

SAMIL

CONNECT

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ABOUT SAMIL >

Shriram Automall India Limited (SAMIL), an ISO 9001:2015 certified MSME company, is India's Largest Phygital Pre-owned Marketplace connecting used vehicles and equipment buyers and sellers. SAMIL began its journey in 2011 by setting up India's first professionally managed and organized Auction Platform for buying and selling pre-owned commercial vehicles, construction equipment, farm equipment, cars, three-wheelers, two-wheelers, etc.

SAMIL conducts thousands of auction events every month through its online and phygital platforms. The company also provides vehicle inspection and valuation services through Adroit Auto.

FROM CHAIRMAN'S DESK



Lakshmi Narayanan Subramanian

Chairman, SAMIL

Over the past 13 years, Shriram Automall India Limited (SAMIL) has embarked on a remarkable journey, aiming to revolutionize the market for pre-owned vehicles and equipment. Today, we proudly stand as India's largest phygital marketplace, seamlessly integrating physical and digital platforms to provide customers with innovative and organized solutions.

FROM MD'S DESK



Mr. Umesh Revankar

Executive Vice-Chairman, Shriram Finance Limited

Shriram Automall India Limited (SAMIL) has been instrumental in serving both major metropolises and smaller towns across the country. Our relentless dedication has propelled us to become India's Largest Phygital Pre-owned Marketplace for Vehicles and Equipment, underpinned by our unwavering commitment to exceptional customer service.

FROM FOUNDER AND CEO'S DESK



Mr. Vinay Sanghi

Chairman and Founder, CarTrade Tech

At SAMIL we pride ourselves on being at the forefront of technological innovation in the country. Our core values of Transparency, Integrity, Process, Customer Centricity, and Data Security drive our mission to redefine the mobility business landscape. With a nationwide presence, we have established ourselves as a trusted Phygital platform, seamlessly bridging the gap between physical and online transactions for pre-owned vehicles and equipment.

FROM CEO'S DESK



Mr. Sameer Malhotra

Director and CEO, SAMIL

Our journey of 13 glorious years has been built on the pillars of trust, reliability, loyalty, understanding, and faith shared with our valued customers. We are immensely gratified to witness how a humble vision has blossomed into a company that has positively impacted over two million lives. Through our organized Physical, Online, and Phygital bidding platforms, now available at 135+ locations pan-India, we are dedicated to reaching even the most remote corners of the country. None of this would have been achievable without the steadfast support of our esteemed customers, whose loyalty inspires us to continually strive for excellence.



HITS OF THE QUARTER



Some of the most exciting events of the quarter apart from consistent events and observance cannot be club with regular ones. Here are the hits of the quarter that instil a fire to achieve new goals with ardour.

- Car Auction at New Delhi and Jaipur become hit among buyers
- Exclusive Auction for Farm Equipment at Rajasthan
- Exclusive Two-Wheeler Auction



ANNUAL STRATEGY MEET 2024



Strong Team
Stronger Tomorrow

Annual Strategic Meet 2024, the powerhouses of leadership from the SAMIL group of companies unite with a shared vision. We're not just setting goals; we're pioneering an ambitious and transformative path to amplify growth and sustain momentum throughout the **financial year 2024-25**. This pivotal gathering herald the beginning of our illustrious 3-day SANKALP 2024. It's more than just an annual event; it's where innovation meets aspiration, strategies are meticulously crafted, and achievers are awarded.



SANKALP 2024

SAMIL kicked off their annual strategic planning session, SANKALP 2024, with leadership uniting to set goals and craft strategies for the coming year. Zonal Business Heads from across India presented their tailored plans, followed by a day of insightful sessions with industry leaders. Sameer Malhotra, Director and CEO of SAMIL, also charted the company's future direction. The event culminated in an awards ceremony celebrating top performers and a gala night.



PURPOSEFUL EVENTS

We are proud to engage in various activities such as observances, events and conferences for a better future of the company and the employees. Most of the events that we come across are motivating and teach us a lot about how to tackle the upcoming endeavours.



SAMIL GURUS

SAMIL's brightest minds, the "SAMIL Gurus," shared their years of combined experience in a recent webcast. The session wasn't just about maximizing profits and strategizing success; it offered invaluable insights on achieving a healthy work-life balance. This knowledge-sharing session serves as a testament to SAMIL's thriving culture of learning, ensuring every employee has the tools to excel in their role while maintaining a fulfilling personal life.

SUCCESSFUL HYDERABAD CORPORATE CLIENT MEET 2024

The event gathered industry pioneers and visionaries, emphasizing strengthening partnerships, advancing strategic growth, and nurturing innovative developments in the pre-owned marketplace. We deeply value our esteemed corporate clients' testimonials, highlighting their crucial role in our ongoing success. Together, we are shaping a future of unprecedented accomplishments in the pre-owned vehicles and equipment industry.



SAMIL PARTNERS WITH VOLVO CE



Shriram Automall India Limited (SAMIL), India's Largest Phygital Pre-owned Marketplace for Vehicles and Equipment, proudly announced a strategic partnership with Volvo Construction Equipment (Volvo CE). This partnership will enable Volvo CE and their dealers to efficiently manage their exchange, demo & surplus inventory of used construction equipment with access to SAMIL's established Phygital Auction platforms which includes 135+ Automalls across India.

PHYGITAL AUCTION LIVESTREAM



SAMIL launched, one-of-its-kind, Live Streaming feature on MySAMIL App through which the registered customers can watch and bid for the vehicles of their choice in real-time at any on-going auction across 135+ Automalls in India. This new Phygital auction platform is underlined by state-of-the-art infrastructure that offers real-time auction experience without any lag. The live streaming of auctions will change the way people are bidding for pre-owned vehicles in India and is truly innovative in the industry.

EXPANDING THE TERRITORY

India's Largest Phygital Marketplace for pre-owned vehicles, Shriram Automall India Limited (SAMIL), has strategically **relocated its Automall to a new, state-of-the-art location in Vizag**. In the bustling city of Andhra Pradesh, the strategically relocation of new Vizag Automall boasts a prime location with high visibility on the busy NH16 highway. This ensures easy access for customers throughout the region, eliminating long commutes and saving valuable time. This move enhances **customer accessibility, better infrastructure, avant-garde parking facilities, seamless logistics support, comprehensive allied services**; all caters to the growing demand for pre-owned vehicles and equipment in the region.



AWARDS & ACCOLADES



Shriram Automall India Limited (SAMIL) heartily Congratulates **Sameer Malhotra, Director & CEO of SAMIL**, for being awarded with the prestigious '**Top 25 CEOs, Managing Directors, and Founders Award at the Great Managers' League Summit 2024**'. The award was presented by Dr. Marshall Goldsmith the world's #1 Executive Coach, Speaker & Author and Prasenjit Bhattacharya, CEO & Founder of Great Place To Work, during a grand ceremony at Tata Theatre NCPA in Mumbai, which brought together budding entrepreneurs and industry leaders. The summit featured renowned speakers and fostered connections between leaders. We thank Samilians, customers, and stakeholders for their contribution to our success.



ALLIED SERVICES



SAMIL Financial* Services

SAMIL Financial* Services

SAMIL Financial Services enhances the buying capacity of our clients without stressing their working capital. Our services are quick, require minimum documentation and are tailored to buyers' needs across 135+ Automalls.

SAMIL Documentation Services

We offer hassle-free, one-stop solution for Documentation & RTO-related needs. Our documentation service is easy, affordable and takes care of complete paperwork and certification requirements of clients across the country.



SAMIL Parking Services

SAMIL Parking Services provides completely safe and secure parking facilities across all 135+ Automalls PAN-India. Your vehicles are safe in well-guarded facilities with dedicated security staff, boundary walls and CCTV surveillance.

SAMIL Logistics Services

Our Logistics Services take care of all your logistic needs. We offer door to door pick up and drop, towing and intercity asset transportation services for one or more vehicles across 135+ Automalls PAN-India.



SAMIL FASTag Services

SAMIL FASTag Services offer comprehensive solutions to all the FASTags related snags such as buying a new FASTag, FASTag recharge or other queries. The service is available across 135+ Automalls PAN-India.

SAMIL Insurance Services

SAMIL Insurance Services offer paperless digital Insurance policy issuance, covering first and third party insurance needs. Our service requires minimal paperwork and is just one click away throughout the year.



*Terms and Conditions Applicable

EXCLUSIVE COVERAGES

- Celebrating excellence with Economic Times
- SAMIL and VOLVO CE announce strategic partnership
- SAMIL's Automall relocation in Vizag for better customer accessibility



GREAT PLACE TO WORK®

SAMIL is a Great Place To Work – Certified™ company fourth year in a row. This reflects our high-trust, high-performance work culture that prevails in our workplaces. We are a great team who work with a clear direction on our objectives to achieve new heights fuelled with mutual respect, coordination and conviction.



ISO 9001:2015

SAMIL is an ISO 9001:2015 certified company which clarifies that we offer best-in-class customer satisfaction, fulfil our requirements of operations as well as maintain highest level of order in following regulations and documentations.



MSME

We are an MSME (Micro, Small, and Medium enterprises) certified company, ensuring greater access to government support, financial benefits, and enhanced credibility in the market.



STQC CERTIFICATION

SAMIL holds the prestigious Standardisation Testing and Quality Certification (STQC) for forward auction portal, property.samil.in. This proves quality and robust Informational Technology infrastructure.



HELPING HANDS CSR ACTIVITIES

175+ Water Coolers for Million Smiles

Under the water cooler program, SAMIL is putting in small efforts to provide access to fresh and cool water to the people in the regions where it was analysed that **clean drinking water** is scarce. Water coolers will provide access to fresh water on the spot completely free of cost at **175+ locations** across India.



5,000+ Education Scholarships for Bright Future

SAMIL Junior Einstein – Education Scholarship Program provides monetary help to the students between the **aged 11 to 17 years i.e., 8th to 12th grade**. This scholarship covers complete educational expense for the students and allows them to continue their studies with enthusiasm.

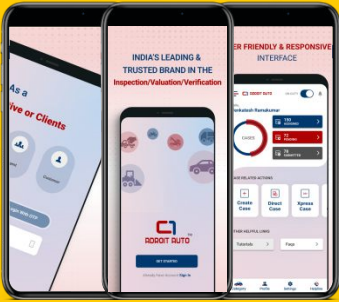


10,000+ Trees Planted for Greener Future

Tree plantation at SAMIL is another successful CSR drive under which **10,000+ trees** have already been planted across the country. Saplings are usually planted on Automall inaugurations, anniversary celebrations, environment day and other related topical days to ensure a greener future.

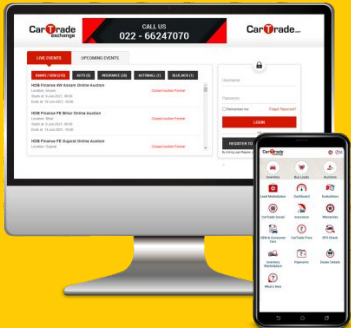


TECH EDGE



Adroit Auto Inspection Services launched the Adroit 3.0 mobile application for pre-owned vehicle and equipment buyers and sellers. Adroit 3.0 offers information showcase with structured reports which can be viewed in one glance and many such features are introduced make inspection, valuation and verification easy and quick.

CarTrade exchange



CarTradeExchange is India's trusted online bidding platform for buying and selling pre-owned vehicles and equipment. It is a well-known name offering a hassle-free transaction Interface for customers, enabling them to transact multiple vehicles simultaneously, from anywhere and from any device.

ThePriceX



ThePriceX is a state-of-the-art tool for understanding the pricing pattern and trends of the vehicles and equipment in the pre-owned market. ThePriceX runs on advanced algorithms and is combined with over a decade worth of auction data to deliver the right price of any pre-owned vehicle or equipment in India.

AUTOMALL ANNIVERSARY

It is very important to celebrate anniversaries of every Automall ever inaugurated to run the business of buying and selling pre-owned vehicles & Equipment across the country. Here are the Automall Anniversaries celebrated in the last quarter:



PUNE AUTOMALL



CHENNAI AUTOMALL



DINDIGUL AUTOMALL



NASHIK AUTOMALL

BIDCLUB MEMBERSHIP



Join The **Shriram Automall** Family to Avail
Exclusive BidClub Membership

Get Access to Advanced
Online Auction Portals



SAMIL JUNIOR PICASSO 2024



Shriram Automall India Limited is organising '**SAMIL Junior Picasso 2024**' painting competition. Calling all young artists (ages 4-18) to unleash their creativity with this year's theme: "fusion of transport and art." Imagine cars as canvases, bikes with wings! As summer vacations unfold, kids can unleash their creativity and fill the canvas with vibrant artistry. Let your imagination take flight and win exciting prizes. As Summer vacations unfold, it's the perfect time to brush up your skills - entries open May 16th! Don't miss out!



**PAN-India Network
Since 2011**

135+ Structured Automalls
3,50,000+ Bidding Events
20,00,000+ Transactions
25,00,000+ Registered Customers

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3,50,000+ Bidding Events
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