

## SHRIRAM AUTOMALL TIES UP WITH NEW HOLLAND



Delhi, India (June 27, 2014): **Shriram Automall India Limited (SAMIL)**, a wholly owned subsidiary of Shriram Transport Finance Company (STFC), today announced its agreement with **New Holland Fiat (India) Private Limited (NHFI)**, a fully owned subsidiary of **CNH Global NV (Case New Holland)**, one of the World's leading manufacturer of tractors and farm machinery, to provide specialized services to New Holland authorized dealerships for disposal of pre-owned tractors and farm equipment.

The agreement was signed by Mr. Sameer Malhotra (Chief Executive Officer of SAMIL) and Mr. Ashok Anantharaman (Director- Sales & Marketing of NHFI) at Indian plant of New Holland, where they have their manufacturing facility in Greater Noida, near New Delhi.

In a meeting, Mr. Malhotra said, *"Irrespective of sluggish market results of Indian automobile industry last year, tractors recorded 20% growth. The current fiscal portrays a great potential for further growth in this segment. Thus, we are associating with one of the leading manufacturers of tractors and farm equipment to simplify the need of Indian farmers to perform agricultural activities."*

*This initiative is backed on our aim to provide an organised and transparent platform for disposal and acquisition of the farm equipment. Catering to the pre-owned segment of Indian tractor industry, we are all set to change the game through a perfect understanding of dynamics within the domain."*

New Holland seeks an expert company like SAMIL to dispose-off their trade-in stock lying at dealer's end. SAMIL agrees to provide the disposal services of pre-owned tractors and farm equipment to New Holland's authorized dealer(s) across India, through its various bidding platforms including, physical, online, negotiated deals and One Stop- an intranet classified.

### **About New Holland Fiat India (NHFI)**

NHFI produces tractors from 32 to 75 hp, the FPT Industrial 8000 engine series, fully controlling all its production processes and components. It runs a Research & Development center. The company has been driving Health, Safety, Environment & Quality and World Class Manufacturing (WCM) initiatives aggressively and has been awarded various ISO certifications such as ISO 9001-2000 (Quality), ISO 50001 (Energy), ISO 14001 (Environment), OHSAS 18001 (Safety).The tractors manufactured at the Greater Noida plant are exported to over 50 countries around the world.

The company employs about 1,800 people, and commercializes domestically its wide product offering through a dealer network comprising over 800 customer touch-points. NHFI also markets in India sugarcane harvesters under the Case IH brand. NHFI is committed to providing not only superior machinery and after sales services to support an efficient and productive mechanization, but also exercising social responsibility, from promoting a sustainable use of biomass to training initiatives.

### **About Shriram Automall India (SAMIL)**

Shriram Automall India (SAMIL), one-of-its kind facility, is a wholly owned subsidiary of Shriram Transport Finance Company (STFC). It is India's first ever service provider that offers various well organized and transparent bidding platforms including physical, online, One Stop classified and negotiated deals, for acquisition & disposal of pre-owned commercial vehicles, construction & industrial equipment, tractors & agricultural equipment, passenger vehicles, three wheelers and two wheelers. The company also provides various allied services including New Look refurbishment services, valuation, parking and finance (through STFC). It has successfully launched its well-structured Automalls in 37 key locations across India. In addition, there are more than 100 bidding locations available for customers along with 66 strategic parking locations pan India. The company has been awarded ISO 9001:2008 certification for its Quality Management System.

For more information, please contact:

SHRIRAM AUTOMALL INDIA LIMITED

709, Best Sky Tower,  
F-5, Netaji Subhash Place,  
Pitampura, Delhi-110034

Tel: 011-41414444

Fax: 011-42414444

E-Mail: [contact@samil.in](mailto:contact@samil.in)

Website: [www.samil.in](http://www.samil.in)