

Shriram Automall

Transforming The Transportation Business
In India



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Commercial vehicles have always been a driving force for the Indian automobile industry. While India stands on number six for their manufacturing, the industry is filled with great potential to make the country shine on world map. 2015-16, the year proved to be the game changer for the industry, it not just revived the industry as a whole but also set the required pace to keep the momentum going for a long time to come. The country is seeing an all new phase of the transportation & construction Equipment segment with the launch of new projects in the segments. The government has also given a green signal to most of the stuck projects this year. Now with all these new initiatives the segment has suddenly revived, the transport and construction



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equipment business owners have decided to invest in buying both new and used construction equipment in order to apply for new tenders.

While it was being predicted for long that the segment will get the much delayed revival, we can now finally see the signs. The demand for both new and used commercial vehicles is suddenly witnessing an upward trend. While business owners are in a dilemma for deciding between buying a new or a pre-owned commercial vehicle and where to buy it from are the questions that we try to answer with this article.

While there are a number of players in the pre-owned commercial vehicle industry what make Shriram Automall India Limited (SAMIL) different is the approach of company towards its customers and the wide range of pre-owned commercial vehicles offered at over 57 locations covering the entire country. Tata, Mahindra, Ashok Leyland and more, all make and all brands under one roof for the customer to choose from.

Register, inspect and bid is the simple process followed by the company in order to sell a used commercial vehicle to its customers in a hassle free manner. Shriram Automall was founded in 2011 as a subsidiary of Shriram Transport Finance Company with the motive of empowering people with nothing but the ethical solutions of Acquisition and Disposal of Used vehicles & equipment. Since the inception, company has been successful in providing the unique and innovative services to the valuable customers.

Following the principle of 'Serving People and Creating Valuable Relationships' Shriram Automall has established its footprint all over the country. The core ability of the company lies in its Services and Unique Platforms. Shriram Automall's best in class facility has been spread wide over the country & has been well



recognized by the customers & industry experts. As the pioneer of Industry, company offers the most unique and comprehensive range of solutions for acquisition and disposal of used commercial vehicles. Establishing itself in more than 150 locations throughout the country through Automalls and bidding yards, Shriram Automall has now become the first choice for pre-owned vehicles & equipment.

India's automotive industry accounts for almost 22% of country's manufacturing gross domestic product (GDP) & in India's used-car market, around 3 million vehicles change hands every year, a figure that's much higher than

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that for new cars. Of these, only a fifth passes through the organized market.

Now as the used commercial vehicle industry is gaining momentum, there are many more giants entering into the picture along with Shriram Automall. But, the unique services and Platforms by Shriram Automall are keeping the customers bounded by them. From providing assistance to every single customer to being available throughout the country by establishing Automall's as well as through the virtual Presence, Shriram Automall has everything for a customer to look upon to.

The segment alone accounts for over 12, 00,000+ annual sales in India for both new and pre-owned commercial vehicle is largely unorganized. Shriram Automall slowly but effectively is trying hard to tap it services at all major and minor locations of the country to help people make a wise choice when they consider buying a pre-owned commercial vehicle in a hassle free manner.

Shriram Automall within a short span of just 5 years has been able to garner over 2, 00,000+ transactions for pre-owned commercial vehicles alone. With a specially focused team and an organized & transparent process the company has been able to tap its professional services to over 6, 00,000+ unique customers in over 30,000+ bidding events all over India.

As a 100% subsidiary of Shriram Transport Finance Company, sourcing best of inventory for sale of pre-owned commercial vehicle was never a problem. SAMIL offers the most extensive line up of pre-owned commercial vehicles at optimal price in all its physical & online bidding events. The company has also tied up with leading National & Private Banks, Finance Houses to sources its inventory and in return it helps them in liquidating their unused inventory, generating good income from them.

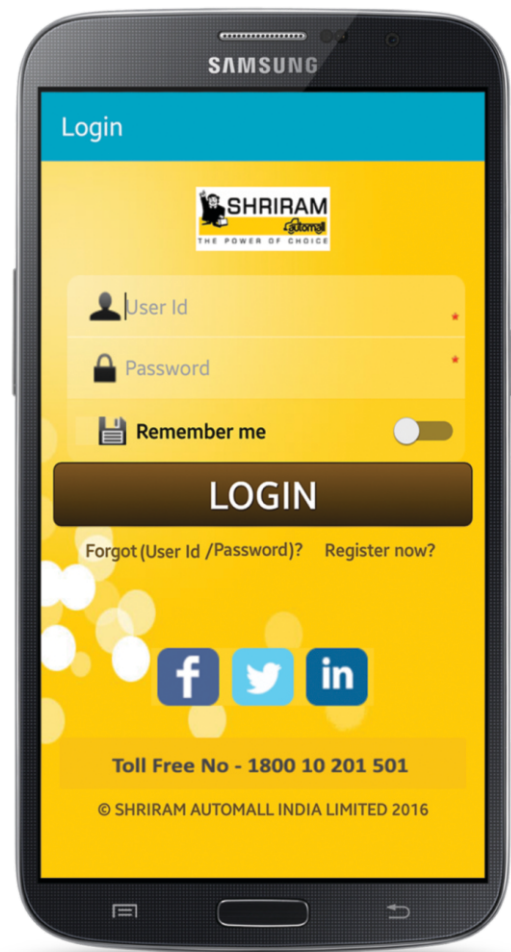
Technologically Advanced Company

As a part of its endeavor to be a technologically advanced company, it has recently launched an all new domains to attract new customers participate in its bidding events at their comfort.

Shriram Automall Mobile Application:

The advanced app will let customers to register them, upload their KYC details, participation in physical bidding event, pay Refundable Security Deposit amount online, contact nearest Automall and even manage their transactions just by a simple touch.

Benefits of the Mobile Application:



Preferred for performance & unmatched cabin comfort

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All new feature to help customers participate in physical bidding events anywhere from their desktop. Bid on your desired vehicle & equipment easily

Benefits:

- ⇒ Bid from wherever you are through your desktop
- ⇒ Pay the RSD Amount Online
- ⇒ Listen to live bidding event for transparency in process

Different Region, Different Approach

As a company that operates in all major and minor locations of India the company follows different approach for Tier I, Tier II & Tier III cities as it receives over 20% of its business from Tier I & II cities. Trichy, Madurai, Pondicherry, Salem, Tirunelveli,

Coimbatore, Vijayawada, Warangal, Visakhapatnam, Hubli, Nellore, Patancheru and Rajahmundry are the top markets, which generates majority of the business for us. Agricultural equipment, passenger vehicles and 2-wheelers are the popular pre-owned vehicles in these markets.”The company is also planning to expand its business in cities like Agra, Aligarh, Coimbatore, Dhanbad, Mangalore, Nashik, Latur and Solahpur.”

Customers from metro cities are relatively easier to convince and persuade. They don't come with a specific vehicle requirement, and can purchase other available vehicle, in case of unavailability of a specific model. They prefer to communicate in English language and it takes less time for them in making a buying decision. The pre-owned passenger and

- ⇒ Enroll as a new customer in a handy fashion
- ⇒ Upload your KYC documents to complete registration
- ⇒ Pay Security Deposit amount securely using debit or credit card
- ⇒ Easily manage your transactions
- ⇒ Participate in a bidding event anytime from anywhere
- ⇒ Acquire the vehicle you desire from the comfort of your home

Desktop Physical Live Bidding & Voice Casting

**Global performance standards.
Unmatched cabin comfort.**

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Sameer Malhotra

commercial vehicles are popular among metro customers. On the other hand the customers from the tier 2&3 cities are more rigid on the choice of vehicle they want and they prefer to communicate in their regional language. Generally they take some time before selecting the vehicle of their choice. Tractors and passenger vehicles have a major share in these markets.

Direct marketing is one of the most successful channels for targeting the tier 2&3 city customers. Various activities like marketing channels like putting

our company canopy in local markets, distribution of handbills through local newspapers, and we also send the details of our upcoming events through SMS and emails to our regional customers.

Future Outlook

The company has recently completed its 5 successful years of operations and hopes to continue in the same momentum in the years to come. As part of its expansion plans the company plans to open four new Automalls in locations like Agra, Latur, Solapur and Bijapur within a month's time.