

# CONNECT

SAMIL Quarterly Newsletter

Volume 9 September 2015



## From Chairman's Desk

With every passing day, we feel extremely delighted to see the customers' trust growing for Shriram Automall and for its services. Together with our growth, we are also writing the success stories of our customers, who have marked an incredible onset of their businesses after associating with us for acquiring and disposing pre-owned vehicles and equipment. Moving ahead, we aim for a more gratifying future and eradicate any hurdle that comes in our way to success.

With the constant desire to excel, we are moving forward for another phase of our journey of the quarter and looking forward for more profitable ventures. The pleasure is indeed ours and moving in the right direction, we are now eyeing at serving more value to our customers while working upon our client servicing skills. With that edge in hand, we can build up a valuable association with our customers and cherish it throughout life.



**Mr.S.Lakshminarayanan**  
Chairman, SAMIL

## From MD's Desk

It feels extremely delighted to see the way we moving ahead in our Rishton Ka Safar – Bina ruke. Bina thake... Together with our customers, we are growing each day while transforming their lives. Their dreams stand by us and we feel proud in fulfilling them.

The Shriram Way has always chosen the dreams of our patrons to reach success. Our journey so far has contributed immensely in shaping several businesses that are flourishing under the aegis of our complete support. India and its desire to explore its entrepreneurial skills stand strong with our solutions that always aim at serving every customer need. With changing trends, SAMIL has evolved and made great contributions with its extensive service portfolio and created an array of opportunities for its customers. We look forward to increase the productivity and focus on enhancing our services.



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

## From CEO's Desk

SAMIL and its presence within Indian Automobile Industry is now gradually enhancing its horizon to position ourselves as a single destination for the exchange of pre-owned vehicles, equipment and now, gold and properties as well. This is an outcome of our consistent search for new business avenues that can add benefit to the association of our patrons. We have a diversified reach in India and with our holistic understanding of different marketplaces, we intent to become the first choice of every one to acquire or dispose a used vehicle.

Our extensive pan-India presence now fulfills every customer demand. While the first-time buyers are getting aligned towards our widest range of pre-owned assets, we are working aggressively on our services that have a major contribution in our consistent endeavor to achieve extreme customer delight. Our mantra of connecting with customers and providing them with plethora of services has made us the leader in the industry.



**Mr.Sameer Malhotra**  
CEO, SAMIL

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## SAMIL - Recently

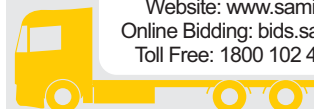


SAMIL, pioneer of used vehicle industry which has changed the way used automobile industry in India works, has been through a journey filled with dynamism. Company added more milestones with launch of Jodhpur and Patancheru automalls along with various tie-ups and anniversary events. Evolved as leading service provider, SAMIL has catered to pre-owned vehicle and equipment segment with transparency and has been able to provide plenty of services to its customer marking the last quarter a successful one.



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## Tie-Ups



### State Bank of Hyderabad

Shriram Automall India Limited (SAMIL) joined hands with State Bank of Hyderabad (SBH) to extend the benefits of its holistic solutions in the disposal of all types of pre-owned vehicles and equipment. The agreement was signed at the Bank's head office in Hyderabad on 30 July, 2015 and it states that SAMIL will strategically dedicate its multiple bidding platforms, including physical bidding, online bidding, one stop classified kiosk and private treaty, towards the disposal of its vehicles while making best use of its allied services, like valuation, documentation, parking and refurbishment.

### Toyota Financial Services

Shriram Automall India Limited (SAMIL) has marked the onset of its association with Toyota Financial Services while it had signed an agreement to facilitate its services in the disposal of its pre-owned four wheelers under the Toyota brand. As per the agreement, regular physical and online bidding events will be conducted catering to the bank's pre-owned four wheelers. SAMIL has also promised its valuation, parking and refurbishment services to the finance company.

### Axis Bank

SAMIL joined hands with Axis Bank on 14 August, 2015 to facilitate holistic solutions in the disposal of its pre-owned vehicles and equipment. The MOU was signed at its Mumbai branch and SAMIL will cater to the needs of the bank's all branches, pan India. SAMIL will dedicate its physical and online bidding platforms in a quick and hassle-free disposal of the bank's inventory. The bank will provide the vehicle 7 days prior to the event along with a base price and SAMIL will ensure timely payment & quick vehicle release.



## Success in Property Segment at SAMIL



After excelling in the automobile segment, SAMIL developed a separate segment related to properties to provide ultimate housing assistance to the customers. A dedicated web-portal for mortgaged property auctions has made SAMIL a unique platform for safe & easy acquisition of property in the market.

Our strong marketing strategies are helping us to source efficient bidders & make the platform successful. With a dedicated team towards this specialized segment, SAMIL aims to create a margin of profit for everyone making the housing segment only online.

## One Stop Classified Kiosk



Providing customer with a myriad of options to meet his needs at single place is how the Shriram Automalls' Kiosks Work. These KIOSK's are loaded with simple & Do-It-Yourself interface that will help you registering your vehicle need. These machine features an interactive touch screen interface that stores information of over 2, 00,000 used vehicles & equipments.

- Pan India reach through 400+ kiosks at Shriram branches & Automalls
- Get information on 20,000+ used vehicles & equipment
- Simple, convenient & hassle-free

## Online Special Event

**FREE Online! REGISTRATION TODAY ONLY**



Patancheru Automall on its inauguration conducted a special event where customers were registered free for participating in online bidding. 20 free registrations were made on that day who will enjoy this offer for lifetime. The event was followed by health checkup & painting competition.

### Process of Online Bidding

- Registration
- Training
- Inspection
- RSD Submission
- Bidding
- Highest Bidder wins

Online Bidding: [bids.samil.in](http://bids.samil.in)

## SAMIL Strengthens its Presence in North & South India



### Shriram Automall Jodhpur Launch

Shriram Automall India Limited (SAMIL) inaugurated its 51st Automall facility in Jodhpur with an aim to boost its growing commercial vehicle market. Located on Jaipur Highway Road, NH-112, Shriram Automall Jodhpur is all set to create a huge marketplace for pre-owned vehicles and equipment from where people can own or dispose them through a transparent and organised deal structure.



### Shriram Automall Patancheru Launch

Shriram Automall Patancheru, which is the Company's 52nd Automall in India, was launched in the end of July. Located at one of the prime locations in Telangana, in an industrial area, the Automall promises complete solutions to the pre-owned vehicles and equipment related needs of transporters, contractors, dealerships, manufacturers and individual buyers and sellers in Patancheru and nearby locations.

## Anniversary Special Bidding Events



### Shriram Automall Gulbarga

Shriram Automall Gulbarga conducted a special bidding event at its 3rd anniversary in which it displayed over 100 pre-owned vehicles. More than 250 customers participated in the bidding process while contributing to the maximum disposal of vehicles, recorded on the day. Celebrating the successful journey of its past three years, the Automall felicitated its 7 prime customers with gifts and acknowledged their long-term association.



### Shriram Automall Bhopal

Shriram Automall Bhopal has marked a successful completion of its two years in rolling out bidding events for pre-owned vehicles and equipment. While acknowledging its strong accomplishments experienced in a short span of time, the Automall conducted a special bidding event in which it offered a lucky draw apart from a wide variety of pre-owned commercial vehicles, tractors and cars. Out of nearly 60 vehicles displayed at the event, maximum were owned successfully by nearly 16 bidders. In total, around 40 customers participated in the event.



### Shriram Automall Manesar

Shriram Automall Manesar, one of SAMIL's oldest Automalls in the country has marked its four years of operation & organized its anniversary mega event on 13th August 2015. The mega event featured disposal of 100 plus used vehicles & equipment of all major make & modals, distribution of privilege card & gifts to its customers, a lucky draw that brought fortune for them and Education Scholarship Cheques to children's of transporters to help them continue their education.

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# SAMIL CRISIL Ratings Improved from AA/Positive to AA+/Stable



Credit Rating Information Services of India Limited is a global analytical company that provides ratings, research, and risk and policy advisory services has recently upgraded Shriram Automall India Limited (SAMIL) ratings from AA/Positive to AA+/Stable. CRISIL believes that Shriram Automall enables better assessment of the fair value of vehicles being financed by STFC. It also benefits buyers and sellers of vehicles by increasing the options available to them and improving transparency in transactions.

It also believes that SAMIL's operations are being scaled up. At present, the company has more than 50 Automalls, of which 10 were inaugurated in the past six months. It intends to increase the number to around 60 in 2015-16.

## SAMIL Testimonials

"We are exceptionally happy with our decision to enter a tie up with Shriram Automall. Now we are in a comfortable position in parking and disposing of used vehicles in a very orderly manner. Shriram Automall is playing a perfect role in organizing the used vehicle market in the country. With SAMIL's professional services we are able to get a very reasonable price for our vehicles within a short time in a hassle free manner", said one of our esteemed client from banking and financial sector.

"We are delighted to inform you that we are extremely happy with the services provided by Shriram Automall. Your work culture and professional ethics represent some of the best business in the transport industry. On behalf of our company, I would like to acknowledge and appreciate SAMIL's services. We sincerely value your services as an added asset to our company and we wish to continue this association in long run. We thank all your employees who have put their best work to get our work done in time. This helped us to dispose our vehicles without any hassles", said another esteemed client from a leading transport company.

## Pan India Presence of SAMIL

Established 2011



## Inaugurated Automalls List

**Andhra Pradesh**  
Anantapur  
Ongole  
Vishakhapatnam

**Telangana & Rayalaseema**  
Hyderabad  
Kurnool  
Mahaboobnagar  
Mancherla  
Warangal  
Patancheru

**Kerala**  
Calicut  
Cochin  
Kollam  
Thrissur

**Karnataka**  
Bangalore  
Davangere  
Gulbarga

Hubli  
Mysore

**Tamil Nadu**  
Chennai  
Trichy  
Tirunelveli

**East India**  
Cuttack  
Guwahati  
Jharsuguda  
Kolkata  
Ranchi  
Raniganj

**North India**  
Amritsar  
Bilaspur  
Delhi  
Faizabad  
Faridabad  
Hapur  
Hisar  
Jaipur

Jammu  
Kanpur  
Karnal  
Kota  
Ludhiana  
Manesar  
Pathankot  
Shimla  
Sohna  
Udaipur  
Jodhpur

**West India**  
Ahmedabad  
Aurangabad  
Bhopal  
Panvel  
Raipur  
Vadodara

**Inaugurated Automalls**  
 **Upcoming Automalls**

Find 5 Automall locations in South Region of the country.



Quiz Time

- Which automall was recently launched?  
a. Manesar  
b. Trichy  
c. Jodhpur  
d. Raniganj
- How many Automalls have been launched by SAMIL, till now?  
a. 52  
b. 49  
c. 45  
d. 40
- Where was SANKALP 2015 held?  
a. Kochi  
b. Dubai  
c. Goa  
d. Jaipur

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Answers: 5 Automall locations in South Region of the country - Jodhpur, Pathankot, Faridabad, Bilaspur, Amritsar. Quiz Time: 3 (a) Jodhpur, (b) 49, (c) 45, (d) Jaipur

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