

CONNECT

SAMIL Quarterly Newsletter Volume 5

July 2014



“SAMIL began FY14-15 with flying colours of success.”

Mr. S. Lakshminarayanan
Chairman, SAMIL

While India has recently got acquainted with a new government, led by Mr. Narendra Modi, the onset of a positive era in the automobile industry is highly expected. Shriram Automall India Limited (SAMIL) began FY14-15 with flying colours of success. Structured on substantial accomplishments of previous fiscal, the first quarter of current financial year sailed through a lucrative phase of our excursion. This is just the beginning of a very promising year ahead and there is a lot more to discover in the pre-owned space of Indian automobile industry.



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“We have always valued the dreams of our customers.”

Mr. Umesh G Revankar
Managing Director, STFC

Catering to an improvement in the sentiment of commercial and passenger vehicle manufacturing, we at Shriram Transport Finance Company (STFC), have expanded our tractor business. While the rural and semi-urban areas of our country observe good demand for used vehicles, we have enhanced our reach to meet their credit needs. At SAMIL, we have always valued the dreams of our customers and through financial assistance; we take an initiative towards eradicating every hurdle on the roads leading to their dreams.

Shriram Automall Changing The Road Games



For India, that rides on pre-owned wheels, Shriram Automall India Limited (SAMIL) unveils something new and exciting at every turn of their road. SAMIL's bidding platforms accommodate all types of pre-owned vehicles and equipment for every wheeling need of our nation.

“We have various Automall launches lined up for FY15.”

Mr. Sameer Malhotra
Chief Executive Officer, SAMIL

At SAMIL, we marked the beginning of FY14-15 with several introductions and initiatives. With our various Automall launches, we even created a noteworthy moment for our capital city, Delhi by introducing an Automall facility. We have various Automall launches lined up for the year, along with other growth plans. And as we successfully enter into the second quarter of the year, the idea is to go beyond our own set benchmarks with hopes from the new government.



SAMIL's Marketing Activities What Goes Behind A Success!

With every new marketing initiative, SAMIL takes a step towards the satisfaction of its customers. In the last three months, the company conducted various marketing and canopy activities at different locations of the country. These activities are an effort of SAMIL towards delving deep into its target audience's lives and preferences.



SAMIL Launches Gold Bidding Events

OLD IS GOLD!

Across every corner of the developing world, gold is categorised as the most liquid form of exchange. For everyone, this shining metallic instrument is an efficient store of possession. While identifying a great opportunity within this widely accepted element, SAMIL introduced its Gold Bidding Events – another dimension to its operations. After conducting the first three gold bidding events in Hyderabad, Bangalore and Chennai, the Company looks forwards to pan India in future for more such events.



SAMIL Joined Hands With New Holland

THE EVERLASTING BOND

In order to help Indian farmers in performing agricultural activities more effectively and efficiently, SAMIL recently joined hands with New Holland Fiat (India) Private Limited, a fully-owned subsidiary of CNH Global NV (Case New Holland), one of the world's leading manufacturer of tractors and farm machinery. Backed on the objective of serving organised disposal of New Holland's pre-owned tractors and equipment, the association is all set to transform the arena with a perfect understanding of industry dynamics.



SAMIL's Exclusive Passenger Vehicle Events

A PASSAGE BEYOND BOUNDS

While India observes a regular birth of opportunities in its pre-owned passenger vehicles market, SAMIL further nurtures those prospects with its exclusive bidding events. Catering to the whims & fancies of every Indian, who prefers a pre-owned car to ride on, SAMIL conducted over 35 exclusive passenger vehicle events in the first quarter of FY14-15. Going beyond every boundary within the nation, the bidding events covered more than 20 locations, including Manesar, Bangalore, Calicut, Ranipet, Chennai, Puducherry, Manesar, Faridabad, Tirunelveli, Hooghly, to name a few. Best of marketing strategies were adopted which resulted in a massive footfall & maximum disposal of passenger vehicles.



SAMIL's Exclusive Tractor Events

HARVESTING THE SUCCESS ROADS

SAMIL gave a kick-start to its pre-owned tractors segment in FY14-15 with more than 20 exclusive tractor bidding events at various locations, including Bangalore, Raipur, Hubli, Hospet, Shahapur, Miryalaguda, Tonk & many more. The huge footfall at every event made way for huge number of acquisitions and disposals in the presence of India's major tractor manufacturers, like John Deere, Mahindra & Mahindra, SBI and Massey Ferguson.



SAMIL's Exclusive Commercial Vehicle Events

PRE-OWNED SPACE FROM A COMMERCIAL ANGLE

India has recently got introduced to a sentiment upturn in the manufacturing arena of commercial vehicles, which has made way for further growth within the segment. The scenario also brought some positive change in the pre-owned segment of the industry, which was best represented by SAMIL & its exclusive commercial vehicle events. In the last three months, several events were conducted by the company, which were structured on the ground of strong strategies to generate some amazing deals amongst the buyers & sellers. Catering to the pan-India needs of pre-owned commercial vehicles, the bidding events were carried out at

locations, like Kolar, Mangalore, Bangalore, Mysore & Solur.



Leading Nation Gear Wheels On The Road



Upcoming Inaugurations

Guwahati
 5th August, 2014

Raniganj
 7th August, 2014

Inauguated Automalls Upcoming Automalls Under Construction Automalls

Sankalp means a thought, intention, determination or imagination which now onward would represent SAMIL Annual Conferences. The month of June marked the celebration of SAMIL's achievements in the form of SANKALP 3.

The three days of fun and excitement enhanced the bond between Samilian's and wrote a substantial chapter in the book of SAMIL. Various activities, like a boat race, pool party, visit to Wonder La and city tour, created some refreshing moments for all the attendees. In the Gala Awards Night, SAMIL acknowledged the hard work and determination of those Samilian's who believe in nothing less than incredible.

The Company also announced its ISO 9001:2008 Certification, awarded for Quality Management System while marking the presence of Mr. Umesh G Revankar (MD of STFC), Mr. Sameer Malhotra (CEO of SAMIL), Mr. Sudarshan Holla (Executive Director & CEO – South Zone of STFC) and Mr. Hardeep Singh (Executive Director & CEO – West & North of STFC).



Find Out Different Segments Of Indian Automobile Industry

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

Doodle



Quiz Time

- Which is largest car manufacturer in India?
 a. Honda b. Maruti
 c. Hyundai d. Tata Motors
- Find the odd one out:
 a. Duster b. Scorpio
 c. Fortuner d. Nano
- 'New thinking, New possibilities' is the tagline of which carmaker?
 a. Jaguar b. Hyundai
 c. Nissan d. Mahindra & Mahindra
- Name the 35th Automall Inaugurated by SAMIL
 a. Shimla b. Karnal
 c. Kanpur d. Anantapur

ANSWERS: Segments of Indian Automobile Industry – CONSTRUCTION EQUIPMENT, INDUSTRIAL EQUIPMENT, COMMERCIAL VEHICLE
 Quiz Time - 1(b) Maruti 2(d) Nano 3(b) Hyundai 4(b) Karnal



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Head Office : 709, Best Sky Tower, Netaji Subhash Place, Pitampura, Delhi - 110034
 Toll Free : 1800 102 4141, Tel : 011.41414444, Fax : 011.42414444, Email : contact@samil.in, Website : www.samil.in, Online Bidding : bids.samil.in

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Toll Free: 1800 102 4141