



Shriram Automall India Limited (SAMIL)

CONNECT



VOLUME 11, APRIL 2017

IN THIS ISSUE

Page 2

- ◆ Awards & Accolades
- ◆ Collaborations
- ◆ Automall Launches

Page 3

- ◆ Exclusive Events
- ◆ Founders Day Celebrations

Page 4

- ◆ New Initiatives
- ◆ Mobile Application
- ◆ Growth Comparison

SHRIRAM AUTOMALL TRUE NAME OF SUCCESS



FY 2016-17 Was Truly A Remarkable Year; We Not Only Inaugurated Number Of Automalls And Expanded Our Presence In The Country But Also Captured Areas Which Were Never Tapped Before By Any Other Service Provider In Quite A Big Way. Like Always This Year As Well, Company Added New Achievements & Milestones To Its Portfolio. In FY 2017-18 We Aim To Become Great From Good And Inaugurate More & More Automalls At Your Doorstep For You To Come And Avail Our Professional Services.



S. Lakshminarayanan
Chairman, SAMIL

From Chairman's Desk

FY 2017-18 Comes With New Aspirations, New Feel, New Goals And New Energy. Over The Years, Shriram Automall Has Stood Strong And Has Continued To Portray Itself As A Leading And Successful Entity While Passing Every Hurdle That Came Its Way. The Company Has Evolved As The Leading Service Provider Which Caters To The Demand Of Used Vehicles And Equipment With Utmost Transparency And Efficiency All Over The Country.

With The Constant Drive To Achieve The Trust Of Its Customers, We Are Proud Of Our Endeavors Which Offer Plethora Of Services Under One Roof. Our Association With Customers Has Ultimately Made Us A Part Of Their Dreams And We Consider Ourselves Responsible For Making Their Dreams Come True.

Now, Time Has Come For Us To Focus On Continuous Improvement By Embracing New Technology And Building More Efficient Processes, To Create An Everlasting Impact On The Minds Of Our Customers.

From MD's Desk

It's Been Six Years That We Started Our Journey By Inaugurating Our First Automall In Chennai On 26th Feb 2011. In This Small Span Of Time Shriram Automall Has Become The True Name Of Success. We Have Already Become A One-Stop Solution, For All Types Of Pre-Owned Vehicles & Equipment Requirement At Every Nook And Corner Of The Country. We Will Put Every Efforts To Continue The Success. With High Expectations And Energy Levels, We Are Hopeful To Set The Benchmarks For The Whole Industry To Follow.

Shriram Automall As A Part Of Its Core Value Will Always Value The Relationship It Has Created And Maintained With Its Customers As They Are The Driving Force Of The Industry. This Year While Taking A Step Forward, We Will Become A Growth Partner For Them.



Umesh Revankar
Managing Director, STFC

From CEO's Desk

The Company Is Moving In The Right Direction And With Every New Automall Inaugurated We Take One Step Forward In Organizing The Unorganized Automobile Industry. Today When People Look For Authenticity For Dealing In Pre-owned Vehicles And Equipment, They Come To Us; They Come To Shriram Automall, This Is A Change We Brought In The Industry. With Four New Success Mantras For FY 2017-18 (Action Oriented, Go Digital, Build An Efficient Team And Enhancing Service Standards) We Are Confident Of Taking The Company Towards New Horizons Of Success.



Sameer Malhotra
CEO, SAMIL

Looking Ahead, We Are Focused On Accelerating The Execution Of Our Growth Strategy. I Am Incredibly Enthusiastic About This Journey And Truly Believe The Best Is Yet To Come.

AWARDS & ACCOLADES

Over The Years Shriram Automall Has Been Recognized By Many Industry Honchos & Expert Pundits For Offering A Transparent & Innovative Way Of Buying & Selling Used Vehicles & Equipment In The Country. This Year Was No Different, As We Were Recognized By Number Of Bodies For Our Professional Services.



India's Most Trusted Brand In Pre-Owned Automobile Industry



Largest Platform For Buying & Selling Of Used Vehicles And Highest Number Of Physical Events In A Single Day



Best Disruptive Innovation Award 2016



Excellence in Customer Experience & Fleet Enabler of the Year



Most Promising Brand & Online Market Place in Pre-Owned Automobile Industry



AA+ Crisil Ratings Reaffirmed

COLLABORATION

In FY 2016-17 We Went Ahead To Collaborate With Industry Leaders In Order To Bring In The Best Of Inventory For Our Customers To Choose From & At The Same Time Help The Following Banks, OEMs And NBFCs To Liquidate Their Unused Assets.



Bank of India, Ranchi
All Segments



Hinduja Leyland Finance
All Segments



RBL Bank
All Segments



Mannapuram Finance
All Segments



Religare Finvest
Property



Bank of India, Mumbai
All Segments

11 AUTOMALL'S LAUNCHED

Shriram Automall Like Every Year While Focusing On Its Expansion Inaugurated 11 Well Structured Automall's Empowering Customers To Take Benefit Of SAMIL's Services From Anywhere In The Country. In FY 2016-17 The Company Also Crossed Its Benchmark Figure Of Unfurling 60 Automalls Across The Country By Making It Total Of 67 Automalls.



Automall Latur



Automall Solapur



Automall Vijaypur



Automall Dhanbad



Automall Mangalore



Automall Indore



Automall Dhule



Automall Saharanpur



Automall Coimbatore

Latur - 14 - June - 2016 | Solapur - 15 - June - 2016 | Vijaypur - 16 - June - 2016 | Dhanbad - 21 - July - 2016 | Mangalore - 13 - Sept - 2016 | Indore - 26 - Oct - 2016 | Dhule - 24 - Nov - 2016 | Saharanpur - 19 - Jan - 2017 | Coimbatore - 06 - Feb - 2017 | Agra - 25 - Feb - 2017 | Akola - 09 - Mar - 2017

EXCLUSIVE EVENTS

This Year Shriram Automall Was Recognized As The Preferred Partner For Organizing Exclusive Bidding Events For Couple Of Industry Leaders Where The Company Utilized Its Professional Services To Dispose Their Unused Inventory.



SHRIRAM AUTOMALL DISPOSED 100% UNUSED INVENTORY OF CLAAS HARVESTERS ON 26th AUGUST 2016



SHRIRAM AUTOMALL HELPED COPART IN DISPOSING ITS INVENTORY OF FLOOD AFFECTED VEHICLES ON 31st AUGUST 2016

FOUNDERS DAY CELEBRATION – COMPLETING 6 GLORIOUS YEARS



Automall Manesar



Automall Panvel



Automall Agra



Automall Bangalore



Automall Hyderabad



Automall Davanagere



Automall Rajahmundry



Automall Vijayawada



Automall Chengalpet

Shriram Automall On The Occasion Of Its 6th Business Anniversary Conducted 66 Bidding Events Across The Country. The Company Made The Day A Grand Affair & Achieved Number Of Feats Like Around 5,000 Bidders Registered, Around 7,000 Vehicles Tagged & Around 2,500 Vehicles Sold In A Single Day. The Company Further Strengthened Its Physical Presence By Inaugurating 66th Automall In Agra.

Samil Also Unveiled Two New Limca Book Of Records For Being 'The Largest Platform For Acquisition & Disposal Of Pre-Owned Vehicles & Equipment' & For Conducting ' Highest Number Of Physical Bidding Events In A Single Day' In FY 2015-16. In Addition, The Company Launched Its Exclusive 'MySAMIL App' For Its Customers To Enjoy The Live Bidding Experience From Anywhere Across The Nation.

NEW INITIATIVES

DIGITAL PAYMENT OPTION



Pay Refundable Security Deposit Amount Online



Simple Do-It-Yourself Process



Pay Through Credit & Debit Card

SMS BIDDING FACILITY



Participate In Bidding Through A Simple SMS



SMS Code (YEAR + Month + Date + Auction Number + Lot Number)



Bid & Win Your Desired Vehicle Easily

LIVE PHYSICAL BIDDING



Participate In Physical Bidding From Your Desktop



Simple Do-It-Yourself Process



Bid & Win Your Desired Vehicle Easily

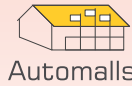
GROWTH COMPARISON

Year
2011

← Key Achievements →

Year
2017

4



Automalls

67

1,200

(Physical & Online)



Events

40,000

(Physical & Online)

46,000



Transactions

5,50,000

50,000



Unique Customers

6,50,000

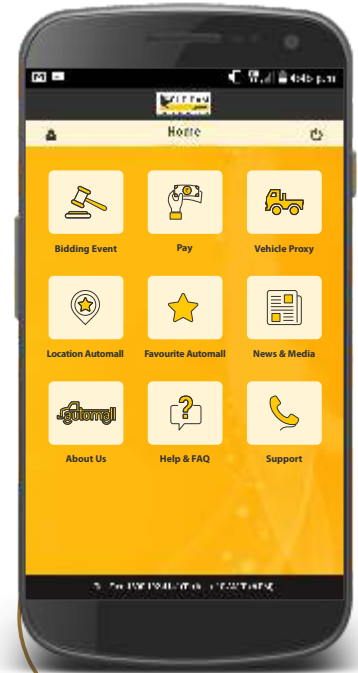
440



Employees

700

MySAMIL MOBILE APP



Customer Registration & KYC Upload



Pay Refundable Security Deposit Amount Online



Participating In Live Bidding Events



Submit Proxy Bid

Shriram Automall India Limited (SAMIL)

Head Office: 2nd 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



facebook/shriramautomall



twitter/shriramautomall



youtube/shriramautomall



linkedin/shriramautomall



google+/shriramautomall



instagram/shriramautomall