

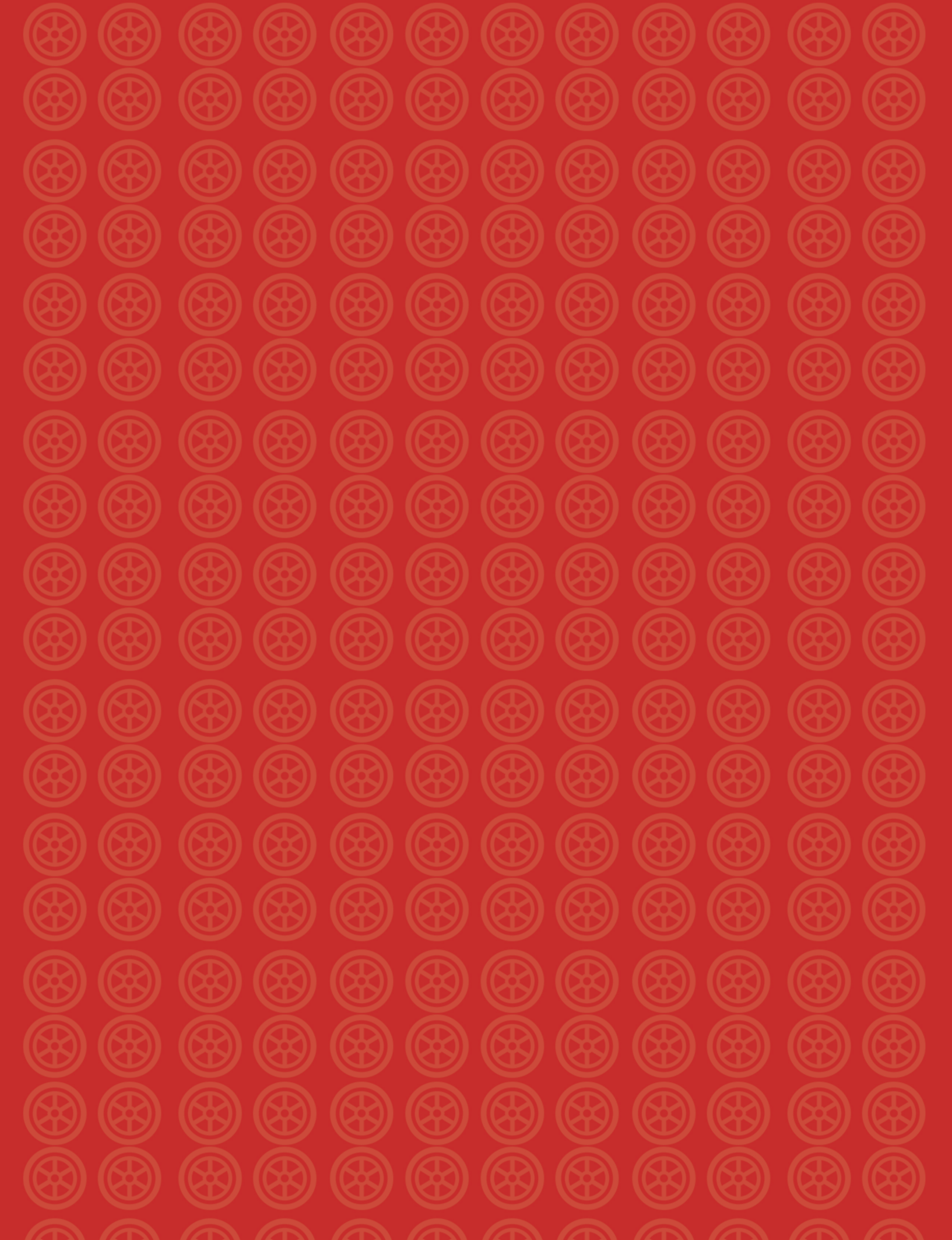


Droom's Automobile Report

Q1- CY 2017 to Q4- CY 2017



India's Most Trusted Motorplace



Droom's Automobile Online Report

Top Trends

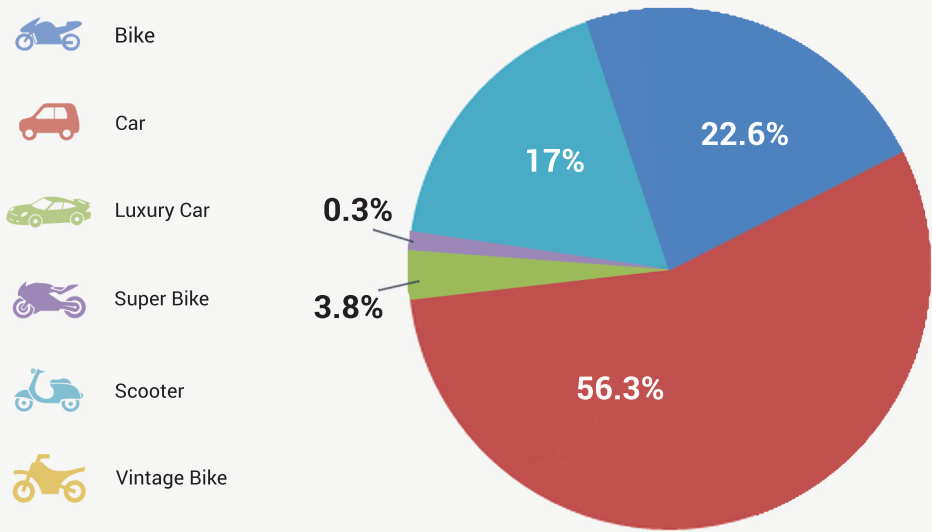
1	Most Famous Car : Maruti Suzuki Swift
2	Most Famous Bike: Bajaj Pulsar
3	Most Famous Scooter: Honda Activa
4	Most Famous Superbike: Harley Davidson street 750
5	Most Famous Luxury Car : Audi A4
6	Most Famous Vehicle: Honda Activa
7	Royal Enfield: Royal Enfield Classic the clear choice, followed by Electra and Thunderbird
8	Top 3 Emerging Cities: Delhi NCR, Pune & Ahmedabad
9	Super Bikes: Harley Davidson consumer's choice followed by KTM & Kawasaki
10	Asking for Auto Inspection: More Customers asking for Auto Inspction due to increased in awareness
11	Most Costliest Bike Listed On Droom: Ducati Panigale R 2017 - INR 49,12,800
12	Most Costliest Car Listed On Droom: Rolls Royce Ghost Extended Wheel Base - INR 3,85,00,000

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

Droom's Automobile Online Report

Category Mix

(% breakdown based on online sales)

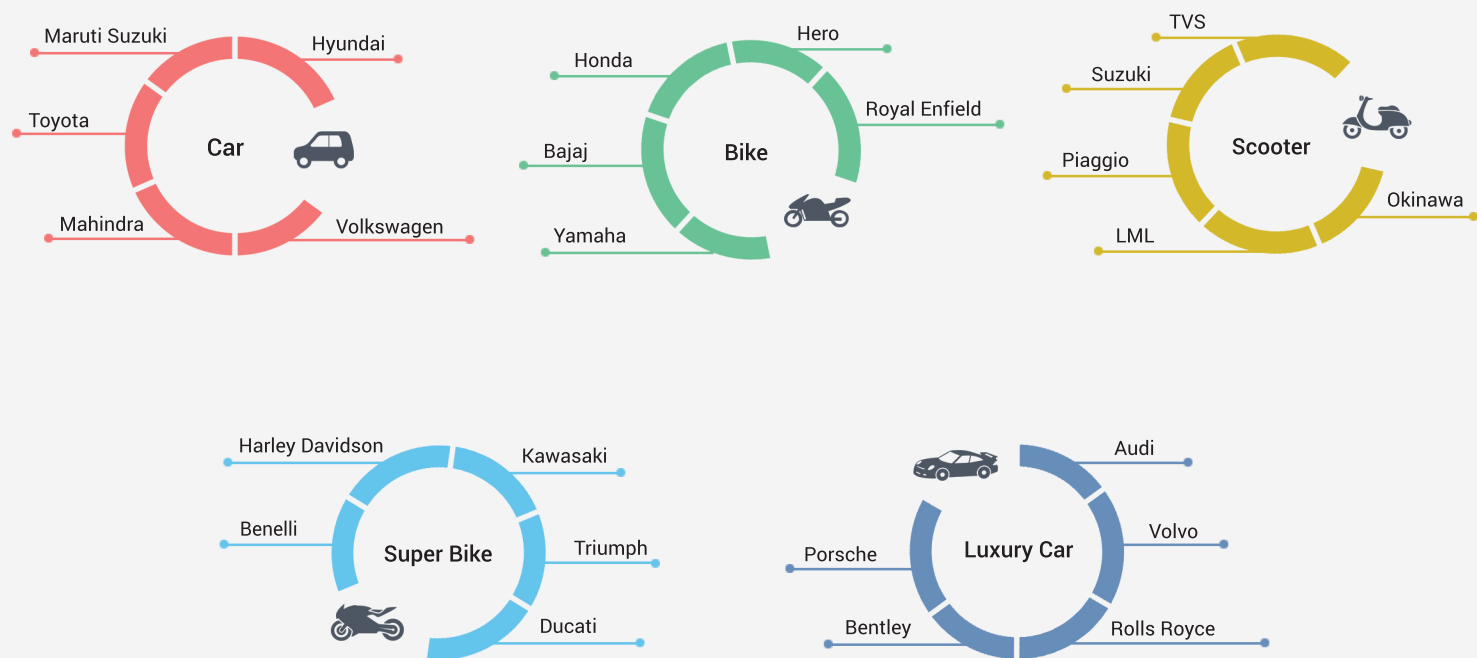


Top 10 Best Selling by Category

 Cars	 Bikes	 Scooters	 Super Bikes	 Luxury Cars
Maruti Swift	Bajaj Pulsar	Honda Activa	Street 750	Audi a4
Maruti Swift DZire	Hero Passion Pro	TVS Jupiter	Hayabusa	Mercedes e-class
Toyota Innova	Bajaj discover	Suzuki Access	Ninja	Audi a6
Honda City	Hero Splendor Plus	Hero Maestro	GT250r	Audi Q3
Hyundai i10	Hero Splendor Pro	Honda Activa 3G	Sportster 883	Audi q7
Hyundai I20	TVS Apache RTR	Honda Aviator	Mojo	Mercedes m-class
Hyundai Verna	Honda cb shine	Hero pleasure	Fat bob	BMW 7 series
Maruti Suzuki WAGON R 1.0	Yamaha FZ	Honda Dio	TNT 600i	Mercedes s-class
Toyota Fortuner	Bajaj Platina	TVS wego	Scrambler	Audi a3
Mahindra Scorpio	Yamaha fzs	TVS scooty pep+	Z800	Porsche cayenne

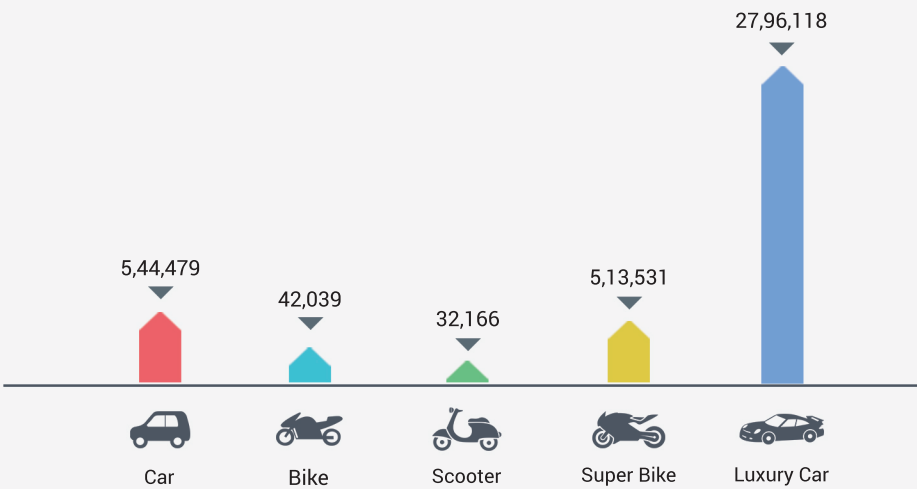
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Top 5 Makes by Category



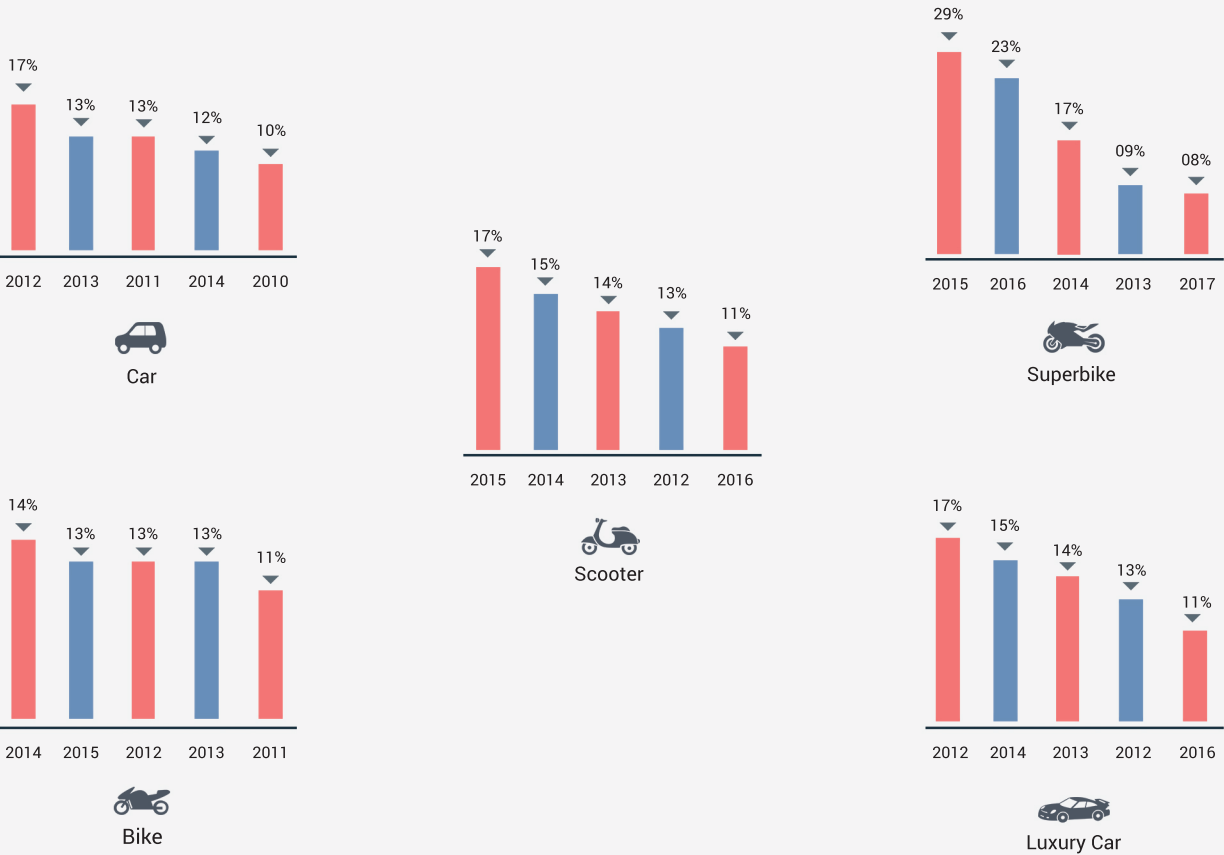
Average Selling Price of Used Automobiles

(In INR)



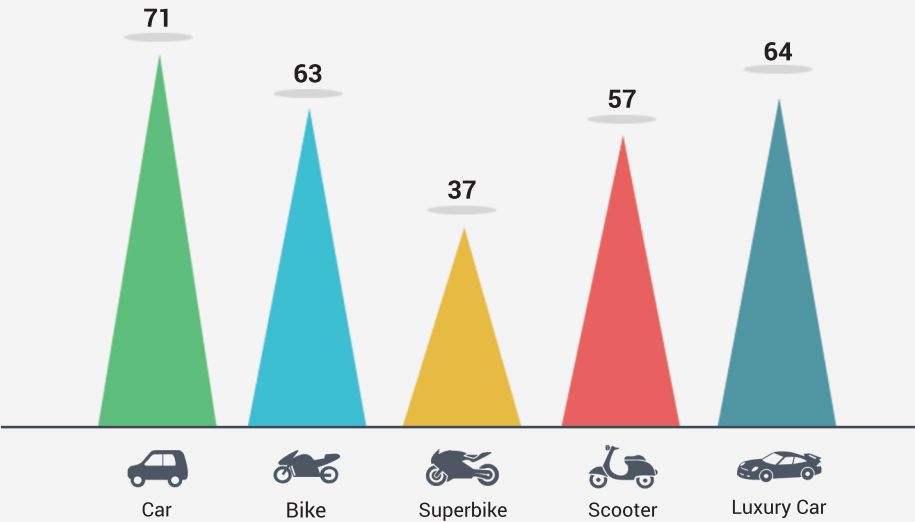
Droom's Automobile Online Report

Most Popular Years by Category



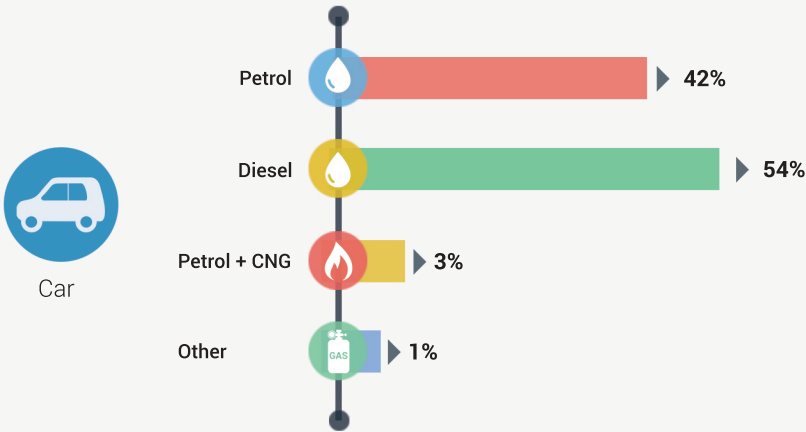
Average Duration of Ownership by Category

(In Months)



Droom's Automobile Online Report

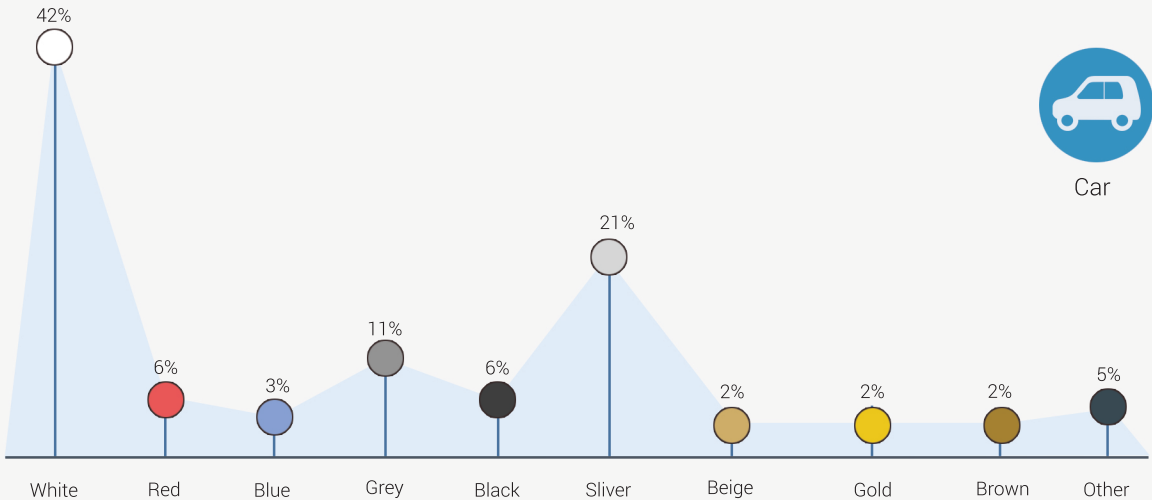
Cars by Fuel Type



Cars by Transmission Type



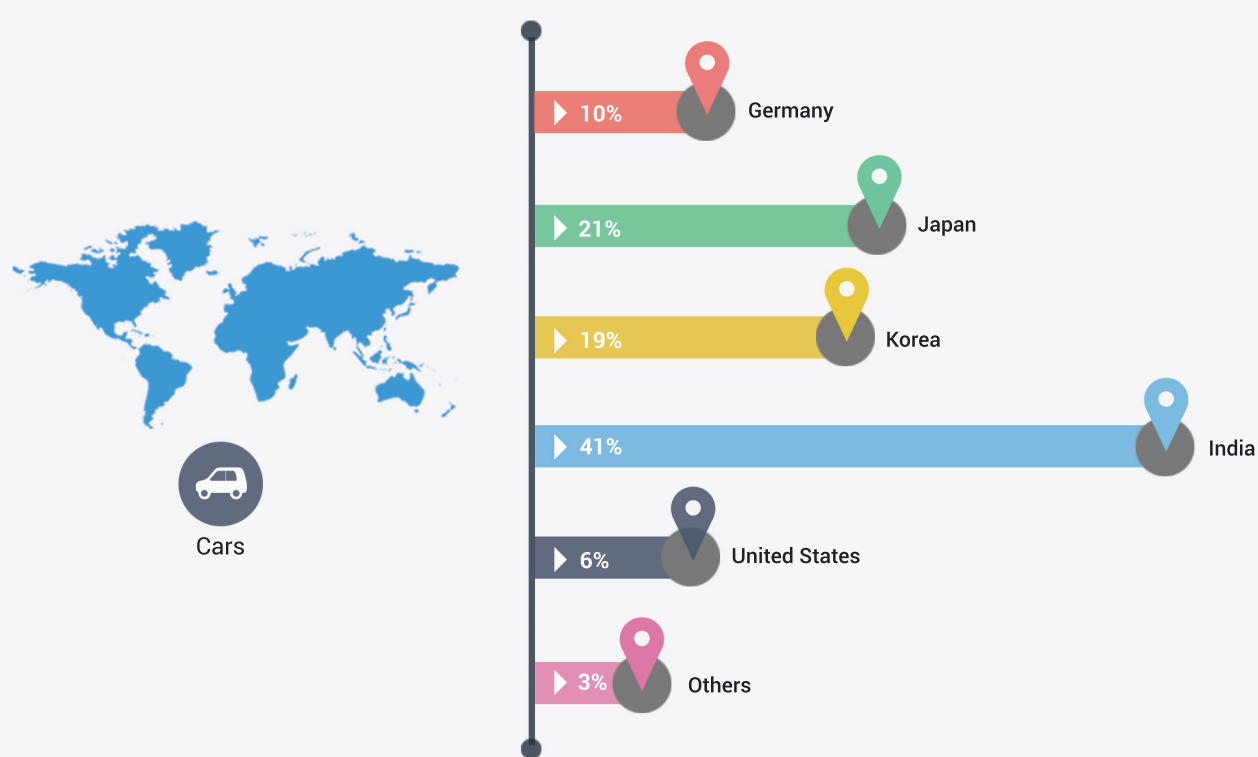
Cars by Color



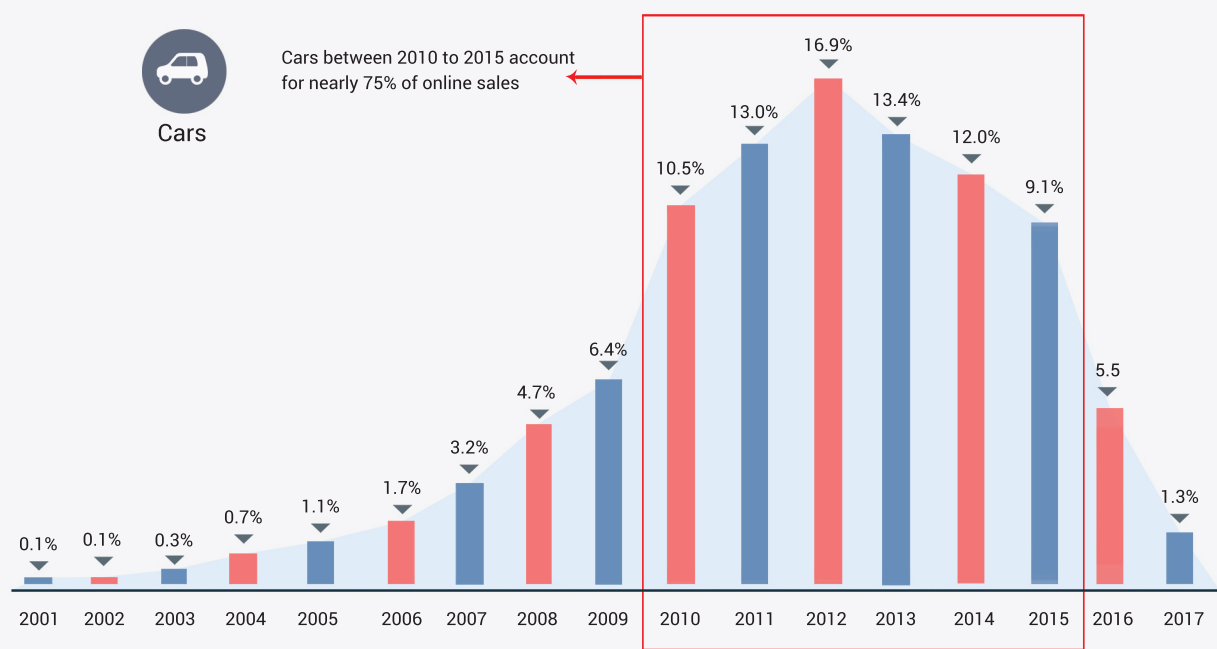
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Report

Cars by Country of Origin



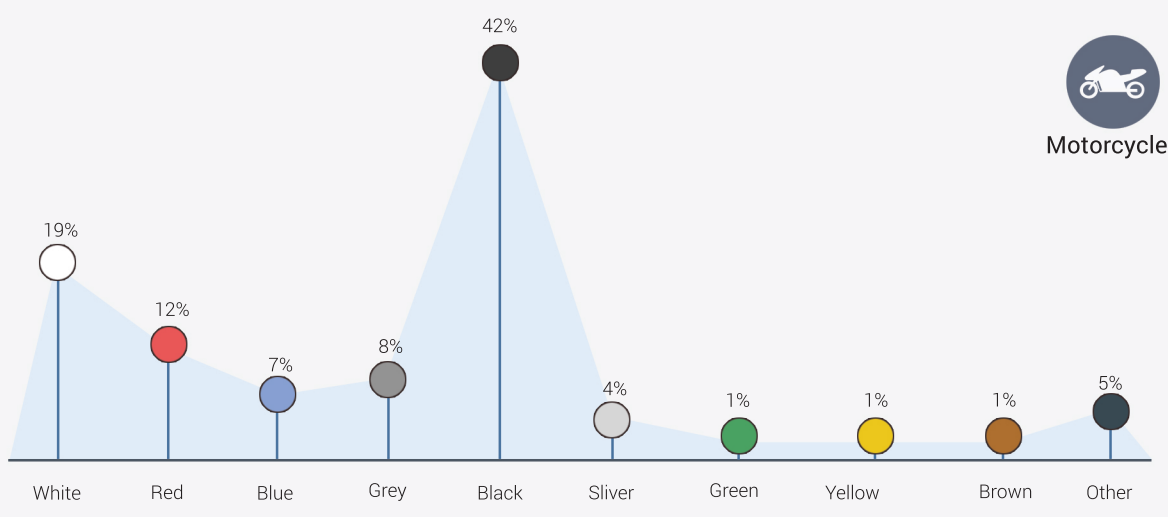
Cars by Year of Manufacture



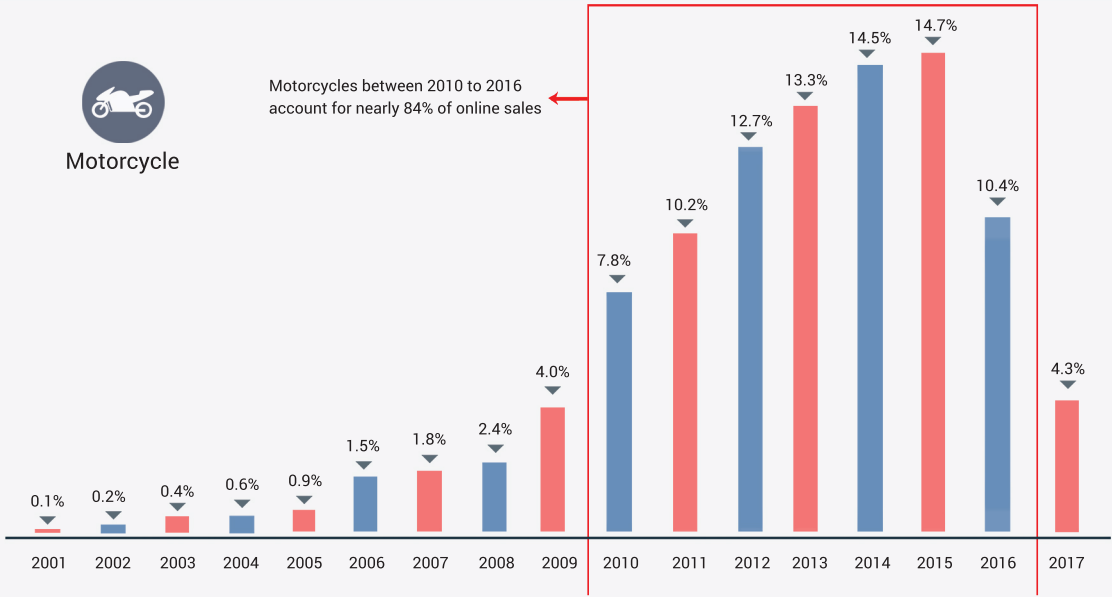
* Data on this page includes both cars & luxury cars

Droom's Automobile Online Report

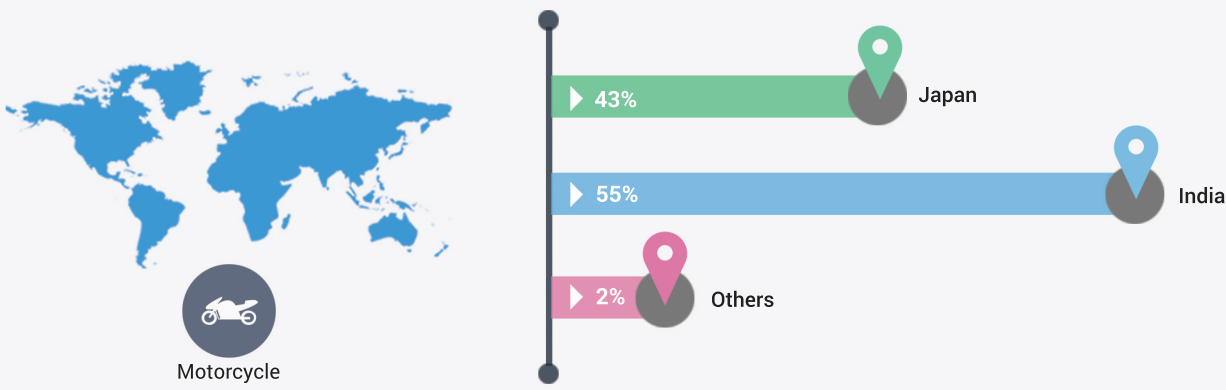
Motorcycles by Color



Motorcycles by Year of Manufacture



Motorcycles by Country of Origin



* Data on this page includes bikes, superbikes & scooters

Droom's Automobile Online Report

Top 10 Cities

Top Cities

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

Emerging Cities

1	Kolkata
2	Hissar
3	Jalandhar
4	Faridabad
5	Chennai
6	Surat
7	Bathinda
8	Agra
9	Amritsar
10	Udaipur

About Droom

Droom is India's first and only online marketplace for buying and selling new and used automobiles. At over 65% of the automobile transactions market share online, Droom is the largest auto portal in India. Droom is not only the largest online automobile platform in India but also the 3rd largest E-commerce company in India in terms of GMV. The automobile platform is category, seller, price, condition, and geography agnostic.

Droom platform has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan. Droom uses data science to build trust at scale with a US Patent technology called Full Circle Trust Score. Droom has also built the de-facto pricing standard for used vehicles in India - OBV, which has a US patent. Droom has built the entire ecosystem for India so that the transaction for used automobiles can take place with least degree of information asymmetry and morale hazard.

It has built tech and data science heavy tools to create the entire ecosystem around used automobiles, including OBV (Pricing Engine), Eco (121 Points Vehicle Inspection), History (20 Cr Vehicle History Records), Discovery (dozens Of Pre-Buying Tools) and Credit (India's first and only marketplace for used vehicles loans).

Droom is currently doing \$489 Mil+ in annualized GMV growing at the rate of 350% Y/Y, 225K+ auto dealers (Largest Auto Dealer Platform in India), presence in 500+ cities across India (Largest Hyper Local Marketplace), 21.5 Mil+ monthly visitors, nearly 7 Mil+ app downloads and 5.5 Mil+ Facebook community.

Droom has the best unit economics as compared to any other E-commerce platform in India. The company spends less than 5% of GMV to run marketing and the entire cost of the company is less than 4% of GMV in terms of the net burn. Droom is the only E-commerce platform which has successfully built the cost advantage and sophistication of the tech platforms with the strong data science layer, nobody else has been able to do it in India.


Droom is founded by Sandeep Aggarwal, who previously founded ShopClues at his house in California in Oct 2010, which became 5th Unicorn in India by January 2016. Droom is a Singapore Holding Company with its subsidiary in India and United States. Droom has so far raised close to \$65 million dollars in four rounds of funding. Droom is head quartered in Gurgaon, India with a team size of 270+.

225K+ B2C SELLERS	35.5K+ PRODUCTS	249K+ LISTINGS	₹14,868Cr+ LISTED GMV	5.5Mil+ FB COMMUNITY	7Mil+ APP DOWNLOADS
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Droom Categories

										
Car	Bike	Scooter	Bicycle	SuperBike	Premium & Supercars	Vintage cars	Vintage Bike	Vintage Scooter	Planes	
										
Electric Vehicles	Droom Merchandising	Mobile Phones	RTO Services	Auto Inspection	Warranty	Service & Repair	Roadside Assistance	Insurance	Auto Loan	Ride On Vehicles

Droom Offers 21st Century Automobile Buying & Selling Experience

MARKETPLACE	ECOSYSTEM SERVICES	DEALS MERCHANDISING & PROMOTIONS
<p>Marketplace Formats</p>  <p>Pricing Format</p>  <p>Buyer Protection</p>  <p>Rating & Review</p>  <p>Pay 2% - 3% Online & 97% - 98% Offline</p>  <p>droom assist</p>  <p>Quick Sell</p> 	<p>OBV ORANGE BOOK VALUE Resale ka MRP</p> <p>eco Doorstep Auto Inspection</p> <p>droom History Used Vehicle History Report</p> <p>droom Discovery</p> <p>droom Credit 21st Century Auto Financing</p>	<p>SCOOTER LOOTER SALE</p> <p>SUNDAY AUTO MARKET</p> <p>24x7 ROADSIDE ASSISTANCE SALE 3rd - 7th Aug</p> <p>CAR PERFUME SALE</p> <p>droom Motor Care</p> <p>GET SET HELMET</p> <p>DEAL OF THE WEEK</p> <p>Bike Mela</p> <p>HOOT TO SCOOT</p> <p>CRAZY CAR Offer</p>



WIDE
SELECTION



LOW
PRICES



VERIFIED
SELLER



INSPECTED
VEHICLE



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