

IMPACT OF COVID-19 ON AUTO BUYERS

A Cardekho initiative

June, 2020

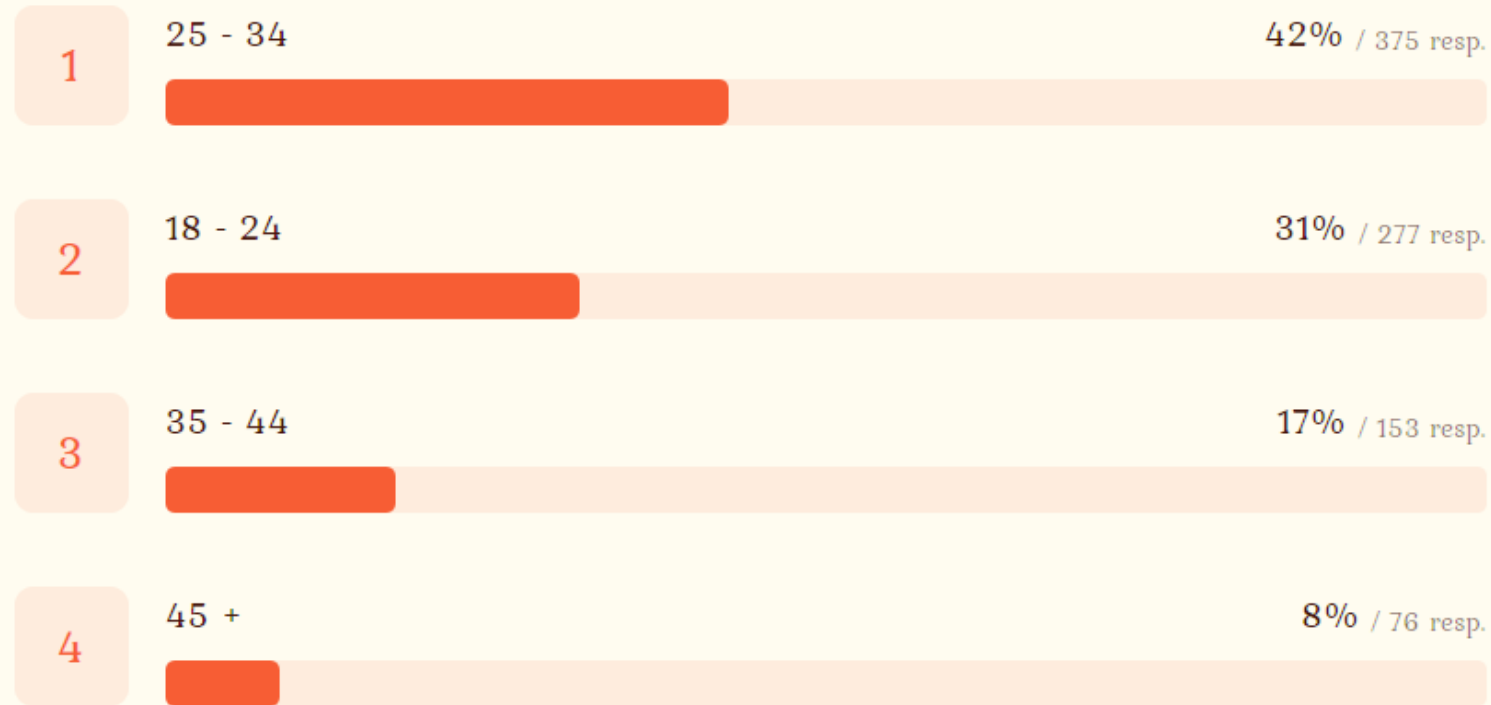
Why does this survey matter?

- 1 *Respondents are high intent audience*
- 2 *Respondents are visitors to one of the most engaged auto community platform*
- 3 *Sample size – 887*
- 4 *Sample methodology – Online survey*



Please select age group which describes you best

881 out of 887 answered

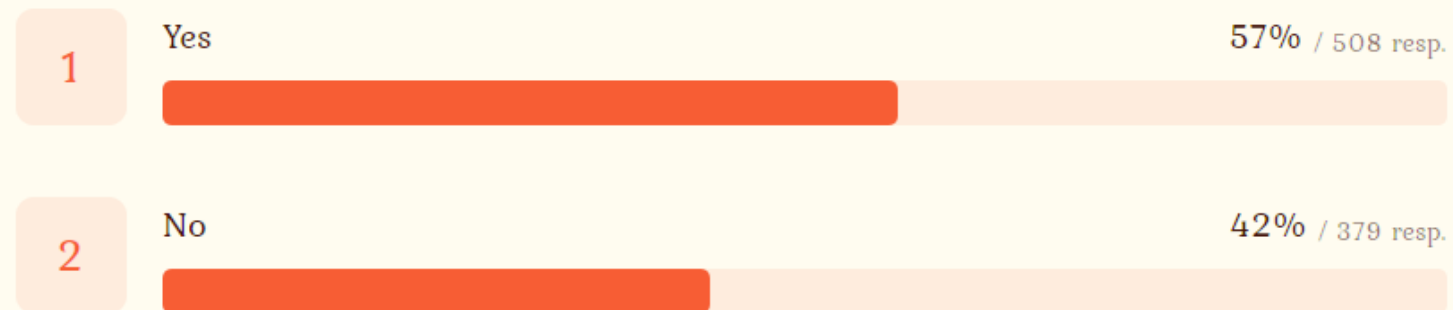


73%

respondents
are in age
group of
18-34

Post COVID-19, would you like to take a doorstep test drive?

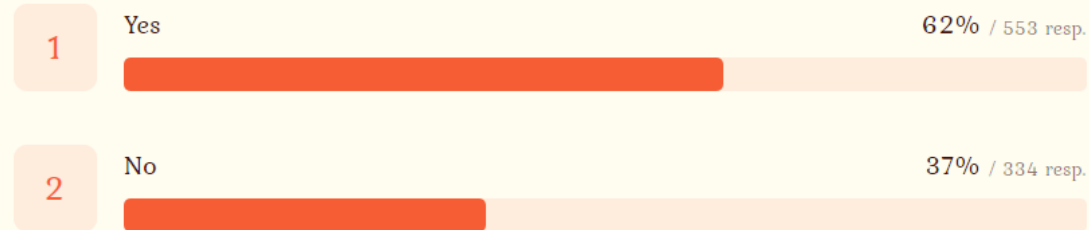
887 out of 887 answered



Shift from dealer visit to doorstep test drive will be the new normal

Post COVID-19, would you like us to provide you with at home service for vehicle loan/finance, purchase documentation, payment, and car delivery?

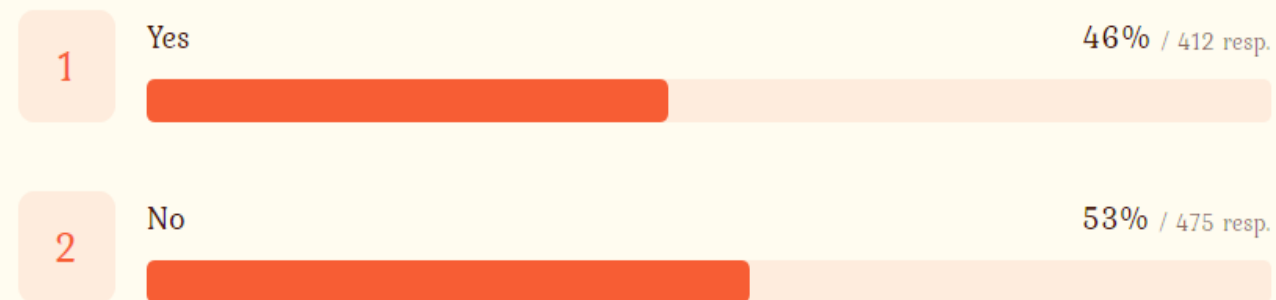
887 out of 887 answered



**Contactless
experience will
be an emerging
trend post
normalcy**

During/Post COVID-19, would you like to book your car online?

887 out of 887 answered

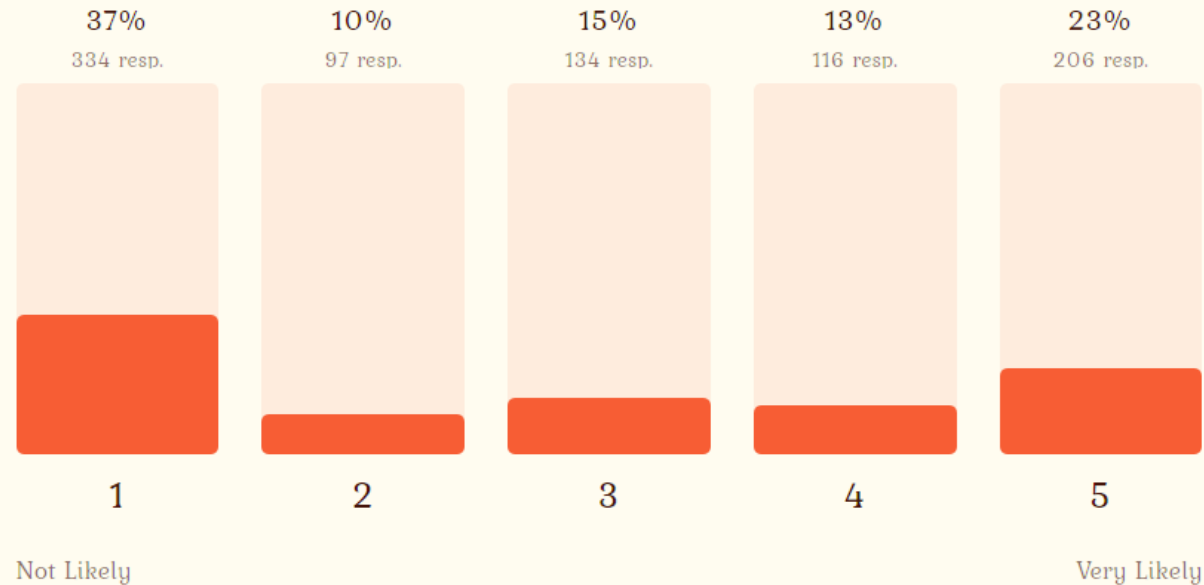


**Witnessing
acceptance
amongst
respondents for
online booking**

On a scale of 1-5, how likely are you to buy a car within 3 months?

887 out of 887 answered

2.7 Average rating

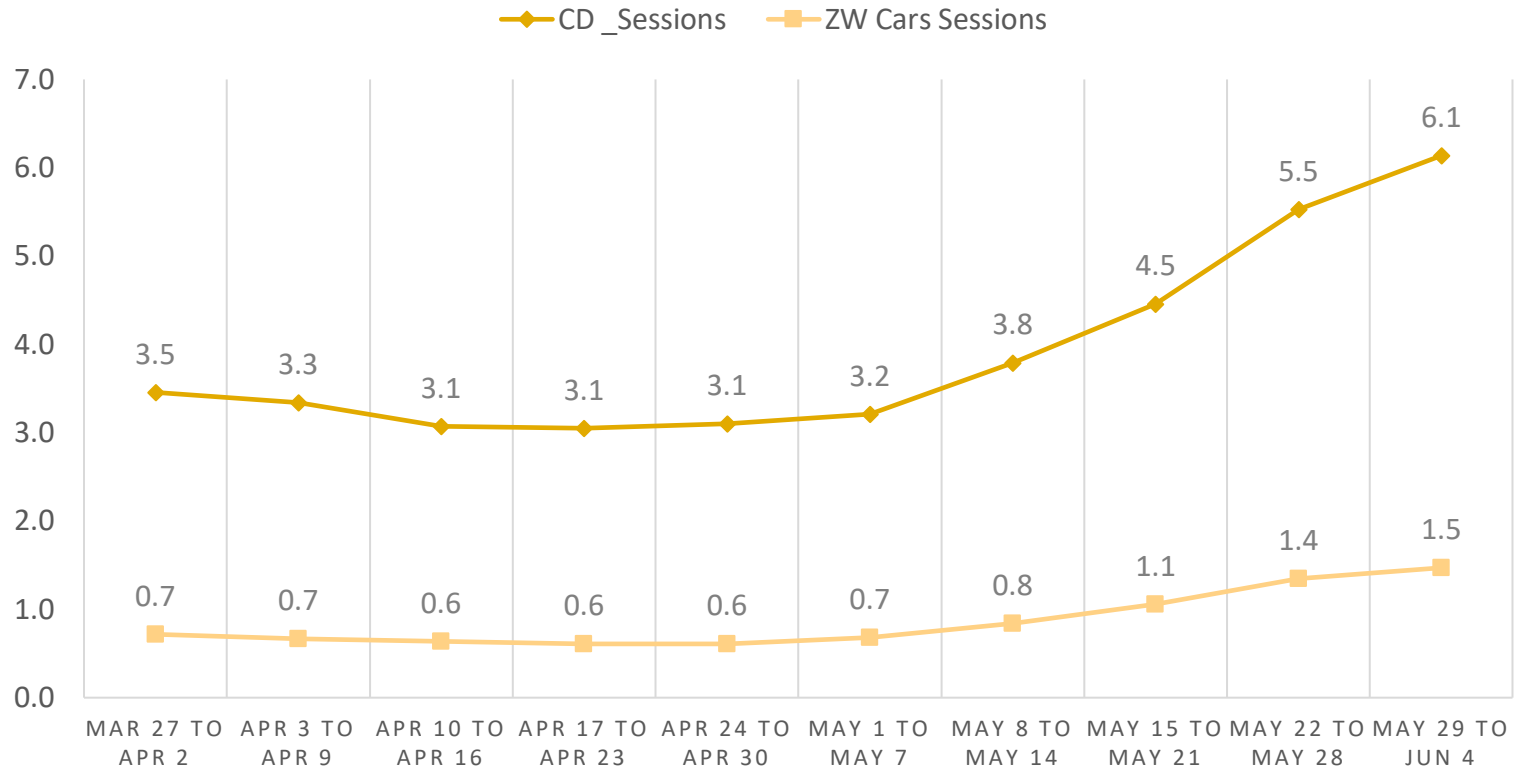


A sizeable percentage is willing to buy soon after COVID ends

With Unlock 1.0, digital automobile consumer is back!



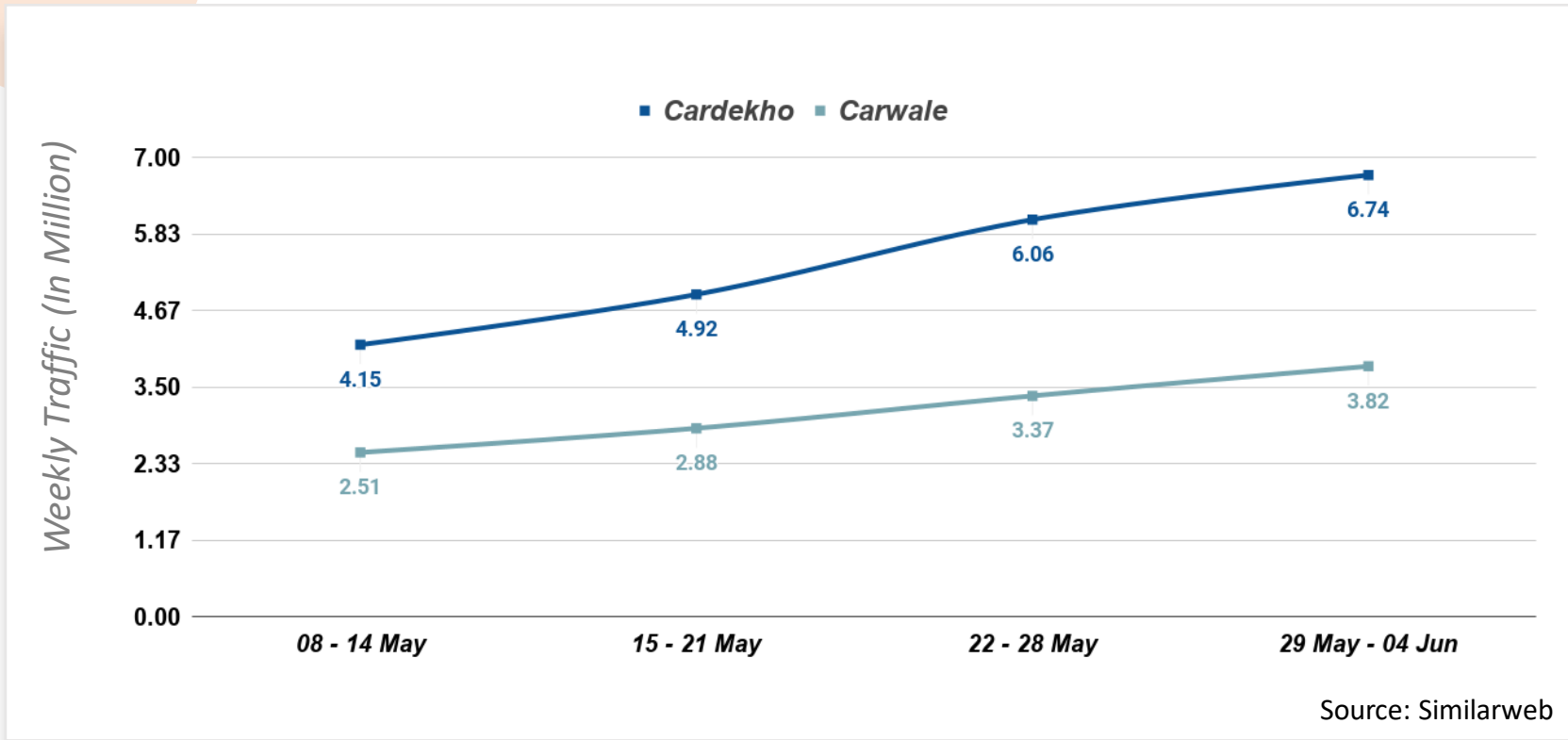
WEEKLY SESSIONS (MN)



Source: GA analytics

**Cardekho and
Zigwheel (cars)
weekly sessions
growth**

Cardekho ahead of curve



It's time for a digital led recovery



Minimize media spillage,
be relevant, save marketing \$\$



Always ON approach, leverage audiences
engaging with your brand



Handhold consumers with new normal, digital
way of launching/booking/buying products



Effectively communicate steps undertaken to
make purchase process safe



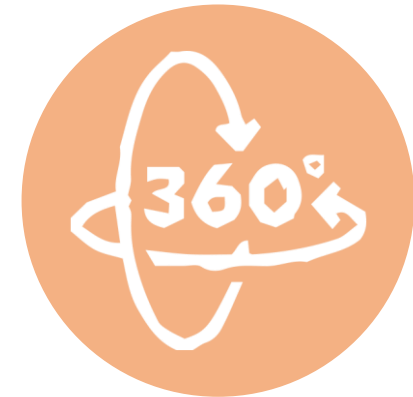
Our new products to fuel digital recovery



Online booking



Custom chatbot



**360° Digital
launch package**

Thanks!

