



# Droom's Automobile Online Quarterly

July 2015



India's First Marketplace for Automobiles

# Droom's Automobile Online Quarterly

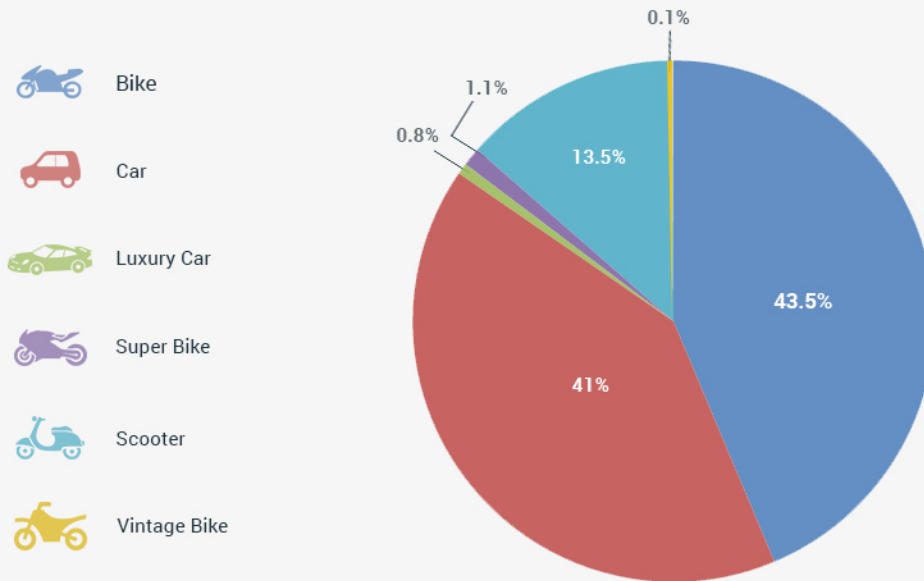
## Top Trends

|    |   |
|----|---|
| 1  | Most Popular Automobile Online: Bajaj Pulsar  |
| 2  | Most Popular Car Online: Hyundai i10  |
| 3  | Most Popular Bike Online: Bajaj Pulsar  |
| 4  | Most Popular Scooter Online: Honda Activa   |
| 5  | Most Popular Superbike Online: KTM RC   |
| 6  | Most Popular Luxury Car Online: Audi Q3   |
| 7  | Most Popular Vintage Online: Aston Martin 1953, Lambretta & India Vijai Super                             |
| 8  | Royal Enfield: Bullets are back, Royal Enfield Electric and Royal Enfield Standard are Top Selling        |
| 9  | NCR, Bangalore & Chennai: Top 3 Emerging Cities for 2 Wheelers  |
| 10 | Super Bikes: Very Noticable Pick up Demand for Superbikes Online  |
| 11 | Asking for Auto Inspection: Customer Awareness going up, more Customers demanding Auto Inspection Reports |
| 12 | Costliest Car Listed Online: Lamborghini Aventador - 4.50 Crores  |
| 13 | Costliest Bike Listed Online: Suzuki Hayabusa - 13 Lacs   |
| 14 | Average Duration of Ownership decreases with customers churning and upgrading more often                  |
| 15 | Indian's are becoming increasingly comfortable to <b>transact automobile online</b>                       |

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## Category Mix

(% breakdown based on online sales)

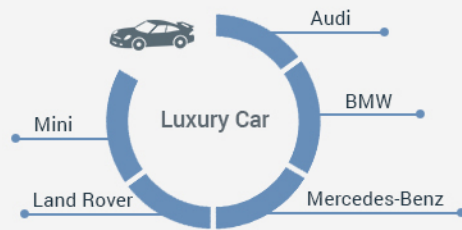
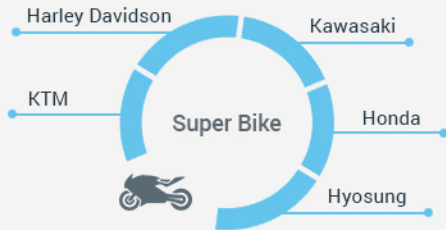
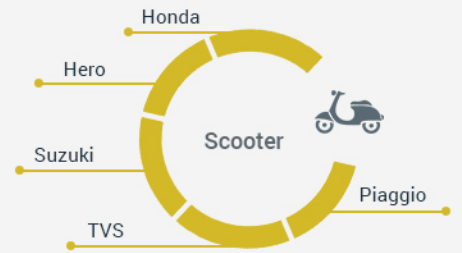
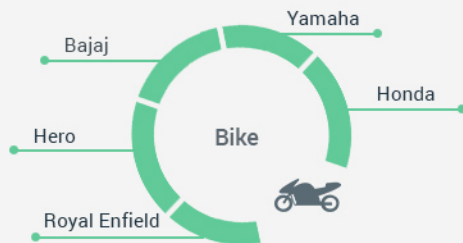
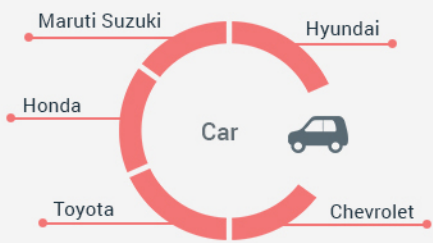


## Top 10 Best Selling by Category

| Cars                      | Bikes                  | Scooters          | Super Bikes                | Premium Cars            |
|---------------------------|------------------------|-------------------|----------------------------|-------------------------|
| Hyundai i10               | Bajaj Pulsar           | Honda Activa      | KTM RC                     | Audi Q3                 |
| Hyundai Santro Xing       | Royal Enfield Classic  | Honda Aviator     | Kawasaki Ninja             | BMW 3 Series GT         |
| Maruti Suzuki Swift       | Hero Passion Pro       | Hero Maestro      | KTM Duke                   | BMW 5 Series            |
| Honda City                | Yamaha FZS             | Suzuki Access     | Harley Davidson Superlow   | BMW 3 Series            |
| Maruti Suzuki Swift Dzire | Bajaj Discover         | TVS Wego          | Kawasaki Ninja 650         | Mercedes-Benz GL        |
| Maruti Suzuki Wagon R     | Yamaha YZF15           | Piaggio Vespa     | Hyosung GT250R             | Land Rover Freelander 2 |
| Hyundai i20               | Royal Enfield Standard | TVS Jupiter       | Suzuki Hayabusa            | Mini Cooper S           |
| Maruti Suzuki SX4         | Royal Enfield Electra  | Suzuki Swish      | Harley Davidson Street 750 | Audi Q5                 |
| Hyundai Verna             | Bajaj Platina          | TVS Scooty Streak | Hyosung GT650R             | Audi A4                 |
| Hyundai Accent            | TVS Apache RTR         | Piaggio Vespa S   | Honda CBR 600 RR           | BMW X5                  |

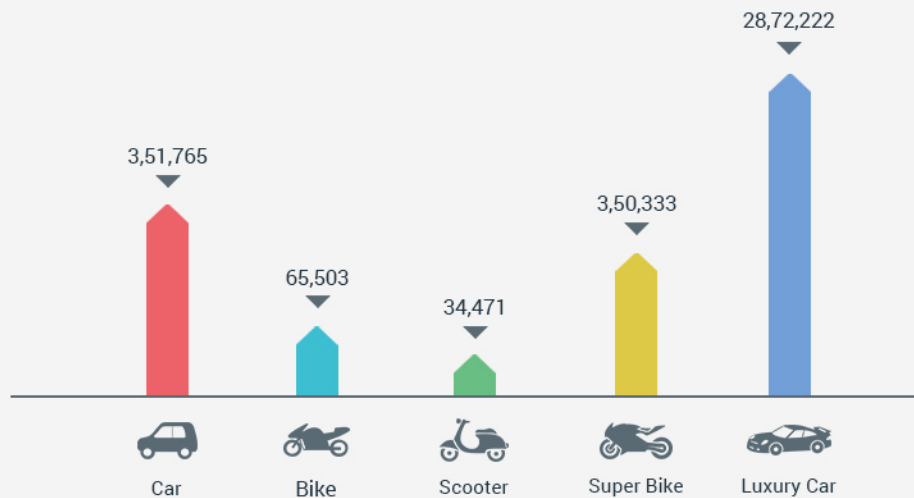
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## Top 5 Makes by Category



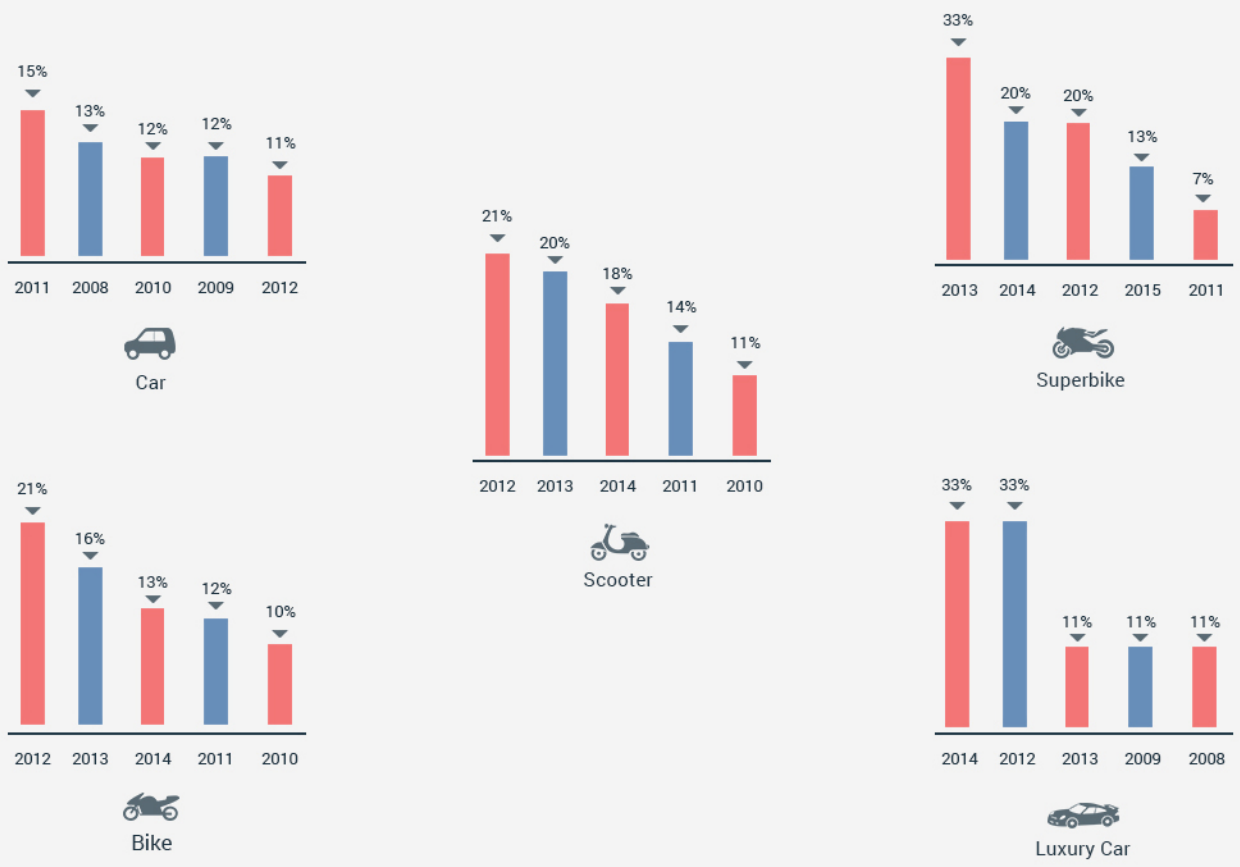
## Average Selling Price of Used Automobiles

(In INR)



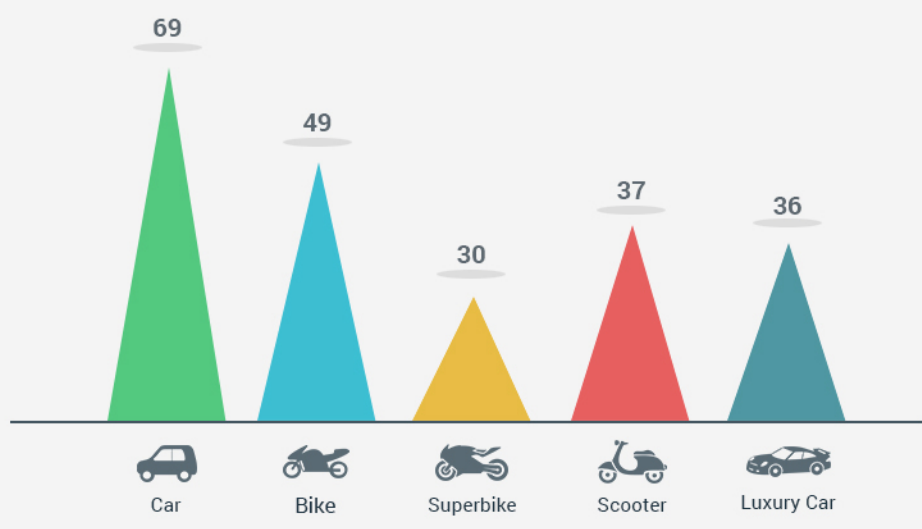
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## Most Popular Years by Category



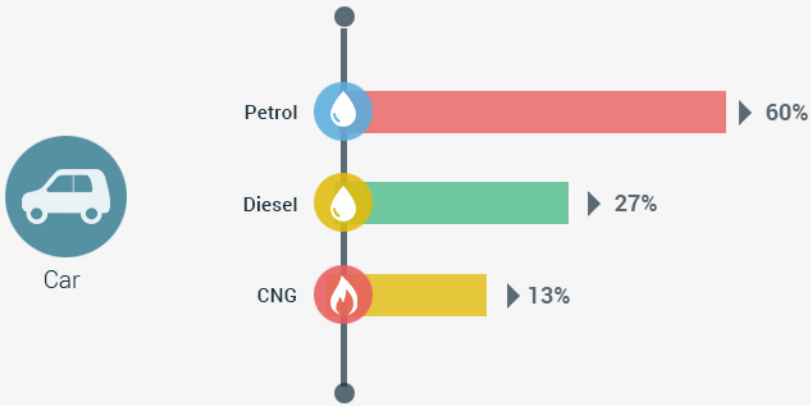
## Average Duration of Ownership by Category

(In Months)

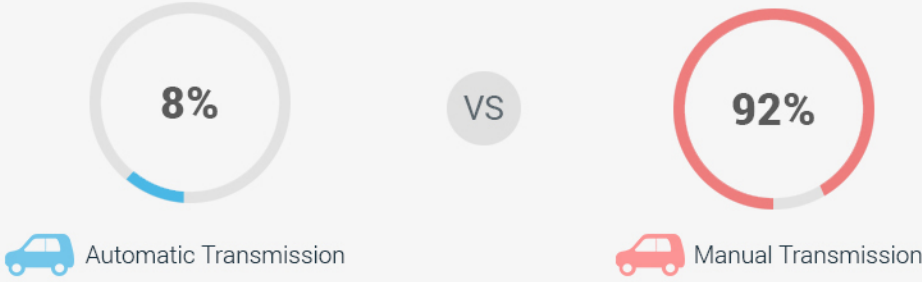


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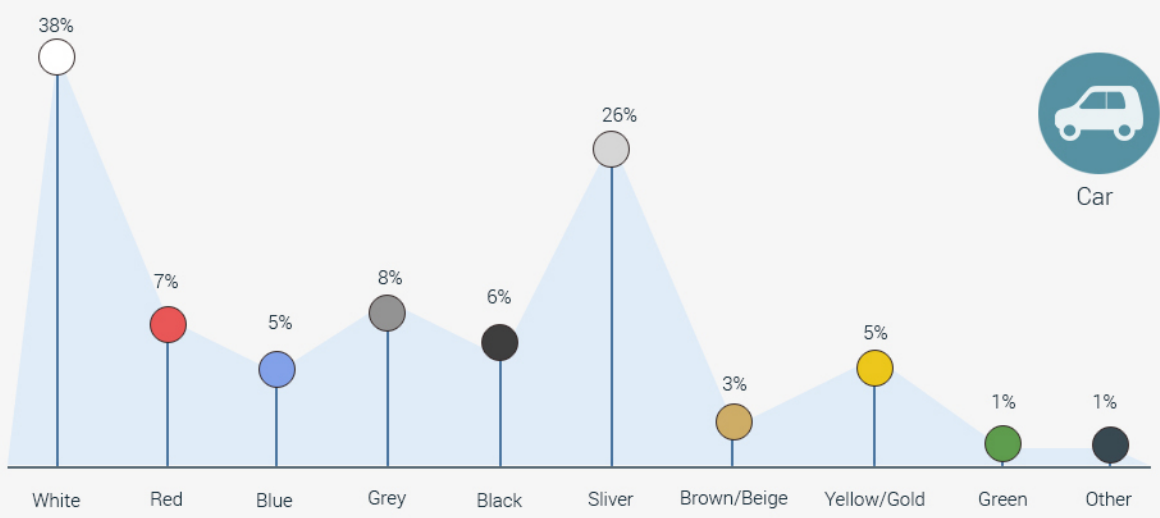
## Cars by Fuel Type



## Cars by Transmission Type



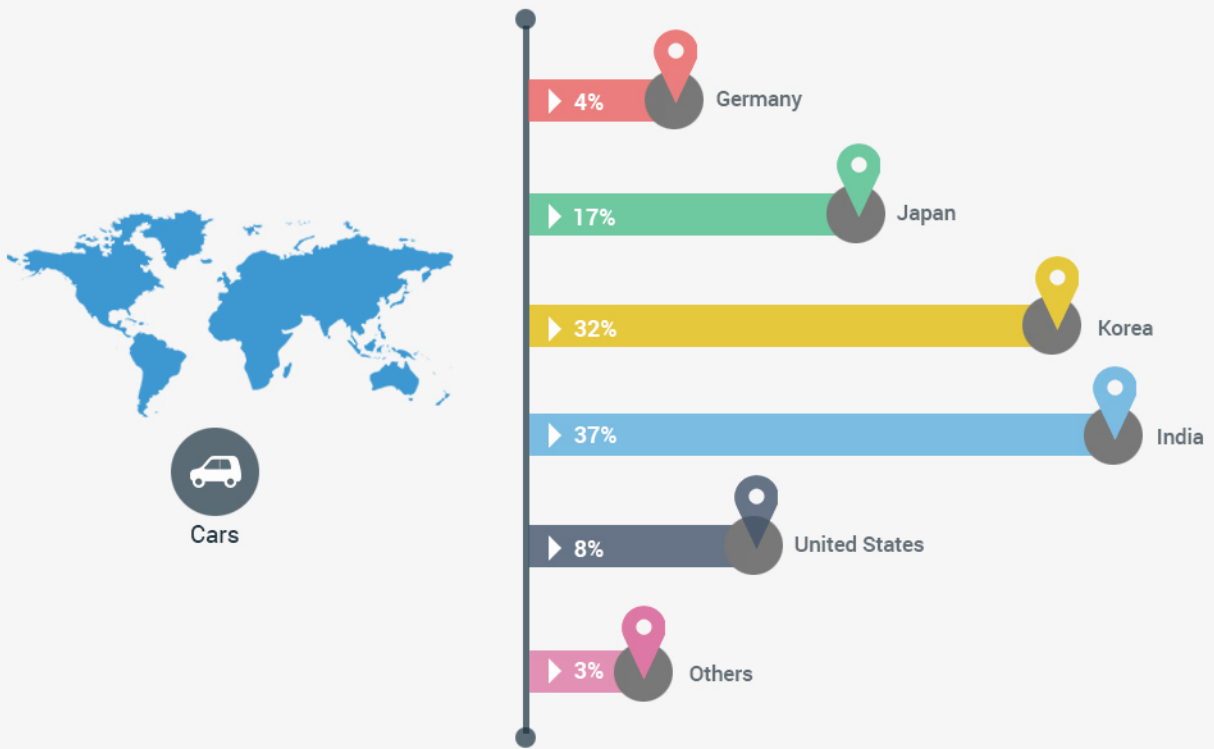
## Cars by Color



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

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## Cars by Country of Origin



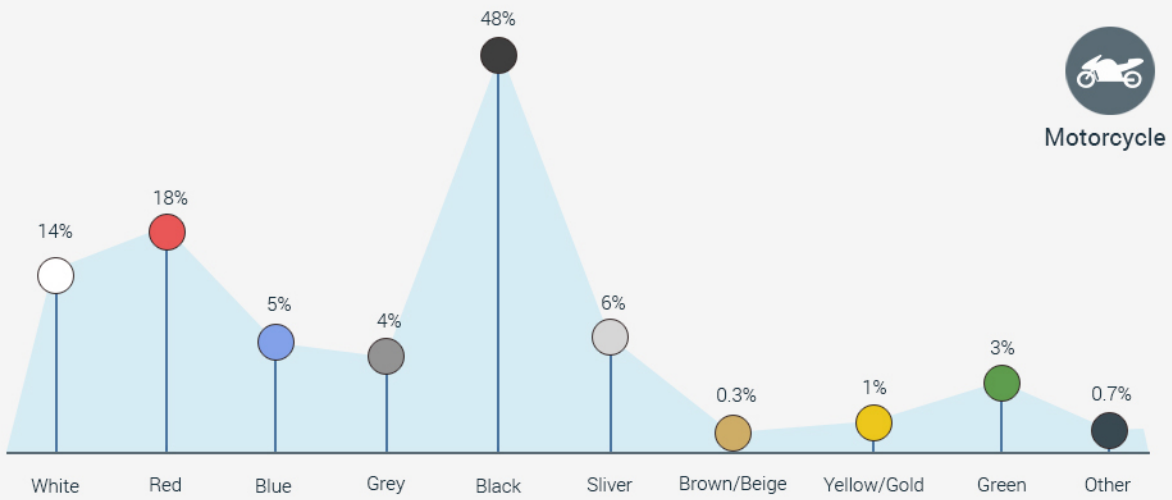
## Cars by Year of Manufacture



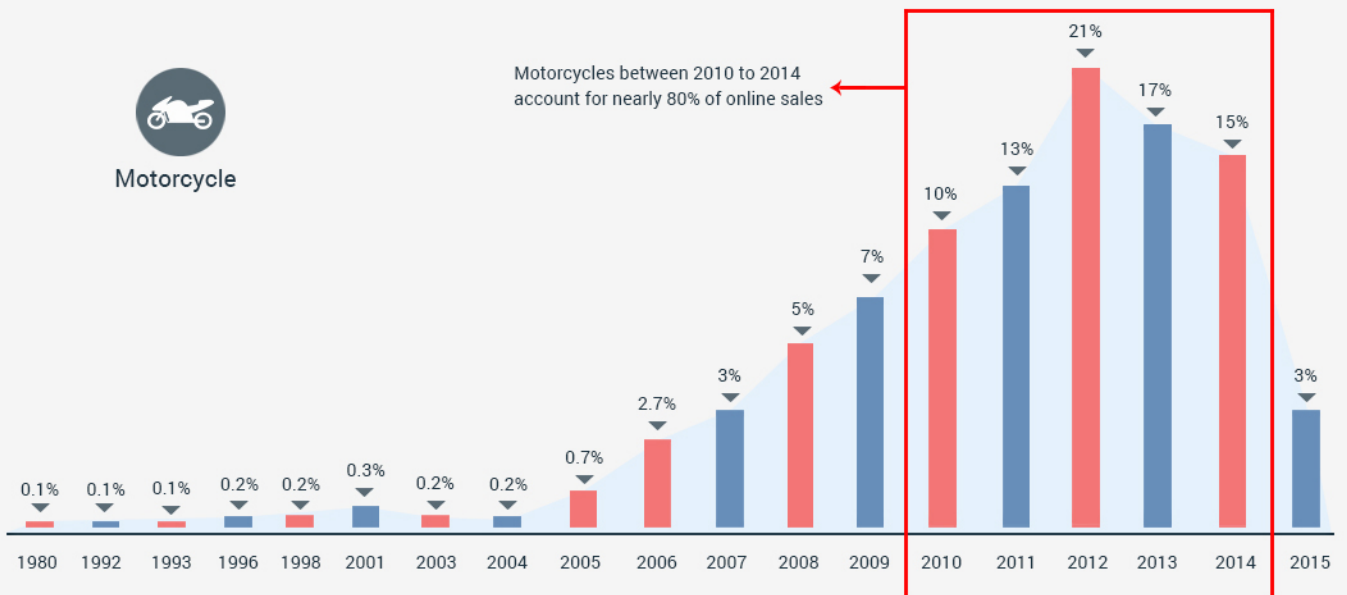
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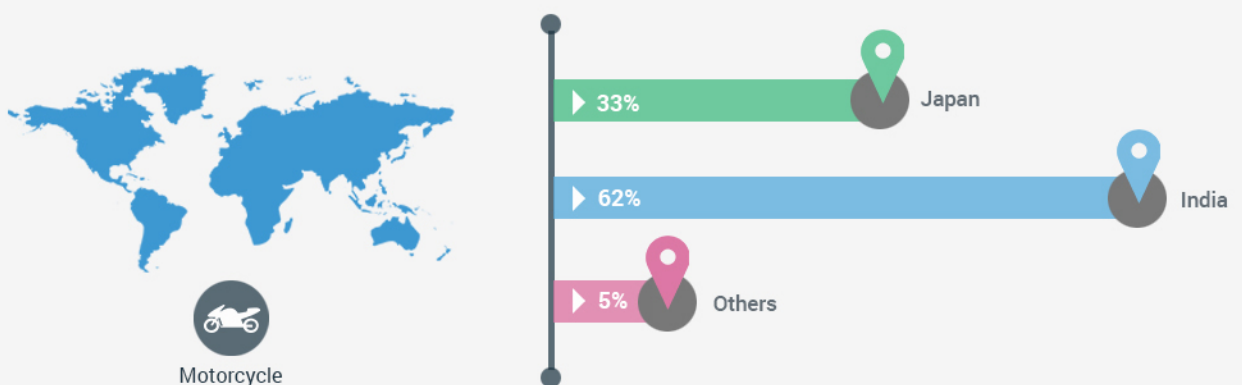
## Motorcycles by Color



## Motorcycles by Year of Manufacture



## Motorcycles by Country of Origin



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



# About Us

India's first automobile marketplace platform: addressing buyer and seller pain points and reducing information asymmetry unlike anything that has happened before

Droom has the potential to aggregate the highly fragmented secondary market for automobiles at a scale not achieved by mankind before

Opportunity to sell not only cars, but anything with wheels along with all accompanying services, exponentially improving the experience in the addressable market

All star team with offices in Singapore, India & Silicon Valley backed by leading global venture investors

## Droom Categories



CAR



BIKE



SCOOTER



BICYCLES



SUPER BIKES



SUPERCARS



VINTAGE  
CAR



VINTAGE  
BIKE



VINTAGE  
SCOOTER



CAR  
DETAILING



AUTO  
INSPECTION



WARRANTY

## Selling Formats

**BEST %  
OFFER**

**₹ FIXED  
PRICE**

**droom  
Auction**



WIDE  
SELECTION



LOW  
PRICES



VERIFIED  
SELLER



INSPECTED  
VEHICLE

## Media Enquiry

This data cannot be used without prior written approval from droom  
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Note: This report has been prepared by Droom's Market Insights & Analytics team based on actual transactional data & the universe of listed automobile at droom for Q2-CY2015.



WIDE SELECTION



LOW PRICES



VERIFIED SELLER



INSPECTED VEHICLE



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