

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

**IN THE ISSUE >>****PAGE 2**

- Purposeful Events

**PAGE 3**

- Exclusive Coverage

**PAGE 4**

- Tech Edge
- SAMIL Muskan

**PAGE 5**

- Allied Services

**PAGE 6**

- Automall Anniversary

**PAGE 7**

- Tie-ups to Shoot
- Expanding the Territory

**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 and Offices at strategic locations in a bid to expand our reach for providing business opportunities in the used vehicles market. SAMIL achieved 100 Cr transactions during the SAMIL Freedom Auction on the eve of Independence Day.



## PURPOSEFUL EVENTS



### Achieved 100+ Cr on SAMIL Freedom Auction

SAMIL sincerely thank all its the **buyers, sellers, and stakeholders** for their fervent engagement in the **SAMIL Freedom Auction 2023**. The remarkable feat of **120 auctions across 120 locations** marked a significant milestone, resulting in 100+ Crore transactions within a single day. This extraordinary event witnessed **over 13,000 vehicles and equipment ramping**, drawing footfalls from **more than 17,000 customers**. Furthermore, buyers participated in the Phygital auction, utilizing live streaming on the MySAMIL App across India, ushering in a new era of online bidding.





## SAMIL at 7<sup>th</sup> WAF IT Summit

SAMIL Team participated in the **7th WAF IT Summit**, where transformation discussions revolved around the pragmatic applications of Artificial Intelligence in the automotive sector. **SAMIL's CTO Mr. Manish Panjwani** was invited to a panel discussion as a speaker & he spoke about, **ThePriceX**, the cutting-edge App that uses machine learning algorithms to provide end users with comprehensive insights into the pricing of used vehicles and equipment.



## 2nd Interactive Session of SAMIL Women Network

Empowering Women with SAMIL Women Network! Our **2nd interactive session on 22nd July 2023** united the dynamic women of our workforce for insightful discussions on career development and advancement. **Addressed by SAMIL's CEO and CXO**, it marked a powerful step towards excellence and growth!



## EXCLUSIVE COVERAGE

### CarTrade Tech acquires OLX Autos' India biz for Rs 537 crore

CarTrade Tech has entered into a share purchase agreement with Sobek Auto India Private Limited, and its holding company OLX India B.V. for the acquisition of 100% stake of Sobek from OLX India B.V. With this, CarTrade Tech has expanded its horizons in the business of used vehicles in India.

## CarTrade to Buy OLX India's Auto Business for ₹537 Crore

Co to acquire 100% stake in Sobek, an entity that houses OLX's auto biz

Our Bureau

New Delhi: Mumbai-based used cars platform CarTrade Tech will acquire online marketplace OLX India's auto sales business for ₹537 crore. In a stock exchange filing on Monday, CarTrade said that it will acquire 100% stake in Sobek Auto India Pvt Ltd—the entity that houses OLX India's automotive business for a cash consideration. OLX is the classifieds unit of Dutch-listed investment major Prosus. Earlier this year, Prosus had said that it was divesting OLX's automotive business globally on account of



turnover of ₹1,110.4 crore for FY22, up from ₹592.3 crore in FY21. "As part of the acquisition of Sobek, Sobek has entered into an Intellectual Property License Agreement and a Transitional Support Agreement for the use of certain brands and technology," it added.

In its earnings statement released last month Prosus had said, "Ecommerce con-

## SAMIL Freedom Auction Covered By Economic Times

Economic Times and other leading media portals has covered one of the biggest auction events of 2023, the SAMIL Freedom Auction where 120+ auctions took place in 120+ locations Pan-India and transacting 100+ Cr.

## THE ECONOMIC TIMES | Industry

English Edition • | Today's Paper

### Shriram Automall conducts 120 auctions at the same time across India

ET Bureau - Last Updated: Aug 27, 2023, 04:31 PM IST

#### Synopsis

The company said that the auction ranges from two-wheelers and cars to construction equipment, tractors, and trucks, featuring over 13,000 assets. The Freedom Auction 2023 witnessed transactions exceeding Rs 100 crores through the sale of over 3,400 inventories in a single day, it said.



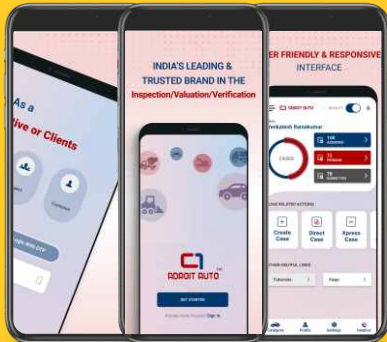
India's largest **phygital** (Physical plus Digital) pre-owned vehicle marketplace, **Shriram Automall India (SAMIL)**, recently organised 120 simultaneous auction across several locations, spanning from Jammu to Chennai and Gandhinagar to **Kolkata**, to celebrate India's 76 years of Independence.

The company said that the auction ranges from two-wheelers and cars to construction equipment, tractors, and trucks, featuring over 13,000 assets. The **Freedom Auction 2023** witnessed transactions exceeding Rs 100 crore through the sale of over 3,400 inventories in a single day, it said.

Embracing innovation, SAMIL offered the mix of Phygital Solutions - a fusion of Physical and Digital platforms. The cutting-edge technology, including Desktop Live Bidding and the MySAMIL App, enabled buyers and sellers to engage seamlessly. Live Streaming of auctions on the MySAMIL mobile App allowed real-time participation, regardless of location, it added.







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.



## 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.

## 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](http://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.



## 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



**BHOPAL AUTOMALL**  
5<sup>th</sup> JULY 2023



**JODHPUR AUTOMALL**  
22<sup>nd</sup> JULY 2023



**VIJAYAWADA AUTOMALL**  
22<sup>nd</sup> JULY 2023



**PATANCHERU AUTOMALL**  
29<sup>th</sup> JULY 2023



**ALWAR AUTOMALL**  
26<sup>th</sup> AUGUST 2023



**RATNAGIRI AUTOMALL**  
14<sup>th</sup> SEP 2023



**JABALPUR AUTOMALL**  
20<sup>th</sup> SEPTEMBER 2023



**LUDHIANA AUTOMALL**  
21<sup>st</sup> SEPTEMBER 2023



**TRICHY AUTOMALL**  
26<sup>th</sup> SEPTEMBER 2023



## TIE-UPS TO SHOOT

### SAMIL Collaborates with Gainwell CAT

SAMIL and Gainwell CAT have entered a dynamic service agreement to re-market their expansive Used and Exchange inventory. Gainwell CAT, the Caterpillar dealer, a major player in Construction & Mining Equipment industry across North & East India, will leverage SAMIL's extensive domestic and international network to achieve success. This strategic partnership promises the best offerings for our customers, combining Gainwell's market prominence and expertise with SAMIL's wide reach in the Used Equipment domain.



### SAMIL Collaborates with Acko GIC

SAMIL announce the successful execution of a formal agreement with Acko GIC. The limited pilot listings have yielded exceptional results, culminating in this milestone. As new beginnings, the insurance salvage vehicle listings to begin at a nationwide scale.



### SAMIL Collaborated with U Gro Capital

SAMIL and U Gro Capital have entered a dynamic service agreement to re-market their Used vehicle inventory. This strategic partnership promises the best offerings for our customers, combining U Gro's market prominence and expertise with SAMIL's wide reach in the Used Equipment domain.

### CarTradeExchange Recognised By Raheja General Insurance

We're thrilled to receive recognition from Raheja General Insurance for our outstanding contribution in achieving the highest recovery amount in Q1 of this financial year. This recognition is a testament to our dedication and excellence in online used vehicles and equipment industry in action.

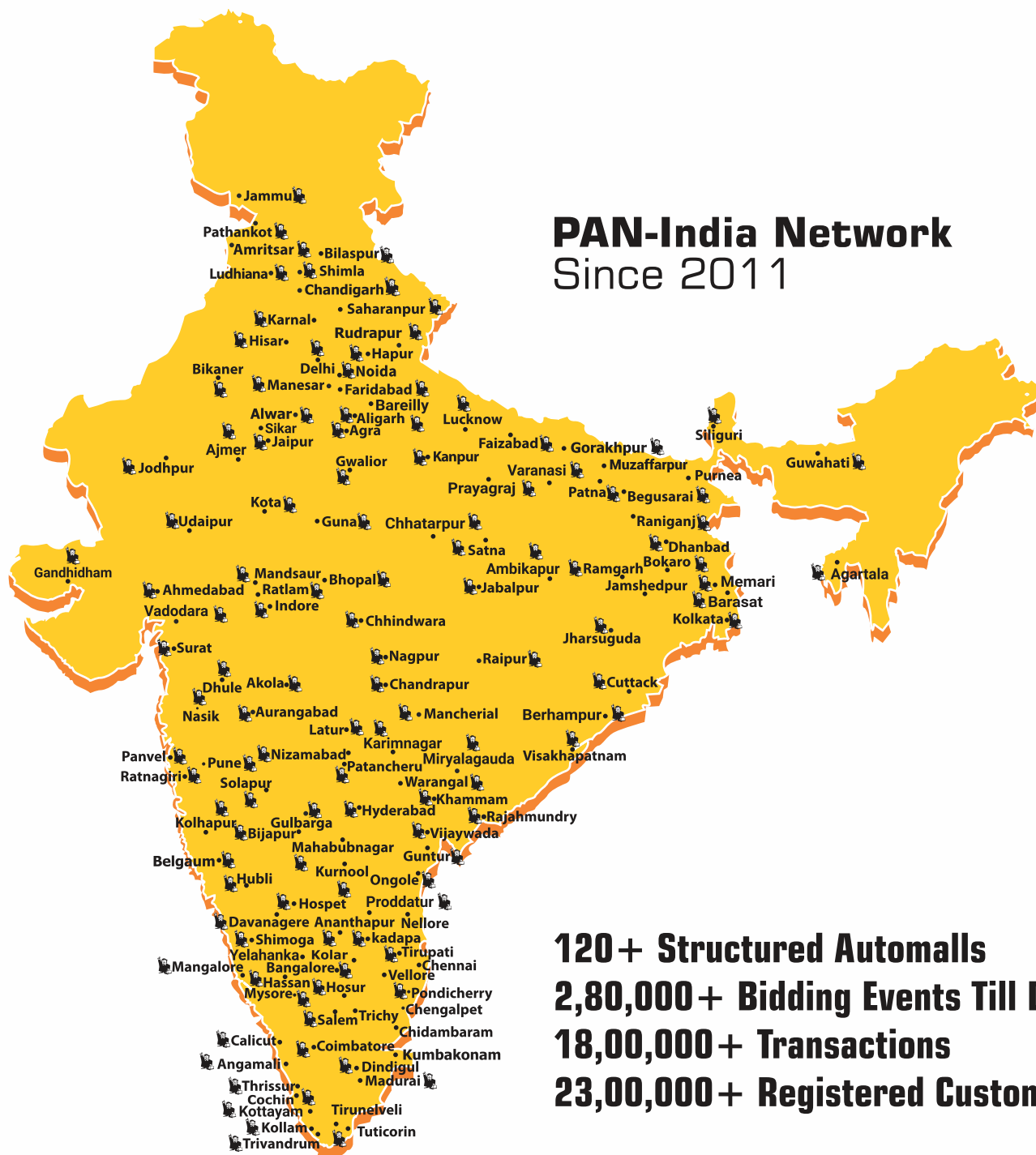


## EXPANDING THE TERRITORY

### SAMIL Mini Automall Jamshedpur 20th September 2023

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





## PAN-India Network Since 2011

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

**CONNECT WITH US**





 ShriramAutomall



**SHRIRAM AUTOMALL INDIA LIMITED**

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