



## MySAMIL MOBILE APPLICATION



Use MySAMIL mobile application for acquiring & disposing pre-owned vehicles and equipment of all brands & models. The mobile application is related to end user technology comfort with advance features.

**Easy, Smart & Convenient Bidding On Your Smartphone**

**Download Now**

By typing SAMIL in google play store or iTunes store

## WIDEST NETWORK ACROSS INDIA



## CORPORATE SOCIAL RESPONSIBILITY A Business Concern for Social Welfare



Shriram Automall while taking a step towards India's enlightened tomorrow organized an event distributing scholarships and uniforms to students.



Company organized a Mobile Clinic Facility where customers were educated about the condition of their health and various tests like sugar, urine, hemoglobin and rapid diagnostics were held.

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## THE POWER OF CHOICE

Established in 2011 as India's largest service provider of used vehicles & equipment. Shriram Automall India Limited brought in a top-class bidding platform facility to India with a state of convenient transactions of used assets between sellers and buyers.

As part of its overall commitment, since its inception SAMIL has inaugurated 70+ Automalls and has developed a competitive solution for the challenges that come with increasing demand of used assets.

SAMIL'S largest-ever product line-up in India today offers used vehicles and equipment of every make and model to suit the needs of each & every consumer.

For us, technological developments and innovations, allied with the combined strength of our employees, are key factors enabling us to meet requirements & expectations of our customers around the country.

## FROM CHAIRMAN'S DESK

During past 6 years, India's largest platform for acquiring and disposing used vehicles & equipment in India- Shriram Automall India Limited (SAMIL) has stood strong while competing with its counterparts in the market. SAMIL is a new breed venture that has very successfully bridged the gap between buyers and sellers through its innovative & transparent platforms.

Company as its mission to be committed to total customer satisfaction and continual improvement in performance provide complete transparency in every transaction thereby building trust, reliability and value for its customers.

Customer, value proposition, and economic viability are the three words on which SAMIL established its foundation. We always thrive towards excellence and we keep chasing it. That is why we are focused to grow along with our customers every day.

We sincerely hope that you will continue to support us, which will definitely help us to meet the best of your expectations.



S. Lakshminarayanan  
Chairman, SAMIL

## FROM MD'S DESK

We are delighted that Shriram Automall as a company has strengthened its communication links with its customers. We have strived to develop SAMIL as your preferred partner when it comes to acquiring & disposal of used vehicles & equipment in India. Today SAMIL is the leader and India's largest service provider for pre-owned automobiles.

With the vision to be the largest exchange platform for trading 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, company has invested on research and development to embrace new technology for customers, enriched employee training, and broadened after sales services while enhancing our cooperation with customers all across the country.

With the progress of the times, our goal is to consistently grow and continuously improve.



Umesh Revankar  
Managing Director, STFC

## FROM CEO'S DESK

Inspiration can come to us from a number of different sources, in a variety of various forms. Inspiration is always vital to us. For Shriram Automall, true inspiration lies in customer satisfaction. With every new Automall that company inaugurates we take a one step ahead to reach out to our customers and serve them with the best service possible.

H1 of new financial year (FY) 2017-18 has turned out to be the best in SAMIL's history. We have crossed our own records. Looking ahead, we would like to thank all our customers and employees for making the very first half of new financial year an inspiring success story.

The company has strong experience in acquiring & disposing used vehicles & equipment in India efficiently. We have continuously dedicated ourselves to the development and implementation of new technologies and solutions in making used automobile industry more trusted, transparent, advance and accessible.

We are proud to say that complete customer satisfaction is the main driver behind what SAMIL is today.



Sameer Malhotra  
CEO, SAMIL

## Shriram Automall India Limited (SAMIL)

Head Office: 2<sup>nd</sup> Floor, Best Sky Tower, Netaji Subhash Place, Pitampura, Delhi - 110034, India

Tel: +91.11.41414444, Fax: +91.11.42414444, Toll Free: 1800 102 4141, Website: www.samil.in, Email: contact@samil.in





## AWARDS & ACCOLADES



On 1<sup>st</sup> August 2017 CIA World honored Shriram Automall for being the Best Service Provider of the Year 2017 for its esteemed services and most innovative bidding platforms.



Honda Motorcycle and Scooter India (HMSI), honored Shriram Automall for being the highly valuable business partner.



SAMIL on 25<sup>th</sup> November 2017 has been named as the "Fastest Growing Brand for Pre-owned Vehicles of the Year" at 2017 Leader Awards Ceremony organized by 24MRC in association with ET Now for showing tremendous growth in organizing this opaque sector dedicated towards transaction of pre-owned automobiles.

## AUTOMALL INAUGURATIONS TILL DEC 2017



Presently, SAMIL has more than 150 bidding locations and 70+ Automalls in total that help over 6,80,000 customers across India to acquire and dispose their used automobiles. SAMIL continues to grow closer to customers with the continued expansion of its nationwide network as well as top-class after-sales offering.

To enhance accessibility, SAMIL has inaugurated three new Automalls namely Hosur, Ratnagiri, Guntur, Bikaner, Guna and Hassan. The company has also introduced many pioneering initiatives that reduce the cost and time involved in transaction procedure. PAN-India assistance and mobile service support to ensure total transparency is something that makes SAMIL unique in its own way.

## ANNIVERSARY CELEBRATIONS

Shriram Automall believes in celebrating its journey, as the celebration of success no matter how big or small often overshadow the challenges that were encountered on the way. Company while celebrating also makes sure to raise a bar a little higher every time.

Since April 2017 till now company celebrated 43 Automall anniversaries and organized special anniversary bidding events for the same while cherishing the years of service that Automall devoted towards its customers.



Thrissur: 12-Apr-17 | Jharsuguda: 18-Apr-17 | Delhi: 19-Apr-17 | Bilaspur: 25-Apr-17 | Hapur: 30-Apr-17 | Vadodara: 30-Apr-17 | Gulbarga: 2-May-17 | Karnal: 19-May-17 | Shimla: 21-May-17 | Kanpur: 28-May-17 | Latur: 14-Jun-17 | Solapur: 15-Jun-17 | Vijayapur: 16-Jun-17 | Vishakhapatnam: 16-Jun-17 | Bhopal: 04-Jul-17 | Faridabad: 09-Jul-17 | Jodhpur: 22-Jul-17 | Patancheru: 31-Jul-17 | Dhanbad: 21-Jul-17 | Guwahati: 05-Aug-17 | Raniganj: 07-Aug-17 | Manesar: 13-Aug-17 | Ludhiana: 21-Sep-17 | Trichy: 26-Sep-17 | Mangalore: 13-Sep-17 | Panvel: 24-Oct-17 | Ongole: 17-Oct-17 | Madurai: 12-Oct-17 | Gwalior: 28-Oct-17 | Indore: 28-Oct-17 | Hyderabad: 21-Nov-17 | Jammu: 27-Nov-17 | Udaipur: 18-Nov-17 | Hisar: 7-Nov-17 | Warangal: 18-Nov-17 | Nizamabad: 18-Nov-17 | Dhule: 24-Nov-17 | Faizabad: 13-Dec-17 | Trinuvelli: 15-Dec-17 | Jaipur: 19-Dec-17 | Kolkata: 22-Dec-17 | Ahmedabad: 23-Dec-17 | Kota: 27-Dec-17

## EXCLUSIVE EVENTS

### 100% Conversion At Special Bus Segment Event



Shriram Automall to its glory achieved 100% conversion by disposing 10 pre-owned buses during a special client point bidding event conducted for Mercedes India in Pune.

### Specific Segment Centric Events



Shriram Automall conducted 14 exclusive events in various parts of India acknowledging the long term association of its customers. These events were specifically organized to cater the demand of different segments like Commercial Vehicles, Construction Equipment, Agricultural Equipment, Passenger Vehicles, Two & Three Wheelers at our dealers' locations & SAMIL yards.

### Making People Choose What Interests Them



SAMIL believes in helping customers buy through its effective marketing! Therefore campaigns are held to understand the customer perspective and expectations so that we could help them get the best out of our transparent platforms and services. These marketing campaigns are exclusively informative and works as conversation, customer service, advertisement and connectedness for the customers in every nook and corner of the country.

### Photo Event Organized For TMFL Vehicles



Shriram Automall moved a way forward by organizing photo bidding event at Hasana for Tata Motors Finance Limited vehicles placed at Hasana, Mangalore and Shivamogga. There were huge number of people who participated in the event and a number of vehicles were sold. These initiatives by Shriram Automall lead to customer satisfaction and fulfilling their demand at large.

Thus, Shriram Automall aims for making a good experience for its customers at every level.

## SAMIL'S TIE-UPS



Sakthi Finance Limited Tied Up With SAMIL On 1<sup>st</sup> June 2017 At Coimbatore



Corporation Bank Renewed Its PAN India Agreement On 25<sup>th</sup> May 2017 At Mangalore



Shriram Automall Inks Tie-Up With State Bank Of India For Its SME Segment on 10<sup>th</sup> October, 2017

As A Part Of Its Endeavor To Collaborate With India's Biggest Banks, OEMs & NBFCs, Shriram Automall Continued Its Momentum By Adding These In Its Tie-Up List & Thus Reached To The Next Level With Its Offerings.