

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

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## 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

Shriram Automall India Limited (SAMIL) is India's largest Phygital Pre-owned marketplace for Vehicles & Equipment. This has been achieved by putting all our efforts into enhancing customer satisfaction that will bring necessary momentum to reach the apex of the pre-owned vehicle market in the near future. We are continuously expanding our territory by inaugurating new Automalls & Offices at strategic locations in a bid to expand our reach for providing business opportunities in the used vehicles market. This quarter we did Annual Strategic Meet for strategizing new financial year, Sankalp 2023, we were conferred with CX 2<sup>nd</sup> Annual Excellence Award 2023 and launched first-in-India ThePriceX Insights Report 2023 for Two-Wheelers.



## TIE-UPS TO SHOOT >



### SAMIL TIES UP WITH VALDO TRACTORS

**Director Mr Obed Ulla Sharif of Valdo Tractors** based Karnataka visited HO and discussed for tie-up with SAMIL and SLA in Haryana state for exchange Mela in some parts of the state as pilot in 2nd week of June. He is having based in Bangalore and entire Karnataka having 20 dealers active and to exchange and sale. **Mr Sanjay Khana - BH, Vibha Sarin Prabhakar - CXO and Abhay-State head** joined the collaboration meet.

### SAMIL COLLABORATES WITH HDB FINANCIAL SERVICES

**SAMIL** is pleased to announce the collaboration with **HDB Financial Services** to enhance business relationships through physical auctions, parking expansion, and streamlined documentation services. In the coming months, this collaboration will be fruitful by delivering impactful customer satisfaction.



## PURPOSEFUL EVENTS >



### ANNUAL STRATEGY MEET 2023

Shriram Automall India Limited (SAMIL) and its group companies meet up for The Annual Strategy Meet 2023-24. **The leadership teams of Shriram Automall, CarTradeExchange, Adroit Inspection Services Private Limited, Augeo Asset Management and BlueJack** have charted out a path for a triumphant journey in the new financial year 2023-24. This year, SAMIL is all set to tackle new challenges and set new benchmarks in the Indian used vehicles, equipment and asset industry.



During the ongoing **Annual Strategy Meet 2023-24, Sameer Malhotra, Director & CEO - SAMIL**, interacted with all the Zonal Business Heads and charted out a plan of action to tackle the challenges faced by the business in their respective regions. He motivated the Samilians and reflected on their capacity, which can take SAMIL to greater heights in the new financial year and beyond.

Furthermore, on the last day of the **Annual Strategy Meet, Sameer Malhotra, Director and CEO - SAMIL** along with the Samilians took oath to give SAMIL a greater growth momentum in the new financial year. All other enabling functions along with operations, shared the FY2023-24 strategies.





**SANKALP 2023**

**Sankalp 2023 celebrates** the achievements of the Samilians in FY 2022-23. **The Award ceremony and Gala Night** has been a joyous night where the Samilians were awarded and recognised for their sheer hardwork to bring SAMIL where it stands today in the Indian used vehicles and equipment industry. It was followed by **fun-filled night with scrumptious dinner and DJ.**



**SAMIL Gurus 2023**

Great leaders don't become great overnight. They spend years honing their skills, facing challenges, and learning from their mistakes. It's only through sessions like SAMIL Gurus, we can soak up their wisdom, insights, and experiences and be inspired to become better versions of ourselves and excel in our respective fields.



**BEST PERFORMING  
EMPLOYEES OF SAMIL  
IN FY 2022-23**



Shriram Automall India Limited (SAMIL) never lets down its top performers, who help keep SAMIL at the apex of the industry. On the **3<sup>rd</sup> Night of SANKALP 2023** awards were conferred to the **Best-performing Employees** for the financial year 2022-23.

**Watch the Video:**  
 [https://youtu.be/\\_M47IpKcWxM](https://youtu.be/_M47IpKcWxM)







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.

### Water Cooler Distribution

At SAMIL, we firmly grasp the significance of clean drinking water, particularly for children, as it is essential for their overall health and well-being. In alignment with our commitment to social responsibility, we have undertaken a mission to address this crucial need. With the installation of **175+ water coolers** across various public places in India, such as Government Schools, Gram Panchayats, RTOs, Police Stations etc, we have taken proactive steps to ensure access to safe and clean drinking water. This ongoing initiative reflects our unwavering dedication to making a positive impact in communities, and we remain steadfast in our efforts to expand and enhance this drive, reaching even more individuals in need.



### Junior Einstein Education Scholarships

SAMIL acknowledges the critical role of education in shaping the future of India. With a strong emphasis on education, we recognize that it equips individuals with knowledge, skills, and opportunities for personal and societal growth, ultimately leading to the development of the nation as a whole. By empowering underprivileged students with Junior Einstein education scholarships, SAMIL strives to bridge the educational gap and create a brighter future for the youth, unlocking their potential and enabling them to contribute meaningfully to the progress and prosperity of India.



### Tree Plantation

We at SAMIL understand that planting trees is like insurance for the next generation. Trees clean the air, we need clean air for survival and so are our next generation. Our tree plantation drives plays a small and necessary part. On the environment day, we celebrate the incredible diversity and resilience of our planet's ecosystems. Let's come together for a moment to appreciate the beauty of nature and reflect on our role in protecting it by planting trees, conserving water and natural resources. Together, we can make a difference.





## ALLIED SERVICES



### 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.



## EXCLUSIVE COVERAGE IN TRANSTOPICS MAGAZINE

It is thrilling to see the transformation done by Women at SAMIL being exclusively covered in Transtopics Magazine. We are in the year 2023, and nearly half of the global workforce is made up of women. Yet, most workplaces have a severely low ratio of women to men. In a male-dominated pre-owned automobile industry, promoting gender diversity is especially important. This is where Women at SAMIL step in to change the dynamics.

Read the complete article:  
<https://bit.ly/44jtgWU> (Page No. - 39-40)



## SAMIL FACEBOOK PAGE ACHIEVES 1 LAKH FOLLOWERS

Hats Off! SAMIL hit 100,000 Facebook Page Followers & Likes, and we couldn't be more thrilled! Our hearts are bursting with gratitude for our fantastic followers who have made this achievement possible. Let's celebrate this amazing milestone together, and get ready for an even more exciting time to come.

THANK YOU  
**100K**  
FOLLOWERS  
& PAGE LIKES





## 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.



## MSME

We are an MSME (Micro, Small, and Medium enterprises) certified company, ensuring greater access to government support, financial benefits, and enhanced credibility in the market.



## 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



**VARANASI AUTOMALL**  
27<sup>th</sup> JUNE 2023



**CHHATARPUR AUTOMALL**  
26<sup>th</sup> JUNE 2023



**PRAYAGRAJ AUTOMALL**  
17<sup>th</sup> JUNE 2023



**SOLAPUR AUTOMALL**  
15<sup>th</sup> JUNE 2023



**LATUR AUTOMALL**  
14<sup>th</sup> JUNE 2023



**PUNE AUTOMALL**  
1<sup>st</sup> JUNE 2023



**KANPUR AUTOMALL**  
30<sup>th</sup> MAY 2023



**NASHIK AUTOMALL**  
22<sup>nd</sup> MAY 2023



**SHIMLA AUTOMALL**  
21<sup>st</sup> MAY 2023



**KARNAL AUTOMALL**  
19<sup>th</sup> MAY 2023



**DINDIGUL AUTOMALL**  
17<sup>th</sup> MAY 2023



**VELLORE AUTOMALL**  
16<sup>th</sup> MAY 2023



## EXPANDING THE TERRITORY >>

SAMIL Inaugurated a brand new Automall facility in the state of Rajasthan at Sikar in a bid to expand its customer reach. Being a part of the strategic expansion plan for 2023, **Shriram Automall Sikar** will boost the used vehicles & equipment business in the region.



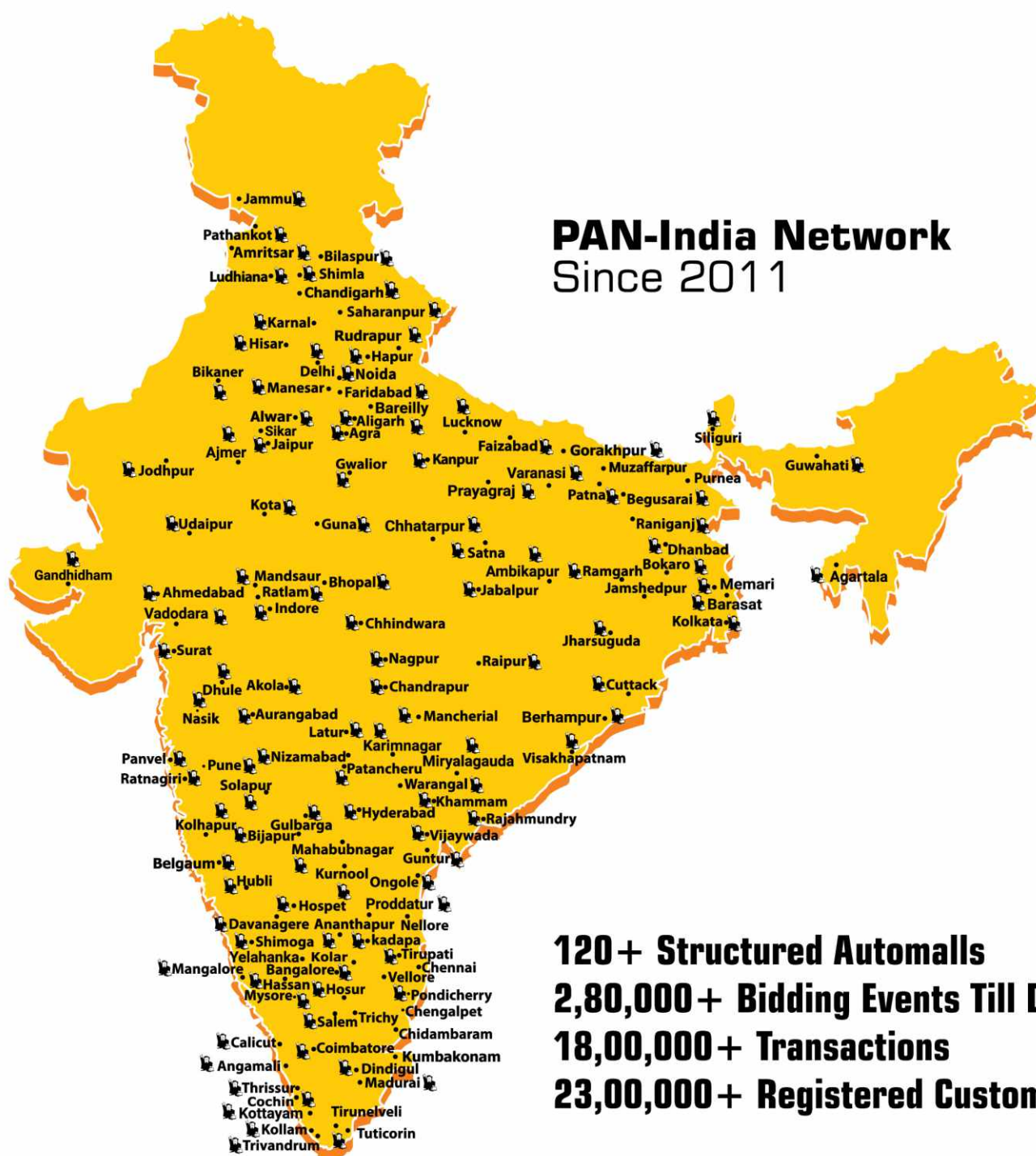
## AWARDS AND ACCOLADES >>



Shriram Automall India Limited (SAMIL) bags **Best Use of Data Analytics and Research to Enhance CX in the Pre-owned Automobile Industry Award** at **CX 2nd Annual Excellence Awards 2023**. This award is existential evidence of SAMIL's commitment to customer experience. The award event was organised by Quantic in Bengaluru, Karnataka.







## PAN-India Network Since 2011

**120+ Structured Automalls**  
**2,80,000+ Bidding Events Till Date**  
**18,00,000+ Transactions**  
**23,00,000+ Registered Customers**

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BlueJack



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