

# Digital roadmap for CV Industry

A TrucksDekho Survey



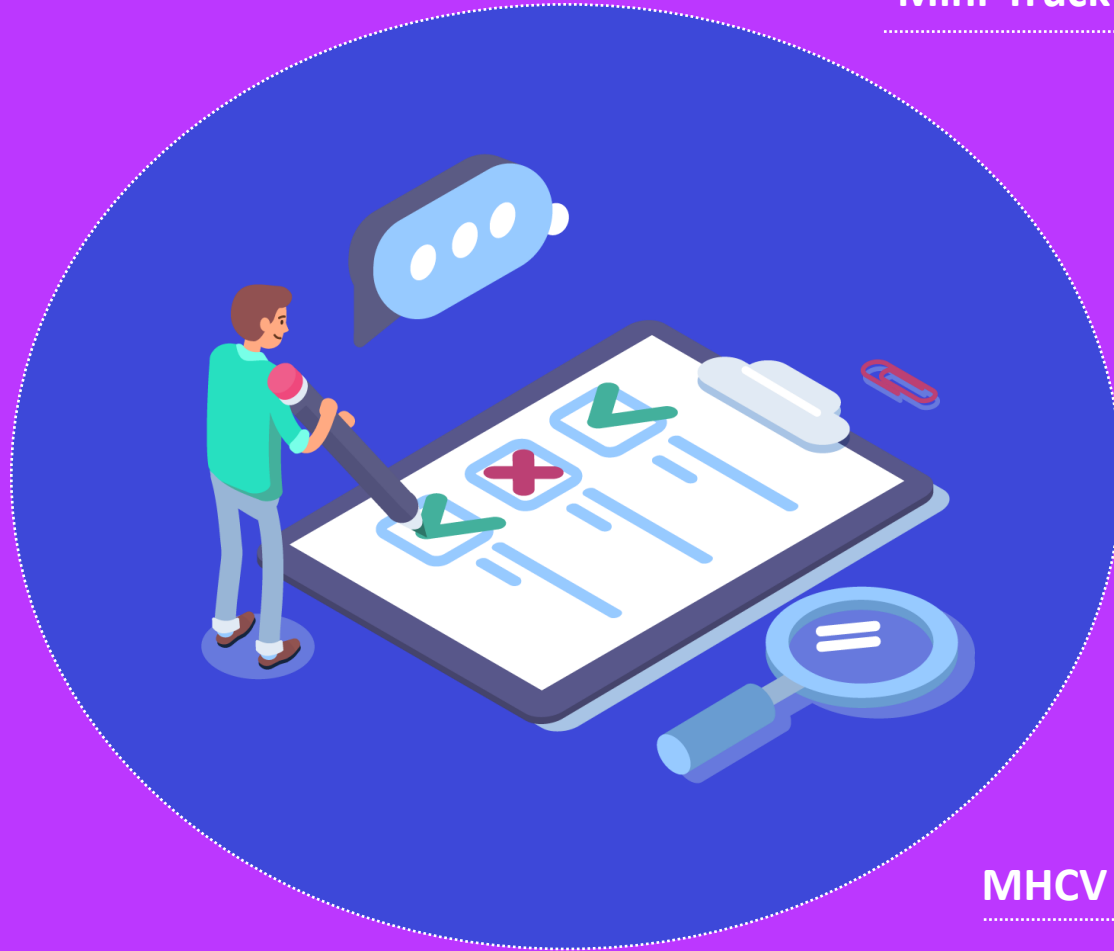
# Why does this survey matter?



- TrucksDekho is the only digital playground for trucks in India with approx. 7 Lakh+ unique visitors per month
- Digital behaviour of Commercial Vehicle customers differ across each segment
- OEMs can realign their digital campaign and strategy according to survey results
- In-market audience\* (N) = 800, divided equally amongst 4 segments

\* - In-market audience refers to lead droppers on our platform

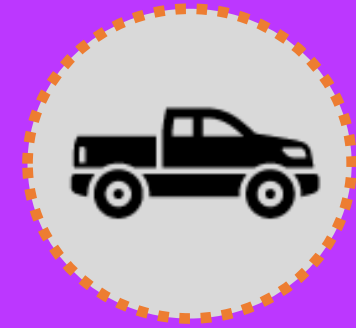
# Survey Segments



Mini-Truck 0T – 2 T



Pick-up 2T – 3.5 T



ILCV 3.5T – 12 T

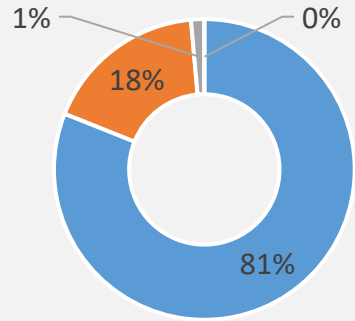


MHCV 12T & Above

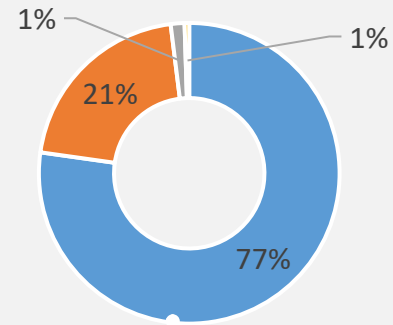


# Respondents Profile (1/2)

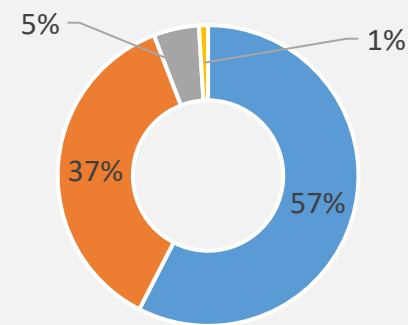
## Mini-Truck



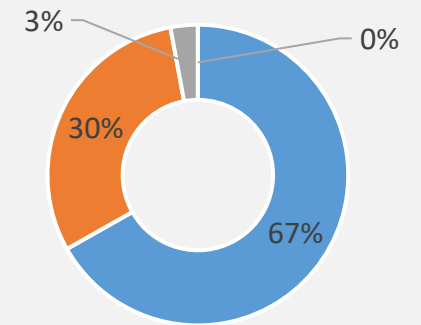
## Pickup



## ILCV



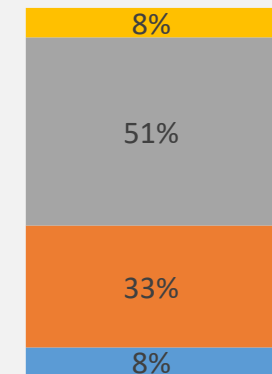
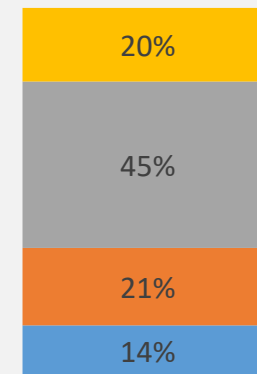
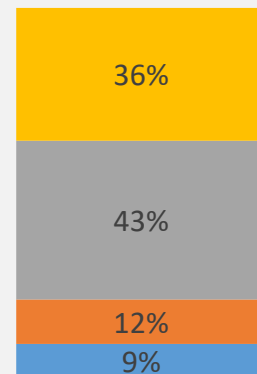
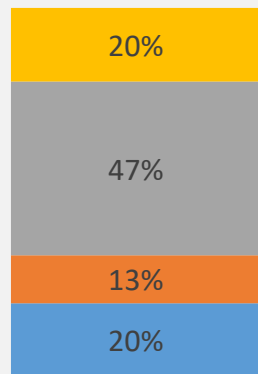
## MHCV



■ FTB (0-1)   
 ■ Small (2-5)   
 ■ Medium (6-20)   
 ■ Large FO (20+)

FTB – First time buyers    FO – Fleet Operators

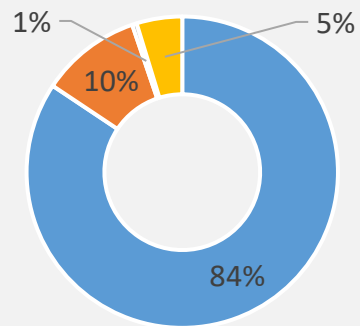
## INDUSTRY TYPE



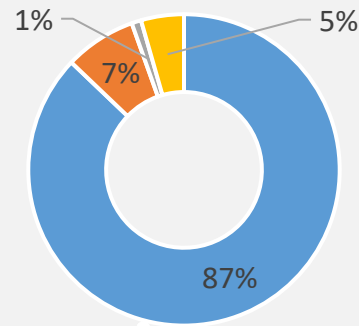
■ FMCG   
 ■ Industrial   
 ■ Other   
 ■ Perishable

# Respondents Profile (2/2)

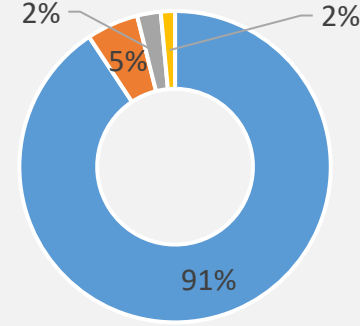
## Mini-Truck



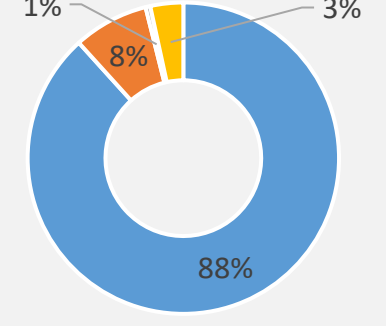
## Pickup



## ILCV



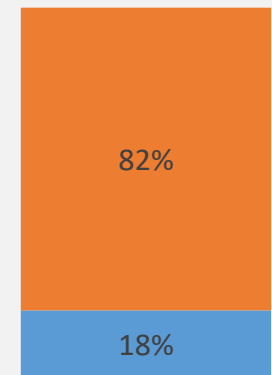
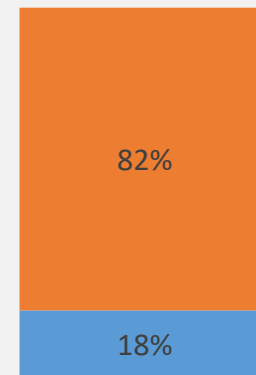
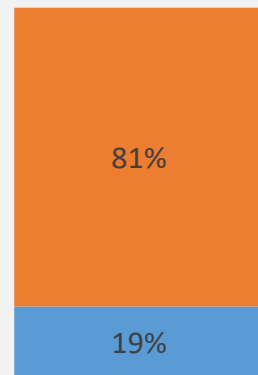
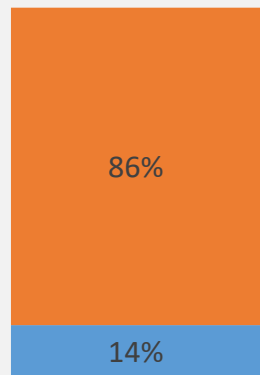
## MHCV



### AGE GROUP

■ 21-40    
 ■ 40-50    
 ■ Above 50    
 ■ Prefer not to say

### DECISION MAKER



■ No

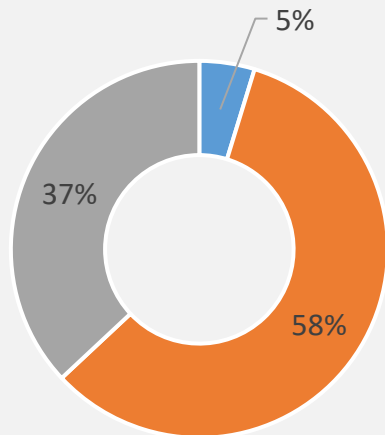
■ Yes

# Which online portal do you visit for CV info?

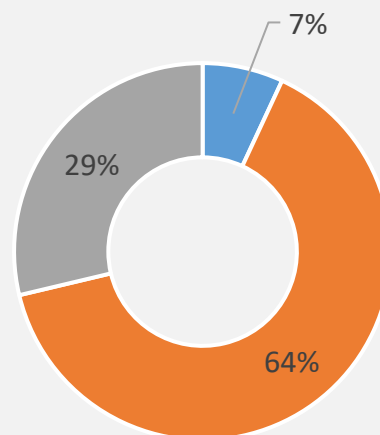
**33% CV buyers**

in the digital ecosystem visit TrucksDekho as their preferred digital partner

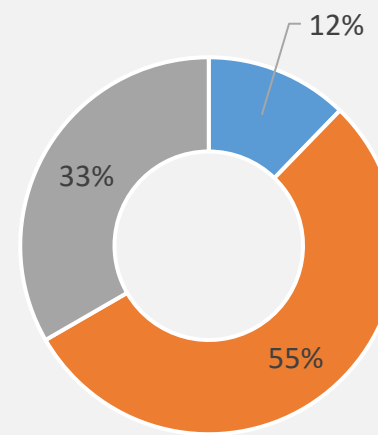
## Mini-Truck



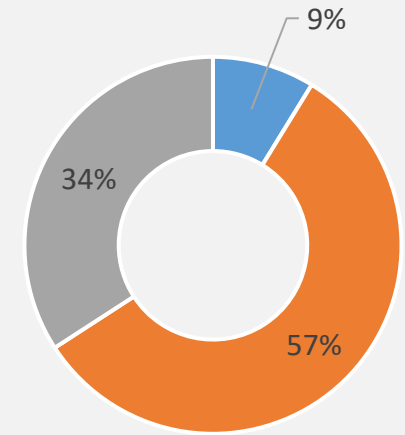
## Pickup



## ILCV



## MHCV



■ OEM Website

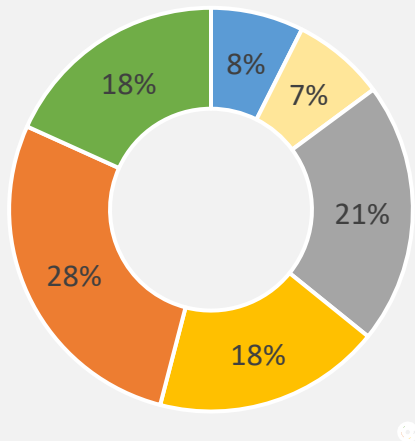
■ Any

■ TrucksDekho

# What are the best features of value on digital platforms like TrucksDekho?

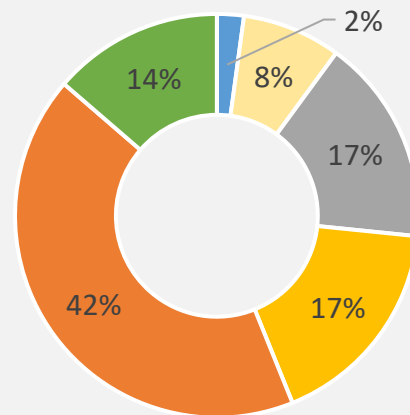
**Majority of CV buyers**  
prefer viewing a truck's specification, info-graphic displays & videos

### Mini-Truck



Articles

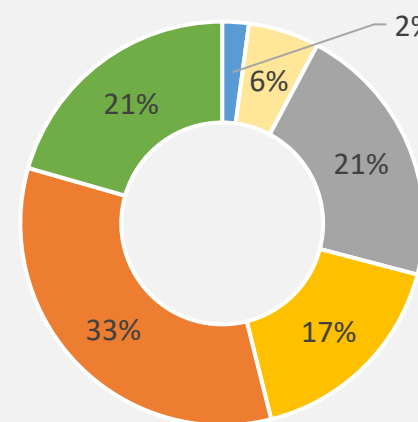
### Pickup



Dealer info

Pictures

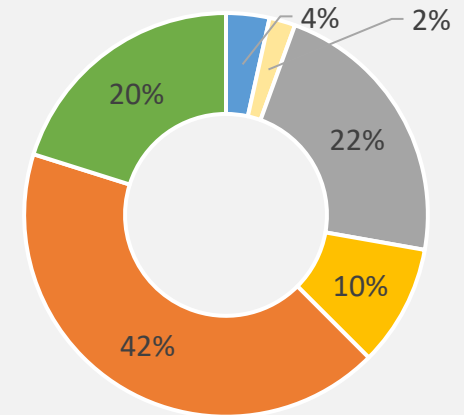
### ILCV



Price

Specifications

### MHCV



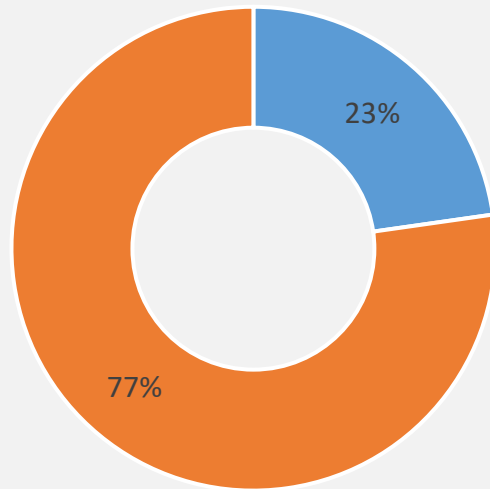
Videos

# Would a 360 degree video help you finalize your buying decision?

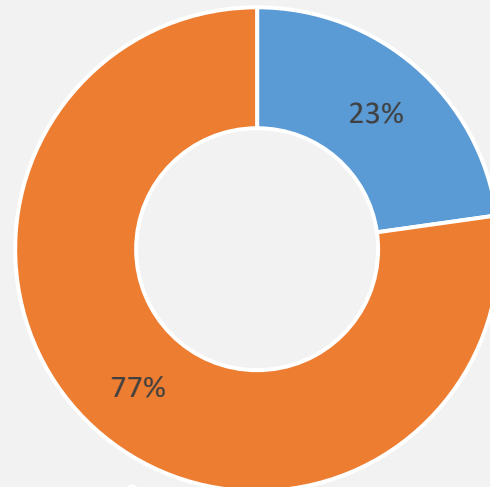
More than 68%+ CV buyers

prefer to see a 360 degree video which for them is a final decision enabler

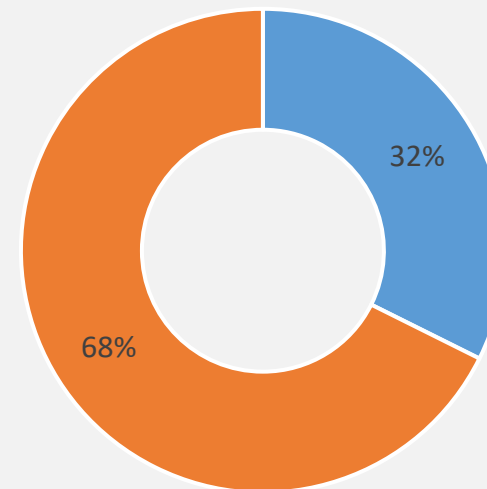
Mini-Truck



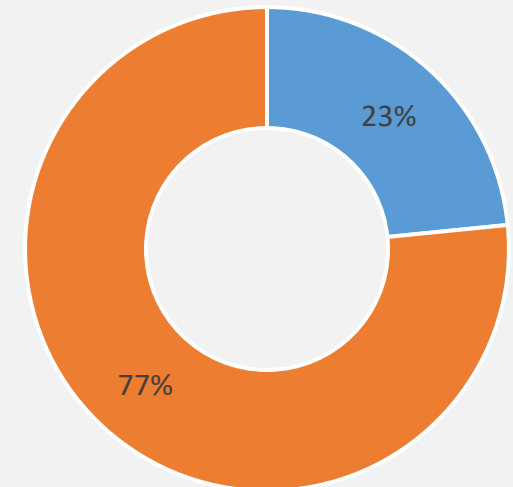
Pickup



ILCV



MHCV



No

Yes

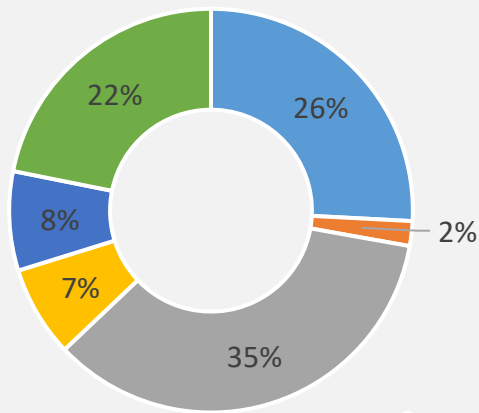


# Considering COVID, what new features will you prefer in online portals?

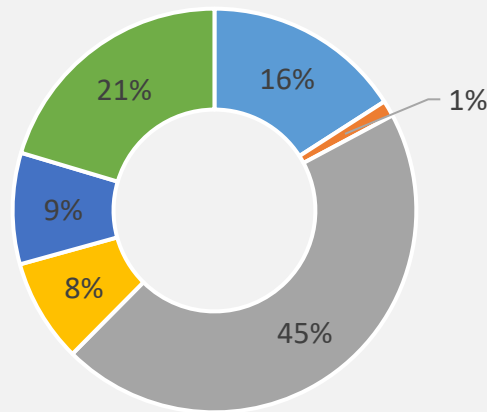
## Majority of CV buyers

are now looking forward to online financial solutions and special online price offers

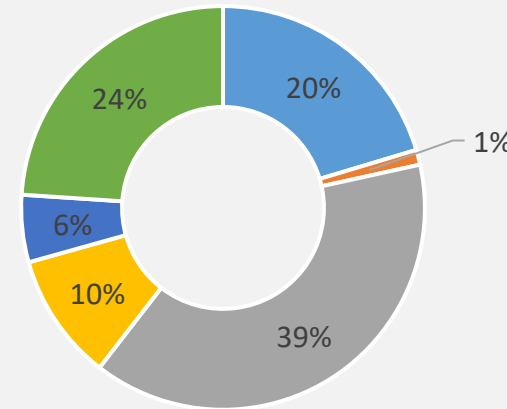
### Mini-Truck



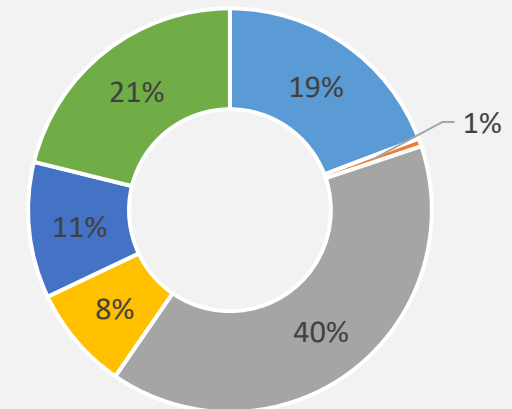
### Pickup



### ILCV



### MHCV



■ All of the above

■ Extended warranty

■ Finance solutions

■ Insurance options

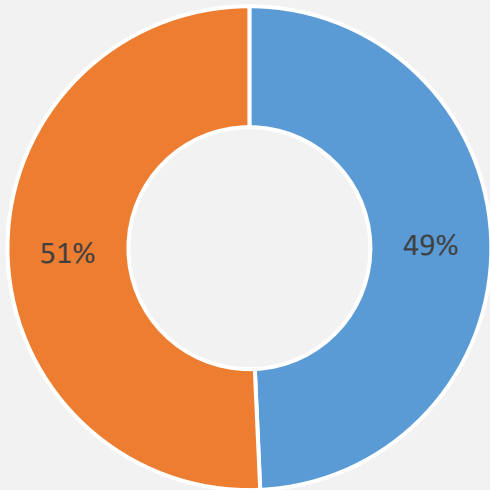
■ Online booking

■ Price offers

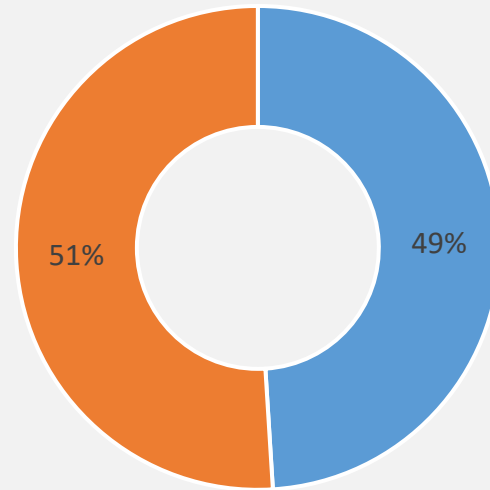
# Would you be willing to book the vehicle without a test drive?

**50% customers, across segments,**  
are interested to book their next truck online. Going forward, this percentage is bound to increase

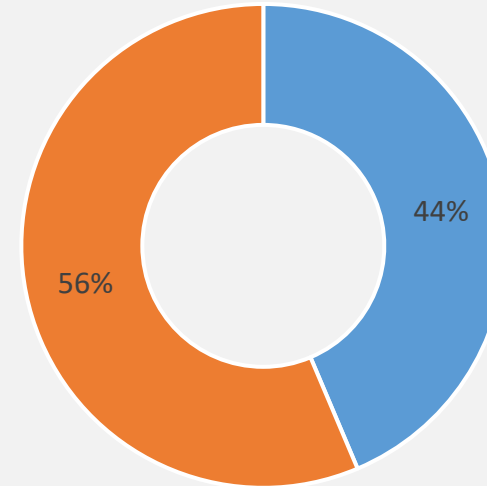
Mini-Truck



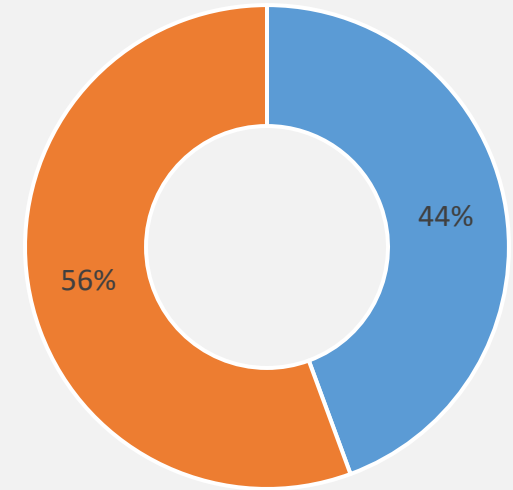
Pickup



ILCV



MHCV



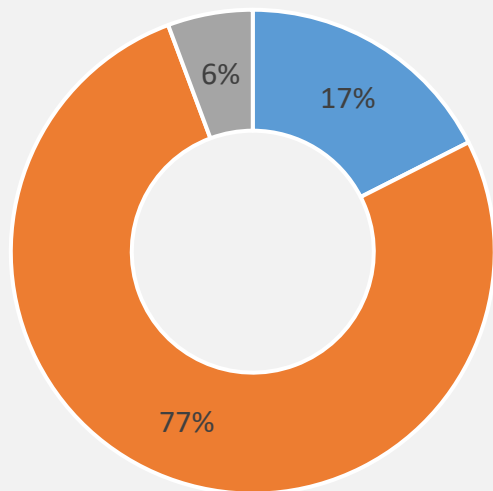
No

Yes

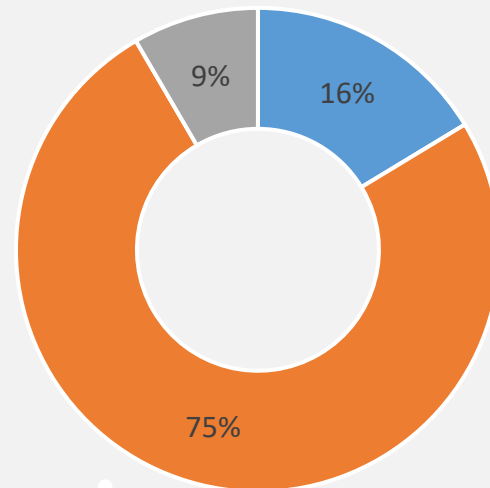
# What effect did Lockdown have on your purchase decision?

**75% CV buyers**  
have delayed their truck purchase

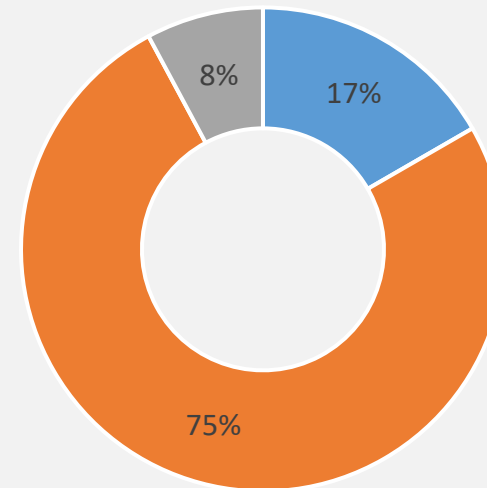
Mini-Truck



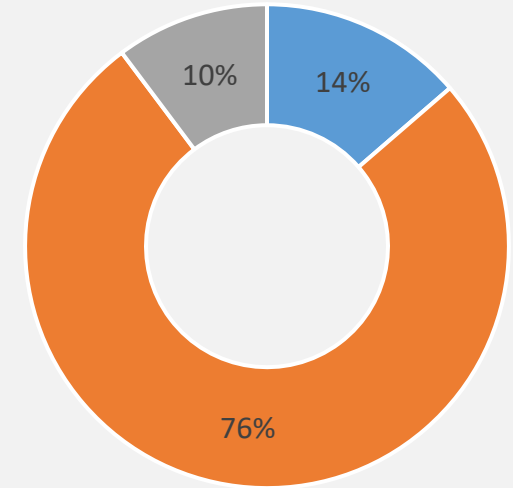
Pickup



ILCV



MHCV



■ Cancellation of purchase

■ Delay

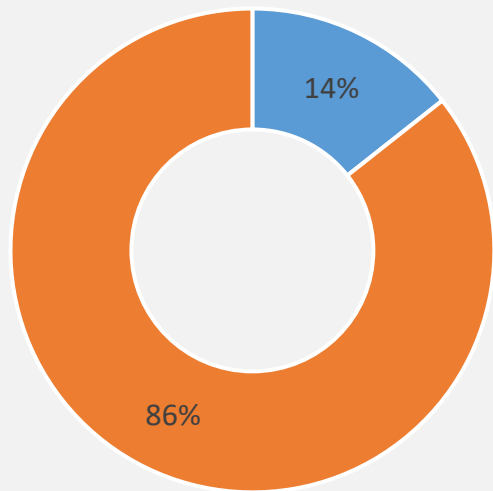
■ No effect

# Are you looking to buy a new CV post Lockdown?

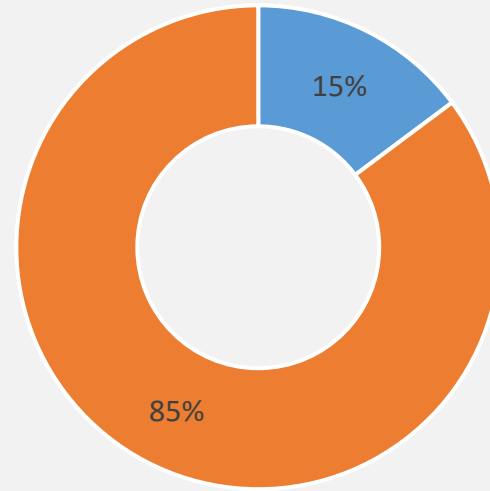
**85% customers are still willing to buy new CV products**

post lockdown whereas the remaining may have changed their decision to now consider a used truck

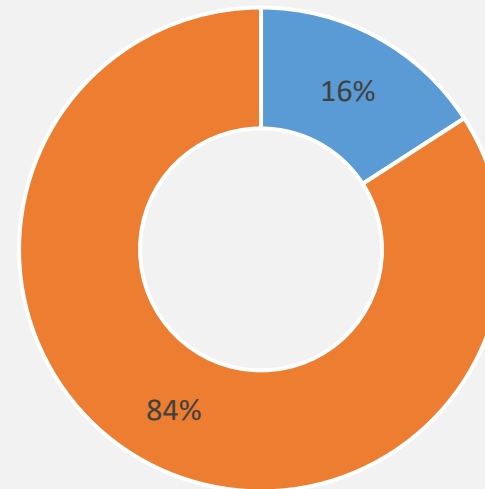
Mini-Truck



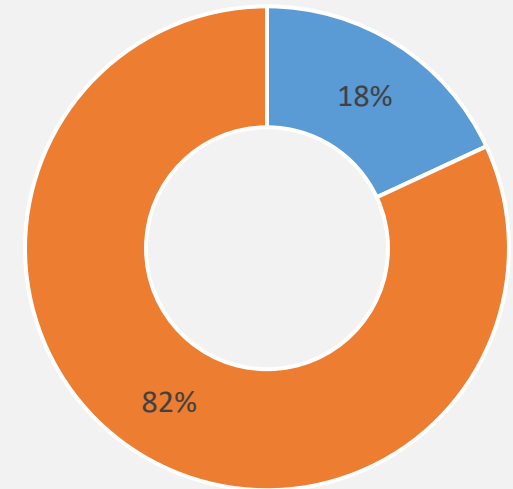
Pickup



ILCV



MHCV



No

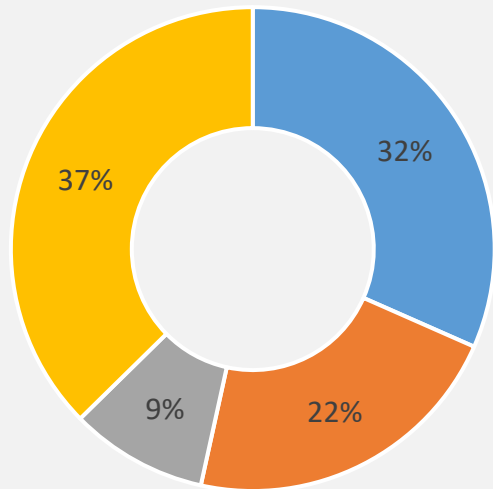
Yes

# Post lockdown, by when would you like to buy your next CV?

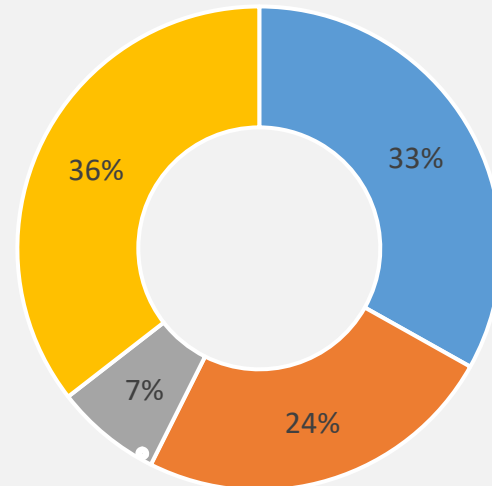
**35% customers**

are presently willing to buy new trucks within a period of 1 month post lockdown is lifted

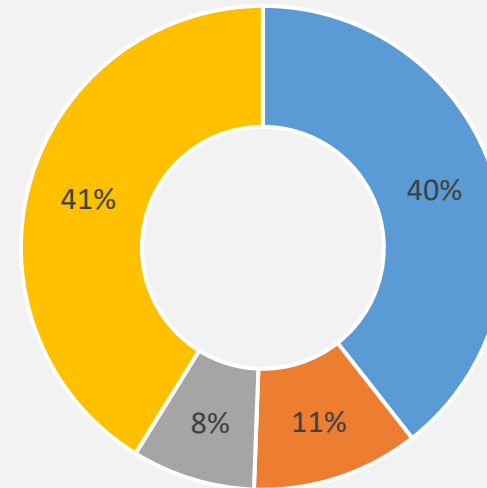
Mini-Truck



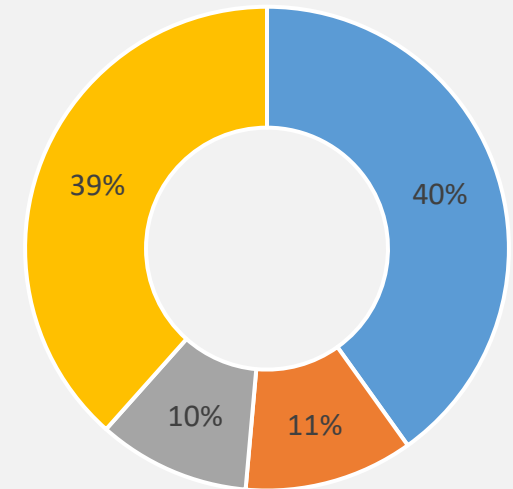
Pickup



ILCV



MHCV



■ 1 month

■ 2 months

■ 3 months

■ 3+ months

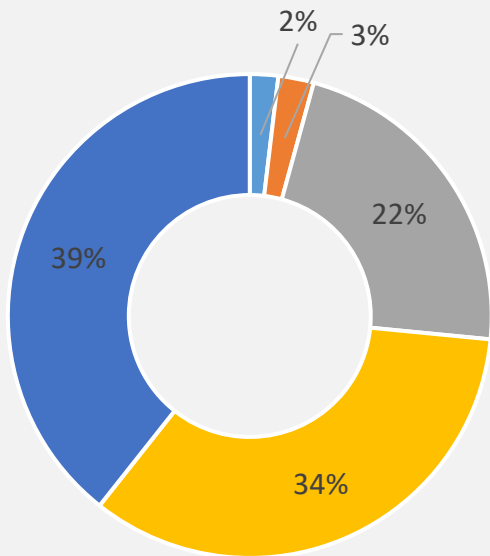
# How would you rate your experience on TrucksDekho?

2/3<sup>rd</sup> of survey takers

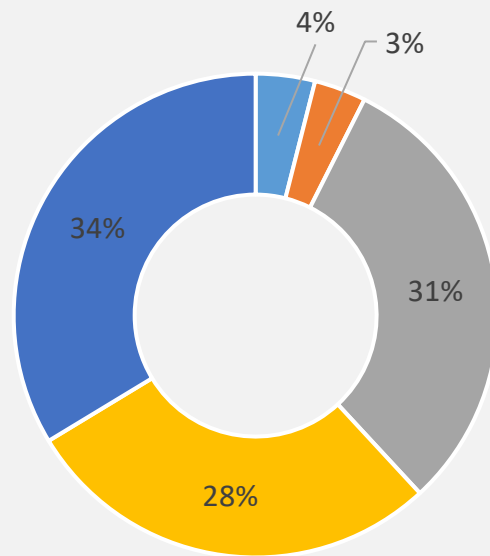
derive exceptional and great value out of TrucksDekho

1 – Very Poor    2 – Poor    3 – Neutral    4 – Great    5 - Excellent

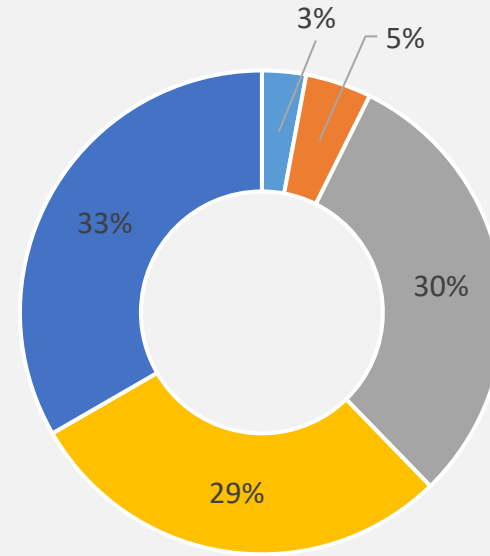
Mini-Truck



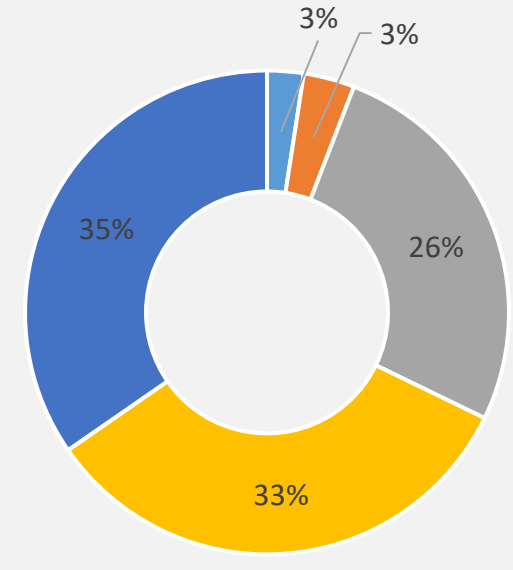
Pickup



ILCV



MHCV



■ 1    ■ 2    ■ 3    ■ 4    ■ 5

# Key Findings



- 1** **Viewership on TrucksDekho is dominated by FTB across segments.** Traditionally, FTBs and SFOs have always been segmented with a vehicle mix of SCV & LCV. But this survey highlights **contrasting buyer trends** that are possibly a **factor of the infrastructure and regulatory disruptions** in the CV industry. Such buyer groups, e.g. – first time buyer of MHCV range of trucks, are growing with time only to become a majority buyer base.
- 2** Majority of SCV & Pickup buyers visiting TrucksDekho help transport perishable commodities while ILCV & MHCV buyers help transport industrial goods. This is an intuitive trend seen across channels
- 3** **TrucksDekho is majorly visited by young business owners who are also the decision makers.** Traditionally young business owners (experience less than 20-30 years) are synonymous with SCV & ILCV clientele. But this survey highlights **contrasting decision maker trends** that are possibly a **factor of E-commerce and Logistics disruptions in the CV industry.** Such buyers, e.g. – young decision maker of a MHCV purchase, are also the early adopters of digital platforms and are set to form network groups that evangelize the brand to others
- 4** **More than a third of CV buyers in the digital ecosystem visit TrucksDekho as their preferred digital partner.** This is an important analogy to understand TrucksDekho's position in the digital customer's top of mind recall

# Key Findings



- 5 A majority of digital CV buyers prefer viewing the truck's specification. Thus this feature becomes a decision enabler and needs to be nurtured jointly by OEMs and TrucksDekho through info-graphic displays and videos. A highlight in this analysis is the preference of CV buyers towards visual content consumption including pictures and videos
- 6 More that 70% digital customers prefer to see a 360 degree video (inside & outside) as a critical decision making parameter
- 7 Majority of digital CV buyers are looking forward to online financial solutions and special online price offers. Digital channels thus gives OEMs a fresh opportunity to present a new value proposition to the customer that is bound to act as a major cross-selling initiative. These solutions, possibly a bottleneck traditionally, will be a major brand-image booster as well
- 8 Almost 50% digital customers, across segments, are interested to book their next truck online. Alternatively CV buyers would prefer that a test-drive is arranged at their home. This establishes the need to embrace hyper-personalization as buyer interactions become omni-channel.
- 9 75% digital buyers have delayed their truck purchase, 15% have cancelled the purchase

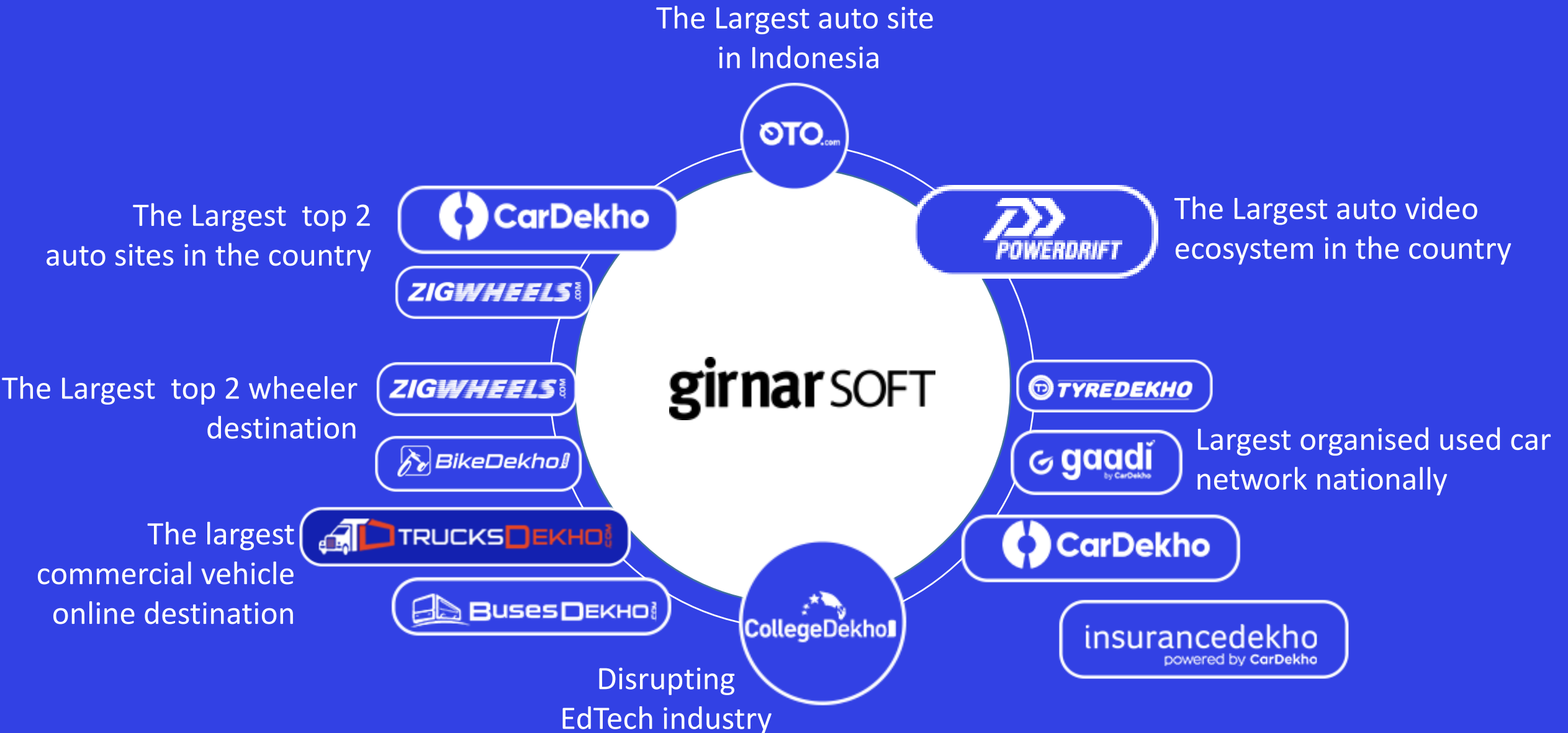


# Key Findings



- 10** About 85% digital customers are still willing to buy new CV products post lockdown whereas the remaining may have changed their decision to now consider a used truck
- 11** About 35% of these customers are willing to buy new trucks within a period of 1 month post lockdown is lifted
- 12** 2/3rd of survey takers derive exceptional and great value out of TrucksDekho. This affirms that TrucksDekho, a digital representation channel for the OEM's, has enhanced as well as maintained OEM's brand positioning and customer acquisition efforts

# Our Parent Company Portfolio





# Thank You



Business queries connect @ 90962 73453 ; 96577 20280 ; 80030 98225