



LET NATION GEAR WHEELS ON THE RAMP

VISION

To be the largest **exchange platform for trading** pre-owned assets with tangible physical presence spanning all major cities of **India** providing high quality services continually striving to connect prospective **customers**.



MISSION

SAMIL is **committed** to total customer satisfaction and continual improvement in performance by providing with complete transparency in every transaction thereby building **trust, reliability and value** for the customers.



END-TO-END FLEET MANAGEMENT SERVICES
ISO CERTIFIED SERVICES ORGANISED PLATFORMS
REACHING REMOTEST CORNER OF THE COUNTRY
WIDE RANGE OF PRE-OWNED VEHICLES AND EQUIPMENT
TRANSPARENT BUSINESS PROCESSES

Emerging from Shriram Transport Finance Company, India's largest NBFC in commercial vehicle finance, Shriram Automall India Limited (SAMIL) chose an unexplored road to begin its journey in February 2011. Today we, at SAMIL, are India's first ever service provider, offering the most organised and transparent bidding platforms for acquisition and disposal of pre-owned vehicles and equipment. Through our online and offline medium, we bring the entire world closer to our customers that further contributes in best price realisation for their assets. Although, we began with a new initiative in Indian automobile industry; but in our journey till date, that initiative has been consistently embraced with innovation in our services. By earning the esteemed trust of our customers, we always aim at serving them with holistic solutions.

Driven By Market Trends | Maximum Presence To Reach Our Customers | We Achieve Through Customer Delight

“In the volatile business scenario of today, every business is looking at innovative and non-conventional customer outreach methods. Working with SAMIL has been an effective route for us to connect and engage with a new set of potential customers. As a business we believe that this association has helped us not only co-create demand along with SAMIL but also maximise reach and accessibility thereby generating positive customer and business response.”

Mr. R. Nandagopal
CEO, Construction Equipment Business,
Greaves Cotton Limited

“According to me Bidding as a platform for the trade of pre-owned vehicles is a very innovative concept. SAMIL's endeavour in this segment of the industry contributes immensely in not only liquidating used vehicles of our dealers but also strengthening their profitability to a great extent. In a very short span of time, a great number of our dealers have got associated with SAMIL and this number is aimed at witnessing a huge increment in coming days.”

Mr. Vinay Dwivedi
Head, Pre-Owned Car Business
General Motors India Limited

SAMIL - A UNIQUE CONCEPT



Shriram as a brand exists in the Indian market since decades. After a humble inception under the incredible roof of STFC, we at SAMIL, aim for constant evolution in our operations. As a complete solution provider for acquisition and disposal of used vehicles and equipment, we have earned an exhaustive data base that justifies our millions of customers around the country.

Our key to success has been the dedication to provide well-structured and transparent bidding platforms for trade. At SAMIL, we acknowledge the association of our much-valued customers with sheer excellence in our services. In a short span of time, we have earned a commendable response from thousands of bidders across nation, both on site and through real-time internet bidding. The credit of our every success at bidding events goes to the valuable appreciation that we receive from people for an exhaustive array of used vehicles and equipment displayed at the bidding events.

Our strength lies in our well-maintained Automalls across India and it is certainly going to aid Indian Transport Industry, which is quite likely to surge into a vigorous growth in near future. Our regular bidding events at more than 30 advanced Automalls pan India and numerous off-site events facilitate a quick and efficient disposal of used vehicles and equipment. However, the plans are afoot to open 60 Automalls pan India by the end of 2014. All of our sites are strategically located along the nodal highways. Once the contract is signed, we work closely with our customers for transporting their vehicles and equipment to our Automall, where it is inspected by our professional service engineers and further taken to our secured Automall. The vehicles and equipment remain on site for potential buyers to test and inspect followed by delivery subject to full settlement of payment.

We work closely with our customers and adapt to an agreement that meets their individual needs and aspirations. Moreover, we consistently help them in achieving the best return on acquisition or disposal of their assets. Our comprehensive marketing programs and activities are designed to reach the maximum number of potential buyers for our client's vehicles and equipment.

“Having set up one of the robust concepts to address the massively diversified transportation system in India, Shriram Automall India Limited (SAMIL) has, by now, succeeded in providing a business platform to innumerable contractors, fleet owners, farmers and even to those numerous individuals to whom exploring an entrepreneurial business would have otherwise remained far-fetched. Innovating new avenues of business and implementing ideas into operational expeditions has proved to have a direct impact on the steady growth of the Company. SAMIL journey went through many peaks and valleys but it always confronted and delivered valuable outputs. SAMIL aims to bring in more trust and reliability to customers and proclaims to cross many more milestones to achieve flawless success...”

Mr. Umesh G. Revankar
Managing Director
Shriram Transport Finance Company Limited

“At Shriram Automall India Limited, success holds the hands of our esteemed customers to take them on to a journey of complete satisfaction. With transparency and credibility in our business operations, we have always believed in nurturing our growth in the best possible manner. While following the roads of hard work and perseverance, SAMIL aspires to create the largest platform for the trade of pre-owned vehicles and equipment in India. To fill in this voyage, we aim at bringing innovative solutions in the automobile industry pan India. While embracing the trust of our customers, we always aim at serving them with transparent and credible deals. Keeping the vision and mission intact, we shall certainly transform the way India rides on wheels...”

Mr. Sameer Malhotra
Chief Executive Officer
Shriram Automall India Limited

SIMPLEST WAY TO MAXIMISE RETURN



1
Physical
Inspection

2
Registration

3
Access to
Bidding Hall

4
Bidding
Event
Begins

5
Vehicles
Displayed
on Ramp

6
Bid
on Desired
Vehicles/
Equipment

7
Highest
Bidder
Wins

PHYSICAL BIDDING

150+ events pan India every month

At Shriram Automall, we recognise that every customer is unique with different needs and aspirations. Physical bidding provides the most viable option to a buyer to physically inspect a desired pre-owned vehicle and equipment. With an opportunity to comprehend it's running condition, buyer can judge the feasibility of acquiring it in an efficient manner.

In the presence of both buyers and sellers, physical bidding platform scores high on the grounds of transparency and fairness. Owing to maximum certainty of sales, this platform is highly appreciated by our esteemed customers. Since, we attract buyers from every nook and corner of India; it helps us in achieving better price realisation of asset.

“SAMIL has successfully created a structured bidding platform for used vehicle market which gives us an avenue to improve resale of our vehicles.”

Mr. Atanu Mitra
Head – ALTRUX
Quality Pre-Owned Truck Division
Ashok Leyland Limited



A WEBSITE FOR THE NATION

Contact

[Sign In](#) | [Register Now](#) | [Contact Us](#)

Make Model Variant

TOLL FREE 1800 102 4141

Dealership Store

SEARCH INVENTORY

All Events All Categories Dealer Make Model Color Vehicle No Place

SEARCH INVENTORY IMAGES



FREE ONLINE TRAINING



PROXY BID FORM



LIVE EVENTS

Live Events Go Now					
Regular Events (31 Items in 5 Events)					
Category	Place	Seller	Start Date Time	Closing Starts At	No. of Items
Cars & SUVs	Orissa	Consumer Vehicles	29/11/2013 2:30 PM	06/12/2013 5:00 PM	13
Trucks	Orissa	Consumer Vehicles	29/11/2013 2:30 PM	05/12/2013 5:26 PM	6

Dealership Store provides an additional point of sale for manufacturers to:

- Create brand presence online for their new vehicle dealerships
- Manage trade-in stock/ exchange inventory
- Premium stores are available on subscription



ONLINE BIDDING

Monthly 250+ online bidding events executed across India

Through our online bidding platform, we provide the most convenient way of regular bidding or trading used vehicles and equipment from home or office. Buyers may place proxy bids in advance of the bidding event or bid in real time on event day using our innovative online bidding service. A large stock of used vehicles (on as-is-where-is basis) is listed on our website from which interested bidders can raise their bid. Online bidders can see details and photos of items being sold in real time.

This interface facilitates bidders with an opportunity to bid on various types of assets, belonging to leading banks, NBFCs, corporate entities, dealers and individuals. These vehicles are served at multiple events at the same time and buyers can make choice with just a few clicks. Thousands of people interested in used vehicles and equipment can visit the high-traffic **bids.samil.in** web site every day to access our up-to-date event calendar and search our current inventory listings.



ARRAY OF PRE-OWNED INVENTORY



ONE STOP CLASSIFIED

Over 500 intranet-based classified kiosks

Our one stop intranet classified not only provides real-time information on more than 20,000 pre-owned inventories for disposal but also facilitates registration for prospective buyers. Through this interactive classified, we facilitate acquisition and disposal of inventory and help the individuals and fleet operators to interact and grab irresistible deals.

On one hand, this platform allows seller to register his vehicle for disposal as per his convenience by giving vehicle details and images while on the other hand it aids buyers to view and choose the desired asset. Thus, it facilitates buyers and sellers meeting as per their convenience.



"When the world of business is witnessing a consistent evolution, it is essential to keep abreast with every introduction and innovation. An association with SAMIL's bidding platforms has always earned a best price for our pre-owned equipment. According to me, this method of disposing pre-owned equipment is highly effective as it attracts a wide range of audience."

Mr. Pankaj Jain
Executive Director
Orix Auto Infrastructure Services Limited

TIPPERS

2013 TATA SE 1613 4X2 TIPPER
Chasis No : 373145MTZ763232
HR55E6878
C/W : Spring Susp, 9 Cum Box
Tax Paid Upto : 30/06/2014
Insurance : 23/01/2014
Permit : Surrendered
Fuel Type : Diesel
RTA : Gurgaon (Commercial Vehicles Only)
Fitness : Updated RC : DRC
Condition : Excellent Color : Yellow
U/C : 80%-90%
Mtr Reading : Working

PASSENGERS

EQUIPMENT

LOCAL KNOWLEDGE, GLOBAL REACH



PRIVATE TREATY

Facilitates negotiated deals

Through a private treaty, we serve negotiated deals incorporating the exchange of high-value or bulk assets among prospective **buyers and sellers**. Since the negotiations are conducted offline, we make sure that the quotes are recorded online to facilitate a completely transparent and reliable deal. Even overseas buyers use our private treaty platform to participate in such negotiated deals.

Whether it's about a single vehicle or an entire fleet, we make sure that the acquisition and disposal of vehicles and equipment are served in the most convenient and efficient manner.

“To me, striking deals through private treaty is what makes SAMIL a great success. That commitment and great selection of equipment, brings in the buyers. Trading through SAMIL is the easiest and simplest way of mining maximum returns from your assets.”

Mr. Manoj Aggarwalla
Managing Director
Dhansar Engineering



“With the increased demand from customers for pre-owned cars as their conscious choice, the Indian pre-owned car market is poised for a large growth trajectory. As an innovative concept, SAMIL's well-structured bidding platforms have enabled us to reach out to and meet the needs of our customers very effectively.”

Mr. Anand Gharote
Assistant General Manager
Passenger Car Business Unit
Tata Motors Assured



Complete Solution Provider

FOR BUYING & SELLING ALL TYPES OF VEHICLES & EQUIPMENT



Commercial Vehicles | Construction & Industrial Equipment | Tractors | Cars & SUVs | 3 Wheelers | 2 Wheelers

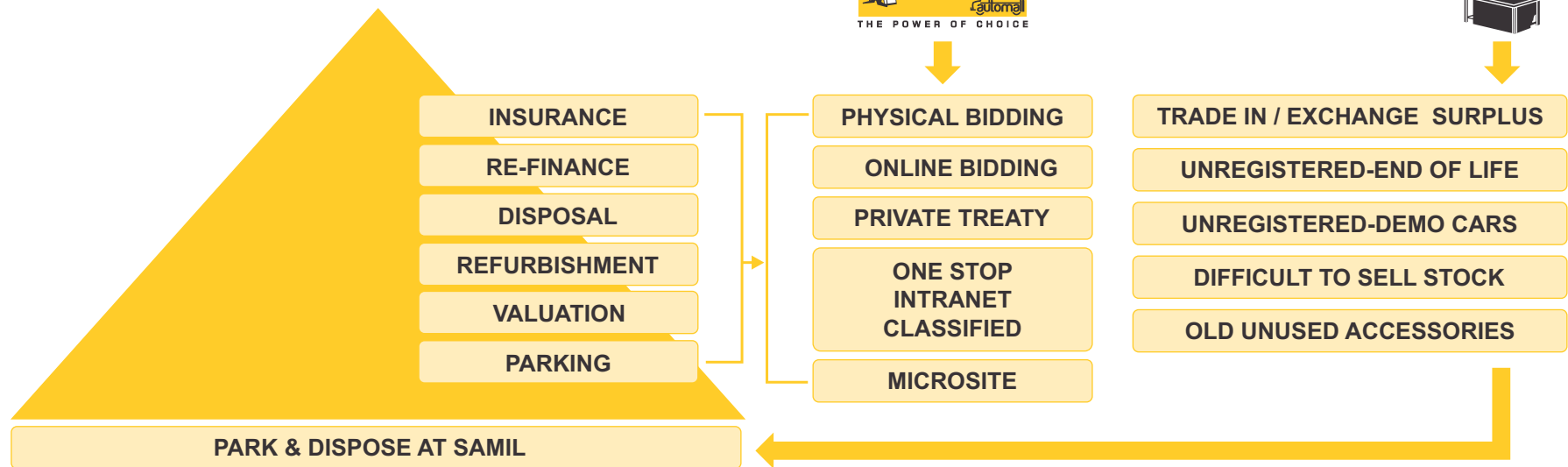
PARK & DISPOSE

In recent scenario, a largely unorganised market exists for trade of used cars. Addressing the needs of multiple stakeholders, we at SAMIL, have come up with an organised and transparent platform for used car market because this market is larger than the new car market which is growing at a faster pace, comparatively.

This platform aids in efficient disposal of all types of trade-in surplus. Through this initiative we provide a comprehensive set of products and services to satisfy every need in the market, employing the latest technology available today. Through a strong association with some of the esteemed manufacturers in industry, we work as a one stop service provider for the disposal of their used cars in a completely transparent and effective manner.



SURPLUS STOCK MANAGEMENT



BENEFITS

- Better price realisation
- Unique marketing tools for better efficiency
- Special standard rates for every brand's dealership

- Client backend support
- Faster liquidation of inventory
- Multi-disposal platforms - Physical Bidding, Online Bidding, Private Treaty and One Stop Intranet Classified

MICROSITE: DEALERSHIP STORE

We, at SAMIL, offer a unique platform for dealerships wherein each dealer will be given individual bidding website. Dealerships can manage their own website for conducting their own bidding events and can also upload their inventory conveniently. This unique direct bidding platform can also be used as classified display.

With an intention to plug the gaps in automobile industry, we serve this revolutionary concept of microsite for each brand dealership that would give permanent visibility to the dealerships as well as manufacturer's brands. Unique user id and password will be provided to each dealership after agreement signup.

HIGHLIGHTS

- A simple bulk upload tool for uploading inventory & images in one shot.
- Listings (Inventory) can be uploaded for Standard Bidding, Sealed Bid, Reserve Price or in Lot (Bundle)
- Facility to download the Bidding Event Completion Report after completion of bidding activity
- Provision to approve / reject quotes received during online bidding.
- Moderator id will be provided to Dealership to view & monitor all his online bidding events to keep track of performance / generate daily, weekly, monthly MIS Reports / etc.

SCOPE

- We would train the Dealerships to manage their account
- Client Support by our backend team to moderate and publish inventory / event schedule
- Automated SMS / email facility
- Tele calling team to facilitate timely payment at dealer point
- A vast MIS track for manufacturers and dealerships, which serves them information on a single click



BENEFITS

MANUFACTURERS

- Single window service provider offering end to end management of pre-owned assets
- Additional point of sale / marketing / branding | multiple sell options | additional buyer base (end user customers)
- Access to total stock & sale trends across dealership points
- One time set up cost and nominal monthly subscription fee
- Standardised operational processes & MIS reports

DEALERSHIP STORES

- Unique transparent medium for all dealerships dealing in trade in vehicles
- Bulk free registration of dealership buyers appointed by dealerships
- Uniform & secured parking facility & standard rates across 66 exclusive locations (1-20 acres yards)
- Other allied services like parking, valuation, refurbishment available at competitive rates to dealerships



NEW LOOK REFURBISHMENT

Adding Value to the Asset

At SAMIL, we make sure that customers receive maximum return on valuable asset's disposal. Our customers drop off their vehicle / equipment and we coordinate the rest – painting, repairs, glass, and body work. It's convenient and cost-effective, and helps them receive the maximum return while disposing-off in our bidding events. Our exhaustive exposure in the bidding process concludes that a higher price realisation is achieved on refurbished vehicles and equipment.

Out of our 100 bidding locations, 66 strategic locations provide refurbishment services that contribute in achieving maximum value for pre-owned vehicles and equipment. For every association, we ensure ISO 9001: 2008 certified quality services.



PARKING

1 to 20 acres of safe & secured parking space

At SAMIL, we ensure the safety of customer's vehicles and equipment through our well-organised parking facilities across the Nation on a daily, weekly and monthly basis. This facility is available for all clients, including banks, NBFCs, vehicles / equipment manufacturers, dealers, transporters, contractors, fleet operators, intermediaries and end users, who opt for asset disposal services.

On the bidding event, inventory is tagged in pre-determined format, sequenced as per the prescribed groups and arranged for bidding based on the bidding psychology. We make sure that the inventory is parked in a well-maintained manner and supervised on a regular basis.

"An association with SAMIL's bidding platforms has always earned a best price for our equipment. According to me, this method of disposing pre-owned equipment is highly effective as it attracts a large number of audience through SAMIL's extensive presence across the country."

Mr. Subhash Kedia
Director
Shakti Commodities Private Limited



VALUATION

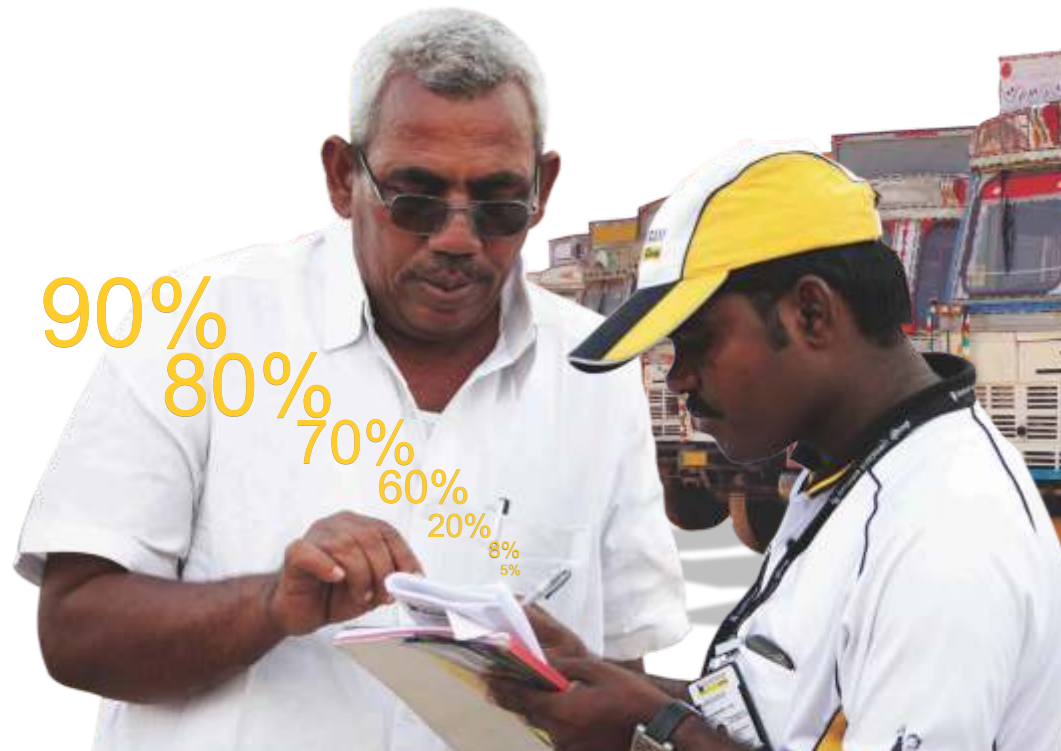
Best Price Realisation

For every vehicle and equipment, we provide the most appropriate market value assessment through a chartered certified agency. Our dedicated team of professional service engineers across India assists in getting an optimum estimation based on technical inventory to make asset road worthy.

At SAMIL, we have developed a reliable price grid, based on which our staff guides the customers in their decision making. We consistently attempt to provide realistic monetary valuation of their inventory and deliver standardised valuation across India at competitive rates.

“We found the concept of RAMP very unique at Shriram Automall. We were amazed to see how mobile vehicles are driven over a ramp in front of bidders. SAMIL has such an exciting platform where the interested buyers bid with so much of enthusiasm.”

Mr. Sanjeev Sejawal
Director
Pre-Owned Car Business
General Motors



90%
80%
70%
60%
20%
8%
5%



EASY FINANCE



Financial Assistance

Shriram Transport Finance Company Limited (STFC), the largest asset financing NBFC, facilitates financial assistance in the acquisition of pre-owned vehicles and equipment. Buyers can avail this service for a single as well as a big fleet of vehicles. We, at SAMIL, cater to all hassle-free financial needs while facilitating quick disbursement, minimum documentation and convenient EMIs

- Support For All Financial Needs
- Hassle Free System
- Quick Disbursement
- Minimum Documentation
- Friendly Approach
- Convenient EMIs

"I was astonished to see the exclusive tractor event conducted by SAMIL in Karimnagar, Andhra Pradesh. They have an innovative and professional way of conducting bidding events to relieve tractor dealers from the burden of ploughing lot of money in exchanged or buy backed pre-owned tractors. They attract a huge database in shortest span of time and their bid catchers create very excited atmosphere for buyers to bid. Apart from events, they also provide loan for pre-owned tractors. It's a win-win situation for us to liquidate our stock through ShriramAutomall. I am happy to be a part of it and will continue to avail its services."

Mr. C Staya Shekhar
Dealer, Vekat Sai Enterprises
John Deere

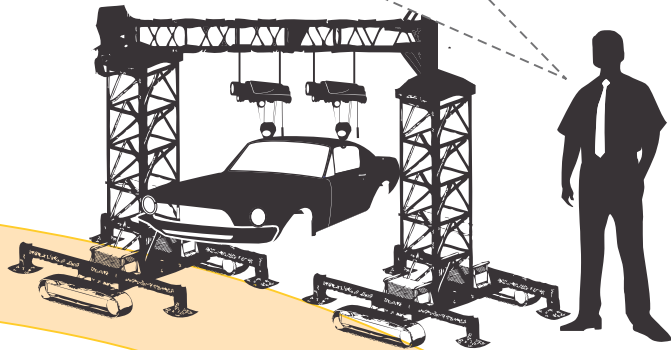
"I was amazed to see the price of our pre-owned vehicles and equipment going beyond our expectations through SAMIL. Due to a perfect mix of its various bidding platforms, we prefer SAMIL as a one-stop solution to our needs."

Mr. Jaswinder Bakshi
Deputy Vice President
Tata Capital



SAMIL CLIENTELE

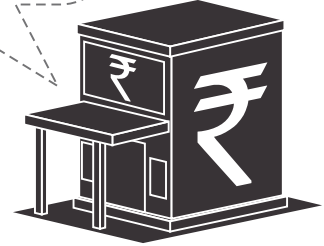
Vehicles / Equipment
Manufacturers



Intermediaries



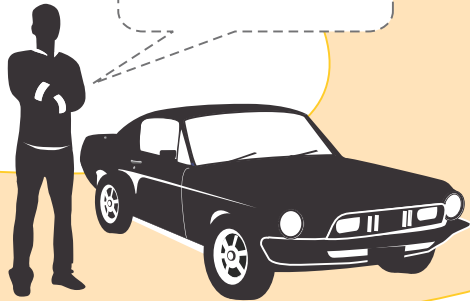
Banks & NBFCs



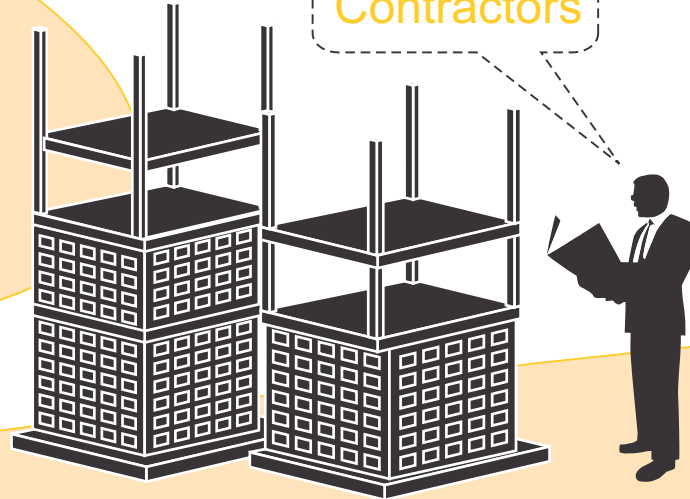
Transporters /
Fleet Operators



End Users



Contractors

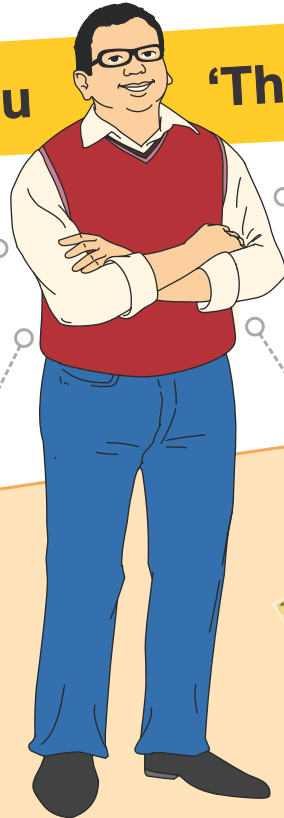


Dealerships



WE CARE, WE DELIVER

SAMIL Brings You 'The Customer'



Social Media

SMS / Telecalling



Roadshow Activities



Handbills



Magazine & Newspaper Advertisement



Stay in Touch @ Shriram Automall

We would be very happy to hear from you and assist you at every single step of your association with us



<https://www.facebook.com/shriramautomall>



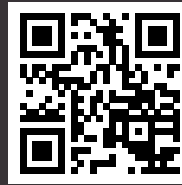
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