

#samilutsav #samilmuskan  
**#proudsamilian**  
 #samil #samilauctions

## IN THE ISSUE >>

### PAGE 2

- Hits of the Quarter
- Annual Strategy Meet 2022
- Sankalp 2022

### PAGE 3

- Purposeful Events
- SAMIL Junior Picasso 2022
- Tie-ups to Shoot

### PAGE 4

- Tech Edge
- Phygital Auction Livestream
- BidClub Membership

### PAGE 5

- Allied Services
- Samil Muskan

### PAGE 6

- Automall Anniversary

### PAGE 7

- Expanding the Territory
- Awards and Accolades

## 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 11 Years, SAMIL became India's leading marketplace for acquiring and disposing used vehicles and equipment with latest technological advantages and we are proud of it.

## FROM MD'S DESK



**Mr. Umesh Revankar**

Managing Director, STFC

Our journey have been full of hard-work, packed with passion for achievements, excitement for stepping on new grounds, as well as contentment for the results of our efforts in the right direction. We at Shriram Automall are looking forward to take on new challenges and opportunities that will make us grow into an undisputed leader.

## FROM FOUNDER AND CEO'S DESK



**Mr. Vinay Sanghi**

Founder and CEO, CarTrade Tech

It's been 11 years since we started this journey and I would love to heartily congratulate you all for completing 11 Magnificent Years in the industry. We, as India's leading marketplace of vehicles and equipment, are creating a whole new world of exchange business fuelled by digital technology. Further delight is brought by Car Trade Exchange getting honoured by an award for Best Online Marketplace in Pre-owned Automobile Industry 2022.

## FROM CEO'S DESK



**Mr. Sameer Malhotra**

Director and CEO, SAMIL

SAMIL is living up to the mission to bring innovative digital solutions to enhance the customer experience to the next level. Through our Phygital auction platform which includes 100+ Automall network strength spread across India, we aim to create all-inclusive mobility solutions for buyers and sellers throughout the country. We have expanded our territory by inaugurating new Automalls in the first quarter of FY 2023 for better reach. SAMIL's Phygital platform (Physical plus Digital) is in full swing facilitating the exchange, disposal and purchase of old commercial vehicles, construction equipment, farm equipment, passenger vehicles, three-wheelers, two-wheelers and exclusive luxury vehicles.

## HITS OF THE QUARTER >>



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

- SAMIL Premium Luxury Car Auction at New Delhi and Ludhiana become hit among buyers
- Exclusive Auction for Farm Equipment at Secunderabad
- Exclusive Two-Wheeler Auction
- Adroit 2.0 Crosses 5 Lakh cases of Inspection and Valuation



## ANNUAL STRATEGY MEET 2022 >>

Mr Sameer Malhotra, Director and CEO, SAMIL led the top leaders of Shriram Automall India Limited, CarTradeExchange, Adroit Auto Inspection Services Private Limited and BlueJack to new financial year's annual strategy meet 2022. This strategy meet was crucial for all the group companies to prepare for the new financial year 2022-23. The event facilitated all the top leaders to strategically curate plans and tactical roadmap for New Year in a bid to set new records in the pre-owned vehicles and equipment industry.



## SANKALP 2022 >>

Over 1600 Samilians celebrated the success of financial year 2021-22 across India in once-in-a-year event, Sankalp 2022. We Samilians dream together, work together and celebrate together and Sankalp 2022 is the evidence of the grand celebration. All the Samilians are motivated and determined to create new benchmarks in the pre-owned vehicles and equipment industry in the financial year 2022-23.





# 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.



## SAMIL GURUS

SAMIL Gurus was a valuable web gathering of the greatest think tanks of the pre-owned vehicle and equipment industry leading Shriram Automall to become the undisputed leader in the space. With a compiled experience of over 400 years, Gurus dedicated their day to delivering priceless mantras of success from their life and career. From strategizing maximum revenues and profits to balancing professional and personal life, the whole kit and caboodle were discussed in the webinar to enlighten the complete SAMIL family.



## Gaadi Bhi Picnic Bhi

Shriram Automall relentlessly pushes boundaries and continuously strives to generate innovative mobility solutions for various customer domains. Following this spirit, the company organized a unique concept 'Gaadi Bhi Picnic Bhi' consumer event in Ahmedabad making it convenient for customers to buy and sell pre-owned cars under one roof. By organizing such a unique event, SAMIL enters into the consumer car exchange space.



# SAMIL JUNIOR PICASSO 2022



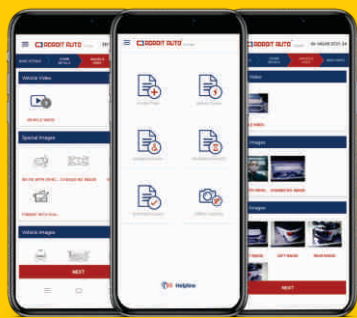
The days of restraint are almost over. Hooray! Now it's time to get back to school, after two years of fear, anxiety and loneliness, it is time for our children to be free, playful and curious about learning. With this, **SAMIL Junior Picasso 2022** is back with an intention to spread happiness and infuse a breath of fresh air. This competition is specially crafted for little stars, between the age groups of 4-8, 9-13 and 14-18 years to help bring out their hidden talent

## TIE-UPS TO SHOOT



SAMIL collaborated with various Banks, NBFCs, Insurance companies and companies of other industries to take the pre-owned vehicles and equipment business forward in respective segments. Tie-ups of last Quarter are:

- Collaboration with IIT-Delhi for Enhancing ThePriceX Price Prediction Engine
- Adroit Auto Ties up with Kotak Prime Bank
- Adroit Auto signed agreement with CSL Finance Limited
- SAMIL ties up with Bank of Maharashtra
- Adroit Auto successfully signed Valuation and FI agreement with JBFC



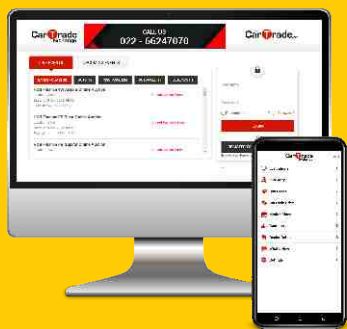
Adroit 2.0 is a state-of-the-art Inspection and Valuation application developed with a sole purpose of offering best-in-class service to 100+ clients across India. Adroit Auto is strategically engaged in providing services to the automobile industry, completing 10.5 Million+ Inspections and Valuations since 2005.

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.

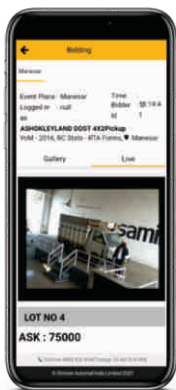
ThePriceX



ThePriceX is a state-of-the-art tool for understanding the pricing pattern and trends of the vehicles and equipment in the pre-owned market. ThePriceX runs on advanced algorithms and is combined with over a decade worth of auction data to deliver the right price of any pre-owned vehicle or equipment in India.

We have delivered one-of-its-kind ThePriceX Insights report that gives buyers and sellers right price trends of pre-owned vehicles and equipment in the Indian market.

PHYGITAL AUCTION LIVESTREAM >>

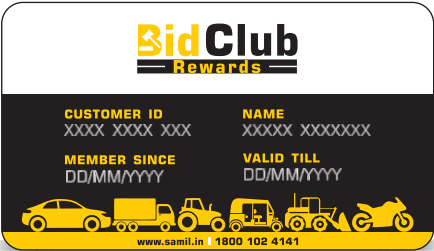


SAMIL launched, one-of-its-kind, Live Streaming feature on MySAMIL App through which the registered customers can watch and bid for the vehicles of their choice in real-time at any on-going auction across 100+ Automalls in India.

This new Phygital auction platform is underlined by state-of-the-art infrastructure that offers real-time auction experience without any lag. The live streaming of auctions will change the way people are bidding for pre-owned vehicles in India and is truly innovative in the industry.

BIDCLUB MEMBERSHIP >>

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](http://www.bids.samil.in), [www.cartradeexchange.com](http://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.



ALLIED SERVICES



SAMIL Documentation Services

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 Logistics Services

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 100+ Automalls PAN-India.



SAMIL Insurance Services

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.

SAMIL Financial Services

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 100+ Automalls.



SAMIL Parking Services

SAMIL Parking Services provides completely safe and secure parking facilities across all 100+ Automalls PAN-India. Your vehicles are safe in well-guarded facilities with dedicated security staff, boundary walls and CCTV surveillance.



SAMIL FASTag Services

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 100+ Automalls PAN-India.



SAMIL MUSKAN



SAMIL have installed 100+ Water Coolers at strategic locations to make sure people get access to clean drinking water this summer. Nearly 6% of India's population has no access to clean drinking water and by installing **100+ water coolers & purifiers across the country**, SAMIL is taking a step towards achieving the goal of providing clean drinking water to the people of the country. These water coolers will provide free access to drinking water for thousands of beneficiaries at the strategic locations. As a responsible company, SAMIL continues to find ways to deliver smiles under its corporate social responsibility programs.





## GREAT PLACE TO WORK®

SAMIL is a Great Place To Work – Certified TM company second 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.



## AUTOMALL ANNIVERSARY

It is very important to celebrate anniversaries of every Automall ever inaugurated to run the business of buying and selling pre-owned vehicles & Equipment across the country. Here are the Automall Anniversaries celebrated in the last quarter:



PUNE AUTOMALL



KOLHAPUR AUTOMALL



BARODA AUTOMALL



LATUR AUTOMALL



KARNAL AUTOMALL



SHIMLA AUTOMALL



SOLAR AUTOMALL



VISAKHAPATNAM AUTOMALL



NASHIK AUTOMALL



## EXPANDING THE TERRITORY >>

Automalls handle the acquisition and disposal of pre-owned vehicles and equipment and the scope is to provide the auction service to the remotest corner of the country. A wide reach can be achieved by expanding into strategic locations with state-of-the-art Automalls. New Automalls Inaugurated in previous Quarter are:



**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



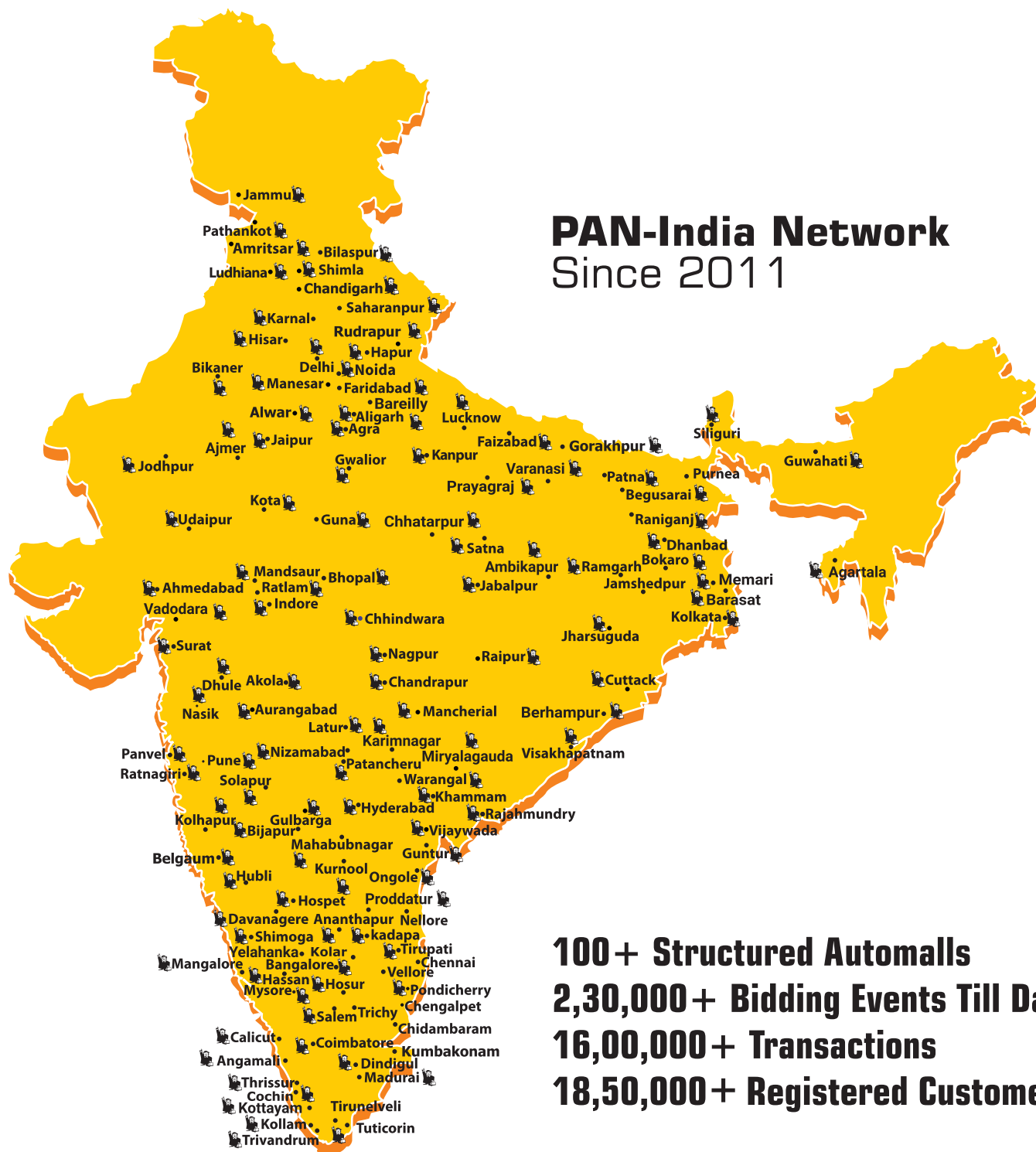
## AWARDS AND ACCOLADES >>



SAMIL and subsidiary companies are the best at what they do, which is proved by honorary awards. Here are the awards, accolades and other recognition that SAMIL and its group companies received in the last quarter.

- **World Record India recognised SAMIL Utsav 2022** as the biggest event in the pre-owned vehicles and equipment industry with 100+ Auctions organised at 100+ locations across India selling over 7,900 vehicles and equipment
- **Best Use of Data Analytics in Business Intelligence Award for ThePriceX** by CX Excellence Awards 2022





## PAN-India Network Since 2011

**100+ Structured Automalls**  
**2,30,000+ Bidding Events Till Date**  
**16,00,000+ Transactions**  
**18,50,000+ Registered Customers**

**CONNECT WITH US**

[in](#) [t](#) [@](#) [f](#) ShriramAutomall



BlueJack



CarTrade  
exchange

123done.in

**SHRIRAM AUTOMALL INDIA LIMITED**

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

[www.samil.in](http://www.samil.in) 1800 102 4141 [contact@samil.in](mailto:contact@samil.in)