

# The Latest Trend In Pre-owned Equipment Industry 2017



By Sameer Malhotra, CEO, Shriram Automall

Developing public & private infrastructure, FDI reforms for construction sector, highway projects and growing economy have led to the overall surge of construction equipment market in India. In fact Indian construction equipment market is expected to grow more on account of increasing number of public infrastructure projects across the country. Further, initiatives by the government to develop 100 new smart cities and setup industrial hubs in the country through 'Make in India' campaign would boost the overall construction equipment market in the country. According to Off Highway Research, India's construction equipment market is projected to reach 73,470 units by 2021. The market declined during 2012 to 2015 owing to factors such as delay in project clearance issues and land acquisition delays. However, in coming years, owing to several construction projects in pipeline, the market for construction equipment is expected to witness growth.

Over the past few decades, there has been an excessive pressure on the urban infrastructure in India due to rapid urbanization and industrialization. India has one of the densest road networks in the world but lacks in the number of multilane highways. There is huge demand for airport infrastructure, railways, roads, sanitation facilities, urban and rural housing, office spaces and numerous other projects – all indicating the need for an improved infrastructure. This signifies the demand and growth of the construction equipment industry in India. An investment of \$1 Trillion has been projected for the infrastructure sector until 2017 around 40% of

which is to be funded by private sector & rest 60% from government funded projects. Around 45% of infrastructure investment will be funneled into construction activities. Moreover the initiative to develop 100 smart cities will also attract an investment of \$150 Billion over next few years, these will also impact the sales of construction equipment in market positively, thereby resulting in its long term growth.

## Construction equipment sale on an uptrend

Sale of construction equipment in India is estimated to grow in India, for 2017 are 59,295, followed by 65,770 in 2018, 66,270 in 2019, 69,895 in 2020 and 73,470 in 2021.

## Rise of Pre-owned Construction Equipment Market in India

While facing all the challenges, construction sector has witnessed a robust growth, as initially pre-owned construc-

tion equipment market was not developed in India & thus the resale of the pre-owned equipment was a great challenge. Today the ratio between new & used commercial vehicle has become 1:1. Earlier people used to acquire & dispose of these equipment through local dealers/brokers and personal sources. But over the time, the market has become much more structured as many renowned organized players have come in. Also, individuals as well as businesses are far more realistic and practical today as they are ready to believe in the profitable idea of investing in pre-owned vehicles & construction equipment.

## Shriram Automall - The Market Leader

With the increasing demand for the construction equipment and in spite of having many players in the market who are dealing in the same segment **Shriram Automall India Limited (SAMIL)** has become the no.1 solution provider for both public and private enterprises.





Shriram Automall has become the largest player and first choice of the market through their huge inventory providing number of pre-owned vehicles and equipment in good quality and at reasonable rates. SAMIL understands that successful construction depends on the perfection of equipment and it is not always possible to afford new construction equipment. So, they provide a platform of pre-owned construction equipment in extraordinary quality and easily affordable prices.

In a very short span of time company has grown through their dedication, commitment and commendable services have provided uncommon results and solutions to help the issue at hand. To match the

growing demand, and be one step ahead to fulfill all type of pre-owned vehicle and equipment demand in the country, company has unfurled 68 Automalls spanning in every corner of India, resulting in over 25,000 transactions with 10,000+ customers thus making it easy for customers to reach out for their innovatively convenient services.

SAMIL makes the complete process so easy and accessible for their customers through their **physical bidding** concept. In these bidding events, people from the remotest corner of the country can take part to buy or sell the pre-owned construction equipment. These events follow an organized procedure where in a cus-



tomers can visit nearest Automall to inspect a range of pre-owned equipment. SAMIL also enhances the reach of pre-owned equipment while taking them to a huge numbers of customers sitting anywhere through their **online bidding** (bids.samil.in) process. SAMIL also provides **private treaty** platform where customers can do one-on-one deals to buy or sell their equipment. This platform enables them to directly make the transaction without having to participate in the bidding process with personalized approach and negotiated deals. Also, SAMIL makes the construction business easy for their customers by providing them large number of inventories at a single place and by providing easy financing options.

Sameer Malhotra (CEO, Shriram Automall) added "SAMIL has become first choice of public, private enterprises, end users, dealers etc. through the vast line up of used good quality construction equipment & vehicles for sale at optimal prices. We look forward to keep doing the good job, by being the resource for our customers, while playing our part in national development."

### Conclusion

SAMIL has become the one stop service provider for customers looking forward to buy pre-owned construction equipment as they can see the widest range of construction equipment at competitive price range. SAMIL's inventory is the first choice for people who want to dispose their equipment also as they get the quick and expert deals, huge customer data base and value for money transactions when they close the deal with SAMIL team. Thus, SAMIL identifies the requirements and accordingly provides the solution and hence benefitting the customers the most.

For further details:

**Shriram Automall India Limited (SAMIL)**  
2nd Floor, Best Sky  
Tower, Netaji Subhash Place,  
Pitampura, Delhi-110034  
Ph: 1800 102 4141  
Mobile: +91- 11-41414444, +91-11-42414444  
contact@samil.in  
www.samil.in  
bids.samil.in