



“giving India The Power of Choice”

Shriram Automall India Limited (SAMIL), an ISO 9001:2008 certified company with AA rating from CRISIL, is India's first-ever service provider to follow a well-organised and transparent approach towards exchange of pre-owned vehicles and equipment.

SAMIL is a 100% subsidiary of Shriram Transport Finance Company (STFC), which is India's largest Non Banking Finance Company in commercial vehicle segment.

SEGMENTS

- Commercial Vehicles
- Construction Equipment
- Tractors & Agriculture Equipment
- Two Wheelers
- Cars & SUVs
- Buses
- Gold
- Property
- Three Wheelers

ALLIED SERVICES

New Look Refurbishment – Repair of pre-owned vehicles & equipment

Parking – Around 70 strategic parking locations, across India

Valuation – Valuation of assets by experienced professionals

Easy Finance – Financial assistance through STFC

Documentation – Complete support for paper work and certification

General/Life Insurance – Assistance in taking insurance coverage against loss or damage



WAYS TO ACQUIRE OR DISPOSE VEHICLES EFFECTIVELY THROUGH SAMIL

PHYSICAL BIDDING

- 150+ bidding locations across India, including over 50 well-structured Automalls
- Around 300 physical bidding events, every month
- Simply, inspect, bid & strike great deals
- Vehicle inspection two days before or on the event date
- Opportunity to observe price trends as SAMIL offers complete information on available pre-owned vehicles
- Physical bidding fosters complete touch & feel, prior to selection. In addition, there is a wide scope of networking with various other participants in the event and share valuable market trends/learning with each other

ONLINE BIDDING

- BIDS.SAMIL.IN, GOLD.SAMIL.IN & PROPERTY.SAMIL.IN - User-friendly interface with easy bidding processes
- 700+ online bidding events, every month
- Life-time membership through one time registration
- Free training for users
- Automated SMS alerts & mail updates

ONE STOP CLASSIFIED KIOSK

- A new-age machine with touch-screen interface to search & register vehicle requirement
- Access to real-time information on 20,000+ vehicles, across India
- 450+ Kiosks, available at Shriram branches & Automalls with complete assistance
- Listings on One Stop Classified Kiosk can be compared to a massive classified repository
- The Kiosks are highly interactive and are easy to use, just like bank ATMs
- Once a user submits his interest regarding a particular vehicle, end-to-end personal assistance is provided by the local team to complete the transaction

PRIVATE TREATY

- Bridging the gap between buyer & seller
- Negotiated deals of individual/bulk vehicles/equipment
- Deal through online/offline mode with complete transparency
- Best price realisation in every transaction

16,500+
Bidding
Events

Around
4,00,000
Transactions

Approx.
4,50,000+
Unique
Bidders

Over
2,70,000
Buyers

CLIENTELE

- Banks & NBFCs
- Transporters/Fleet Operators
- End Users & Individuals
- Vehicles/Equipment Manufacturers
- Contractors
- Intermediaries
- Vehicles/Equipment Dealerships

CUSTOMER RELATIONSHIP PROGRAMS

DRIVING YOUR TRUST

'Driving Your Trust' Program makes your association with SAMIL more delightful with its three Privileged Bidder Cards, including Star Bidder Card, Premium Bidder Card and Platinum Bidder Card.

BENEFITS

- Quick and easy registration process
- Limited formalities for enrollment
- Flexibility to participate at any Shriram Automall, pan India
- Special additional benefits or discounts offered from time to time

EDUCATION SCHOLARSHIP PROGRAM

SAMIL in association with Shriram Foundation takes a step towards India's enlightened tomorrow by supporting the education of students from class 8th -12th, without any disruption. Special additional benefits are also offered from time to time. SAMIL scholar gets a scholarship of ₹3000 per annum till class 10th and ₹3500 per annum till class 12th.

WHAT MAKES YOU A SAMIL SCHOLAR?

- Your more than 60% score in previous class
- Your parent is transporter or commercial vehicle driver/owner
- You are a student from a school (including government and private) that does not charge exorbitant fees
- Your parent's monthly income is not more than ₹25,000, per month
- You are not a beneficiary of any other grant or donation