

# SHRIRAM AUTOMALL, a pioneer in vehicle auctioning

Despite the mammoth usage of equipment and commercial vehicles in India, the market is highly unorganised. People are not aware of the global fleet management practices. In such a scenario, the Shriram Group realized that, considering its expertise in this segment, it's imperative that a structured approach is initiated. This probably prompted Shriram Transport Finance Company (STFC) to diversify and become an auctioneer for industrial equipment. It thus launched another venture, Shriram Automall India Ltd. (SAMIL). The idea was to create a transparent platform where fair practices are adopted, and the result is more than heartening.

SAMIL which started its operations in 2011 has pioneered the concept of Automall, which is a platform for buying and selling pre-owned industrial equipment through organised and transparent auctions.

Headquartered in Delhi, SAMIL has launched full-fledged Automalls



*Mr. Sameer Malhotra, SAMIL CEO*

at locations like Chennai, Baroda, Mumbai, Manesar, Aurangabad, Pathankot and Cuttack. All these Automalls are strategically located on important highways and spread over 3-5 acres. With secure stockyards, convenient parking facilities and full-fledged service stations to refurbish old vehicles, they also offer finance and insurance facilities to their customers.

The customers can not only take a look at a wide array of equipment and vehicles but also test, inspect and bid for the same. The customer with the highest bid takes away the vehicle.

Besides Automalls, the company is also running more than 100 vehicle and equipment yards spread across 60 cities in the country.

“We have been spearheading the buying and selling of pre-owned vehicles and equipment. Through our Automalls, we have given the buyers and the sellers a unique platform where they can conduct transactions with absolute transparency. Our customers not only take a look at the wide array of equipment and vehicles but also test, inspect and bid for the same. By the end of this year we envisage 60 Automalls across the nation”, said the SAMIL CEO, Mr.

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