

# CONNECT

## From MD's Desk



**Mr. Umesh Revankar**  
Managing Director, STFC

“ We are not just another NBFC.  
**We are an SBFC.** ”

Our Shriram Group's business approach is to lend to the undeserved section of the business community and that has served us well over the last three decades and brought prosperity to nearly 90 lakh Shriram customers.

We at STFC, primarily serve customers who are Owner Operators and Small Road Transport Operators, who are very often beyond the ambit of the formal banking system. These customers belong to the Micro, Small & Medium enterprise (MSME) sector that has proven to be one of the most dynamic and fastest growing sectors that contributes to almost 45% of the GDP.

I can confidently say that by helping this sector grow, we have been successful in helping our country grow. I am convinced that we are not just another NBFC, We are an SBFC (Small Business Finance Company).

We are a diverse organisation with unique businesses and over 17,000 employees, but, 'The Shriram Way' of doing things binds us. These beliefs guide the way we serve our customers every day.

### Living the Shriram Way

- We value relationships
- We trust customers
- We create prosperity
- We transform lives
- We build an inclusive society

## From CEO's Desk



**Mr. Sameer Malhotra**  
CEO, SAMIL

“ Shriram Automall India Limited is an  
**ISO 9001:2008** Certified Company. ”

At SAMIL, we take great pride in the integration of quality management system in our business practices and it gives me utmost honor to announce that 'SAMIL is an ISO 9001:2008 Certified Company'. With this esteemed certification in hand, our business now maintains absolute consistency in our offerings through a well-defined procedure that is verified on a regular basis.

Through an ISO certified system, we emphasize more on customer focus and work consistently towards the perfection of our services offered to them. We not only identify the needs of our current and future customers but also strive to go beyond their expectations in our offerings.

Replicating the vision and mission in the actions of our leaders, we ensure an organised growth of the Company through an efficient involvement of every Samilian. People at every level capture the essence of our organisation in their work and their complete involvement is highly beneficial for the company.

We aim at making the rules and procedures of ISO an integral part of our system. For us, it's a commitment to our internal and external public that our business will follow a precise framework to achieve the best of our goals and objectives.

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## About SAMIL



Shriram Automall India Limited (SAMIL), an ISO 9001:2008 certified company, is India's first-ever service provider to facilitate an organised acquisition and disposal of pre-owned vehicles and equipment through its well-structured bidding platforms and allied services.

The Company caters to a wide variety of commercial vehicle, construction & farming equipment, car & SUVs, bus, 3-wheeler and 2-wheeler. Every need related to customers, from parking to disposal, is fulfilled at SAMIL – The Complete Solution Provider.



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**“My bidder book  
is a key to  
my dreams  
at SAMIL.”**



**“I can see my  
dreams  
parked  
at SAMIL.”**



## SAMIL Marks Five Major Tie-ups In The Last Quarter

Unlike first quarter, Q2 FY14-15 brought tremendous scope for SAMIL to add industry's major giants in its tie-up list. Overall, five agreements were signed in the last quarter; thus, building a huge platform for SAMIL to take its offerings on to a new level.

### State Bank Of Bikaner & Jaipur - 20<sup>th</sup> October, 2014

SAMIL recently got into a strategic tie-up with State Bank of Bikaner & Jaipur (SBBJ). As per the pact signed between both the entities, SAMIL will conduct bidding events for the disposal of SBBJ's pre-owned cars and tractors at its Automalls and yards.

### Escorts Limited - 3<sup>rd</sup> September, 2014

SAMIL entered into a strategic alliance with Escorts Limited for the pre-owned tractors. Under this association, SAMIL is entitled to conduct exclusive bidding events at the authorised dealers' premises of Escorts and facilitate their disposal at its yards, as well. Moreover, the Company will follow a 360 degree approach to dispose their tractors while optimally utilizing its online bidding platform and private treaty negotiated deals.

### Bank Of India - 22<sup>nd</sup> August, 2014

With Bank of India, SAMIL entered into an alliance to facilitate its specialized services for the bank's pre-owned vehicles. According to the agreement, SAMIL will cater to all the segments of Bank of India, including pre-owned commercial vehicles, construction equipment, tractors, cars and many more.

### State Bank Of Travancore - 21<sup>st</sup> August, 2014

SAMIL tied up with State Bank of Travancore (SBT) to assist them in the disposal of their pre-owned vehicles. As per the agreement, the Company will cater to all the segments of SBT through its bidding platforms and other allied services.

### Gati Limited - 25<sup>th</sup> July, 2014

SAMIL marked its association with Gati Limited to provide end-to-end services for the disposal of its pre-owned assets. Being a pioneer in Express Distribution and Supply Chain Solutions, the Company operates a fleet of 4000 vehicles on road.



## SAMIL Conducted 600+ Physical Bidding Events In Q2 FY14-15

More than 100 bidding locations, including over 40 well-structured Automalls; this is what makes SAMIL a diversified player in the pre-owned segment of Indian Automobile Industry. The second quarter of current fiscal recorded more than 600 physical bidding events, across India. While each month made a contribution of more than 200 events, the quarter emerged out to be a huge success in terms of SAMIL's bidding movement in India.

Apart from mixed events, various exclusive events, catering to a particular segment were also conducted. Within the exclusive events category, tractor segment took the lead by recording 42 events in the last quarter. Overall, mixed events stood ahead of all of them with a figure of 540 events for Q2 FY14-15.



## 3300+ Online Registrations Recorded In Q2 FY14-15

SAMIL's Online Bidding platform made an impressive mark in the second quarter of FY14-15 through its extensive sales promotion strategy. A major period of the quarter, August 2014 and September 2014, was completely dedicated to the celebration of Independence Month Bonanza.

The Company rolled out an exciting offer of Free Online Registration with lifetime validity for its customers. Initially confined to the month of August only, the offer was extended twice to incorporate September as well. More than 3300 online registrations were recorded in both the months. With a commendable response from the customers, this segment showcases a highly-promising third quarter of FY14-15 as the registrations are anticipated to make a major contribution ahead.



**“At Shriram Automall, I am extremely delighted with their services.”**



**“I can completely trust SAMIL for my confident purchasing decisions.”**



## SAMIL Harnessed Maximum Business Opportunity From East & South India

SAMIL's expansion plan to have a strong foothold in India concentrated majorly on the eastern and southern region of the country. The Company launched its four new Automall facilities in Ongole & Trichy in South and Raniganj & Guwahati in East India, respectively. The recently launched, Shriram Automall Ongole stands tall on 5 acres of land at NH-5. Connecting Vijayawada and Chennai, this highway facilitates a huge scope for SAMIL to reach out a huge target audience.

As 14<sup>th</sup> Automall of SAMIL in South India, Shriram Automall Trichy is extremely huge in size and covers around 15 acres of land. Located at NH-61 within an industrial area, this Automall is anticipated to capture a huge footfall from the transporters. Shriram Automall Raniganj has been spread across around 3 acres of space within a transport hub. This location makes a major contribution in capturing a huge footfall at the Automall. Spread across nearly 3 acres of land, Shriram Automall Guwahati gives a tough competition to other players of pre-owned vehicles within the city by conducting bidding events even on weekends. After these launches, SAMIL now accounts for 41 Automalls in India, including 15 in southern and 5 in eastern regions.



Automall Ongole - 15<sup>th</sup> October, 2014



Automall Trichy - 26<sup>th</sup> September, 2014



Automall Raniganj - 7<sup>th</sup> August, 2014



Automall Guwahati - 5<sup>th</sup> August, 2014

## SAMIL Launches Anniversary Special Bidding Events

Encouraging the long-term association of customers, SAMIL has launched a grand version of its Physical Bidding Events. The Company conducted two Mega Anniversary Special Events at Manesar and Panvel in August 2014 and October 2014, respectively. At both the events, Shriram's brand loyalists were acknowledged and felicitated for their enduring association with the Company. With exciting offers and benefits for the customers, they emerged out to be a huge success.

Especially for the event days, free health check up was offered to all the participants. Various other fun activities were conducted in order to enhance customer engagement. As an important element of those activities, lucky draw was organised in which the fortunate three winners were felicitated with gifts. Moreover, all the successful bidders along with selected privileged customers were honored with special gifts from SAMIL. Privileged Bidder Cards and Education Scholarship cheques were also distributed in both the events. At Manesar, winning bidders were felicitated with goodies. SAMIL inaugurated its Manesar Automall on August 13, 2011 in the presence of Mr. Bhupinder Singh Hooda, Chief Minister of Haryana.

Shriram Automall Panvel began its journey with 4.6 acres of land and today, it covers approximately 10 acres of space. In a span of three years, it has conducted numerous bidding events while earning a huge customer base and disposing various pre-owned vehicles. The Company inaugurated it on October 20, 2011 in the presence of Mr. P.M. Telang, Managing Director-India Operations, Tata Motors Limited.



Automall Manesar



Automall Panvel

## SAMIL Disposes TATA LPT 1109 Trucks At Best Prices

SAMIL transformed the most challenging inventory of TATA LPT 1109 trucks into a successful disposal for TATA Motors Finance Limited (TMFL). The company recently conducted a benchmark event in Secunderabad, Hyderabad in September 2014 by extracting maximum profit for TATA in the disposal of an inventory, which was experiencing a tough time in the city's market. It targeted mainly end-users for the event, which contributed to maximum disposal of the trucks.

SAMIL conducts regular bidding events for the pre-owned passenger and commercial vehicles of TATA. In the last quarter, it organised around 20 successful bidding events for the company. Through these bidding events, TATA gets a specialised approach for the disposal of its pre-owned vehicles. SAMIL creates a huge market for its vehicles through its heavy customer data base.



# SAMIL Corporate Client Meet At Vijayawada

SAMIL conducted a Corporate Client Meet in Vijayawada in October, 2014 while marking the presence of Mr. Sameer Malhotra (CEO of SAMIL), Mr. Srinivas P (Regional Head of Vijayawada) and Mr. Rajashekar K (Zonal Head of SAMIL). Along with the Andhra Pradesh heads of clients, the meet evolved as a direct interaction session in which all the major giants expressed their expectations from SAMIL for the disposal of their pre-owned vehicles and equipment.

The Company gave well-justified reasons for an effective association while putting light on it's services in detail. Clients like IndusInd Bank, ICICI, L&T, SBI, TMFL, Tata Assured, Kotak Mahindra, Shriram City Union Finance, Indian Overseas Bank, Magma and many more took part in the discussion.



## Pan India Presence of SAMIL

Established 2011

### UPCOMING AUTOMALLS

Bellary	Hospet	Nasik
Rajkot	Solapur	Nellore
Vijayawada	Hosur	Patna
Agra	Indore	Pune
Allahabad	Tumkur	Rajahmundry
Ranipet	Jabalpur	Villupuram
Salem	Tirupati	Bokaro
Bikaner	Kannur	Bidar
Dhanbad	Keonjhar	Rayagada
Satna	Kottayam	Kolhapur
Hassan	Mysore	Goa
Shimoga	Kalwa	Nizamaba

Inaugurated Automalls    Under Construction Automalls    Upcoming Automalls

**"SAMIL inspired me to start with my own business in the automobile industry. This is a highly transparent platform & I'm really happy with it's services."**

**Mr. Thangampandi N**  
Chennai

**"Basic facilities and staff's behavior at Shriram Automall India Limited (SAMIL) are really good. Their bidding style is very unique."**

**Mr. Juned Ansari**  
Hyderabad

**"Whenever I have got involved in a deal through SAMIL, it has felt as if the deal was just meant for me. The company has great customization strategies."**

**Mr. Babu E**  
Bangalore

**"I find all operations very convenient at SAMIL, I am a regular customer in most of the bidding events and it has been a great experience so far."**

**Mr. Mansoor B Shaikh**  
Panvel

**"Ever since Shriram Automall began its services in 2011, I have been acquiring vehicles through them. I think this is the most organised platform."**

**Mr. Yogendra Kumar**  
Bhopal

**"I have been associated with Shriram for last 10 years, I deal in commercial vehicles. My experience has been very good so far."**

**Mr. Pramjeet Singh**  
Sahibabad, Uttar Pradesh

### Find Out 5 Major SAMIL Tie-Ups

S	T	A	T	E	B	A	N	K	O	F	I	N	D	I	A	P
C	O	N	S	T	R	U	E	T	I	O	N	U	O	P	H	H
S	D	M	E	F	H	J	W	I	R	I	E	I	D	E	P	R
F	E	E	M	Y	T	G	H	P	L	Y	Q	N	H	J	H	E
H	F	H	O	E	R	H	O	J	U	T	U	D	R	H	O	E
R	R	G	T	H	R	K	L	T	C	O	I	U	G	V	D	S
T	T	R	G	I	E	C	L	U	K	L	P	S	B	H	E	C
H	G	B	R	T	E	K	A	P	T	R	M	T	D	F	G	O
U	R	E	E	P	T	E	N	A	O	T	E	R	E	Y	V	R
S	C	A	R	S	F	S	D	R	L	O	N	I	U	H	F	T
B	A	N	K	O	F	I	N	D	I	A	P	S	B	H	E	S
U	I	Q	W	K	V	W	M	R	T	P	L	F	D	E	R	
W	O	T	R	A	C	T	O	R	S	P	O	H	P	P	Y	F
J	O	H	N	D	E	E	R	E	I	O	P	W	I	F	E	K
Y	R	E	U	R	Y	B	V	Z	Y	U	H	B	W	C	W	H
T	V	L	S	E	T	Y	O	F	H	U	W	H	E	L	B	
T	H	T	A	R	O	T	E	M	S	D	F	E	W	V	V	E

### Doodle

Shriram Automall created a new phase in my life. Now, I can cover that extra mile of distance in my journeys.

### Quiz Time

- What is the tagline of SAMIL?
  - Power & Choice
  - The Power of Choice
  - Dream, Bid & Drive
  - The Big Game
- What is the full form of SBFC?
  - Shriram Banking Financing Company
  - Small & Basic Finance Company
  - Small Banking Finance Company
  - Small Business Finance Company
- Which company has recently promoted this quote - "We are not just another NBFC. We are an SBFC."?
  - SBI
  - STFC
  - Bank of India
  - HDFC

## 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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