

eBay India Motors enhances focus on South Andhra Pradesh emerges as a significant eCommerce Hub for B2B Motors transactions

eBay India Motors, the leading online B2B Motors marketplace, announced its plans of enhancing focus on South India. Amit Bhartiya, Director, eBay India Motors announced the company's plans to increase awareness of the eBay India Motors platform in Andhra Pradesh, an influential eCommerce centre for B2B Motors transactions. Mr. Bhartiya commemorated the occasion by felicitating Mr. S. A. K. Javed, a Karimnagar based entrepreneur dealer on the eBay India Motors platform at the event.

Mumbai, Maharashtra, IND, 2007-08-02 14:21:55 (IndiaPRwire.com)

eBay India Motors, the leading online B2B Motors marketplace, announced its plans of enhancing focus on South India. Amit Bhartiya, Director, eBay India Motors announced the company's plans to increase awareness of the eBay India Motors platform in Andhra Pradesh, an influential eCommerce centre for B2B Motors transactions. Mr. Bhartiya commemorated the occasion by felicitating **Mr. S. A. K. Javed**, a Karimnagar based entrepreneur dealer on the eBay India Motors platform at the event.

Mr. Amit Bhartiya shared Andhra Pradesh's importance in the Indian B2B Motors market as it was emerging as the largest hub for used 3Ws & Tractors in the South. Mr. Bhartiya also elaborated that Andhra Pradesh based dealers were most keen and active in cross-state bidding.

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, ' *Our aim is to create the largest used vehicle market in India by providing a platform to dealers and corporates for a one stop shop for transparent sale of all makes and types of used vehicles nationally. Through our platform, we have been successful in empowering over 8000 dealer-entrepreneurs with access to used vehicle inventory in nearby cities or even across states. This has enabled the dealers to transform their local business into one which trades in multiple categories and is truly national. Our key goal will be to 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: Many of the dealer-entrepreneurs who buy on the platform 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 Macchilipatnam, Gudoor, Tenali 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 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.

- END -

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®.

For more information, Please contact:

Sneha Deshpande

Corporate Communication - eBay India
91 22 66690000
91 22 66611324

Deepa Thomas

Manager - Corporate Communications - eBay India
91 22 66690000
91 22 66611324

You can also visit www.ebay.in for more information.