



From MD's Desk

Dear Samilians,

It gives me immense pleasure to address you all through this unique avenue. We share a vision of creating value for our customers, we strive each day to reach out to our end users & contribute to their growth. Everyone is doing business...how do we do it differently...to deliver growth, it is important for us to synergize our thoughts, actions & vision.

The arena of pre owned vehicles & equipment had great reservoir of untapped potential. Identifying an opportunity and leveraging on its experience in the segment for decades, Shriram Transport Finance Company Limited launched the truck bazaar, an initiative that not just facilitated disposal of old commercial vehicle at a fair valuation but also finance the aspiring buyer to advance to newer vehicles. The initiative was well received by the transporter community.

Having set up a robust system, with access to funds, state-of-the-art technology & vast inventory backed by processes and systems, we stepped up & introduced Shriram Automall in the year 2011. As expected, Automall set the impetus for the owners to dispose off their asset and at the same time, empowered the small fleet owners to fuel their entrepreneurial ambitions by acquiring the pre owned vehicle at a reasonable value.

Going forward, we are extremely proud of the way, Shriram Automall has carved out its position in the pre owned vehicle & equipment segment. I hope they attain the highest heights. I wish SAMIL team all the very best for their future endeavours!



Mr. Umesh Revankar
Managing Director
STFC

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SAMIL Awarded
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From CEO's Desk



Mr. Sameer Malhotra
CEO SAMIL

Dear Team,

We understand that, when it comes to business success, it is all about people and people alone. So we set out to begin a journey towards building India's most robust transaction platform for pre-owned vehicles & equipments. After leaving its deep imprints across several geographies of India, SAMIL now envisions reaching even the smallest of town & city. The epic success of our existing Automalls reflects upon the potential of the pre owned vehicle & equipment segment.

Taking a step forward in the same direction, it gives us immense pleasure to introduce "SAMIL Connect" the newsletter. In the first issue, we wish to share with you the glimpses of Shriram Automall events, achievements & forethoughts. We would like to thank our customers, associates & partners for their continued support.

Hope you relish the details inside this newsletter. Thank you once again for being a part of our journey!

Milestones at SAMIL

The date of 2nd May 2013 added yet another feather in SAMIL's cap!!

We achieved a sale of 100000 vehicles through Physical bidding events. Kudos to team SAMIL!!



Allied Services Offered



NEW LOOK REFURBISHMENT

New Look offers refurbishing and reconditioning facilities for used trucks, other vehicles & equipment



VALUATION SERVICES

Valuation service to ascertain the realistic value of an asset that helps in determining the right "Reserve Price" prior to bidding



DOCUMENTATION SERVICES

A full-fledged dedicated team liaison with RTO offices across India on regular basis. It helps to hasten delivery of assets by fulfilling all formalities pertaining to citations & records



PARKING FACILITY

Parking available on daily/weekly/monthly rent basis for those who wish to park & dispose their assets through Physical or Online Bidding/One Stop Intranet Kiosks / Private Treaty



GENERAL/LIFE INSURANCE

Customers can benefit from inexpensive and exclusive rates offered to SAMIL users. It offers full coverage against damage or loss to vehicles/assets selected through Physical/Online bidding events. Shriram also offers various types of Life Insurance plans with multiple benefits.

SAMIL In The News

Recent Grand Inaugurations



Automall Hapur
30 April 2013



Automall Bilaspur
25 April 2013



Automall Jharsuguda
18 April 2013



Automall Mancherial
21 March 2013



Automall Davangere
14 March 2013



Automall Cochin
2 March 2013



Automall Mahaboobnagar
26 February 2013



Automall Kota
27 December 2012



Automall Kolkata
22 December 2012



Automall Jaipur
19 December 2012



Automall Trinuvelli
15 December 2012



Automall Faizabad
13 December 2012

On 26 February 2011, Shriram Automall India Limited established its 1st Automall in Chennai. The Automall was inaugurated by then Honorable Union Minister for Home Affairs Mr. P.Chidambaram. The company has already launched its full-fledged facilities in 24 key locations across India. We are further stepping up to strengthen our presence all across the map of India. While we envision reaching the remotest corner of the country, it is imperative that each customer in any part of the country is provided with the same excellent local service.

The month of April witnessed Automall inaugurations at Jharsuguda in Odisha, Bilaspur in Himachal Pradesh and Hapur in Uttar Pradesh. Our expansion affirms that we are spreading our wings across the diverse geography of India.

STFC
Shriram Transport Finance Company Limited



India's largest player in commercial vehicle finance, was established in the year 1979. The company has a network of 528 branches and service centres. STFC is one of the largest asset financing NBFCs in India with a niche presence in financing pre-owned trucks and Small Truck Owners (STOs).

One Stop Intranet Kiosks



One Stop Kiosk, based on intranet is installed at over 500 branches across India. The kiosk has a vast inventory of over 20,000 vehicles listed in the system.

The USP of the initiative lies in providing a comprehensive selection of goods or services at a single location. The kiosks are highly interactive & user friendly.

Online Bidding: bids.samil.in



SAMIL In The News

Strategic Alliances: SBI & SAMIL Tie Up



SAMIL entered a strategic tie up with State Bank of India. The alliance will bring more farm equipment clientele to Shriram Automall, along with bringing faster and transparent collection efficiencies for SBI.

Online: SAMIL Gears Up To Open Up An Online Market Place



Shriram Automall successfully launched its corporate website in the first quarter of 2013. The website showcases the wide range of services dedicated to customers with most accurate product information and most transparent deals. The online business further reflects the panorama of the company's core values of customer service, transparency & accessibility. SAMIL's website will be instrumental in bridging the gap between the buyers & the sellers. The website is updated on a regular basis with news of events, revised inventory and announcements.

We Reach Out To Our Customers: Joint Promotional Activity



Our innovative campaigns & customer reach out programme goes a long way to connect to our valuable customers. The latest initiative being a joint promotional road show in association with Ashok Leyland at Sanjay Gandhi Transport Nagar, Delhi. This promotional activity received a great positive response from customers. Shriram Automall plans to organize and conduct such activities at various strategic locations across the country as these events provide an opportunity for customers to interact directly with the team.

Private Treaty: SAMIL Goes GLOBAL



In a recent sale by private treaty, Shriram Automall stepped up & took the business to the next level of international business transaction. The machines were inspected onsite in Dhanbad by the buyer, thereafter SAMIL negotiated for the same with the seller.

Snapshot of the treaty:

Seller from Spain
Buyer from Jordan

The machines were inspected onsite by the buyer, thereafter SAMIL negotiated for the same with seller.

SAMIL Glimpses



SAMIL Won Fleet Enabler Of The Year 2012 Award



Trucks Lineup In The Yard



Vehicles Lineup In Automall Yard



Buyers Inspecting Vehicles & Equipment



Customers Bidding For Vehicles

Upcoming Inaugurations

Raipur in Chhattisgarh
Udaipur in Rajasthan
Bengaluru in Karnataka
Kurnool in Andhra Pradesh
Kanpur in Uttar Pradesh
Pune in Maharashtra
Bhopal in Madhya Pradesh

Email: contact@samil.in





Pan India Presence of SAMIL



24 Existing Automalls

1	Chennai	Feb 26, 2011
2	Vadodara	Apr 30, 2011
3	Manesar	Aug 13, 2011
4	Panvel	Oct 22, 2011
5	Aurangabad	Feb 2, 2012
6	Pathankot	Mar 16, 2012
7	Cuttack	Mar 27, 2012
8	Gulbarga	May 2, 2012
9	Vishakhapatnam	June 16, 2012
10	Ludhiana	Sep 21, 2012
11	Hyderabad	Nov 21, 2012
12	Jammu	Nov 27, 2012
13	Faizabad	Dec 13, 2012
14	Tirunelveli	Dec 15, 2012
15	Jaipur	Dec 19, 2012
16	Kolkata	Dec 22, 2012
17	Kota	Dec 27, 2012
18	Mahaboobnagar	Feb 26, 2013
19	Cochin	Mar 2, 2013
20	Davangere	Mar 14, 2013
21	Mancherial	Mar 21, 2013
22	Jharsuguda	Apr 18, 2013
23	Bilaspur	Apr 25, 2013
24	Hapur	Apr 30, 2013

 Upcoming Automalls
 Existing Automalls



SAMIL Awarded ISO 9001:2008 Certification

Certification body TUV SUD South Asia Private Limited, Singapore conducted 2 stage audit and awarded Shriram Automall India Limited, the ISO 9001:2008 certification with effect from 1st March 2012, subject to the condition of successful surveillance audit. Initially, a system comprising of procedures for the scope of "REFURBISHMENT OF USED COMMERCIAL VEHICLES" was created and implemented across our 4 Automalls (i.e. Chennai, Panvel, Manesar and Baroda).

In the month of April 2013, SAMIL has successfully completed 1st surveillance audit after including another 9 Automalls under the scope. That is Chennai-RO(Automall) and Automalls in Chennai, Baroda, Manesar, Panvel, Aurangabad, Pathankot, Cuttack, Gulbarga, Vizag, Ludhiana, Hyderabad, Jammu and Shrirampur have included under the certification to cover Pan India refurbishment activities.

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



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<http://www.youtube.com/shriramautomall>



<http://in.linkedin.com/company/shriram-automall-india-limited-samil->



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