

#samilutsav #samilmuskan
#proudsamilian
 #samil #samilauctions

IN THE ISSUE >

PAGE 2

- Hits of the Year
- Purposeful Events

PAGE 3

- Expanding the Territory
- Benchmarking 11th SAMIL Utsav with INR 215+CR
- BidClub Membership

PAGE 4

- Tech Edge
- Allied Services

PAGE 5

- Tie-ups to Shoot
- Phygital Auction Livestream

PAGE 6

- Awards and Accolades

PAGE 7

- Helping Hands CSR Activities

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 next level. Through the OEMs expertise of the Commercial Vehicle Segment and our Phygital auctions platforms which include 100+ Automall network strength spread across India, we aim to create all-inclusive mobility solutions for buyers and sellers throughout the country. 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 YEAR»



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 year that instil a fire to achieve new goals with ardour.

- Independence Day Auction | INR 40+ Cr GAP
- SAMIL Junior Picasso | 1,900 Registrations
15 Winners | 135 Runner-ups
- SAMIL Diwali Utsav | INR 100+ Cr GAP
- November 2021: First ever Month to cross INR 1,000 Cr GAP
- SAMIL Kisan Mahotsav | INR 100+ Cr GAP
- December 2021: Best ever month with INR 1,217+ Cr GAP
- Ashok Leyland CV Exchange Mela
- Monthly Mega CV Bidding Events
- Luxury Car Sale
- 10+ Awards and Accolades



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 2021 - April 2021
- Blood Donation Camp at Shimoga Automall - May 2021
- Yoga Sessions on International Yoga Day - June 2021
- SAMIL Junior Picasso - August to October 2021
- Literacy Week - October 2021
- SAMIL Diwali Utsav - October 2021
- Pollution Control Day Tree Plantation Drive - December 2021
- Blood Donation Camp at Yelahanka Automall - December 2021
- Corporate Kit Launched - December 2021
- 2022 Diary and Calendar Launch - January 2022
- Republic Day Celebrations - January 2022
- Gold Coin Distribution - February 2022
- Women's Day Celebration - March 2022
- SAMIL Holi Milan - March 2022



EXPANDING THE TERRITORY >>>

Automalls handle the acquisition and disposal of pre-owned vehicles and equipment and the scope is to provide the exchange 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 so as to continue the momentum of growth. New Automalls Inaugurated in previous Financial Year are:



VARANASI AUTOMALL
29th JUNE, 2021



SATNA AUTOMALL
11th AUGUST, 2021



AMBIKAPUR AUTOMALL
25th NOVEMBER, 2021



YELAHANKA AUTOMALL
10th DECEMBER, 2021



AJMER AUTOMALL
23rd DECEMBER, 2021



KOTTAYAM AUTOMALL
24th JANUARY, 2022



BELGAUM AUTOMALL
15th FEBRUARY, 2022



KARIMNAGAR AUTOMALL
18th FEBRUARY, 2022



MIRYALAGUDA AUTOMALL
23rd FEBRUARY, 2022



NOIDA AUTOMALL
26th FEBRUARY, 2022

BENCHMARKING 11th SAMIL UTSAV WITH INR 215+ CR >>

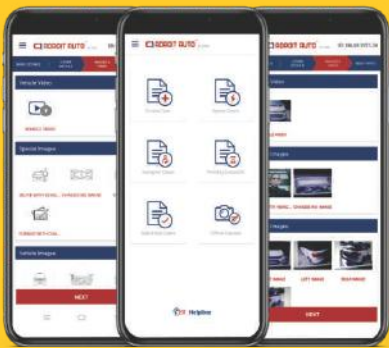


The 11th edition of SAMIL Utsav turned out to be a grand success by conducting 100+ Auctions in over 100 cities across India. Being the Biggest Auction of the Year, the company provided once in a life-time experience to both buyers and sellers where it recorded footfalls of over 30,000 customers in 100+ Automalls from tier I, II and III cities across India in a single day. Over 7,900 pre-owned vehicles & equipment were sold out of total 14,500 that were listed. The event achieved record INR 215+ Cr worth of transactions in a single day and 350+ new BidClub members joined the chain.

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, www.cartradeexchange.com and My BlueJack App. Further, members do 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 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.



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 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 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 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 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 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.



TIE-UPS TO SHOOT

SAMIL collaborated to take the pre-owned vehicles and equipment business forward with leading OEMs in the market of respective segments. In the CVs, Ashok Leyland and Bharat Benz extended their hands to the strategic alliance while in the electric two-wheeler segment and more. Here are the major collaborations of SAMIL:

- Bharat Benz Commercial Vehicle Exchange Business Tie-up
- Ashok Leyland Tie-up
- Mercedes Benz Tie-up
- Maruti Suzuki True Value Pune Auction
- Government Auction Tie-up with Ministry of Housing and Urban Affairs
- Punjab and Sindh Bank Collaboration



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.



GREAT PLACE TO WORK®

SAMIL is a Great Place To Work – Certified™ 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.



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 FY2022.

- CEO of the Year 2021 in **Auto and Mobility Tech Companies** – 8th WAF Awards
- Excellence in **Pre-owned Automobile Industry** – SAMIL
- Best Innovation (Physical + Digital) in **Pre-owned Automobile Industry**
- Personality of the Year in **Pre-owned Automobile Industry** – Sameer Malhotra
- **Asia Feather Award 2021** for Best-in-Class Pre-owned Vehicles and Equipment Auction Company
- **CEO of the Year 2021** - Corporate Guru World Summit and Awards 2020-21
- Top Opportunity Giver at JITO Mahakumbh Icons **“Amrut Mahotsav”** – Sameer Malhotra
- **Silver Feather Award** for Most Trusted Brand in Inspection, Valuation and Verification – Adroit Auto
- **9th WAF Award** for Best Innovation 2021-22 - Adroit Auto
- **Great Place To Work – Certified™** Second Time in a Row
- **YouTube Silver Play Button** for Hitting 1 lakh Subscribers
- **Business Tycoon Award 2022** for Most Trusted Marketplace for Pre-owned Vehicles and Equipment
- **International Service Pride Award 2022** for Best Online Marketplace in Pre-Owned Automobile Industry - **CarTradeExchange**



HELPING HANDS CSR ACTIVITIES >>

100+ Water Coolers for Million Smiles

Under the water cooler program, SAMIL is putting in small efforts to provide access to fresh and cool water to the people in the regions where it was analysed that clean drinking water is scarce. Water coolers will provide access to fresh water on the spot completely free of cost at 100+ locations across India.



100,000+ Scholarships for Bright Future

SAMIL Junior Einstein – Education Scholarship Program provides monetary help to the students between the aged 11 to 17 years i.e., 8th to 12th grade. This scholarship covers complete educational expense for the students and allows them to continue their studies with enthusiasm.



1,000,000+ Trees Planted for Greener Environment

Tree plantation at SAMIL is another successful CSR drive under which 1 million+ trees have already been planted across the country. Saplings are usually planted on Automall inaugurations, anniversary celebrations, environment day and other related topical days to ensure a greener future.



SPECIAL TASK FORCE FOR AFFECTED EMPLOYEES WITH HELPING HAND

During the tough times of Covid pandemic that disrupted our economy and crushed thousands of families across the country, being a socially responsible organisation, Shriram Automall India Limited (SAMIL) launched the Helping Hand initiative to help its affected employees and other needful people in the industry.

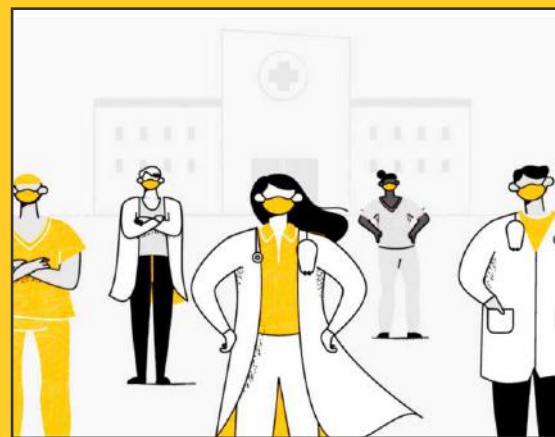
The initiative included supply of oxygen cylinders, emergency medicines and other important supplies to relieve from the ill effects of Covid infection. SAMIL worked in a proactive manner and ensured minimum loss of life and infected people recover quickly.

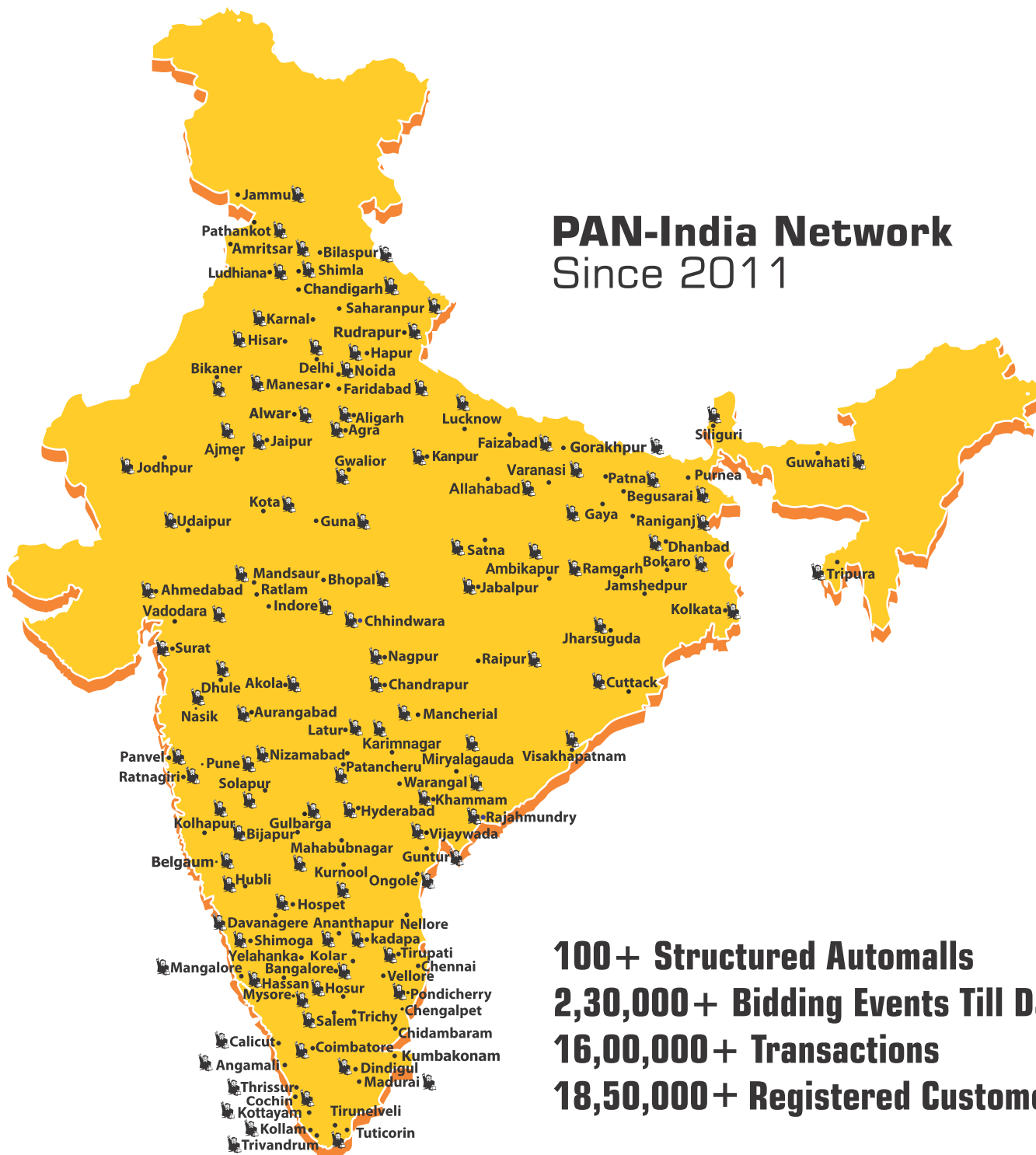
“Hand in Hand with Hemkunt Foundation”

Drive through facility at O2 center in Gurgaon and Mumbai to serve patients who are critical. The patient comes to O2 center Drive through facility, takes oxygen sitting in car till the family arranges for a bed in hospital or the oxygen level becomes normal.

0% FEES FOR HOSPITALS/DOCTORS

SAMIL waived off the buyer fee for Hospitals and Doctors for vehicle purchase during the disrupting Covid wave in 2021. It was done to provide essential support during tough times and clear any obstacle while procuring vehicles.





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

[f](#) [@](#) [in](#) [v](#) [y](#) ShriramAutomall



SHRIRAM AUTOMALL INDIA LIMITED

7th Floor, Best Business Park, Netaji Subhash Place, Pitampura, Delhi - 110034

www.samil.in 1800 102 4141 contact@samil.in