



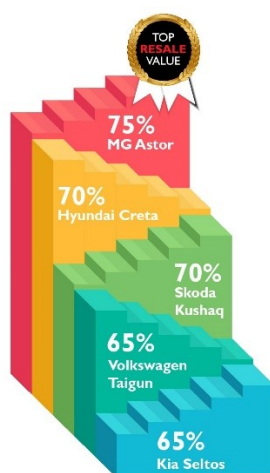
## Droom releases Resale Value Report 2024 for India's Compact SUV Segment ~ MG Astor sets a benchmark as the Highest Resale Petrol Car in India

**Delhi, January 4, 2024:** Droom, India's pioneering online automobile transactional marketplace, today released its 'Resale Value Report 2024' for the highly competitive compact SUV segment in India. The study evaluated cars such as the Hyundai Creta, Volkswagen Taigun, Skoda Kushaq and Kia Seltos on multiple parameters, and **rated the MG Astor as the highest-resale petrol car** in the segment.

In this rigorous comparative analysis by Droom, the MG Astor received the highest resale value of close to 75% compared to its peers. Launched in 2021, the Astor is India's first SUV with personal AI assistant and ADAS level 2 technology and is popular for its advanced tech features.

Speaking about the study, Omkar Palit, Senior Director, Operations, Droom said, "As one of the leading e-commerce players for used car sales, Droom stays committed to empowering its customers with the right knowledge, helping them make informed purchase decisions. Our Resale Value Study evaluated some of the most popular compact SUVs over an extended period of time. The MG Astor emerged as the best choice for individuals and families seeking a reliable, secure, and technologically advanced pre-owned option."

The study rated Hyundai Creta at a resale value equal to or less than 70%, Skoda Kushaq at 65-70% and the Volkswagen Taigun and Kia Seltos in the range of 60-65%, signifying a moderate level of depreciation.



### About Droom - Summary

Droom offers a 21st-century pure play e-commerce experience for automobile buying and selling. Droom is the market leader for automobile retail in India. Droom offers India's largest selection of automobiles with 300k+ vehicles online in 1100+ cities — both used & new, cars & 2-wheelers, and other vehicles too. Droom is a technology and data science company that facilitates automobile buying and selling online through a combination of our asset-light automobile e-commerce platform along with a technology-driven vertically integrated proprietary ecosystem of products and services for the automobile industry.



Our automobile e-commerce platform, which includes our website and mobile apps that offer users selection, low price, trust, and convenience second to none. Our US patented proprietary technologies offer full control and curation in buyers' journey including benchmark pricing, inspection, vehicle history, vehicle discovery, used vehicle certification, loan, insurance and doorstep delivery.

Droom has sold 500k+ vehicles and served over 1.5 million happy customers with its products and services. Droom was founded by Sandeep Aggarwal, the only tech-entrepreneur in India who has funded two Unicorns back-to-back (ShopClues and Droom). 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.