



# CONNECT

## From Chairman's Desk



Mr. S. Lakshminarayanan,  
Chairman, SAMIL

Dear Samilians,

At Shriram Automall, success consistently enhances its horizon along with the satisfaction of our customers. While incorporating flexibility in our business operations, we aspire to serve everything what a customer wants at a desired location and time. In order to earn an indelible space in our customers' heart, we consistently make efforts and serve them with various additional advantages. The eminent clientele is the testimonial of the quality services, we offer at realistic prices. While catering to the needs and aspirations of our customers, we believe in going beyond our own standards and create something that has never been served before.

As an influential platform for the exchange of used vehicles and equipment, SAMIL incredibly addressed the massively diversified transport system and wrote sheer success for the previous year. As the driving force of our journey, Samilians have always delivered excellence in both, good and bad times. It gives me immense pleasure to thank them for their valuable contribution in SAMIL's accomplishments.

Here's wishing everyone a beautiful New Year filled with peace and gladness.

## From MD's Desk

Dear Samilians,

With a strong commitment to business ethics, Shriram Automall has always believed in inking success with the hues of hard work and perseverance. While embracing the trust of our customers, we always aim at serving them with transparent and credible deals. At SAMIL, we build our growth with the core spirit of customer focus and commitment. By serving a highly-valued platform for the exchange of used vehicles and equipment, we strive to be a pioneer in the transport industry. While embellishing our offerings with superlative services, we have succeeded in achieving the trust of our customers.

This forthcoming year, I solicit valuable cooperation from all those associated with the company in making SAMIL a success. Wish you all a very happy and prosperous new year.



Mr. Umesh Revankar  
Managing Director, STFC

## From CEO's Desk



Mr. Sameer Malhotra  
CEO, SAMIL

Dear Samilians,

In order to outshine in today's fiercely competitive business environment, it is imperative to be extremely flexible and dynamic. With an inquisitive eye to explore innovative business opportunities at right time, we consistently strengthen SAMIL's commitment to integrity, excellence and responsibility. This is how we strive to deliver outstanding services in our business.

A constant desire to excel and enthusiasm to serve the society is clearly evident from our business operations. Thanks to the highly-endowed workforce and its professional approach towards business for elevating Shriram Automalls to a great height. 2013 has been a successful year for SAMIL and we're proud to showcase our victory in this SAMIL Connect-3.

I wish all our esteemed Customers and fellow Samilians a wonderful new year, filled with abundance, joy and treasured moments.

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## About SAMIL



Shriram Automall India Limited is a wholly-owned subsidiary of STFC. SAMIL, being the first of its kind in India, is the most organised and transparent bidding platform, offering commercial vehicles, construction & farm equipment, passenger vehicles and two wheelers at large.

SAMIL also offers a plethora of services under single roof.



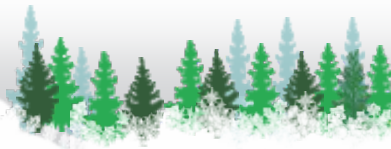
Shriram Automall India Limited (SAMIL)  
presents

### Education Scholarship Programme For Your Children

In Association With Shriram Foundation



Shriram Automall introduces Scholarship Programme to support the education of children of truck drivers and commercial vehicle owners.



## WHAT'S NEW? ON SAMIL's WEBSITE

• As an incredible initiative in arena of innovation at SAMIL, the introduction of **CORPORATE KIT** in its media lounge section crafted a unique corporate face for the company.

- SAMIL Corporate Video
- SAMIL Canopy
- SAMIL Handbill
- SAMIL Banner



These can also be downloaded from the link available on the website itself.

• To facilitate the instant participation of bidders in online bidding, SAMIL has introduced a **DIRECT BID TAB** in its website. While serving a convenient bidding experience, this feature is all set to enhance the user-friendly nature of website.

• In order to serve better and organised information about the events and specific inventory available, the website has been altered state wise.

## EXCLUSIVE THREE WHEELERS EVENTS



Riding on the wheels of perfection, Shriram Automall gave a smooth turn to its journey with conduction of five exclusive events catering to three wheelers segment. From August to November, 2013, the company organised its events in two major locations, namely Vijayawada and Vizag. With a well-planned marketing strategy, SAMIL made its every word loud and clear to fetch a mass audience.

**SAMIL**  
Success Story telecast on TEE Time  
**ET NOW**  
available at  
**YouTube**  
<http://www.youtube.com/shriramautomall>

## EXCLUSIVE PASSENGER VEHICLES EVENTS



While crossing every milestone on the road of success, Shriram Automall developed new wings of growth on its previously-set records. With an aim to facilitate the trade of passenger vehicles, various exclusive events were conducted across India including Mysore, Mangalore, Bengaluru, Delhi, Hubli, Coimbatore, Tamil Nadu, Calicut, Vijayawada and Nagpur.

TOYOTA, showed keen interest to display their passenger vehicles on the physical bidding platform. Apart from pre-owned passenger vehicles, the events were further embellished with the exhibition of unregistered cars, demo cars, display cars and nearly new cars.



Initially, SAMIL organised only one event in a region, but now every month of its calendar will be occupied with at least one event in every automall on weekends or holidays. The facility of ramping and inspecting used vehicles have always given SAMIL an edge over other players in the arena of bidding.

With a completely satisfied customer base, the company aspires to attain all its goals through entire assortment of such passenger vehicles events.



Through a complete association, some of the renowned manufacturers in the automobile industry, such as TATA, General Motors and

## EXCLUSIVE TRACTORS EVENTS

SAMIL created a commendable journey of triumph with six exclusive events in the tractor segment. In the presence of some prominent brands, namely John Deere, Minneapolis-Moline and Swaraj, the events became a huge success in various locations, such as Sindhanur, Gudivada, Karad, Karimnagar and Jaipur. Such horizon of excellence paved way for SAMIL's official tie-ups with TAFE and Mahindra.



In order to enhance the footfall of its

potential bidders, Shriram effectively used outdoor media, including well-crafted pamphlets and banners due to which the company succeeded in building a strong connect with its target audience.



## ARTICULATED TRUCKS EVENTS



With sheer excellence and transparency, Shriram Automall set another benchmark on its physical bidding platform by conducting two events catering to its articulated truck segment in Jaipur and Panvel in the month of July, 2013.

With the association of some of the biggest names in the automobile industry, namely TATA, Ashok Leyland and AMW, SAMIL took pride in its exclusive events.





## SAMIL TIES UP WITH STATE BANK OF INDIA (SBI) FOR AUTO DIVISION

SAMIL entered into a pan India tie up with State Bank of India (SBI), country's largest public sector bank, by signing another strategic agreement for Auto division on October 29, 2013. The event saw the presence of Mr. Dipankar Purkayastha, Chief General Manager (PB) from SBI and Mr. Sameer Malhotra, Chief Executive Officer of SAMIL.

Under this agreement, SAMIL extends the Automall's beneficial services to SBI in terms of valuation, assistance in disposal of vehicles, refurbishment of vehicles etc. Apart from the tractor segment, now, SBI will also avail the service provider's parking facility for auto segment. Thus, the



association is likely to pave way for much flourished business prospect.

## MARKETING ACTIVITIES



With an aim to explore its customers' world, SAMIL conducted two road show activities within Delhi, NCR and Haryana region. In the presence of over 100 people, both activities in Sanjay Gandhi Transport Nagar and Ballabgarh Transport Nagar, became a huge success while building a connection with target audience.



As an initiative to break every bound and connect directly with the target audience, two road show activities took place in Rajasthan-Jagatpura and BajriMandi in Jaipur, to serve detailed information about the SAMIL's platforms and services.



In an endeavor to serve information about SAMIL's unique platforms, services and facilities under one roof, the company conducted several canopy activities around the country. While addressing the target audience in person, canopies were set up at Ballykhal in June and Cuttack in September.

Besides, the activities also took place at Srikakulam Tractor Mela and Bahadurgarh in August and December, correspondingly and in various other locations. With significant visits, these activities succeeded in capturing the noteworthy customer database and positioning the brand effectively.

## INAUGURATION

SAMIL inaugurated its 27<sup>th</sup> Automall facility, spread over an area of 3.6 acres, in Udaipur on November 18, 2013. The occasion was inaugurated by SAMIL's CEO, Mr. Sameer Malhotra as Chief Guest.

While accelerating the expansion of SAMIL in India's western region, the much-awaited Automall will set another benchmark on company's growth chart. It also houses Shriram New Look and Shriram One Stop which were inaugurated by Mr. S.K. Sinha, Zonal Credit Head-West & North, Shriram Transport Finance Company Limited (STFC).

SAMIL has made great progress in enhancing the range of services offered to clients so far this year.



## CE CUSTOMER'S MEET

SAMIL bolsters its construction equipment competency appearance pan India through a customer meet, rolled out in 15 Shriram Automalls and 2 other yard sites, collectively organised by SAMIL and Shriram Equipment Finance Company (SEFC).

The core objective behind the meet was to capture as much as construction equipment centric customer's database to optimally utilise them for liquidation of existing inventory. It gathered more than 500 customers from pan India and majority share of market demand was observed in Tippers and Backhoe Loaders.



## EASY FINANCE BY STFC

During all our events SAMIL's parent company, Shriram Transport Finance Company Limited (STFC) - the largest asset financing NBFC, offered its financing services varying from the spectrum of single vehicle owners to bigger fleet owners.

We assisted our esteemed customers in quick disbursement, minimum documentation, convenient EMIs and



provided support for all financial needs.



# DRIVING YOUR TRUST

Over the years, the pioneering spirit of Shriram Automall India Limited (SAMIL) has been expressed with the consistent introduction of innovative business concepts for its customers.

While acknowledging the association of its valued customers, SAMIL took a step forward to encourage Customer Loyalty by introducing "DRIVING YOUR TRUST" program. Under this program, SAMIL offers privileged membership cards to recognise the participation of its esteemed customers.

The initiative is aimed at building brand loyalty and awareness through the use of privileged cards as each card is virtually a promotion foot for the company's products and services.

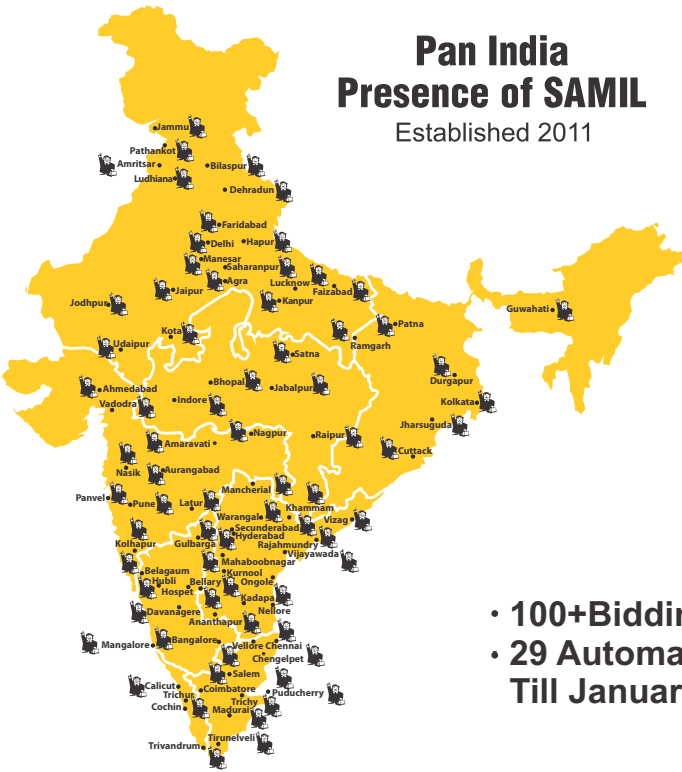
Privilege Cards are SAMIL's way to reward its most reliable customers not only with special attention but also with special benefits such as:

- ✓ No Joining Fee
- ✓ Pan India Participation
- ✓ Upgrade Your Card For More Benefits
- ✓ Quick and Easy Registration
- ✓ Lifetime Validity
- ✓ Less of Formalities for Enrollment
- ✓ Time to Time Benefits & Rewards



## Pan India Presence of SAMIL

Established 2011



## EXISTING AUTOMALLS

1	Chennai	26/02/2011	17	Kota	27/12/2012
2	Vadodra	30/04/2011	18	Mahaboobnagar	26/02/2013
3	Manesar	13/08/2011	19	Cochin	02/03/2013
4	Panvel	22/10/2011	20	Davangere	18/03/2013
5	Aurangabad	02/02/2012	21	Mancherial	21/03/2013
6	Pathankot	16/03/2012	22	Jharsuguda	18/04/2013
7	Cuttack	27/03/2012	23	Bilaspur	25/04/2013
8	Gulbarga	02/05/2012	24	Hapur	30/04/2013
9	Vizag	16/06/2012	25	Bhopal	04/07/2013
10	Ludhiana	21/09/2012	26	Faridabad	09/07/2013
11	Hyderabad	21/11/2012	27	Udaipur	18/11/2013
12	Jammu	27/11/2012	28	Hubli	21/01/2014
13	Faizabad	13/12/2012	29	Amritsar	24/01/2014
14	Trinuvelli	15/12/2012			
15	Jaipur	19/12/2012			
16	Kolkata	22/12/2012			

- 100+ Bidding Locations
- 29 Automalls Inaugurated Till January 2014



### Head Office

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Toll Free : 1800 102 4141, Email : [contact@samil.in](mailto:contact@samil.in), Website : [www.samil.in](http://www.samil.in),  
Online Bidding : [bids.samil.in](http://bids.samil.in), Tel : 011.41414444, Fax : 011.42414444



<http://www.samil.in>

## 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



<https://www.facebook.com/shriramautomall>



<https://twitter.com/shriramautomall>



<http://www.youtube.com/shriramautomall>



<http://www.linkedin.com/company/shriramautomall>

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