



SHRIRAM AUTOMALL INDIA LIMITED (SAMIL)

India's MOST Trusted Service Provider For Pre-Owned Vehicles & Equipment

TRUSTED | TRANSPARENT | ORGANIZED | CERTIFIED

The Road To Success For A Business Involving 'ACQUISITION & DISPOSAL' Of Used Vehicles & Equipment As A Preferred Means Was Unexplored In India, That's When Shriram Transport Finance Company Laid The Foundation Of Shriram Automall India Limited In February 2011 In Chennai.



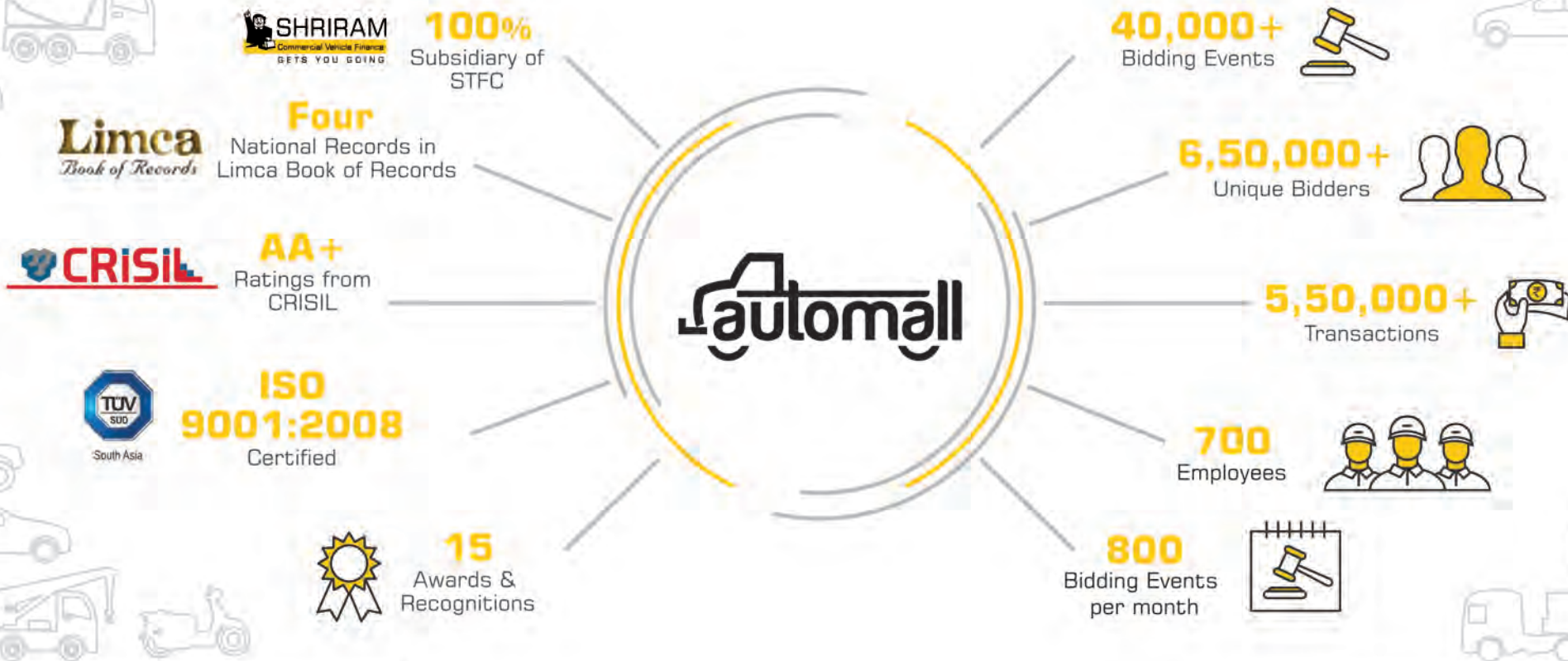
Today, Within A Short Span Of Time Shriram Automall Is Recognized As **INDIA'S NO. 1 PLATFORM** For Exchange Of Used Vehicles & Equipment In A **TRANSPARENT & ORGANIZED** Manner. Every Day, All Over The Country, Thousands Of Customers Come To Our 70+ Automalls To Inspect, Bid & Win Pre-owned Vehicles Or Equipment Of Their Choice And End Their Vehicle Search Including All Segment Lineup Of Used Commercial Vehicles, Construction Equipment, Agricultural Equipment, Passenger Vehicles And Two & Three Wheelers Under One Roof.

Our Physical & Online Bidding Platforms Offer **UTMOST TRANSPARENCY** In Handling The Customer Expectation During Transaction Through A Fair & Organized Process. Also OneStop Classified KIOSK & Deals Via Private Treaty Offer Additional Means Of Transacting.

The Company's Allied Services Like Parking, New Look Refurbishment, Finance, Documentation, Insurance And Valuation Make Us Your One-Stop Destination For All Your Pre-owned Vehicles & Equipment Requirements Resulting In Complete Peace Of Mind.

SIX YEARS OF BEING THE GAME CHANGER

India's Only Organised Service Provider With Versatile Expertise For Acquisition & Disposal Of Pre-Owned Vehicles & Equipment



OUR VISION

To Be The Largest Exchange Platform For Trading Of Pre-Owned Assets, Having Tangible Physical Presence Spanning All Major Cities Of India & Providing High Quality Services While Continually Striving To Connect & Build Strong Relation With Prospective Customers.

OUR MISSION

Shriram Automall Is Committed To Total Customer Satisfaction And Continual Improvement In Performance By Providing Complete Transparency In Every Transaction Thereby Building Trust, Reliability And Value For Its Customers.

INDUSTRY AWARDS AND ACCOLADES

Don't Trust The Teller; Trust The Tale Which Is As Follows..!!

Being The Industry Leader We have Been Recognized by Many Industry Honchos & Expert Pundits, Therefore Creating Quite Many Success Stories.



SAMIL LEADERS



"We Laid The Foundation Of Shriram Automall In 2011 With A Vision To Be The Largest Exchange Platform For Trading Pre-Owned Assets With Tangible Physical Presence Spanning All Major Cities Of India Along With Providing High Quality Services Continually Striving To Connect Prospective Customers. With In A Span Of Just Six Years I Am Proud To Acknowledge That The Company Has Been Successful In The Same And We Are Now The Largest Platform To Buy & Sell Pre-owned Vehicles & Equipment In India."

Lakshminarayanan Subramanian, Chairman STFC/SAMIL



"With A Mission To Be Committed To Total Customer Satisfaction And Continual Improvement In Performance By Providing Complete Transparency In Every Transaction Thereby Building Trust, Reliability And Value For The Customers, Shriram Automall Today Has Been Recognized As A Phenomenon That Has Changed The Face Of Pre-owned Automotive Industry Through Its Professional Services & Transparent Bidding Platforms.

We At Shriram Work Hard To Keep Our Work Ethics And Core Values Intact And That's Why We Start A New Relation Whenever A Deal Is Closed. Together We Are Focusing On Making The Company The Only Name For Buying & Selling Of Pre-owned Vehicles & Equipment In A Trusted Way Through Various Technological Innovations For Our Customers."

Umesh Revankar, MD, STFC/SAMIL



"Shriram Automall Since Its Inception Has Been Recognized For Its Organized & Transparent Process Which Has Helped Us To Service Over 6,50,000 Buyers & Bidders In A Span Of Just Six Years By Conducting 40,000+ Bidding Events, Resulting In 5,50,000 Transactions With A Value Of Over Rs. 8,000 Crs. Our Professional Services Has Garnered The Trust Of Industry's Most Recognized Names Across Different Sectors Like National & Private Banks, NBFCs, OEMs, Fleet Owners, Vehicle Aggregators, Contractors And Transporters Etc. As A Part Of Our Expansion Plan We Have Successfully Inaugurated 70+ Automalls At Every Nook & Corner Of The Country.

Our Unmatched Platforms, Including Physical & Online Bidding, Onestop Classified KIOSK And Private Treaty Give Us A Superior Edge Over Other Players In The Industry And With The New Advancements Like 'MySAMIL App', 'Desktop Live Bidding', 'SMS Bidding' And 'Onestop-Classified', We Offer To Enhance Our Customer Experience Majorly."

Sameer Malhotra, Chief Executive Officer SAMIL

SHRIRAM AUTOMALL SEGMENTS

Transact Anything That Runs On Wheels

Shriram Automall Gains A Leading Edge Over Its Competitors For Implementing, The Most Extensive Line Up Of Used Vehicles & Equipment Of All Makes & Models With Dedicated Team For Each Segment.

CONSTRUCTION EQUIPMENT

- ◆ 25,000+ Transactions
- ◆ Excavators, Backhoe Loaders, Tippers, Transit Mixers



PASSENGER CARS

- ◆ 1,00,000+ Transactions
- ◆ Hatchbacks, Sedan, MUV, SUV



AGRICULTURAL EQUIPMENT

- ◆ 31,000+ Transactions
- ◆ Tractors, Harvesters, Utility Tractors



COMMERCIAL VEHICLES

- ◆ Over 2,50,000+ Transactions
- ◆ Small Commercial Vehicle, Medium Commercial Vehicle, Commercial Buses, Heavy Commercial Vehicle



TWO WHEELER

- ◆ 25,000+ Transactions
- ◆ Bikes, Scooties



THREE WHEELERS

- ◆ 53,000+ Transactions
- ◆ Auto Rickshaw, Small Weight Loader



SAMIL CLIENTELE

Shriram Automall In A Short Span Of 6 Years Has Sourced Over **6,50,000** Bidders & Buyers For Its Esteemed Clientele & The Number Is Only Increasing. Everyone From Transport Fraternity Is Now A Part Of Our Family And Are Taking Benefit Out Of Shriram Automall's Professional Services.



National &
Private Banks



Non Banking Finance
Companies (NBFCs)



Insurance
Companies



Original Equipment
Manufacturers



Dealership

650000

Transporters



Contractor



Rental
Companies



Vehicle
Aggregators



Individuals/
End Users



PHYSICAL BIDDING

Transforming The Transportation Business



Bid Live Now From
'MySAMIL'
Mobile Application



SHRIRAM
Automall
THE POWER OF CHOICE

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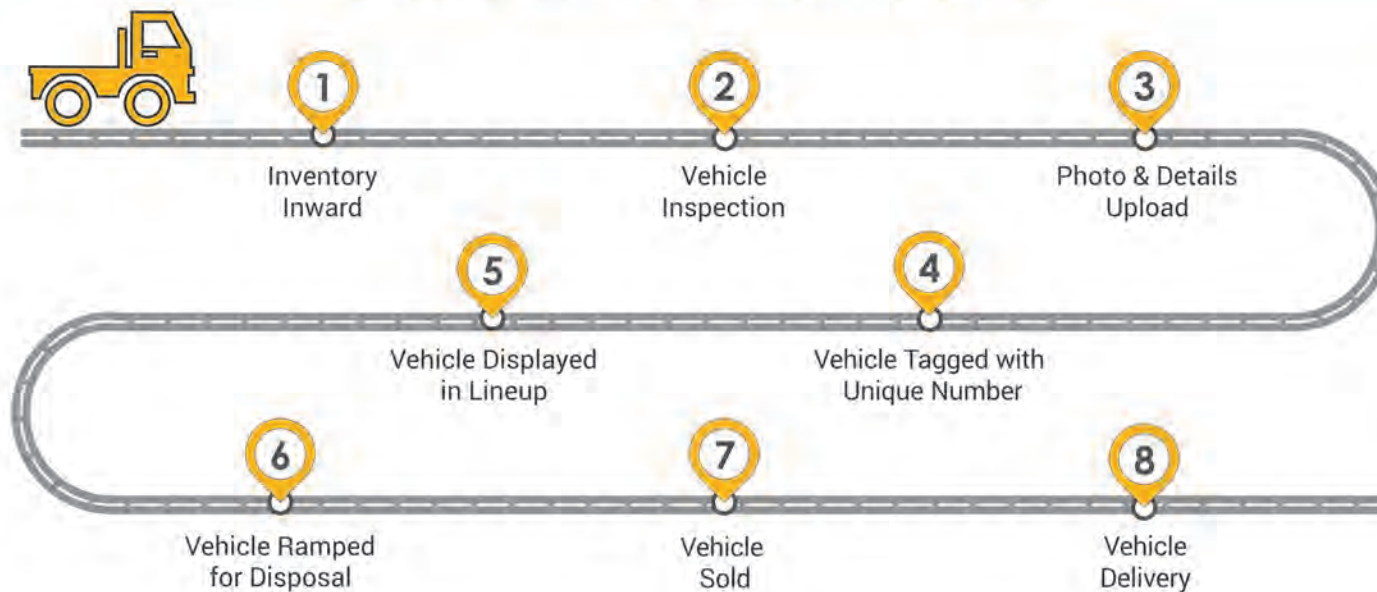
THE POWER TO EXCITE

Industry's Most Exciting & Innovating Bidding Events

Over The Years Shriram Automall's Bidding Events Have Become Industry's Most Talked About Innovation. There Is Nothing More Exciting Than Attending Our Bidding Events To Buy Your Choice Of Used Vehicle Or Equipment. We Offer An Effective Route For Our Consignors To Connect And Engage A New Set Of Potential Customers. Maximize Reach & Accessibility Thereby Generating Positive Customer & Business Response And Increasing Profitability.

Physical Bidding Allows Our Customers To Come & Inspect Pre-owned Vehicle & Equipment On Or Before The Event, Judge Them Based On Their Actual Condition And Make A Conscious Decision Of Owning It Through Transparent Physical Bidding. Customers Can Make A Choice From A Wide Range Of Used Vehicles & Equipment. This Platform Owns The Maximum Certainty Of Sales And Attracts Maximum Buyers To Participate, Bid And Win The Vehicle Or Equipment.

VEHICLE LIFELINE AT SHRIRAM AUTOMALL



Highlights:

- ◆ All Segments Under One Roof
- ◆ Pre-event Vehicle Inspection
- ◆ Vehicle Ramping
- ◆ India's Only Reserved Price Bidding
- ◆ Interactive Bid Catching
- ◆ 150+ Bidding Locations
- ◆ 250+ Events Per Month
- ◆ 70+ Parking Locations



PARKING

Park Your Vehicles At SAMIL Automall / Yards With Complete Security



PARK & DISPOSE VEHICLES EASILY

1-30 Acres Of Secure Parking For Asset Disposal

At Shriram Automall We Not Only Focus On Exchange Of Used Vehicles & Equipment But Also On Providing Additional Services To Our Valued Customers. The Company Offers The Service Of Parking Across The Country At Over 70+ Locations On A Daily, Weekly Or Monthly Basis.

Parking Facility Is Offered To All Our Customers Including Banks & NBFCs, Fleet Owners, Original Equipment Manufacturers And Dealers.

ADDITIONAL TOOLS TO PARTICIPATE IN PHYSICAL BIDDING

Going Hand in Hand with the Latest Technological Developments, Shriram Automall Offers 'MySAMIL App', 'Desktop Live Bidding' For Our Customers to Participate in Physical Bidding Events Through Convenient & Latest Technology.

Highlights:

- ◆ 24/7 Security Through Deployment Of ISO Certified Agency
- ◆ 70+ Strategic Locations Ranging Between 1- 30 Acres Of Land
- ◆ 7 Feet Compound Wall With 3 Feet Barbed Wire
- ◆ Maximum Reach Network Of Parking Locations
- ◆ Regular Inventory Update Through SMS

HIGHLIGHTS

DESKTOP LIVE BIDDING

- ◆ Pay The RSD (Refundable Security Deposit) Amount Online
- ◆ Go To www.samil.in > Event Calendar > 'Click To Bid'



HIGHLIGHTS MYSAMIL APP

- ◆ Participate In Live Bidding Events
- ◆ View Inventory & Submit Proxy
- ◆ Customer Registration & KYC Upload
- ◆ Download Now From Google Play Store & iTunes App Store By Typing 'SAMIL'
- ◆ Contact Us



COMPLETE SOLUTION PROVIDER

FOR BUYING & SELLING ALL TYPES OF VEHICLES & EQUIPMENT



Commercial Vehicles | Construction Equipment | Agricultural Equipment | Passenger Vehicles | Bus | 3 Wheelers | 2 Wheelers

ONLINE BIDDING

Simplest Way To Maximize Returns



BUYING A USED VEHICLE IS JUST A SMS AWAY

- ◆ Send SMS To 9281003323 To Bid Now
- ◆ SMS Format – {SMS Code – Vehicle (V)+ 7 Digit Auction Code + 4 Digit Lot Number} (Space) {Bid Amount}
Example – v12345671024 15000



BID EASY & OWN THE BEST

Bid & Win Your Preferred Vehicle From The Comfort Of Your Home

Keeping Pace With India's Fast Track Growth, Shriram Automall Brings The Most Convenient Way To View, Bid, Own Or Dispose Pre-owned Vehicles & Equipment, Through State-Of-The-Art Online Transaction Platform: www.samil.in/bids

On An Average Around 8,000 Vehicles Per Month Are Listed On The Dedicated Website. SAMIL Team Guide Customers Throughout The Process From Start Till The End To Assist Them In Making The Right Choice.

Online Bidding Offers Customers Widest Inventory Of All Segments Present At All Locations Across India. Moreover Seller Receives Multiple Bids on The Listed Vehicle, Giving Them The Price Advantage.

As An Extension Of Our Services We Have Started Organized Disposal Of Property & Gold. For Gold Acquisition Visit www.samil.in/gold & For Property Acquisition Visit – www.samil.in/property

Highlights:

- ◆ Around **500** Online Bidding Events, Every Month
- ◆ **8000+** Vehicles Listed Per Month
- ◆ Access To Maximum Buyers Across India.
- ◆ Best Price Realization Through Multiple Bids.
- ◆ End To End Support To Buyer
- ◆ Life-Time Membership Through One Time Registration
- ◆ Participation Assistance to New Users
- ◆ Automated SMS Alerts For New Events, Vehicle & Inventory Update

STEPS TO PARTICIPATE IN ONLINE BIDDING



ONESTOP CLASSIFIED

Choicest Array Of Pre-Owned Inventory

With An Aim To Offer Utmost Customer Convenience, Shriram Automall Conceptualized This Proprietary Technology In Form Of A KIOSK, Website & A Mobile App With The Main Aim To Attract End Users. The Application Works As A Directory For Interested Customers To Search & Register Any Type Of Vehicle Buying Requirement.

KEY BENEFITS OF ONESTOP KIOSK, WEBSITE & MOBILE APP

- ◆ Access To Real-Time Information On **10,000+** Vehicles, Across India.
- ◆ Comes In Handy On No Event Days.
- ◆ **400+** KIOSKS, Available At Shriram Branches & Automalls With Complete Assistance.
- ◆ End Users Assistance For Choosing Or Sharing Vehicle Requirement.
- ◆ Easiest Way To Search Desired Used Vehicle.
- ◆ Download Now From Google Play Store & iTunes App Store For Free.



PRIVATE TREATY

Get The Best Negotiated Deals

Under Private Treaty, Shriram Automall Facilitates Negotiated Deals, For All Segments Of Pre-Owned Vehicles & Equipment. SAMIL Caters To High-value Or Bulk Asset Transaction Through This Medium And Bridges The Gap Between Buyers And Sellers Expectations By Offering Them Holistic Services. Complete Transparency Is Maintained At Every Step Of The Association And All The Bids Are Recorded. Be It A Single Vehicle Or An Entire Fleet, The Company Ensures A Seamless Exchange Of Pre-Owned Vehicles And Equipment.

HIGHLIGHTS

- ◆ Most Preferred By Our International Customers
- ◆ Negotiated Deals Of Individual / Bulk Vehicles / Equipment
- ◆ Caters To Big Ticket Value Machines / Large Fleets Etc.
- ◆ Deal Through Online / Offline Mode With Complete Transparency



INDIA'S ONLY BIDDING PIONEERS



“Shriram Automall Has Given The Peace Of Mind To The Bank Which It Was Looking For, Now We Park & Dispose Our Inventory In An Organized Manner Which Is Generating Good Price For Our Vehicles In A Short Span Of Time. Entering In MOU With SAMIL Has Saved The Hazels Of Conducting Our Own Auctions.”

Said By One Of The Leading National Bank



“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.”

Said By The Global Non Banking Finance Company



“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.”

Said By The Most Reputed OEM



“I Was Astonished To See The Exclusive Tractor Event Conducted By Shriram Automall. They Have An Innovative And Professional Way Of Conducting Bidding Events To Relieve Tractor Dealers From The Burden Of Investing Lot Of Money In Exchanged 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.”

Said By One Of The Most Important Dealership



“According To Me Bidding As A Platform For The Trade Of Pre-owned Vehicles Is Very Innovative Concept. SAMIL's Endeavor In This Segment Of The Industry Is Not Only Liquidating Used Vehicles For Us But Also Strengthening Our Profitability To A Great Extent.”

Said By One Of The Famous Vehicle Aggregator



YOUR FEEDBACK IS OUR MOTIVATION



Shriram Automall Inaugurates Its 61st Automall Facility In Mangalore



“Associating With Shriram Automall Has Been A Great Experience, So Far. The Company Offers Wide Range Of Used Vehicles At Optimal Prices Through Their

Transparent Bidding Platforms Across The Country.”

Said By One Of The Most Prominent Customer



“The Business Owned A Number Of Construction Equipment & Tippers As We Had A Number Of Projects At Different Locations. However After The Completion Of Projects They Become Obsolete And NPA For Us, That's When We Contacted Shriram Automall. We Took Their Suggestion Of Getting The Equipment Refurbished Which Attracted Good Money Out Of It.”

Said By The Biggest Local Contractor



“Everything About Shriram Automall Is Professional. I Am Glad To State That Signing MOU With Them Turned Out To Be A Good Decision As SAMIL Has A Big Contribution In

Developing My Business, As Company Provided Hot Leads For Disposing Used Construction Equipments.”

Said By One Of The Leading Rental Company



“We Found The Concept Of Valuation Very Interesting As It Helped Us In Knowing The Value We Can Get Out Of Our Vehicles (NPAs). Shriram Automall's Effective Bidding Platform Helped Us In Extracting Even More Than The Said Amount.”

Said By The Most Trusted Fleet Operators



“For The Past Several Years, Shriram Automall Has Helped Us Boost Our Business, As With Huge Database Of Customers Across India, They Have Helped Us In An

Efficient & Transparent Manner In Disposing Used Automotives At Optimal & Negotiable Rates.”

Said By One Of The Leading Insurance Company



BUYER TESTIMONIALS

Customer Perception Is Our Reality



TRUSTED
PARTNER



TRANSPARENT
& ORGANIZED



INNOVATIVE
& EXCITING



ONESTOP
PLATFORM



COMPETITIVE



EASY &
FANTASTIC



RIGHT
CHOICE



EFFECTIVE
& UNIQUE

INTERACTIVE



BEST
EXPERIENCE



BUSINESS
CONTRIBUTOR



SUPPORTIVE
TEAM



ALLIED SERVICES

NEW LOOK REFURBISHMENT – It Is Aimed To Make Sure Our Customers Get Maximum Value On Their Used Vehicles Or Equipment. It Includes Paint, Repair, Glass & Body Work Etc. Our Agenda Is To Make The Vehicle On Display Looks Physically Improved & Ramp Worthy.

VALUATION – We Provide An Appropriate Value To Our Customer's Vehicles & Equipment. Our Valuation Is Based On Pre Defined Parameters Like Model, Kilometers Run, Body, Engine, Year Of Manufacture Etc.

FINANCE – SAMIL In Association With STFC Aims To Build An Inclusive Society Which Is Self Reliant. Customers Can Avail The Facility Of Finance On Their Single Or Bulk Requirements.

DOCUMENTATION – At SAMIL We Provide Complete Assistance On The Documentation On Used Vehicle You Buy, Be It Assistance For RC Migration, Owner Name Change And Alike.

GENERAL / LIFE INSURANCE – At SAMIL We Provide Complete Assistance In Providing Insurance Coverage Via Shriram General Insurance For Your Vehicles And Via Shriram Life Insurance Company For Your Life.



SAMIL MANAGEMENT

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**70+ AUTOMALLS
150+ BIDDING LOCATIONS
SHRIRAM AUTOMALL**
(Established 2011)



DRIVING YOUR TRUST PROGRAM

Free-Of-Cost Privileged Bidder Cards



CORPORATE SOCIAL RESPONSIBILITY

Education Scholarship Program For Children Of Transporters

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