

B2B eCommerce thrives in Punjab & Haryana for eBay India Motors!

Heavy Commercial Vehicles emerging from this region key contributor to online B2B Motors transactions

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eBay India Motors, the leading online B2B Motors marketplace, announced its plans of enhancing focus on the Heavy Commercial Vehicles segment in Northern India. Acknowledging Punjab & Haryana's importance as the largest contributor of HCVs and trailers on the platform, **Amit Bhartiya, Director, eBay India Motors** announced the company's plans to increase adoption within the transport industry within this region at a conference in Chandigarh today. Mr. Bhartiya commemorated the occasion by felicitating **Mr. Munish Singla**, a Chandigarh based entrepreneur dealer on the eBay India Motors platform, at the event.

Mr. Amit Bhartiya shared this region's importance in the Indian online B2B market as it has emerged as the largest hub for used Trucks & Trailers in Northern India. He also shared his plans around targeting Transport Nagar's across this region to increase awareness and presence within the bustling transport industry in this region. eBay India Motors' currently has a large community of over **9,000 buyers (mostly dealers)**, who are registered and trained to buy on the platform, across **250 cities**.

eBay India Motors is the largest online marketplace for the sale of second hand trucks, tractors, cars, bikes and other commercial vehicles in India. **It is a B2B Motors Marketplace which presents a unique opportunity for sourcing used vehicles from Transporters, Logistics service providers, Financial Institutions, Leasing Companies and large Corporates through online auctions.**

Mr. Amit Bhartiya, Director, eBay India Motors shared, *'Our aim is to create the largest organized online used vehicle market in India by providing a one-stop shop to dealers, entrepreneurs and corporates for the efficient sale of all makes and types of used vehicles nationally. Through our platform, we have been successful in empowering over 9,000 dealers & entrepreneurs by providing them access to used vehicle inventory in neighboring regions or even across states. This has enabled the dealers to transform their local business into one which pans across multiple vehicle categories and is truly national. Our key goal will be to continue to transform conventional dealers, brokers & entrepreneurs across the country into successful online entrepreneurs within the used vehicle industry.'*

Key B2B eCommerce trends seen nationally and locally: Punjab sees the largest consumption of diesel SUV's & MUV's. High value goods like trucks and trailers are regularly traded online. Small truckers and feeder businesses in over 6 states use eBay Motors as a valuable source for regular inventory of trucks of all makes and vintage. A large number of Fleet Operators from Punjab (Moga, Bhatinda, Amritsar) & Haryana (Hisar, Rohtak) sell and buy HCV's. Dealers participate from fairly remote locations including Mandi Govindgarh, Jagraon, Moga and show keen interest in buying tractors from neighbouring states. Eastern UP contributes to the highest sales for 3 Wheelers. **150,000** vehicles have been transacted online through eBay India Motors.

eBay Motors has been successful in addressing the inefficiencies existing in the used vehicle market

by creating a transparent and liquid online 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 9000 pre-approved buyer network spread across 250 towns and cities in India. Over 250 institutional sellers sell Tractors, Commercial Vehicles, 4 wheelers and 2 wheelers on the eBay India Motors platform.

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

eBay India (www.ebay.in), India's leading online marketplace, is India's biggest online trading community where anyone can sell or buy almost anything. eBay India is a trading platform offering auctions, fixed price and classifieds modes of person-to-person trading. There are a wide range of products listed on eBay India in an array of categories including Apparels & Accessories, Beauty & Health, Bollywood Memorabilia, Books & Magazines, Cameras & Optics, Cars & Bikes, Coins & Stamps, Computers & Peripherals, Consumer Electronics, Fitness & Sports, Home, Tools & Appliances, Jewellery & Watches, Mobiles & Accessories, Movies & Music, Musical Instruments, Services & Real Estate, Toys, Games & Baby, Travel, Tickets & Vouchers, Video & Computer Games & Everything Else. eBay India is a 100% subsidiary of eBay Inc., The World's Online Marketplace®.

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 buyer base of over 9000 dealers, who are registered to buy on the platform, across 250 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 for more information.