



CONNECT

SAMIL Quarterly Newsletter

Volume 8 May 2015



Mr. S. Lakshminarayanan
Chairman, SAMIL

From Chairman's Desk

The origin of a new financial year brings numerous opportunities for an industry to grow ahead. At Shriram Group, we aim at identifying every new prospect to mark an incredible journey of FY15-16. Overall, it had been a great experience of the last fiscal which actually turned the way for pre-owned vehicles and equipment industry and made it run on a higher demand. We not only identified the trend but also made a huge contribution to it with our comprehensive services. Our complete solutions in the exchange of pre-owned vehicles added great value to the overall customer experience of Shriram Automall.

It's time to take our holistic services on to a new level where every Indian rider prefers only Shriram Automall to realise his dreams. We need to strengthen our customer relation in order to generate more business. The road ahead is highly promising and we have to look for every possible way that not only enshrines but also enhances our leading position.

Good Luck for all your future endeavours. Let's create an experience worth history in future!!!

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Mr. Umesh Revankar
Managing Director, STFC

From MD's Desk

The last Indian budget announcement gave major thrust to manufacturing and infrastructure sector, which in turn makes way for a growth in the demand of commercial vehicles (LCVs and HCVs). The year ahead will have a great scope to enhance business within this particular segment.

Following the Shriram Way, we have to ensure a persistent ride of the year ahead. The motto is to keep supporting our customers and their dreams with our affordable financing facilities. Their needs are of top priority to us and the upcoming days expect us to evolve with every changing demand of our patrons. Our regular interaction with them will help us identify their needs and serve them better.

FY15-16 is a highly promising year through which we can mark an incredible voyage. We just have to recognise the most promising business avenues of our industry and eye at making an indelible mark on them. So, let's get ready for all the challenges and achieve our best.

Best of Luck! Keep growing ahead.



Mr. Sameer Malhotra
CEO, SAMIL

From CEO's Desk

Our commendable response towards the beginning of current financial year is backed by our accomplishments during last fiscal. I take utmost pride in sharing a glorified journey of FY14-15 which took our position in the pre-owned vehicles and equipment industry to a new height. We walked relentlessly towards a strong pan-India presence and succeeded in establishing 50 well-structured Automalls. We not only launched highest number of Automalls (18) but also marked maximum alliances during previous fiscal. Apart from following the set patterns of growth, we even explored some exciting new businesses, such as Two-Wheelers, Gold and Housing. Our new initiatives, including anniversary special bidding events and corporate client meets, developed a strong bond with the customers.

All these victorious factors have created a strong base for the future. The pre-owned space of Indian Automobile Industry has begun picking up the pace. The first-time buyers' preference is gradually getting aligned towards the segment. As a Samilian, we only aspire to be a complete solution provider for their desires.

It's time to take this new beginning as an opportunity to grow further. Let's add more value to our bottom line by supporting it with our strong business sense and hard work.

All the Best! Keep driving on the success roads.

SAMIL's Successful FY14-15



While the pre-owned cars segment took a speed during last fiscal, Shriram Automall India Limited (SAMIL) also captured the same pace within its journey of FY14-15. India's one-stop destination for pre-owned vehicles and equipment, SAMIL took its leading position on to a new level in the last financial year through several initiatives and new business additions.

The benchmark set has raised the anticipatory level of success from the current fiscal. As an ISO 9001:2008 certified company with AA rating from CRISIL, SAMIL is all set to mark another glorified year ahead.



THE POWER OF CHOICE

Head Office: 200-202, 2nd Floor,
Best Sky Tower, Netaji Subhash
Place, Pitampura, Delhi-110034

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

CONNECT SAMIL'S SUCCESS STORY FOR THE FY 2014-15

SAMIL Marks 10 Major Tie-Ups During February-May, 2015

SAMIL's aggressive concentration on its expansion plan has made way for a growth across all dimensions. The Company marked 10 additions to its clientele portfolio while inking tie-ups with major industry players, including manufacturers, banks, NBFCs, and other finance companies. Today, it extends holistic solutions through unique bidding platforms and services in order to create a lucrative disposal experience for the pre-owned vehicles, equipment and properties of its patrons. The current update, in SAMIL's clientele list, reports 21 tie-ups across its different pre-owned vehicles, equipment and property segments.



IKF Finance Limited
7th May, 2015
Commercial Vehicles, Construction Equipment, Tractors, Cars & SUVs and 3-Wheelers



Kaveri Grammeena Bank
29th April, 2015
Commercial Vehicles, Construction Equipment, Tractors, Cars & SUVs, 3-Wheelers and 2-Wheelers



United Bank of India
22nd April, 2015
2-Wheelers, 3-Wheelers, Cars, Tractors, Tippers, Machinery & Articulated Vehicles, LCVs and M&HCVs



State Bank of India
17th April, 2015
Agreement renewed for Agricultural Equipment



AU Financier
21st March, 2015
3-Wheelers, 4-Wheelers, CE, Commercial Vehicles, Trailers, Tractors, Tippers, Dumpers and other Machinery



Manipal Housing Finance Syndicate Ltd.
26th February, 2015
Properties



Corporation Bank
24th February, 2015
Commercial Vehicles, Tractors, Buses, Cars & SUVs, 3-Wheelers and 2-Wheelers



State Bank of Mysore
18th February, 2015
Commercial Vehicles, Construction Equipment, Tractors, Cars & SUVs, 3-Wheelers and 2-Wheelers



TATA Capital Housing Finance
11th February, 2015
Properties



Gramin Bank of Aryavart
2nd February, 2015
Commercial Vehicles, Construction Equipment, Tractors, Cars & SUVs, 3-Wheelers and 2-Wheelers

SAMIL Records 111% Growth In Retail Business For FY14-15

FY14-15 had been an incredible phase for Retail Business as it marked 111% growth while reporting ₹587 Cr. of business as compared to ₹278 Cr. of business reported in FY13-14. The credit of this growth goes to the maximum number of tie-ups recorded during last financial year along with sheer hard work and dedication of the Samilians.

The Company had concentrated immensely on associating with leading manufacturers, dealers, banks and NBFCs and followed a lucrative strategy in liquidating their pre-owned vehicles, equipment and properties. While identifying a huge potential within the space, SAMIL eyes at a stronger sales figure in FY15-16.



SAMIL In FY14-15 – A Glimpse!



SAMIL In FY14-15 – A Glimpse!



50 Shriram Automalls,
Pan-India with
18 launched in FY14-15

Anniversary Special Bidding Events,
11 Events conducted

14 Tie-Ups recorded
in FY14-15

New Segments Launched
Two-Wheeler, Gold
& Housing

SAMIL's SUCCESS STORY FOR THE FY 2014-15 **CONNECT**

SAMIL Pan-India Presence Goes Wide With 50 Automalls

During last three months, SAMIL concentrated majorly on South region for its expansion plan and launched three new Automalls, namely Shriram Automall Mysore, Shriram Automall Calicut & Shriram Automall Kollam. Moving ahead towards the East and North India, the Company introduced two Automalls, one in each region, namely Shriram Automall Ranchi and Shriram Automall Sohna.



Automall Sohna
12th March, 2015

- As the 50th Automall, Shriram Automall Sohna caters to the huge demand of pre-owned passenger vehicles, construction equipment & tractors within the region.
- Spread across around 2 acres of land, it has been strategically located to observe huge customer footfall from extremely promising nearby locations, including Delhi, Gurgaon, Rewari and Bhiwadi.



Automall Kollam
23rd February, 2015

- Shriram Automall Kollam is located at one of the developing areas of the city, which observes various construction activities in progress.
- The Automall caters to the existing demand for pre-owned construction equipment within Kollam and other nearby locations, including Kottayam, Trivandrum, Alleppy, Pathanamthitta and Kottarakara. Moreover, pre-owned MUVs and LCVs are also demanded there.



Automall Calicut
21st February, 2015

- Shriram Automall Calicut identifies a huge potential within the marketplace, which observes massive demand for pre-owned LCVs, SGVs and cars.
- Spread across 5 acres of land, the Automall has been strategically located to grab maximum footfall from different locations, including Kasaragod, Kannur, Wayanad, Malappuram and Thrissur.



Automall Mysore
19th February, 2015

- SAMIL launched its 47th Automall facility in Mysore (spread across 3 acres of land) while distributing 100 Education Scholarship cheques to the most promising students from Mangalore, Bangalore, T.Narasipura, Nanjangud, Kollegal, Chamarajana-nagar & other close locations.
- Located near Race Course, the Automall caters to a huge demand for pre-owned passenger vehicles, LCVs and SGVs.



Automall Ranchi
5th February, 2015

- Spread across 3 acres of land, Shriram Automall Ranchi is located on a National Highway, connecting Hazaribagh, Delhi and Patna and observes footfall from Bihar, Ranchi, Hazaribagh, Bokaro, Dhanbad, Jamshedpur, Purania, Patna and Jharkhand.
- Ranchi and its nearby locations, are extremely beneficial for SAMIL as they observe great demand for pre-owned vehicles & equipment.

SAMIL Anniversary Special Bidding Events During February-May, 2015

The nine anniversary special bidding events conducted at Shriram Automall Karnal, Hapur, Vadodara, Mancherla, Anantapur, Chennai, Raipur, Bangalore and Aurangabad during February-May 2015 have proven to be extremely beneficial for customers. With maximum footfall, in comparison to regular bidding events, these special events have recorded substantial sales figures for the vehicles disposed. Along with a large inventory, some exciting offers, lucky draws, free health check-up camps and blood donation camps added great value to the overall events executed. In some events, Clean India Drive was also conducted along with a tree plantation activity.



Automall Vadodara



Automall Mancherla



Automall Chennai



Automall Raipur



Automall Bangalore



Automall Hapur



Automall Karnal

SAMIL In FY14-15 – A Glimpse!



Corporate Client Meets At Vijayawada, Hyderabad & Kolkata

Nearly 2000 Physical Bidding Events conducted

6000+ Online Bidding Events recorded

Around 300 students, across India, grabbed scholarship under Company's Education Scholarship Programme

Around 1,000 Privileged Bidder Cards distributed in FY14-15

CONNECT SAMIL Creates A Better Customer Experience

SAMIL Reports Substantial Growth In Gold & Property Segments

SAMIL had marked an impeccable introduction of its Gold & Property segments during last financial year, to facilitate their exchange on its bidding platforms. While housing has been introduced only on the online bidding platform (property.samil.in), gold has been successfully launched across all the platforms. Various bidding events (online and physical) have been conducted for gold while property has recently reported the closure of its first deal. Out of all the segments introduced in FY14-15, gold has showcased an exceptional performance in its initial phase.



GOLD - GOLD.SAMIL.IN

- 11,000+ lots of gold jewellery disposed in FY14-15
- Developed a user-friendly website, gold.samil.in
- Associated with leading banks & NBFCs



PROPERTY - PROPERTY.SAMIL.IN

- Pilot bidding events conducted
- Developed a user-friendly website, property.samil.in
- Tie-Ups with leading finance institutions

SAMIL Brings An Updated Version Of One Stop Classified Kiosk

SAMIL has completely transformed the overall look and interface of its One Stop Classified Kiosk while eyeing at a strong position in this ever-evolving world of technology. In order to serve a hassle-free experience to the users, the kiosk now displays a list of more than 20,000 vehicles, pan India, in a highly interactive and convenient way.

At present, the Company accounts for more than 450 kiosks at Shriram branches and Automalls. With an all-new look, they strategically incorporate details on all types of pre-owned vehicles & equipment available with SAMIL, throughout India.



SAMIL Launches Its Brand-New Corporate Kit FY15-16

Aiming at spreading the latest updates on Shriram Automall, the Company launched an all-new Corporate Kit FY15-16. While highlighting the growth of major segments at SAMIL, the kit throws a spotlight on the key facts and figures related to pre-owned commercial vehicles, construction equipment, tractors, cars & SUVs, three wheelers, two wheelers, gold and property. It was launched by Mr. Sameer Malhotra, CEO of SAMIL, at SAMIL Review Meet – Planning & Strategy FY15-16.



SAMIL Pan India Presence

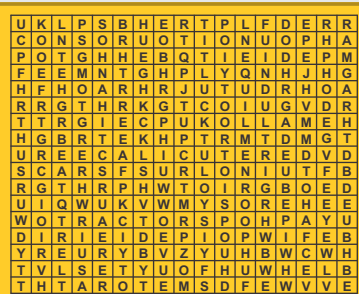
SAMIL aims at reaching every corner of India in order to meet maximum customer demand. At present, the Company holds a strong presence with its more than 150 bidding locations, across the country. Recently, it launched its 50th Automall facility at Sohna, Haryana, while ending the last financial year at a benchmark figure in its Automalls.

Here's the region-wise list of its Automalls, pan-India:

Andhra Pradesh Anantapur Ongole Vishakhapatnam	Kerala Calicut Cochin Kollam Thrissur	Tamil Nadu Chennai Trichy Trinuvelli	North India Amritsar Bilaspur Delhi Faizabad Faridabad Hapur Hisar Jaipur Jammu Kanpur Karnal	Kota Ludhiana Manesar Pathankot Shimla Sohna Udaipur	Parvel Raipur Vadodara
Telangana & Rayalaseema Hyderabad Kurnool Mahaboobnagar Mancherial Warangal	Karnataka Bangalore Davangere Gulbarga Hubli Mysore	East India Cuttack Guwahati Jharsuguda Kolkata Ranchi Raniganji	West India Ahmedabad Aurangabad Bhopal		



Find the last 5 newly-launched Automalls in FY14-15?



Quiz Time

- Which is the latest tie-up of SAMIL?
a. IKF Finance Limited
b. Manipal Housing Limited
c. TATA Capital Housing Finance
d. United Bank Of India
- How many Automalls have been launched by SAMIL, till now?
a. 50
b. 49
c. 45
d. 40
- Out of all the newly-launched segments, which segment has performed the best?
a. Two-Wheelers
b. Buses
c. Housing
d. Gold

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Answers: 5-Newly Launched Automalls in FY14-15-Sohna, Haryana; Quiz Time-1(a) IKF Finance Limited 2(a) 50 3(d) Gold

Toll Free: 1800 102 4141

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