

## eBay India Motors enhances focus on Tamil Nadu Chennai becomes a significant eCommerce Hub for B2B Motors transactions

*eBay India Motors, the leading online B2B Motors marketplace, announced its plans of enhancing focus on Tamil Nadu. Acknowledging Tamil Nadu and particularly Chennai's emerging importance as a significant eCommerce centre for B2B Motors transactions, Amit Bhartiya, Director, eBay India Motors announced the company's plans to increase awareness of the eBay India Motors platform and the opportunities it represents for corporates and dealers. Mr. Bhartiya commemorated the occasion by felicitating Mr. Lakshmanasami, a Coimbatore based entrepreneur dealer on the eBay India Motors platform at the event.*

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eBay India Motors is the largest online marketplace for sale of second hand cars, bikes, commercial vehicles and tractors in India. **It is a B2B Motors Marketplace where corporates, financial institutions, large dealers and fleet owners sell vehicles to automobile dealers across the country.** eBay India Motors' strength lies in its dealer base of over 8,000 dealers, who are registered to buy on the platform, across 225 cities.

**Mr. Amit Bhartiya, Director, eBay India Motors** shared, '*In a fragmented used vehicle market like India, we have been successful in addressing the needs of the corporates and dealers through the creation of a robust and scalable platform which provides a one stop shop for the transparent sale of all makes and types of used vehicles, across the country. On any given day, almost 600 vehicles are auctioned on the eBay India Motors platform and a vehicle sells every 5 minutes! We would like to take this opportunity to thank all our dealers for their continued support and trust in the marketplace. We will continue to transform conventional dealers and brokers across the country into successful online entrepreneurs in the used vehicle industry'*

**Key B2B eCommerce trends seen nationally and locally: 1000** dealer-entrepreneurs **(12.5%)** who buy on the platform in the country are from Tamil Nadu, making it an emerging market for eCommerce development. Many of these dealers were new to the internet with over **60%** getting first introduced to the computer and the internet through their eBay training. **61%** of dealers come from small towns including Tuticorin, Marthandam, Karaikudi & Pollachi. Cybercafes are key access points for over **55%** dealers. **55%** of dealers buy vehicles beyond their city of operation with **20%** of dealers bidding for vehicles across states. Tamil Nadu is the strongest contributor of used 2 Wheeler sales. High value good like Trucks are regularly traded online. **150,000** vehicles have been transacted online through eBay India Motors till date.

eBay Motors has been successful in addressing the inefficiencies existing in the market by creating a transparent and liquid wholesale market of used vehicles. The growth has been manifested by the

response from the B&C cities, which forms a large percentage of the 8000 pre approved dealer network spread across 225 towns and cities in India. Over 50 institutional sellers sell Tractors, Commercial Vehicles, 4 wheelers and 2 wheelers.

eBay India Motors provides free training to interested dealers through eBay Motors Academy, conducted across India. The academy comprises of buyer-training programs to inform the participants about the opportunity, benefits & processes of buying on eBay India. In addition, there is phone based training and even regional language online animated tutorials in Hindi, Malayalam, Tamil, Kannada & Bengali.

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### **About eBay India Motors**

**eBay India Motors** is the leading online marketplace for sale of second hand cars, bikes & commercial vehicles in India. It is a B2B Motors Marketplace where corporates, financial institutions, large dealers and fleet owners sell vehicles to automobile dealers across the country. This unique marketplace was founded in 2002 as part of Baazee.com (now eBay India).

eBay India Motors hosts online auctions for the sale of vehicles in a transparent and auditable manner on <http://b2bmotors.eBay.in> . eBay India Motors' strength lies in its dealer base of over 8000 dealers, who are registered to buy on the platform, across 225 cities. The B2B Motors Marketplace on eBay India, is an independent and neutral platform, which provides a level playing field to all buyers on the platform, thereby eliminating intermediary costs along with a reduction in holding costs and turnaround time.

### **About eBay**

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

*eBay is The World's Online Marketplace®.*

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You can also visit [www.ebay.in](http://www.ebay.in) for more information.