

#samilutsav #samilmuskan
#proudsamilian
#samil #samilauctions

IN THE ISSUE >

PAGE 2

- Hits of the Year
- Purposeful Events

PAGE 3

- Expanding the Territory
- Benchmarking 12th SAMIL Utsav with INR 185+CR
- BidClub Membership

PAGE 4

- Tech Edge
- Allied Services

PAGE 5

- Tie-ups to Shoot
- Launched: ThePriceX Insights Report 2022
- Shriram Automall's 'One India One Click'

PAGE 6

- Awards and Accolades

PAGE 7

- Helping Hands CSR Activities
- Mega Launch And Award Event At SAMIL
- Launched: Auction Catalogue 2023

ABOUT SAMIL >

Shriram Automall India Limited (SAMIL), an ISO 9001:2015 certified company, is India's leading Marketplace connecting pre-owned vehicles and equipment buyers and sellers. SAMIL began its journey in 2011 by setting up India's first professionally managed and organized Auction Platform for buying and selling pre-owned commercial vehicles, construction equipment, farm equipment, cars, three-wheelers, two-wheelers, etc.

SAMIL conducts thousands of auction events every month through its online and phygital platforms. The company also provides vehicle inspection and valuation services through Adroit Auto.



FROM CHAIRMAN'S DESK



Lakshmi Narayanan Subramanian

Chairman, SAMIL

SAMIL has travelled a long road in a short span of time with an aim to provide customers of pre-owned vehicles and equipment with most innovative and organised platforms pre-owned assets. In the past 12 Years, SAMIL became India's largest phygital marketplace for acquiring and disposing used vehicles and equipment with latest technological advantages and we are proud of it.

FROM VC'S DESK



Mr. Umesh Revankar

Executive Vice-Chairman, Shriram Finance Limited

Shriram Automall India Limited (SAMIL) has been serving all the major and minor cities in the country. It has become India's Largest Phygital Pre-owned Marketplace for Vehicles and Equipment through excellent customer service. The company, while providing high-quality services continually strives to connect and build a strong relationship with prospective customers. SAMIL has always believed in linking success with the hues of hard work and perseverance.

FROM FOUNDER'S DESK



Mr. Vinay Sanghi

Chairman and Founder, CarTrade Tech

As the country's frontrunner in technological innovation, Shriram Automall India Limited (SAMIL) is creating a whole new world of mobility business, fueled by Transparency, Integrity, Process, Customer Centricity and Data Security. With a pan-India presence, we are a trusted Phygital (physical and online) platform for transacting pre-owned Vehicles and Equipment. Our hassle-free applications support our customers to expand their businesses.

FROM CEO'S DESK



Mr. Sameer Malhotra

Director and CEO, SAMIL

It's been a decade-long relationship based on trust, reliability, loyalty, understanding and faith with our customers. We are happy how a small thought has transformed into a company that has changed over a Million lives by offering organised Physical, Online and Phygital bidding platforms. Currently we are present at 120+ locations pan-India and are destined to expand further to bring our holistic services in used Vehicles and Equipment industry to the remotest of corners. This wouldn't have been possible without the support of our esteemed customers who are showering their loyalty. We sincerely hope that you will continue to support us, enabling us to meet your expectations in the best way possible.

HITS OF THE YEAR>>



Some of the most exciting events of the yearly apart from consistent events and observance cannot be club with regular ones. Here are the hits of the year that instil a fire to achieve new goals with ardour.

- SAMIL Freedom Auction | INR 100 Cr GAP
- SAMIL Mega Diwali Auction Week
INR 145 Cr GAP
- SAMIL Kisan Mahotsav | INR 104+ Cr GAP
- SAMIL Junior Picasso 2022 | 800+ Registrations | 15 Winners
150 Consolation Prizes
- SAMIL Utsav 2023 | INR 185+ Cr GAP
- Exclusive Luxury Car Auction at BlueJack
- Exclusive Truck Auctions



PURPOSEFUL EVENTS>>

We are proud to engage in various activities such as observances, events and conferences for a better future of the company and the employees. Most of the events that we come across are motivating and teach us a lot about how to tackle the upcoming endeavours.

- SANKALP 2022
- SAMIL Annual Strategic Meet 2022
- SAMIL Gurus
- Team SAMIL at 6th WAFit Summit
- SAMIL Leadership Meet Q2 2022
- SAMIL Junior Picasso 2022
- SAMIL Freedom Auction
- Literacy Week 2022
- Half-Yearly Leadership Strategic Meet
- SAMIL Mega Diwali Auction Week
- SAMIL Stall at CII IMME 2022
- Advanced Adroit 3.0 Mobile App Launch
- SAMIL Junior Picasso 2022 Award Show
- ThePriceX Insights Report Launch
- SAMIL Auction Catalogue Launch
- SAMIL Kisan Mahotsav
- 2023 Diary and Calendar Launch
- SAMIL at AutoExpo 2023
- Women's Day Celebrations at HO
- Holi Celebrations at HO
- 12th SAMIL Utsav – Biggest Auction of the Year 2023



EXPANDING THE TERRITORY



Berhampur Automall
27th April 2022



Proddatur Automall
12th May 2022



Barasat Automall
15th June 2022



Prayagraj Automall
18th June 2022



Chhatarpur Automall
24th June 2022



Bareilly Automall
13th July 2022



SGTN Office
15th July 2022



Purnea Automall
29th July 2022



Kolkata Automall
21st September 2022



Gandhidham Automall
21st December 2022



Hapur Automall
25th February 2023



Muzaffarpur Automall
25th February 2023



Guwahati Automall
25th February 2023

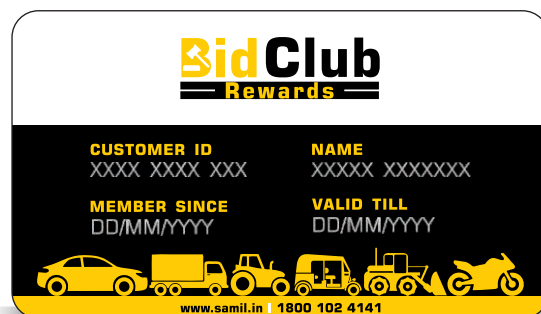
BENCHMARKING 12th SAMIL UTSAV WITH INR 185+ CR



Shriram Automall India Limited achieved the Biggest Phygital Auction on SAMIL Utsav 2023 with transactions over INR185+ crores in a single day. 7,500+ vehicles, equipment and other assets were sold out of 16,000+ listings. Event was a grand success as 25,000+ customers attended 120+ auctions at 120+ locations across India.

**BIDCLUB
MEMBERSHIP**

Bid Club
Rewards



BidClub Rewards is an exclusive membership program for our customers and to strengthen the relationship with them. This membership is valid for 1 year from the date of issuance and offers access to a variety of cash benefits, gifts and rewards for continued year-long participations in various bidding events. The BidClub membership gives access to three advanced online portals - www.bids.samil.in, www.cartradeexchange.com and **My BlueJack App**. Further, members does not have to pay any kind of registration fee of Rs. 100/- every time they participate in any physical auction for one year and are eligible to attend unlimited physical bidding events at any of the Automalls, PAN-India. All the BidClub Members are privileged for buyer's fee discount of INR 2,500 on purchase of a vehicle.



Adroit Auto Inspection Services launched the Adroit 3.0 mobile application for pre-owned vehicle and equipment buyers and sellers. Adroit 3.0 offers information showcase with structured reports which can be viewed in one glance and many such features are introduced make inspection, valuation and verification easy and quick.

BlueJack



BlueJack is a simple, efficient and reliable platform for buying and selling pre-owned cars. The powerful platform is used for participating in exclusive online bidding events. It offers both physical auctions with expansive reach and MyBlueJack mobile app for simplifying buying.

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 offering a hassle-free transaction Interface for customers, enabling them to transact multiple vehicles simultaneously, from anywhere and from any device.



SAMIL Financial Service

SAMIL Financial Services enhances the buying capacity of our clients without stressing their working capital. Our services are quick, require minimum documentation and are tailored to buyers' needs across 120+ Automalls.

SAMIL Documentation Service

We offer hassle-free, one-stop solution for Documentation and RTO-related needs. Our documentation service is easy, affordable and takes care of complete paperwork and certification requirements of clients across the country.



SAMIL Parking Service

SAMIL Parking Services provides completely safe and secure parking facilities across all 120+ Automalls PAN-India. Your vehicles are safe in well-guarded facilities with dedicated security staff, boundary walls and CCTV surveillance.

SAMIL Logistics Service

Our Logistics Services take care of all your logistic needs. We offer door to door pick up and drop, towing and intercity asset transportation services for one or more vehicles across 120+ Automalls PAN-India.



SAMIL FASTag Service

SAMIL FASTag Services offer comprehensive solutions to all the FASTags related snags such as buying a new FASTag, FASTag recharge or other queries. The service is available across 120+ Automalls PAN-India.

SAMIL Insurance Service

SAMIL Insurance Services offer 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.



TIE-UPS TO SHOOT

- Collaborated with **IIT-Delhi** for Enhancing ThePriceX price prediction engine
- Adroit Inspection Services ties up with **Kotak Prime Bank**
- Adroit Inspection Services ties up with **CSL Finance Limited**
- SAMIL ties up with **Bank of Maharashtra**
- Adroit Inspection Services signed Valuation and FI agreement with **JBFC**
- Shriram Automall signed an agreement with **SREI Equipment Finance Ltd.**
- Adroit Inspection Services collaborates with **NAFA**
- Shriram Automall signed an agreement with **Indian Overseas Bank**
- Shriram Automall signed an agreement with **Royal Enfield**
- Adroit Inspection Services collaborates with **Royal Enfield**



LAUNCHED: THEPRICEX INSIGHTS REPORT 2022



Launched! For the First time in India, **ThePriceX Insights 2022 report** provides price insights based on real data and analytics helping buyers and sellers to make better decisions while transacting used vehicles and equipment.

SHRIRAM AUTOMALL'S 'ONE INDIA ONE CLICK' INITIATIVE IS CONNECTING BUYERS AND SELLERS ACROSS INDIA



SAMIL has brought several innovations and solutions to meet the constantly changing requirements of customers. In a bid to take the business of pre-owned vehicles and equipment to a new level, SAMIL introduced **'One India One Click'** recently.

At present, buying, selling and registering pre-owned vehicles and equipment from different states is quite challenging as one cannot easily find the required vehicles of their choice, a fair-priced deal or support services like documentation and logistics. The 'One India One Click' model is another holistic solution for easy buying and selling of used vehicles and equipment across India.

GREAT PLACE TO WORK®

SAMIL is a Great Place To Work – Certified™ company third year in a row. This reflects our high-trust, high-performance work culture that prevails in our workplaces. We are a great team who work with a clear direction on our objectives to achieve new heights fuelled with mutual respect, coordination and conviction.



ISO 9001:2015

SAMIL is an ISO 9001:2015 certified company which clarifies that we offer best-in-class customer satisfaction, fulfil our requirements of operations as well as maintain highest level of order in following regulations and documentations.



STQC CERTIFICATION

SAMIL holds the prestigious Standardisation Testing and Quality Certification (STQC) for forward auction portal, property.samil.in. This proves quality and robust Informational Technology infrastructure.



AWARDS AND ACCOLADES

SAMIL and subsidiary companies are best at what they do and it is proved by honorary awards. With Great Place to Work certification for the second time in a row and Business Tycoon Award for being the most trusted marketplace for preowned vehicles, SAMIL is unstoppable. Here are awards that we won throughout FY2023.

- SAMIL gets **Great Place To Work® Certification** for **third time** in a row
- SAMIL won **8th Innovative CIO Awards 2023**
- **Ambassador of Green Planet Awards 2023** during EY4EV India Summit 2023
- **Best Financial Customer Strategy** of the Year 2023 in the Pre-owned Automobile Industry at **8th CFO Vision and Innovation Summit and Awards 2023**
- **Top Women Leaders of SAMIL Group of companies** have been conferred with India Prime Women Icon Award 2022
- Leader Award at **BIG CIO SHOW and AWARDS 2023** – Sameer Malhotra
- **Disruptive Technology Innovation Award** in Pre-owned Automobile Industry at Technology Excellence Awards 2023
- **North India Best Employer Award 2022**
- Innovative 100 at **CIO 100 Awards**
- **CX Strategy Summit** and Award for Technology Implementation of the Year 2022
- Company of the Year in pre-owned Automobile Industry Award at **Business Leadership Awards 2022**
- CX Excellence Award 2022 in Best use of **Data Analytics in Business Intelligence**
- World Records India recognises **SAMIL Utsav 2022** as Biggest Auction of the Year
- **Business Tycoon Award** for most trusted marketplace for pre-owned vehicles and equipment



HELPING HANDS CSR ACTIVITIES

75+ Water Coolers and Purifiers installed in FY 2022-23

Under our corporate social responsibility initiative, SAMIL Muskan, we have installed 75+ water purifiers and coolers in the financial year 2022-23. With these, we distributed and installed 175+ water coolers till date across India for providing free clean drinking water for million smiles.



2000+ SAMIL Junior Einstein Scholarships distributed

SAMIL created a new benchmark in CSR initiatives with 2000+ Junior Einstein Education Scholarships distributed to underprivileged children of the transport fraternity in a bid to help in completing their education. With this, total scholarships distributed till now exceed over 5000 making life easier for the next generation.



Tree Plantation Drive

We at SAMIL believe planting a tree equals to planting a hope for the greener future. SAMIL planted 3000+ trees on various occasions such as Automall Anniversary, New Automall Inauguration, Exclusive Auction Events, Topical Days, Environment Day, Earth Day, Pollution Control Day, SAMIL Utsav and more. On the occasion of our 12th Business Anniversary, we planted 300+ trees at 120+ locations.



Free Medical Check-up Camps

Health is Wealth; we understand this concept thus provided free health check-up drives for our customers at Jaipur, Yelahanka, Solur, Chittoor, Vijayawada, Tirupati, Visakhapatnam, Rajahmundry, Coimbatore, Salem, Chengalpet, Vellore and Chengalpattu in FY 2022-23.



MEGA LAUNCH AND AWARD EVENT AT SAMIL



SAMIL Mega Launch event saw the exclusive launch of **ThePriceX Insights Report 2022** and **SAMIL Auction Catalogue 2023** along with the colourful award ceremony of **SAMIL Junior Picasso 2022**. The event was attended by **Mr Umesh Revankar, Executive Vice-Chairman, Shriram Finance, Mr Vinay Sanghi, Chairman and Managing Director, CarTrade Tech** and **Mr Sameer Malhotra, Director and CEO, SAMIL** and the rest of the SAMIL family. The names of all the winners and runners-up of SAMIL Junior Picasso 2022 were announced on the show.

LAUNCHED: AUCTION CATALOGUE 2023



Launched! **Auction catalogue 2023**. It is for the first time; Shriram Automall India Limited has launched a comprehensive Auction Catalogue for the year 2023 that contains all the important information such as **inventory details, company services, locations and contacts of all 120+ Automall pan-India**. This will help our esteemed customers in making better decisions while transacting used vehicles and equipment.

