

India's Largest  
**Phygital**  
Pre-owned  
Marketplace





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

गाड़ी खरीदना बेचना अब हो गया और आसान





# The Journey of A DECADE

## Sameer Malhotra

Director and CEO, SAMIL

"We take pride to emerge out as "Only Organized Player" in otherwise cluttered marketplace. Team SAMIL is able to disrupt the market, transform services hassle-free & transparent for customers.

Continuous Innovation remains our core value, which enabled us to diversify in to new business lines. Company's unshakable belief in Unique "Physical- Online approach" has led SAMIL emerge as undisputed market leader among pre-owned vehicles and equipment auction platforms in India"

## Organising The Pre-Owned Vehicles And Equipment Industry

**Shriram Automall India Limited**, an ISO 9001:2015 certified, MSME company, despite its numerous achievements over the decade, will always be the company that transformed the highly unorganised pre-owned vehicles and equipment segment. Backed by Shriram Finance Limited and CarTrade Tech, we're diversifying our portfolio, offering services for a wide variety of pre-owned vehicles and equipment including Commercial Vehicles, Passenger Vehicles, Three-Wheelers, Two-Wheelers, Farm Equipment and Construction Equipment.



## Our Publicly Traded Backers



**Shriram Finance Limited** is one of the world's leading NBFCs, with more than 7.32 Million (as on March 31, 2023) private and corporate customers across India.

Shriram's customers benefit from a broad range of personal and commercial financial services, accepting Fixed Deposits, Commercial Vehicle Loans, Business Loans, Two-wheeler loans and more. It is a part of 49-year-old Shriram Group, a financial conglomerate that has emerged as a trusted partner in creating transformative experiences and lasting impressions in customers' lives.



**CarTrade Tech** is a multi-channel auto-platform with coverage and presence across vehicle types and value-added services. The company operates several brands under it: **CarWale, CarTrade, Shriram Automall, BikeWale, CarTradeExchange, Adroit Auto and AutoBiz.**

Through these platforms, CarTrade Tech enables new and used automobile customers, vehicle dealerships, OEMs and other businesses to buy and sell their vehicles in a simple and efficient manner. The company's vision is to create an automotive digital ecosystem which connects automobile customers, OEMs, dealers, banks, insurance companies and other stakeholders.

## Our Humble Beginnings

SAMIL has experienced an exciting journey over the past 13 years. This humble journey started with launch of "first" Automall at Chennai to expand our network at more than 135 locations today, facilitating faster, smoother and value auctions. SAMIL has constantly innovated, diversified the business by adding convenient products and services in to our portfolio. This has led us out grow in multiple fields other than just the auctions space. As customer are our guiding force, every action we take goes in the direction to add value for them and our shareholders.

## Customers at forefront

Over last 13 years, we achieved strategic milestones which has enabled us to stand as first choice for customers for pre-owned vehicles and equipment acquisition and disposal requirements.

We're rapidly expanding our auctions platform by increasing our efficiency and demonstrating the value we bring to our stakeholders. Over the past few years, we've enhanced the customer experience by introducing improved products and processes. We're delighted to have received numerous customer accolades and testimonials, which fuel our mission to continue growing and improving.

## A Step Forward

We are here to follow revenue growth, invest into technology, leverage strengths to transform ourselves further. We remain committed to our guiding stars, our loyal customers and other stakeholders. We're grateful to our customers for helping us reach this point, and we'll always strive to exceed their expectations.

We're evolving beyond our traditional approach by adopting a more holistic perspective. We've noticed a shift in customer needs and new buying behaviours, and we're committed to embrace these changes. We remain nimble and agile in our pursuit of excellence.

# CEO DESK

# 135+ Automalls PAN-India



## A Holistic Approach to Auctions

Our holistic solutions provide our clients & customers with the winning edge they need. We offer advanced and efficient solutions, to empower our clients and sellers with better reach and a larger audience to market their moveable and immovable assets while ensuring a diverse range of vehicles and equipment to our customers and buyers.

We also facilitate auctions from client locations, saving their time and money. What differentiates us from the others? We are the leading organised auction platform with a presence across 135+ locations PAN-India. We facilitate over 5,000+ auction events every month through our Physical and Online Auction platform. Our thoroughly verified registered customer base grows day-by-day and we provide all related support services under one roof, making their overall experience seamless.

## Customer Value Proposition

We strongly believe that both clients and customers are the true catalysts of our success and growth. Thus, we constantly innovate to make every interaction with them transparent, adding value for the entire ecosystem.

- Strong presence, 135+ automalls spread Across india
- Access to physical and online Auction platforms
- Quick and efficient services
- Extensive remarketing
- Dedicated customer support team
- Exclusive reward program
- Transparent process to ensure optimal Value for your inventory
- Over 13 years of service excellence
- ISO 9001:2015, MSME, STQC and Great Place to Work Certified
- Large buyer based across india

**3,50,000+** Bidding Events Till Date

**25,00,000+** Registered Customers

**1,00,00,000+** Inspections and Valuations

**₹ 20,00,000+** Transactions Till Date

**80,00,000+** Listings Till Date

**₹ 38,000+ Cr** Worth of Transactions



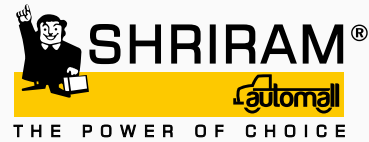
Our Competitive  
**ADVANTAGE**





SAMIL transformed a simple idea into a successful business operation, transforming into a leading auction platform for the acquisition and disposal of vehicles, equipment and various other movable and immovable assets in India.

We offer full-stack, fast, simple, reliable, organised omnichannel auction platform and allied services across the pre-owned asset acquisition & disposal industry. SAMIL is ISO 9001:2015 certified – a testament to our excellent business processes.



### SAMIL Physical Auctions

Powered by over a 135+ Automalls offering cross-category pre-owned vehicles and equipment for live bidding, SAMIL Physical Auctions are our on-site bidding events that allow customers to pre-inspect their preferred vehicles in-person before placing their bids.

Over the last 13 years SAMIL has pioneered a unique ramping method that makes the auction process exciting for the customers. SAMIL's Physical auctions simplify the vehicles and equipment acquisition process, bringing transparency to a previously opaque industry.

### Phygital Auctions

Introducing the concept of Phygital (Physical + Digital) bidding events Shriram Automall has changed the way the bidding events have been conducted in the industry so far. Along with physical bidding events in 135+ Automalls, Shriram has also been video streaming all its auctions successfully through its Digital solutions- Desktop LIVE Bidding and MYSAMIL APP.



**SAMIL Premium** is SAMIL's luxury business arm. Led by experts dedicated to offering end-to-end solutions for luxury cars and buses, the brand offers customised acquisition and disposal solutions across channels to fit the discerning buyer's needs.



**80,00,000+**  
Lots Tagged  
Till Date



**5,000+**  
Auctions  
Every Month

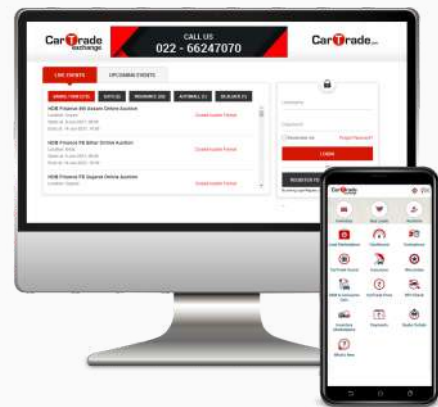


**135+**  
Automalls  
PAN-India

India's Best  
**AUCTIONS**

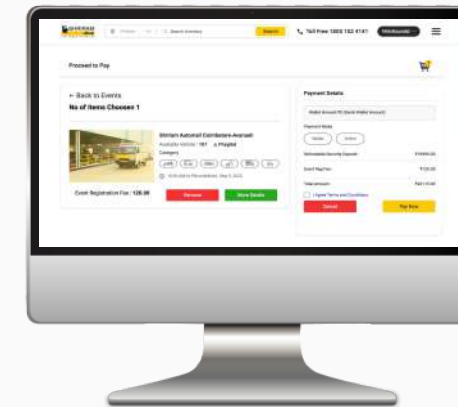


# Online Platform AUCTIONS



## CarTrade exchange

CarTradeExchange is India's trusted online bidding platform for buying and selling pre-owned vehicles and equipment. It is a well-known name among large and medium-sized corporates, offering a hassle-free transaction interface for customers, enabling them to transact multiple vehicles simultaneously, from anywhere and any device they want. Live monitoring of events and a dedicated team for price analysis makes the bidding experience even more efficient for the customers. [www.cartradeexchange.com](http://www.cartradeexchange.com) is the business website.



## Bids.samil.in

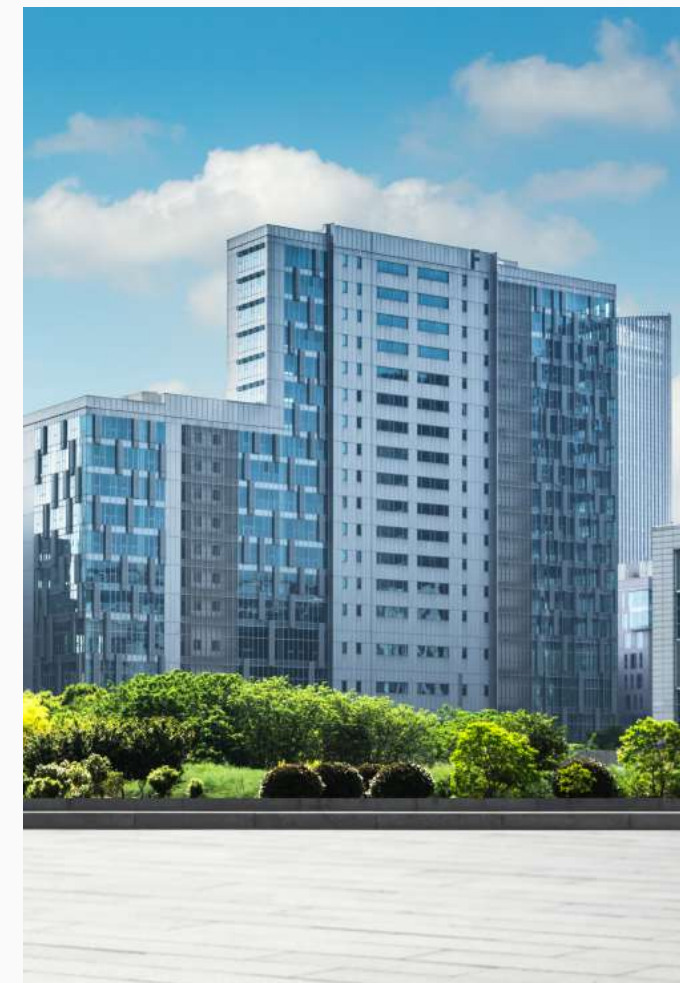
**Bids.samil.in** is an online extension of our physical pre-owned vehicle acquisition and disposal platform. It enables our users (registered and non-registered) to digitally participate in over 1000+ auctions conducted every month, across **135+ Automalls** PAN-India, from even the most remote corners of India. Customers interested in participating in our auction events can **visit their nearest Shriram Automall or bids.samil.in**, access the live feed of auctions and simultaneously place bids for the pre-owned vehicles they are interested in.



This auction platform offers acquisition & disposal solutions to Corporates, Banks & NBFC's, Investors, Bullion Traders, Local Jewellers and Individuals. We pioneered Gold Auctions in India and now offer an auction process with both physical & online bidding platforms, transparency in transaction, multiple sellers & a fast turnaround time. [gold.samil.in](http://gold.samil.in) is the business website.



SAMIL offers a reliable and efficient solution for disposing of both movable and immovable property: their Forward Auction Portal. This STQC-certified platform allows for simultaneous management of unlimited auctions, catering to a diverse range of clients including banks, NBFCs, public sector undertakings, and various government authorities. Visit [property.samil.in](http://property.samil.in) to learn more about this streamlined asset disposal solution.



## 123done.in®

**123done.in** empowers India's regulated stressed asset resolution businesses. With a technology-driven process and the efficiencies it yields, 123done is one of India's leading re-selling platforms for listing and auctioning property, stressed assets, commodity and plant and machinery.





# Our SEGMENTS



## TopFleet

Commercial Vehicle Bidding

**6,10,000+**

Commercial Vehicle  
Sold Till Date

SAMIL has significantly transformed India's pre-owned commercial vehicle industry. Through our innovative, technology-driven solutions, we've streamlined processes and increased transparency. Our clients can effortlessly sell a wide range of commercial vehicles, from trucks to trailers, on our user-friendly platforms. We've helped countless drivers become owners and supported fleet owners in growing their businesses.



## FarmXplore™

Farm Equipment Bidding

**1,10,000+**

Farm Equipment  
Sold Till Date

SAMIL facilitates the Buying/Selling of Farm Equipment in a uniquely organised way through its physical and online auctions. Our pre-owned farm equipment offerings include tractors, scrapers and harvesters of varied makes and models, for multi-brand tractor dealers, lead aggregators, captive finance companies, insurance companies, rental companies, and OEMs and dealerships.



## HeavyEquip

Construction Equipment Bidding

**68,000+**

Construction Equipment  
Sold Till Date

Our Construction Equipment specific auction provides a global platform for buying and selling construction equipment. We offer a wide range of equipment, from earthmovers to mining machinery, and cater to various customers including contractors, construction companies, OEM, Dealership, Banks, NBFCs, Retail Customers. We also conduct on-site auctions for added convenience.

## BidnBuy™

Cars

**4,50,000+**

Four Wheelers  
Sold Till Date

BidnBuy Cars is our omnichannel solution for buying and selling pre-owned cars. It provides an end-to-end management solution, offering a diverse range of vehicles and caters to individuals and businesses, including used car dealers, new car dealers, OEMs, leasing and rental companies, aggregators, diplomats, hotels, and corporates.



## TrippleWheel

Three-Wheelers Bidding

**95,000+**

Three-Wheelers  
Sold Till Date

TrippleWheel is our dedicated solution for pre-owned three-wheeler acquisition and disposal. It simplifies the buying and selling process, connecting buyers and sellers through a proprietary auction format. It caters to a wide range of clients, including Banks, NBFCs, OEMs, dealerships, lead aggregators, captive finance companies, dealers, brokers, franchisees, & small financiers.



## FlyByRide™

Two-Wheelers Bidding

**5,60,000+**

Two-Wheelers  
Sold Till Date

Pre-owned two-wheelers are a popular choice for commuters. Our FlyByRide offers a convenient platform for buying and selling bikes and scooters. Whether you're a dealer, bank, or individual, FlyByRide helps you get the best value from your two-wheeler transactions. We provide a seamless experience for all your pre-owned two-wheeler needs.





# Why IUS?

Our auction events attract buyers from across the country, enabling them with an easy access to a wide range of makes, models and variants in every price band. Our customers have complete trust in our transparent, equal opportunity, fair price platforms and processes aimed at offering an exceptional user experience.

## Salient Features Of Our Services

- Tailored solutions for all your needs
- Ease of Fleet Liquidation with best turnaround time
- End-to-end trading counter management
- Inspection for price assessment
- OEM-driven exchange programs for dealerships
- Assistance by industry experts
- Customised technology solutions to help your business

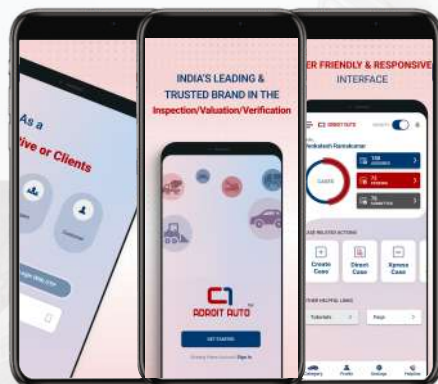






**Adroit Inspection Services Private Limited (Adroit Auto)** is one of India's prominent Inspection, Valuation and Background Verification service providers. The company is a 100% subsidiary of Shriram Automall India Limited, strategically engaged in providing services to the automobile industry, completing 10 Million+ Inspections and Valuations since 2005.

The company renders services effectively within a stipulated time frame, maintaining the highest degree of quality checks by expert professionals along with adequate IT support. It caters to the needs of 100+ clients across India that includes insurance companies, financial institutions, NBFCs, Banks and OEMs. With a user friendly UI/UX, clients can avail all services through [www.adroitauto.in](http://www.adroitauto.in)



# Beyond AUCTION

## INSTA INSPECT

**InstaInspect** is the best solution for winding the entire Inspection process within 2hrs, with in-person and self-inspection applications used by our surveyors. Inspection services are provided through a strong **physical network spread across 1,00,000+ locations** for all kinds of motor vehicles, to a diverse clientele while maintaining quality checkpoints. The company serves **23+ clients across India and doing 6 Lac+ inspections annually.**



**Value Expert** is a premium service for determining the fair market value of assets depending on the physical valuation, within 24 hours time frame via web portal or Adroit Auto Mobile application.

The entire process is continuously monitored for maintaining quality checkpoints, providing services to **30+ Clients across India, mapping 5000+ locations and doing 3 Lacs+ valuations annually.**



**Verisure** is a secure, unbiased and transparent background verification service that caters to people, documents, finance and asset-related verification needs through both physical and digital platforms, within the stipulated time frame.

Verisure provides PAN India qualitative verification services through various defined parameters which includes effective technology, strategic processes and professional team support to identify any discrepancy in the profile.





### BidLive

BidLive is a new feature on MySAMIL App through which any customer, living anywhere in India, can attend any ongoing auction in any of over 135+ Automalls across the country. BidLive effectively diminishes all the boundaries of the states and cities and brings customers much closer to real-time auctions.

Through these Phygital Auctions, customers can see, hear and experience ongoing vehicles and equipment in real-time in any Automall. Customers can place real-time bids without any latency, thanks to the company's state-of-the-art connectivity infrastructure and hardware that underlines the Phygital auction platform.

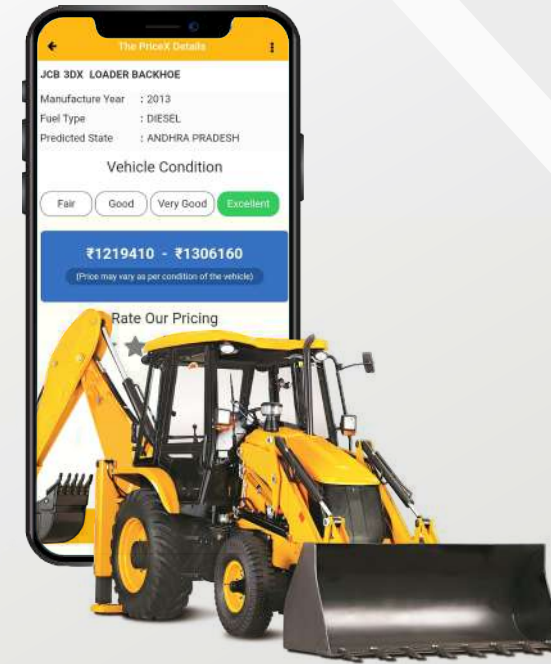
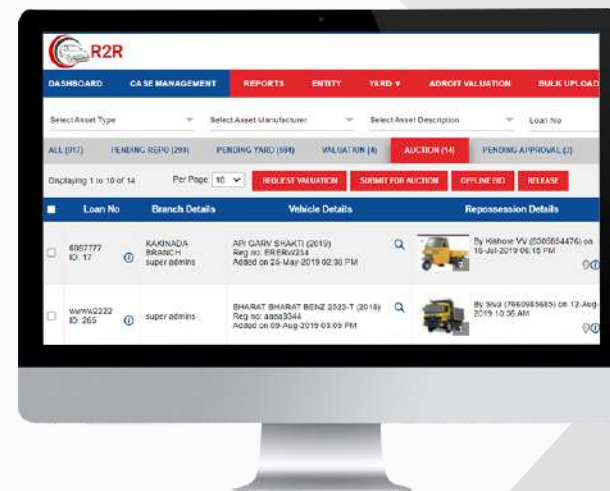
### Repossession to Remarketing

R2R is SAMIL's dedicated, full-service solution for off-lease and repossessed vehicles recovery and remarketing needs.

Catering to a wide variety of B2B clients mainly in the finance sector, our one-stop solution combines our PAN-India network of recovery vendors with our 24/7 tracking capabilities, state-of-the-art omnichannel auction platform, our certified team of automotive and financial experts, and our experience to deliver maximum returns with best-in-class customer care services based on the clients' unique needs.

This unique solution helps eliminate several fixed expenses that add to the loss, making the sale of these vehicles unprofitable.

Furthermore, our proven extensive remarketing approach helps clients streamline the entire recovery process, reduce cycle times, and maximise returns.



### ThePriceX

ThePriceX is an online tool for used vehicles and equipment price valuation, built using SAMIL's proprietary transaction and auction data. It enables individuals and businesses dealing in used vehicles and equipment to find the right market price of their assets, be it one or an entire fleet.

The platform utilizes advanced machine learning, heuristic experience and data supported by millions of our transactions.

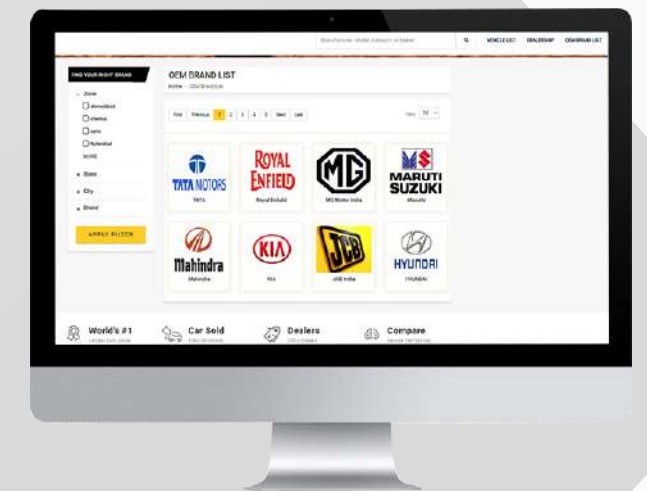
[www.thepricex.com](http://www.thepricex.com) is our business site.

### White-Labelled Solutions

SAMIL, through its dedicated technology platform - SAMIL Tech, has been offering affordable and efficient white-labelled and custom application development services.

Catering to a diverse range of B2B clients (automobile manufacturing companies, Banks, NBFCs and insurance companies), our White-Labelled Solutions deliver web and mobile-based software solutions that enable your business.

Packed with endless features, we offer complete ERP solutions for capturing the entire workflow of vehicles and equipment repossession, yard management, inventory management and additional value-added services like price intelligence, parking, documentation, logistics, auctioning, inspection and valuation, etc.



## “ Digital is the “New Mantra

Working towards this belief, we are leveraging every advancement in technology to transform our business, making it better, testing practical, real-life tested frameworks to enhance every customer touchpoint. At SAMIL, we are enabling every customer via our spectrum of digital tools to support them in their journey of Digital Transformation.

# Leading DIGITAL



# Empowering CUSTOMERS



We are committed to empowering businesses across buyer and seller segments through our omnichannel pre-owned vehicles and equipment procurement and disposal solutions. Our Allied Services add value, enabling customers to transact more while we take care of logistics, documentation and trade finance. These services come together to help our customers ensure a pleasant experience.



## SAMIL FASTag Service

SAMIL through its FASTag Services offer a one-stop solution issuance of new FASTags and recharge facility for existing ones across its Automalls PAN-India. Visit your nearest Shriram Automall to ease your travelling experience with benefits like:

- Pay at toll plazas without waiting in queues
- Cashless payment with added benefits



## SAMIL Insurance Service

SAMIL Insurance Services offers paperless digital Insurance policy issuance, covering first and third party insurance needs. Our service requires minimal paperwork and is just one click away throughout the year.



## SAMIL Financial Service

SAMIL Financial Services enhances the buying capacity of our buyers without stressing their working capital. Tailored solutions, faster approvals, minimal documentation, and service availability across 135+ Automalls enable thousands of customers to do more business with SAMIL's support.



## SAMIL Documentation Service

SAMIL Documentation Services offers a hassle-free, one-stop solution for Documentation and RTO-related needs. We provide easy and affordable services, taking care of complete paperwork and certification requirements for our buyers and sellers across the country. We work with RTO offices PAN-India, providing the required support so that our buyers can focus on growing their core business.



## SAMIL Parking Service

SAMIL Parking Services provides completely safe and secure parking facilities across all 135+ Automalls PAN-India. Our facilities are well equipped with CCTV, dedicated security staff and boundary walls. Our customers can park their assets for as long as they want, without worrying about pilferages and leakages.



## SAMIL Logistics Service

SAMIL Logistics Services takes care of all your end-to-end logistic needs. We offer door to door pick up and drop, towing and intercity asset transportation services for one or more vehicles. We offer services across 135+ Automalls PAN-India, backed by standard pricing.



**Bid Club**  
Rewards

Join **The Shriram Automall Family** to Avail **Exclusive BidClub Membership** to Receive Exclusive Rewards and benefits.

Get Access to Advanced **Online Auction Portals**  
[cartradeexchange.com](http://cartradeexchange.com) | [bids.samil.in](http://bids.samil.in)

**Call: 1800 102 4141**

OUR SERVICES





“ People will soon forget what you said.  
They will never forget how you made them feel.  
**Dr. Maya Angelou**

### It's About More Than 'Business As Usual'

Participate in one of our auctions; take a walk through the premises of our Automalls. You won't see our employees and customers, what you will see is two proud members of the SAMIL family meeting each other like they've known each other for so long. Such 'magic moments' are a result of our continued efforts and our SAMILIANS always going the extra mile to find the best ways to support the customer's needs, making sure they know they're always our priority.

### BidClub Rewards – Our Way Of Saying 'Thank You' For Your Loyalty

We value our relationships with our customers and we make sure they know it. Through BidClub Rewards, we offer an exclusive membership program for SAMIL Group Companies' customers. Valid for a year, this membership entitles all our loyal customers to a variety of benefits, privileges, and cash rewards as a result of their year-long participation.

## CSR

### SAMIL Junior Einstein – Education Scholarship Program

SAMIL's Student Scholarship Program is a commendable initiative that provides financial support to less privileged students. The program covers the complete educational expenses of students from classes 8th to 12th, ensuring that they can continue their studies without interruption. By distributing **over 2000 scholarships in FY 2022-23**,

### Water Cooler Installations

Shriram Automall India Limited's initiative to install water filters and coolers in government schools and gram panchayats is a commendable contribution to improving access to clean drinking water in rural areas. By providing clean water to students and communities, SAMIL is helping to address a critical need and improve overall health and well-being.



### SAMIL Little Stars – SAMIL Junior Picasso

SAMIL Little Stars is a wonderful initiative that provides a platform for young children to showcase their artistic talents on a national stage. By participating in this program, children have the opportunity to develop their skills, gain confidence, and receive recognition for their creativity. The program also offers selected participants the chance to be featured in SAMIL's corporate videos and annual calendar, providing them with valuable exposure and opportunities.

### Plantation Drives

SAMIL's tree plantation initiative is a commendable CSR drive that has contributed significantly to environmental sustainability. By planting over 10,000 trees across the country, SAMIL has helped to create greener spaces and reduce carbon emissions. The initiative aligns with SAMIL's commitment to social responsibility and sustainable practices.



Creating Customer  
**FOR LIFE**





# Our CLIENTS





## “The Leadership Team

"Leaders instil in their people a hope for success and a belief in them. Positive leaders empower people to accomplish their goals."

"The company, in the last decade, has become India's Largest Phygital Platform for acquisition and disposal of pre-owned vehicles and equipment, and is proud to be a part of a legacy which will be remembered for years."

**Lakshmi Narayanan Subramanian**  
Chairman, SAMIL

"SAMIL has always believed in combining success with the hues of hard work and perseverance. That's why SAMIL has become the No. 1 choice for customers across the country when it comes to pre-owned vehicle and equipment requirements."

**Mr. Umesh Revankar**  
Executive Vice-Chairman  
Shriram Finance Limited

"SAMIL, with its unique concept of disposing of used vehicles and equipment through physical bidding, has bridged the gap between buyers and sellers. It's remarkable how far the company has reached in just 13 years through its innovative and transparent platform."

**Mr. Vinay Sanghi**  
Chairman and Founder, CarTrade Tech

"It has been an exciting, decade-long journey based on trust, reliability, loyalty, understanding and faith for us and our customers. We are happy how only a unique thought has transformed into a company that has changed the lives of millions, offering the most transparent, organised and unique omnichannel bidding platforms."

**Mr. Sameer Malhotra**  
Director and CEO, SAMIL



### Equal Opportunities For All

SAMIL is committed to creating a workplace where everyone feels valued and respected, regardless of their gender. We believe in offering equal opportunities for all employees, including equal pay, benefits, consideration, and advancement. By fostering a culture of inclusivity and equality, we aim to create a positive and empowering work environment for everyone.

### Certified – Great Place To Work™

Great Place to Work® is a global authority that recognises High-Trust and High-Performance Culture™ at workplaces around the globe and SAMIL is among them as a sustainable diverse, supportive and empowering organisation. We at SAMIL have shifted our focus on continuous employee engagement and development on various fronts. This has helped us create a unique work culture at our workplace that is long lasting.

### Our Strength

SAMIL is a proud family of 1450+ people, working in different capacities from different locations across India.



Total no of Employees  
**1450+**



Female Employees  
**500+**



Female Workforce  
**30%+**



Women in Leadership  
**(Ratio) 4:6**

# Our People OUR PRIDE

### We are Diverse and Inclusive

At SAMIL, we strive to create a workplace where everyone feels valued, respected, and included. We believe that diversity and inclusion are essential for fostering a positive and productive work environment. To achieve this goal, we've implemented initiatives to promote awareness, education, and a culture of inclusivity. We've made progress toward a diverse and inclusive workplace, but we're always striving to do better. We value everyone's unique perspectives.





A Legacy Of Excellence  
**AWARDS AND RECOGNITIONS**





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

**SHRIRAM AUTOMALL  
INDIA LIMITED**

7<sup>th</sup> Floor, Best Business  
Park, Netaji Subhash Place  
Pitampura, Delhi - 110034

**1800 102 4141 | [contact@samil.in](mailto:contact@samil.in)**

శ్రీరామ్ ఆటోమాల ఇండియా లిమిటెడ్