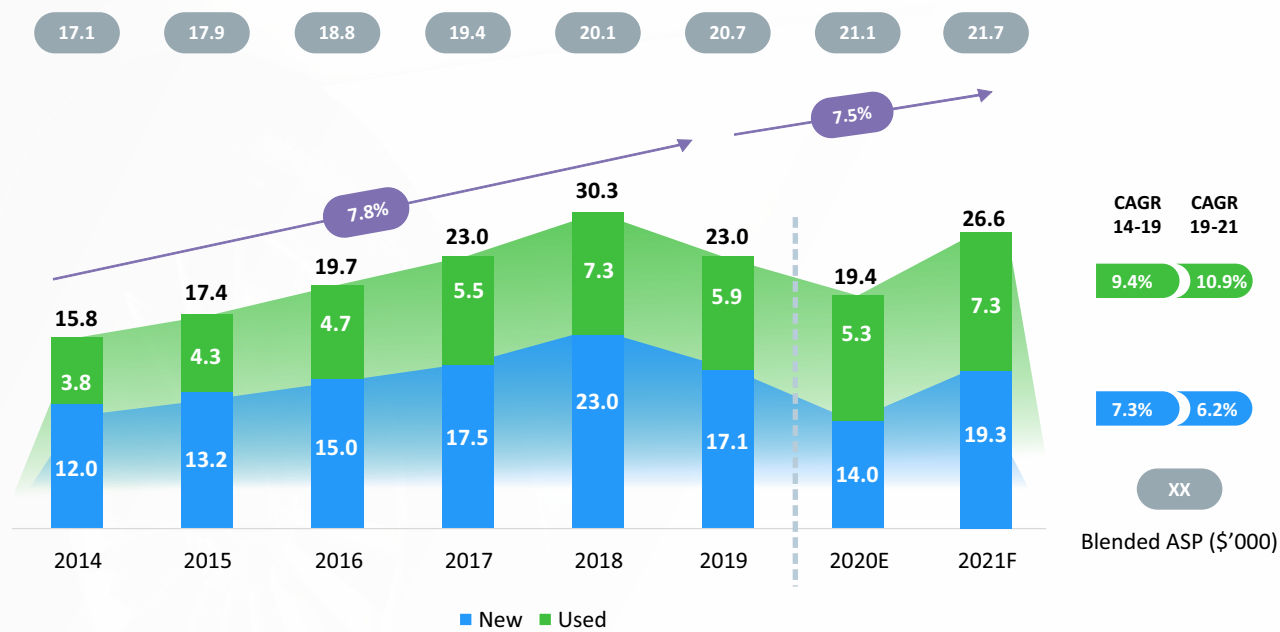
Note: 1) As % of GDP  
Source: Droom Yellow Book, Hero MotoCorp investor presentation

Commercial vehicles (CV) market in India (Mn units)



Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM

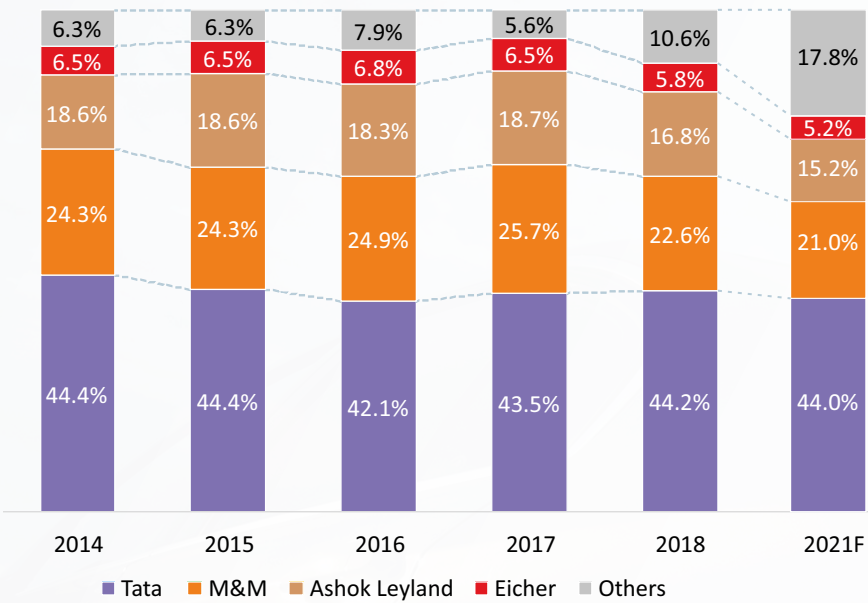
Commercial vehicles (CV) market in India (\$ Bn)



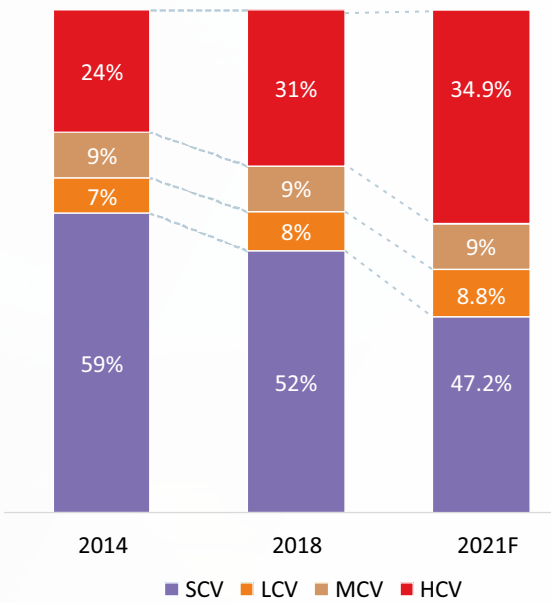
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM, Press search

Commercial vehicles (CV) – Market Share and Sales mix

Commercial vehicles (CV) – market share (new units)

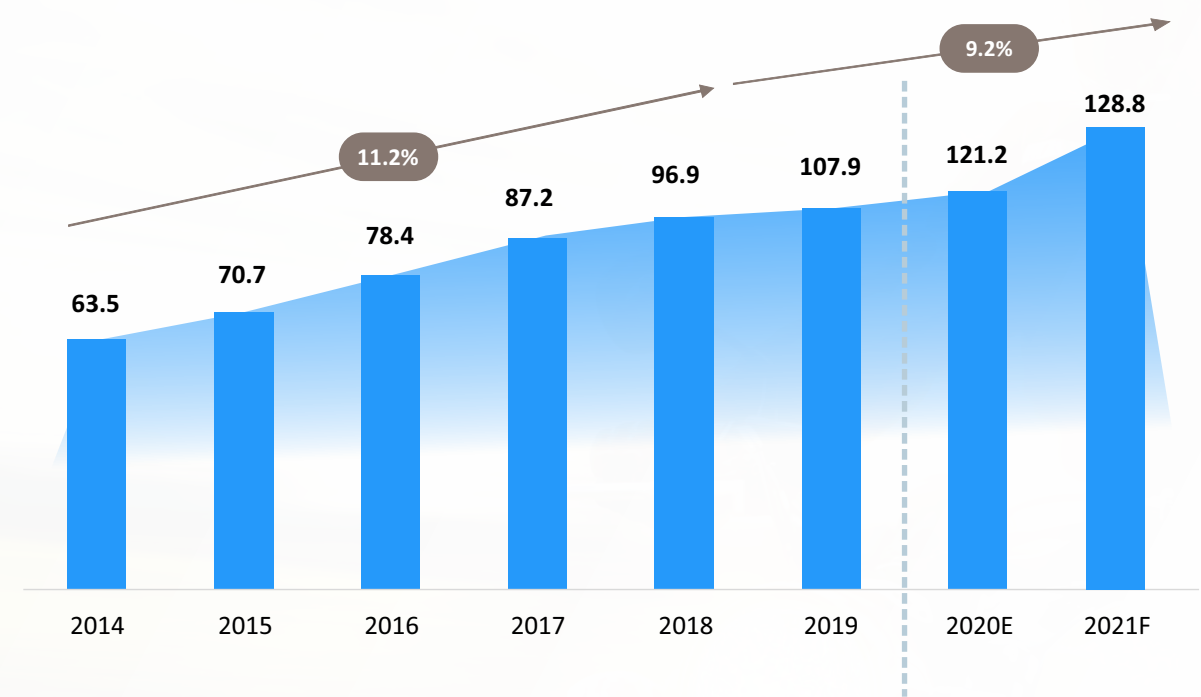


New CVs sales mix (%)



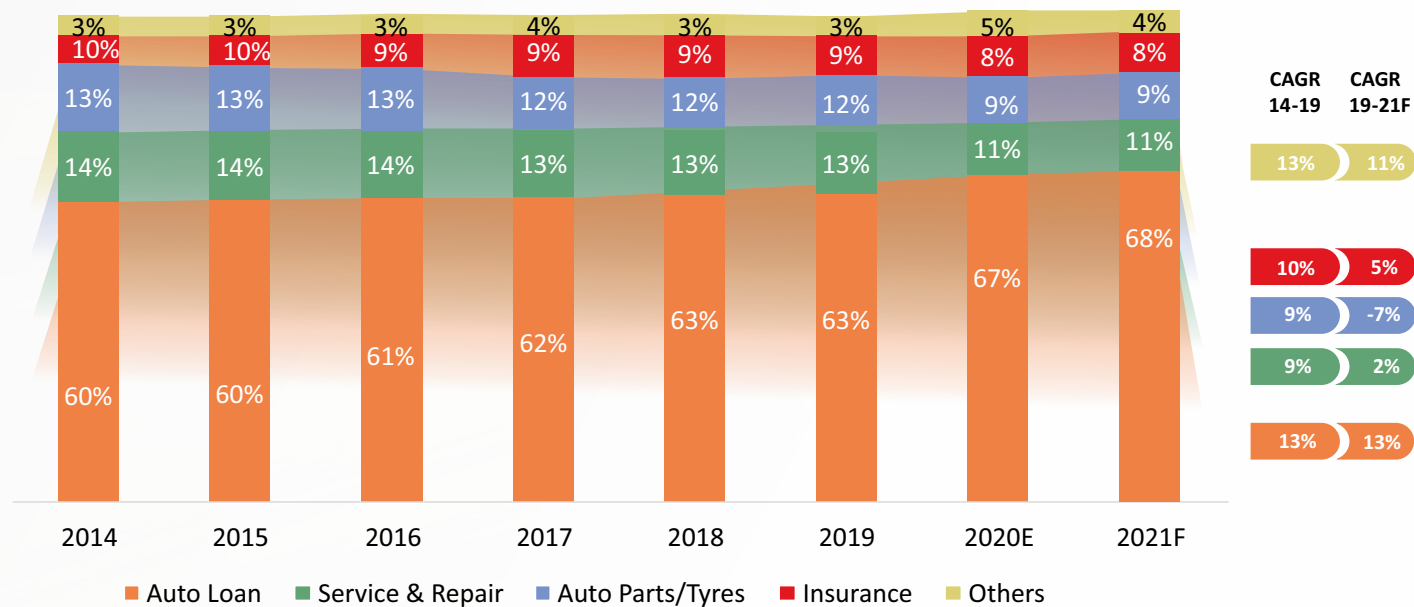
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM, Autobei Consulting

Auto services market in India (\$ Bn)



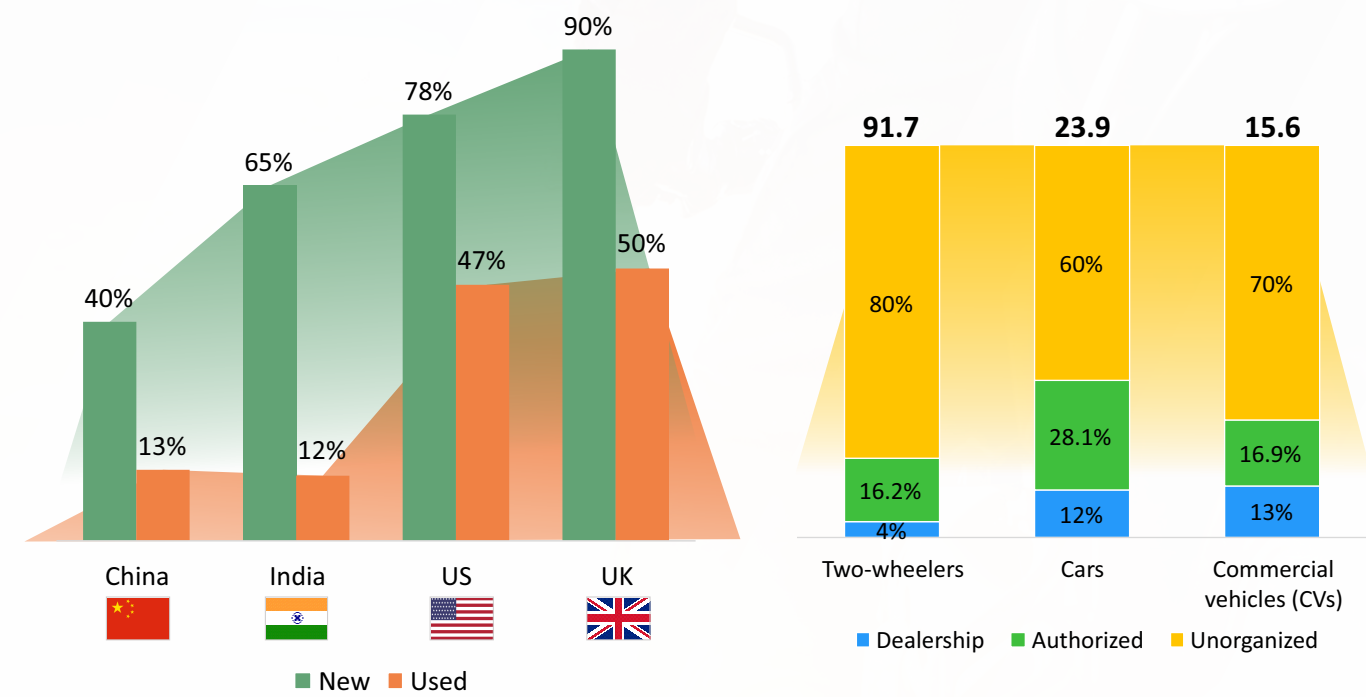
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, SIAM, Autobei Consulting

Auto services market split (%)



Note: 1) Data refers to fiscal year starting in April, 2) Includes Inspection, Warranty, Road side assistance, Car care, RTO assistance, Certification, Auto accessories and Discovery  
Source: Droom Yellow Book

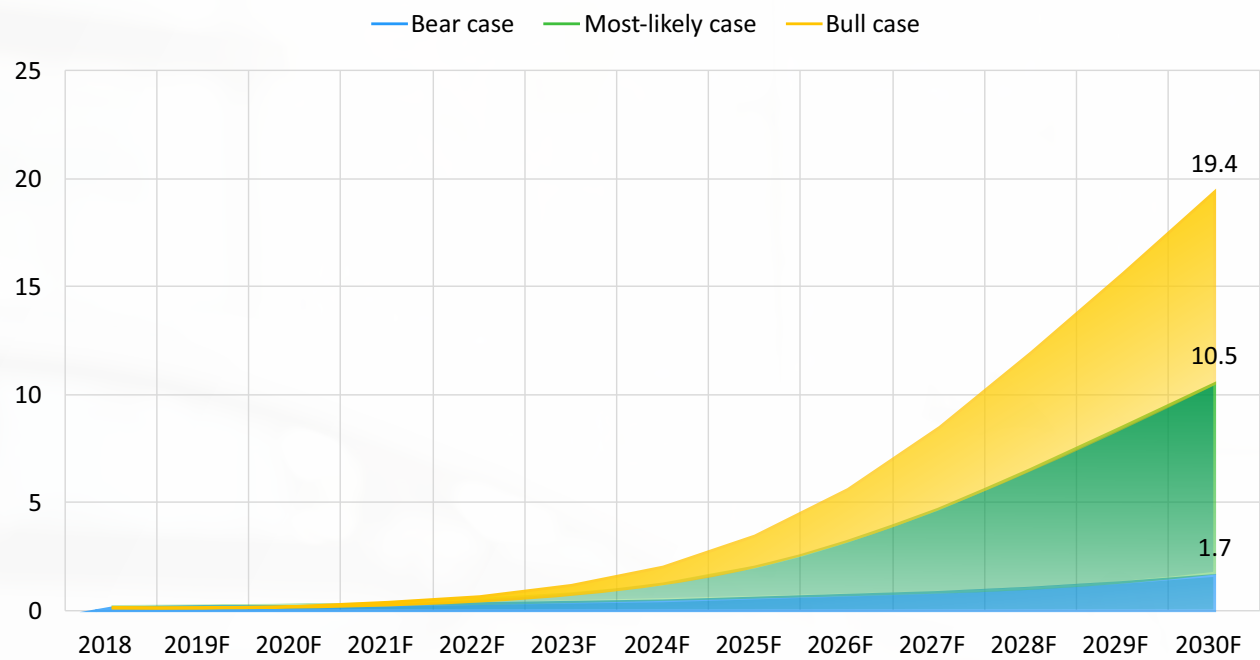
Low loan penetration and unorganized vehicle servicing landscape



Source: Droom Yellow Book, KPMG, Press search



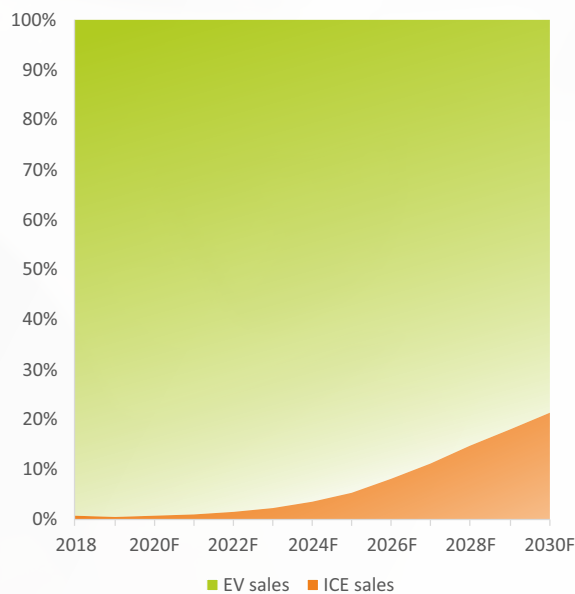
# Various scenarios for EVs sale (excl. CVs) in India (Mn Units)



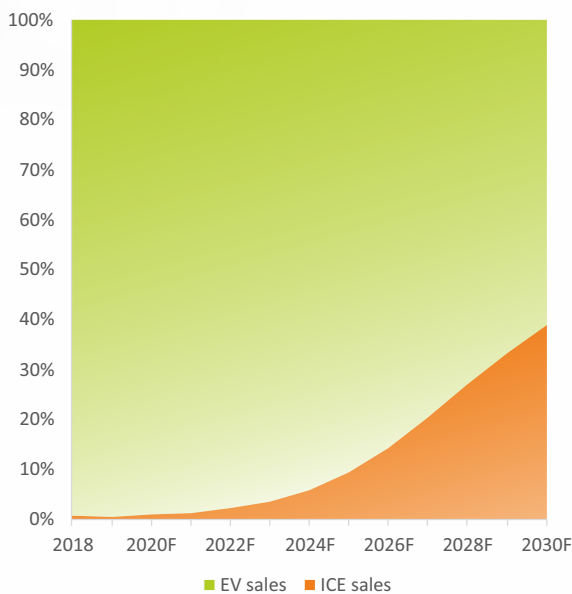
Note: 1) Data refers to fiscal year starting in April  
Source: Droom Yellow Book, Niti Aayog, Innovation Norway

## By 2030, as many as ~39% of new vehicles sold in India could be battery powered

EVs sale<sup>1</sup>(excl. CVs), Most-likely case



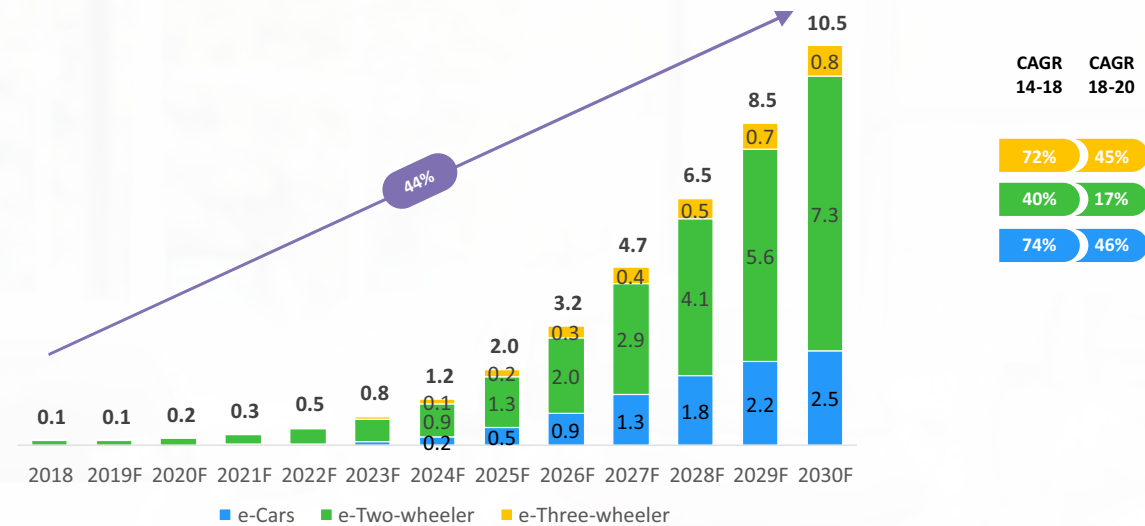
EVs sale<sup>1</sup> (excl. CVs), Bull case<sup>2</sup>



Note: 1) Data refers to fiscal year starting in April, 2) Assuming no significant regulatory change, such as govt. banning sales of ICE vehicles, 3) Internal Combustion Engine  
Source: Droom Yellow Book, Niti Aayog, Innovation Norway

# EV sales in India (excl. CVs), by type (Most-likely case, Mn Units)

EVs sale in India (excl. CVs), by type<sup>1</sup> (Most-likely case, Mn Units)



Note: 1) Data refers to fiscal year starting in April, 2) Penetration of volumes  
Source: Droom Yellow Book, Niti Aayog, Innovation Norway

## Drivers for demand for EVs in India

Government support & subsidies

- Favourable policy interface such as FAME I and FAME II and pushing the adaptation of EVs through embellished incentives
- In the budget for FY20, govt. increased income tax deduction on the interest paid to buy an e-vehicle to Rs 2.5 lakh
- Govt. has also proposed GST rate reduction from 12% to 5%

Reduction in carbon footprint

- By 2020, govt. has put a regulatory CO2 emissions limit at 95 g/km as an average value throughout the vehicle fleet
- Hence, Bharat VI norm has been placed for ICE drive trains
- Govt.'s commitment to significantly reduce carbon footprint to act as a catalyst for growth of EV market in India

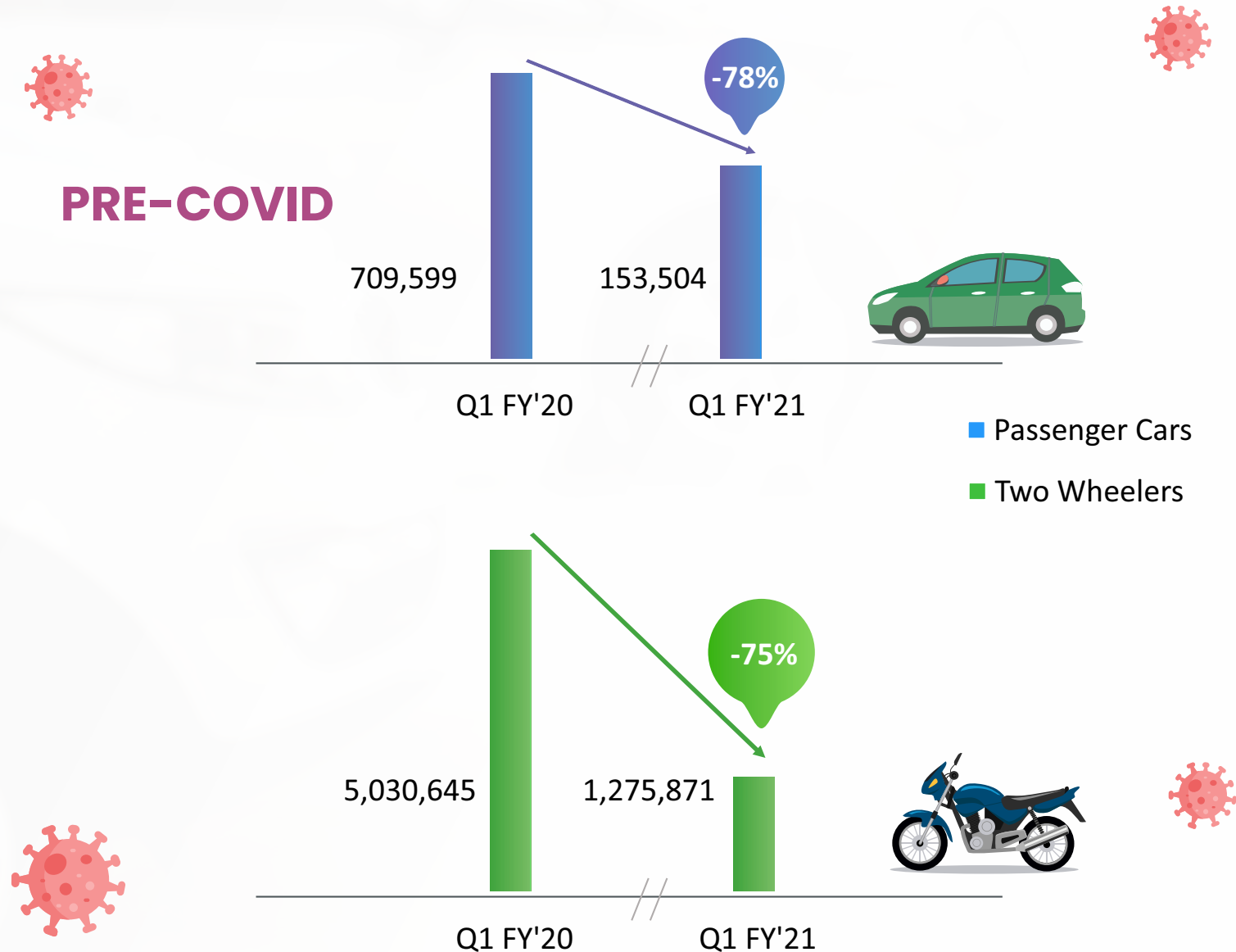
Manufacturing of battery packs

- Battery pack and its management accounts for >50% of the cost of an EV, and currently, these are manufactured in China and Japan and imported to India
- India plans to capture ~80% of economic opportunity, by only importing raw metals and developing the entire battery pack which is expected to reduce the cost for EVs significantly

Note: 1) Data refers to fiscal year starting in April, 2) Penetration of volumes  
Source: Droom Yellow Book, Enincon consulting, Press search

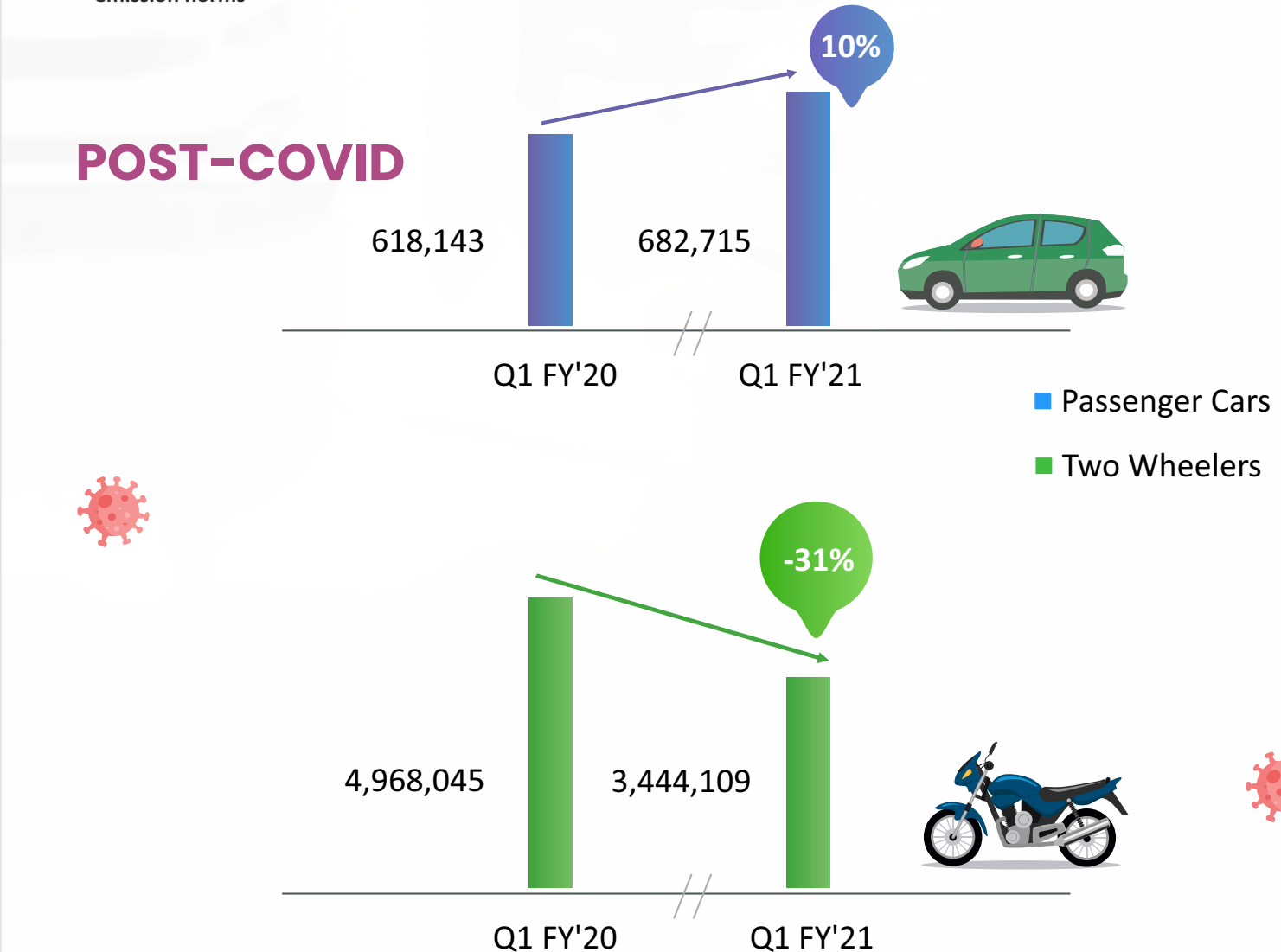
# Impact of Covid 19 in the Indian Automobile Industry

- 1 Covid-19 had a drastic impact on Indian Passenger Car Sales with sales dropping as much as 78% Y-o-Y (sales down to 153,504 units in Q1 FY'21 from 709,599 units in Q1 FY'20)
- 2 Two-Wheeler sales saw a much drastic fall with sales dropping as much as 294% Y-o-Y (sales down to 1,275,871 unit in Q1 FY'21 from 5,030,645 units in Q1 FY'20)
- 3 The pandemic outbreak coupled with poor financial position of fleet owners and price hike due to transition to BS6 emission had a negative impact on commercial vehicle sales
- 4 Lack of GST cut, Scrappage Policy implementation worsened the situation
- 5 The time period also saw significant decrease in imports of auto-components from China due to supply restrictions (India imports about 27% of total auto components from China)
- 6 OEMs in India saw huge Production and export losses (Estimated daily revenue loss of about \$ 170 Mil - \$ 200 Mil) during the lockdown period



# Post-Covid Recovery of the Indian Automobile Industry

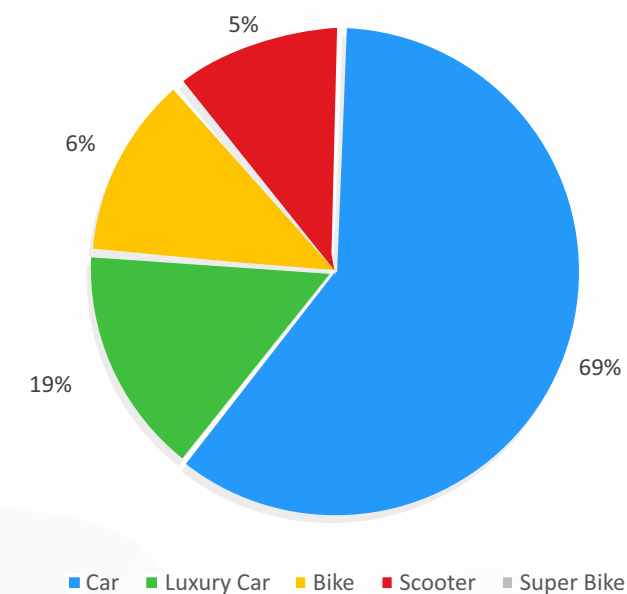
- 1 Post Covid-19 saw a strong comeback from the Indian Automobile Industry with Passenger Car Sales increasing 10% Y-o-Y (sales went up to 682,715 units in Q2 FY'21 from 618,143 units in Q2 FY'20)
- 2 Unlike Passenger Car Sales, Two-Wheeler Industry still is struggling to pick up post Covid-19 with sales still down by 44% Y-o-Y (sales were down to 3,444,109 in Q2 FY'21 from 4,968,045 in Q2 FY'20)
- 3 The pandemic has made people shift away from shared mobility options as people prioritise social distancing and personal hygiene. This would effectively translate into a higher preference for affordable personal mobility, which boosted sales for auto manufacturers, especially in the entry-level vehicles category
- 4 During Lockdown, there was a shift observed towards online models in after-sales with increases in online booking of appointments, doorstep pickup/delivery and online payments
- 5 Domestic Sourcing Infrastructure – the industry suffered immensely with the over-dependence on sourcing from China. Hence the focus of Indian Auto Component Industry now is on (1) bringing in fresh investments (2) Adjust the surplus skilled labour force (3) hedge all future risks and handle issue of cost with scale
- 6 Post Covid also saw demand for used vehicle loans rising because of new vehicles becoming costlier with upgraded emission norms



# What India is buying in 2020

## Category Mix

% breakdown based on online sales



Source: Droom Yellow Book

## Top 10 Best Selling by Category



Car

Toyota Fortuner  
Maruti Suzuki Swift Dzire  
Maruti Suzuki Swift  
Toyota Innova Crysta  
Toyota Innova  
Honda City  
Hyundai Creta  
Hyundai Verna  
Maruti Suzuki Ertiga  
Hyundai i20



Bike

Bajaj Pulsar  
Hero Splendor Plus  
Bajaj Avenger  
Hero Passion Pro  
TVS Apache RTR  
Bajaj Discover  
Royal Enfield Classic  
Honda cb Shine  
Bajaj Platina  
Yamaha FZS



Scooter

Honda Activa  
TVS Jupiter  
Suzuki Access  
Honda Activa 5g  
Honda Activa 3g  
Honda Activa 4g  
Honda Activa125  
Honda Aviator  
Hero Pleasure  
TVS Scooty Pep+



Super Bike

Suzuki Hayabusa  
Kawasaki Ninja  
Hyosung Aquila pro gv650  
Hyosung GT250r  
Indian Scout Bobber  
Ducati Scrambler  
Yamaha yzf R6  
Kawasaki Z650  
Benelli TNT 300  
Kawasaki Z900



Luxury Car

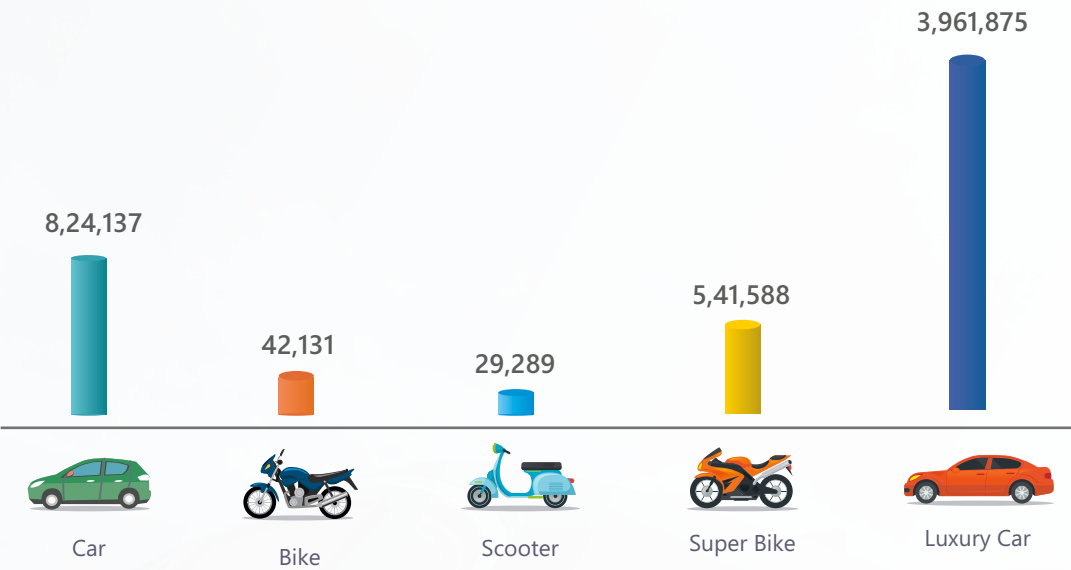
Mercedes-Benz E-class  
Bmw 5 Series  
Mercedes-Benz C-Class  
Audi A4  
Audi Q3  
Bmw 3 Series  
Bmw X1  
Audi Q7  
Mercedes-Benz gle  
Mercedes-Benz glc

Source: Droom Yellow Book



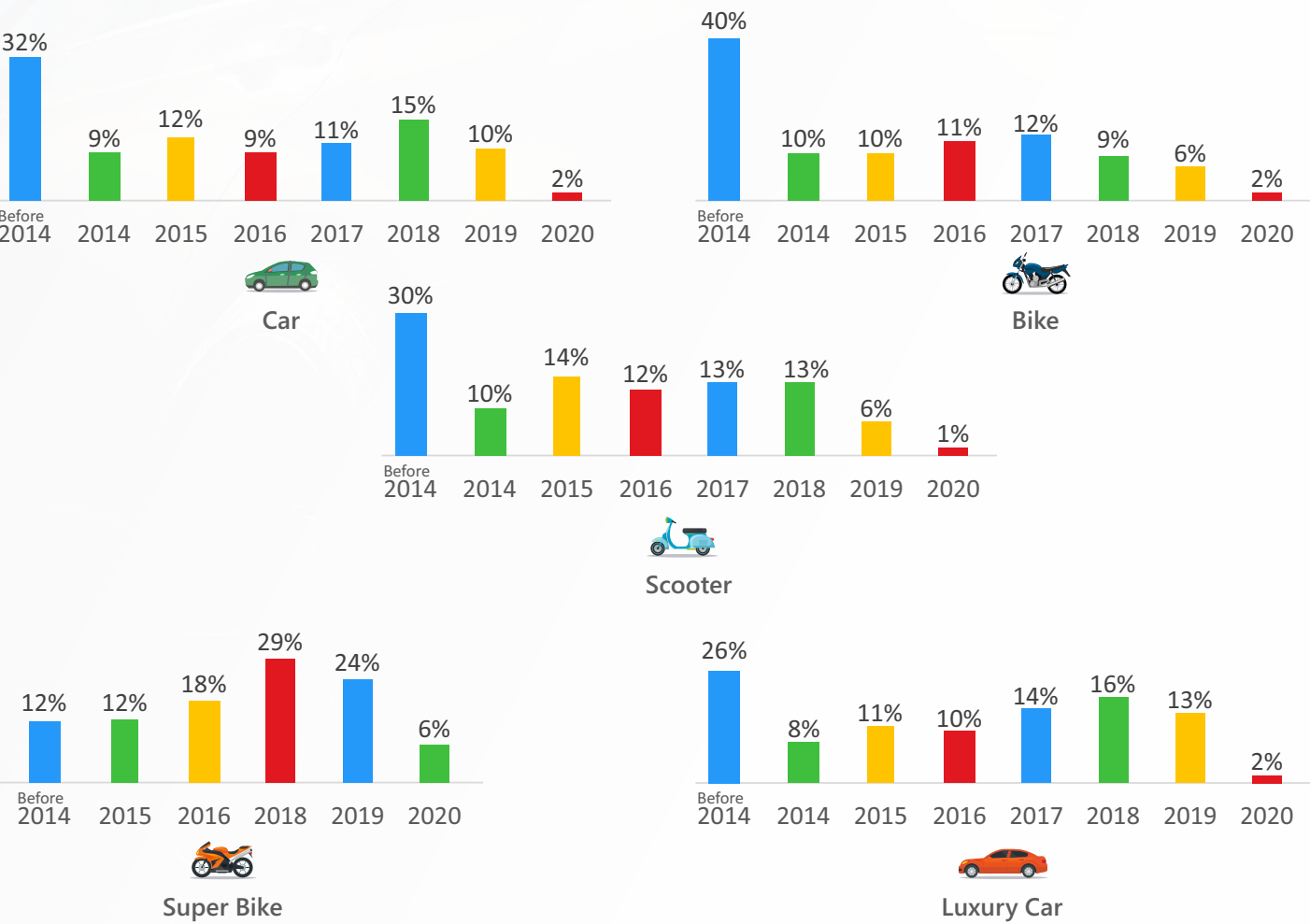
# Average Selling Price of Used Automobiles

(In Rs.)



Source: Droom Yellow Book

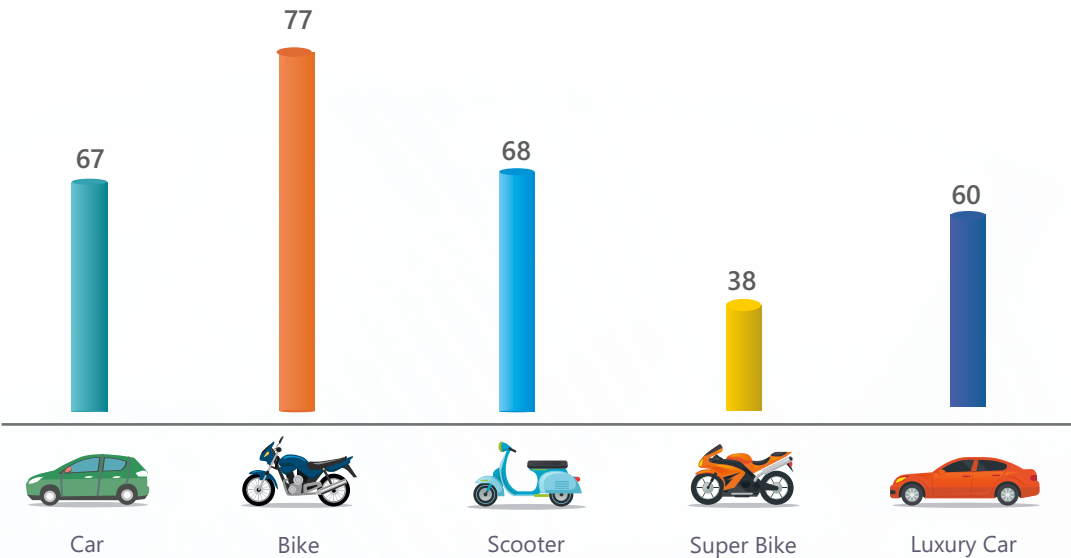
# Most Popular Years by Category



Note: 1) Numbers do not add up to 100% as balance sales are for models prior to 2015  
Source: Droom Yellow Book

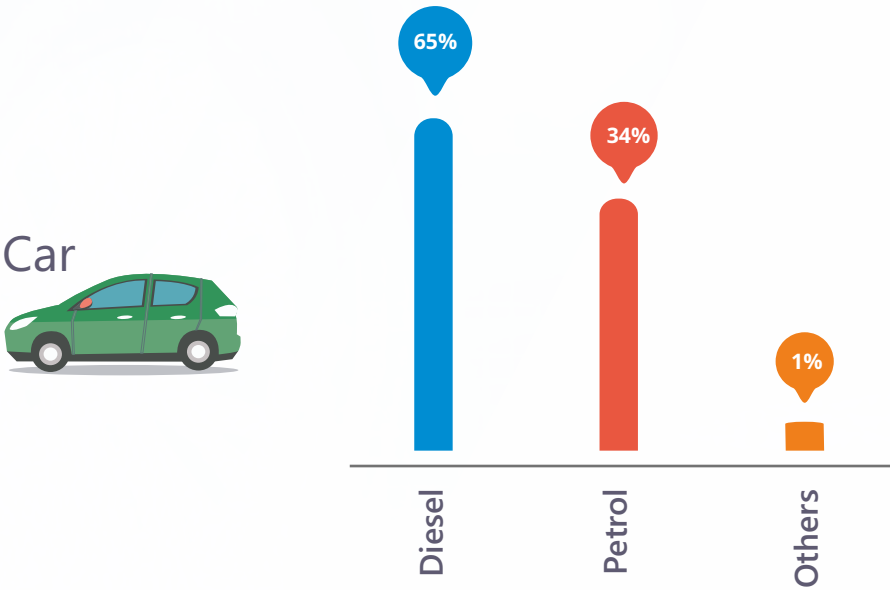
# Average Duration of Ownership by Category

In Months



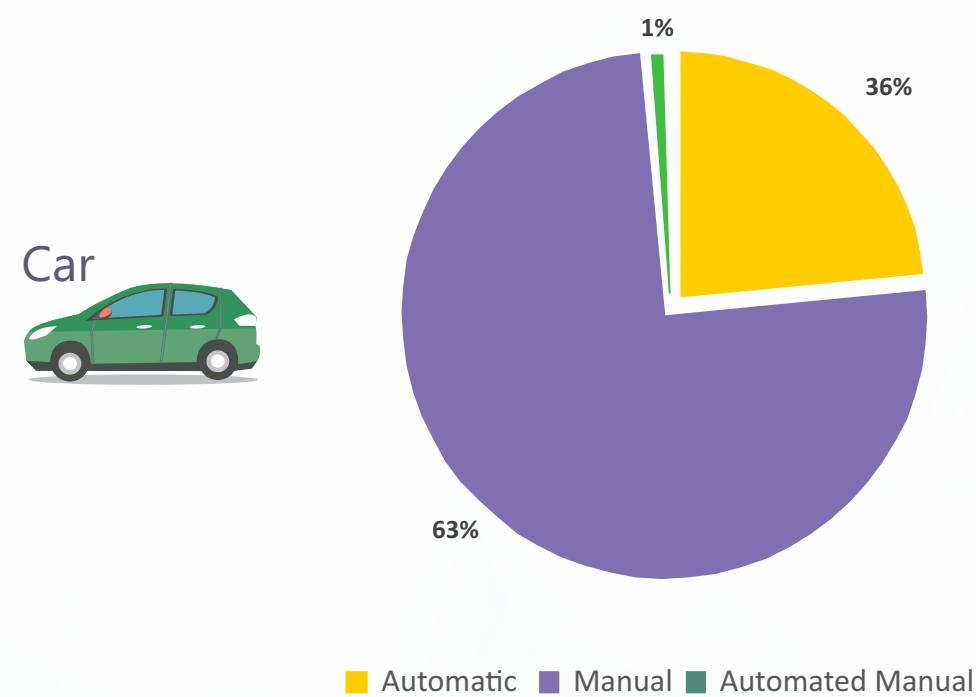
Source: Droom Yellow Book

# Cars by Fuel Type



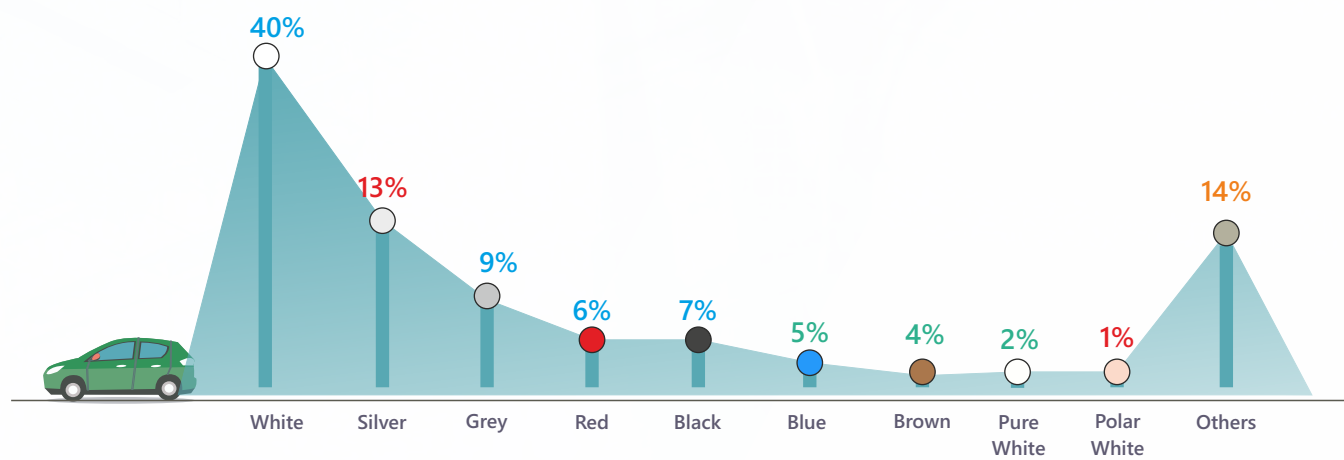
Note: 1) Others include LPG and Hybrid cars  
Source: Droom Yellow Book

# Cars by Transmission Type



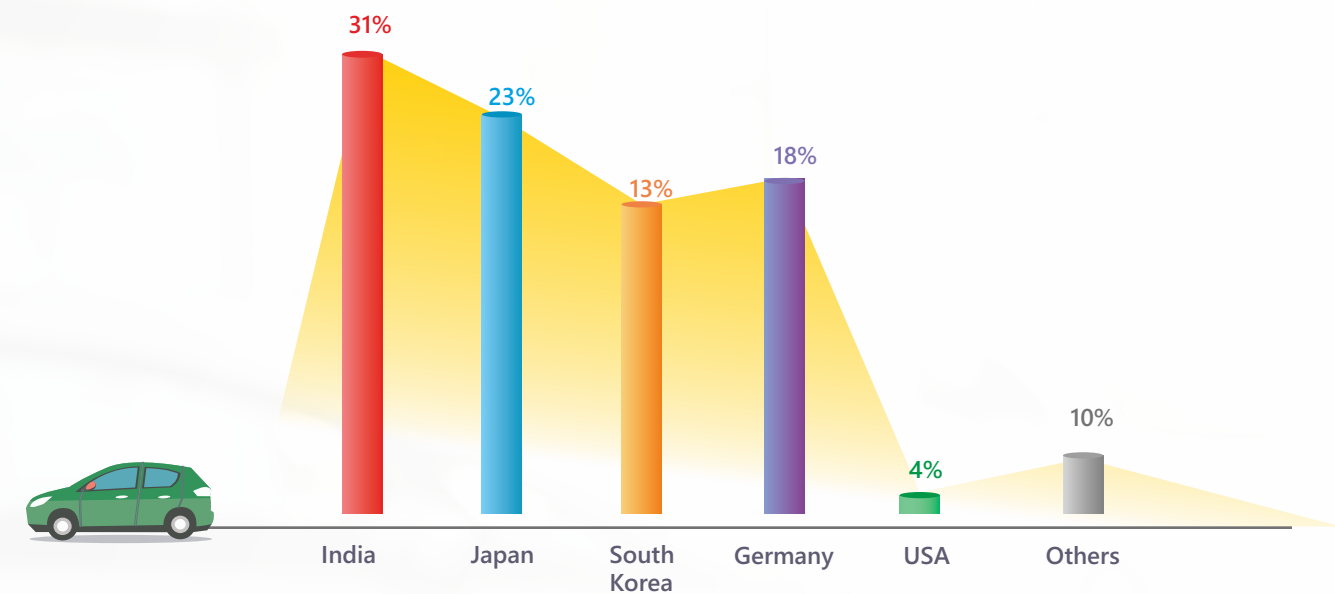
Source: Droom Yellow Book

# Cars by Colours



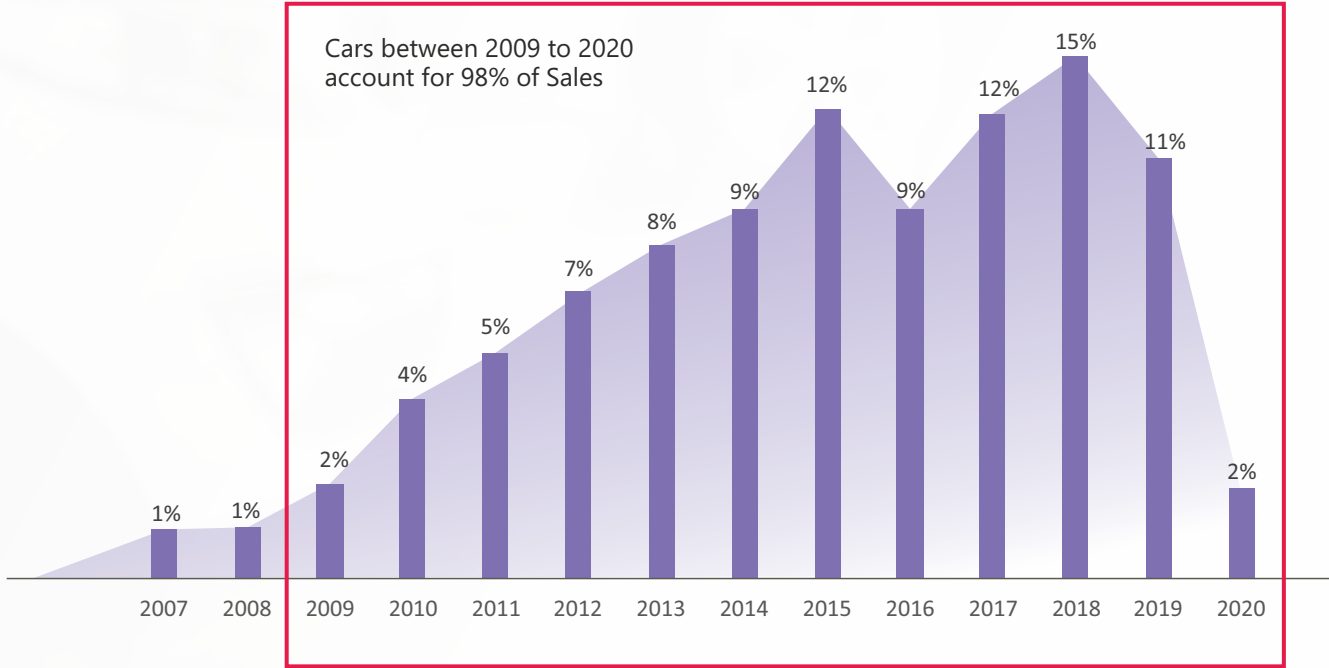
Source: Droom Yellow Book

# Cars by OEM's Country of Origin



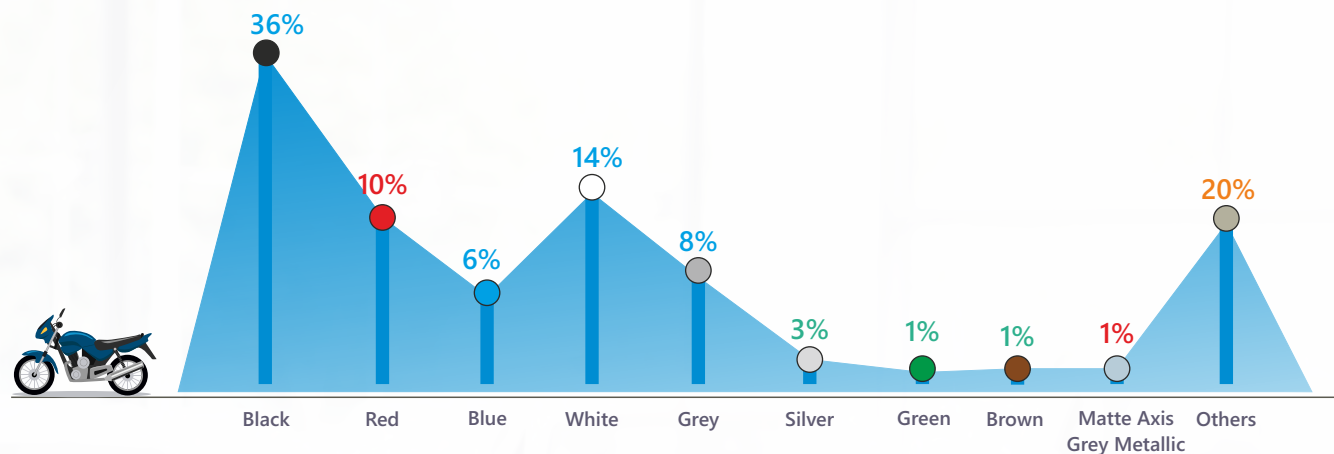
Source: Droom Yellow Book

# Cars by Year of Manufacture



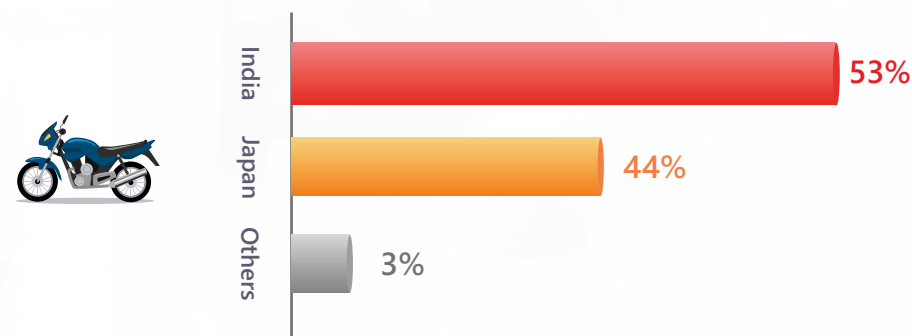
Source: Droom Yellow Book

## Bikes by Colour



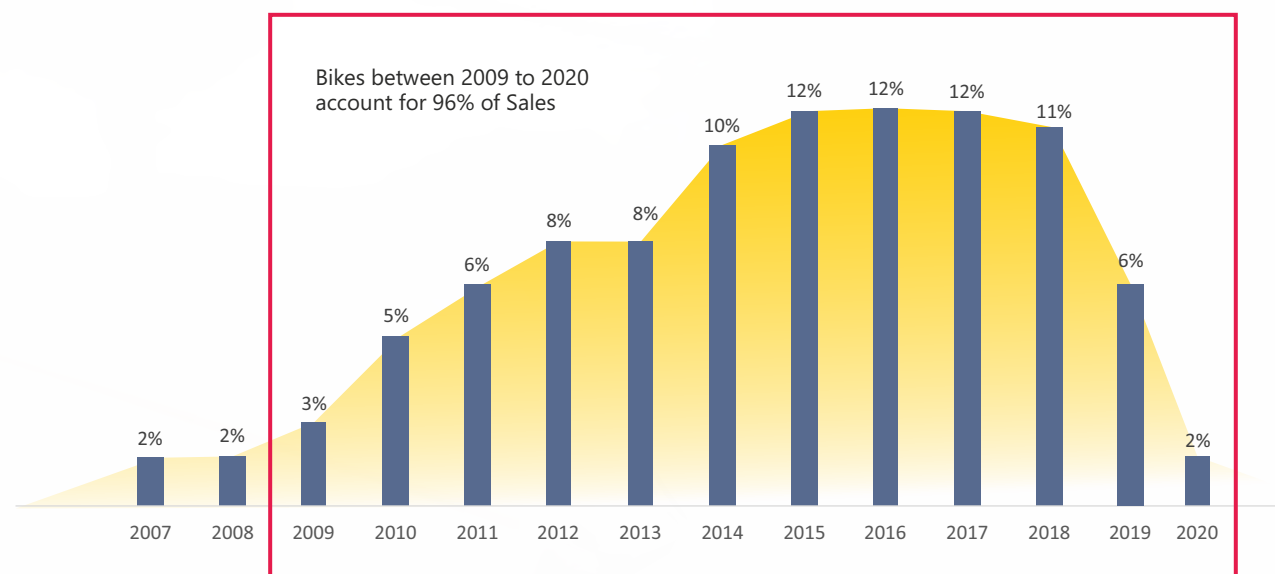
Source: Droom Yellow Book

## Bikes by OEM's Country of Origin



Source: Droom Yellow Book

## Bikes by Year of Manufacture



Source: Droom Yellow Book



# Droom Yellow Book

## about Yellow Book

Droom's Yellow Book is the most comprehensive and authentic data book on India's automobile market. Unparalleled access to used vehicle transactions data coupled with new sales data, puts Droom in an enviable position to harness it for market sizing and forecasting.

Droom's 12 member team, comprising of Strategy and Analytics professionals use AI to draw insights and regularly update the Yellow Book.



**Sandeep Aggarwal**  
Founder & CEO, Droom

Sandeep Aggarwal is the founder of two marketplaces in India – Droom and ShopClues.com. He has been an angel investor, serial entrepreneur, philanthropist and Internet visionary for a decade. Sandeep has got an MBA from Washington University in St. Louis and holds a US patent. Having worked in Silicon Valley and Seattle for about 12 years, Sandeep has rich experience in the global Internet and e-commerce industry.

**350K+**  
B2C SELLERS

**122K+**  
PRODUCTS

**1.8Mn+**  
LISTINGS

**\$16Bn+**  
LISTED GMV

**6.4Mn+**  
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The logo for Droom, featuring the word 'droom' in a lowercase, rounded font. The 'd' is blue, 'r' is green, 'o' is yellow, 'o' is yellow, and 'm' is red.

**Yellow**

**Book  
2021**

Data Book on India's Economy, Automobile Industry & Internet Market

