

## East fastest growing region for eBay India Motors!

*Light 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 East India with the emergence of West Bengal as the fastest growing region across all categories of vehicles. **Amit Bhartiya, Director, eBay India Motors** announced the company's plans to increase adoption within the transport industry and dealers at a conference in Kolkata today.

Mr. Amit Bhartiya shared the importance of West Bengal, Assam & Orissa in the Indian online B2B market as it has emerged as the largest hub for Light Commercial Vehicles in 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 **10,000 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 10,000 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:**

- East is the fastest growing market for eBay
- Eastern region sees regular trade of Heavy Industrial Vehicles - Tippers, Loaders etc.
- Large number of Fleet Operators from West Bengal (Kolkata, Siliguri), Orissa (Cuttack, Sambhalpur) & Jharkhand (Jamshedpur, Bokaro) buy and sell LCV's & HCV's
- TN is the strongest contributor of used 2W sales
- Punjab sees the largest consumption of diesel SUV's/MUV's.

• Delhi sees the maximum car sales High value goods like trucks and trailers are regularly traded online Dealers participate from fairly remote locations including **Midnapore, Burdhan, Behrampur, Keonjhar** and show keen interest in buying tractors from neighbouring states **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 10,000 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 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 10,000 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.

eBay India Motors has recently launched a B2C and C2C classifieds marketplace on [www. eBay.in](http://www.eBay.in) (<http://motors.ebay.in>)

### **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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