

# SAMIL

# CONNECT

VOLUME 23 OCTOBER - DECEMBER 2023

#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 and Offices at strategic locations in a bid to expand our reach for providing business opportunities in the used vehicles market. From the joyous SAMIL Diwali Auction to the impactful Kisan Mahotsav on Farmers' Day, our successful half-yearly strategy meet sets the tone for continued excellence.



TIE-UPS TO SHOOT >>



Entering into a Groundbreaking Collaboration with SANY

SAMIL is thrilled to announce a groundbreaking collaboration with **SANY Heavy Industry India Ltd.**, for their entire range of construction and mining equipment. **The agreement is Signed by Mr Sanjay Saxena, COO - SANY and Sanjay Khanna BH - SAMIL in the presence of Sameer Malhotra Director and CEO – SAMIL.** This collaboration will help both entities venture into the dynamic world of used construction and mining equipment across India.



PURPOSEFUL EVENTS >>

SAMIL Successfully Concluded Half Yearly Strategy Meet 2023

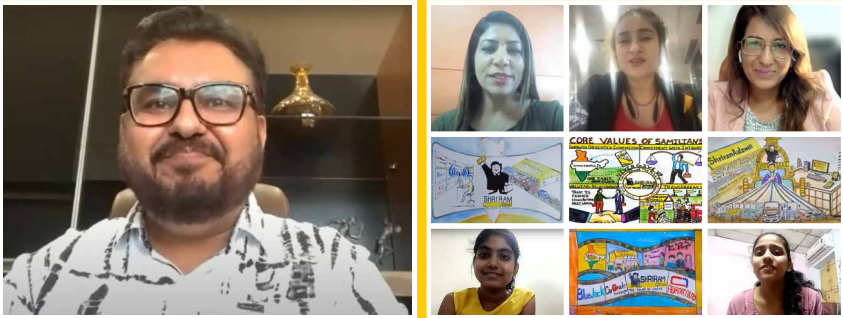
Shriram Automall remains committed to enhancing the customer experience and establishing fresh industry standards within the pre-owned automobile sector. Recently, the Management Team of SAMIL convened to meticulously assess the **H1 performance & formulate a comprehensive action plan for H2 2023-24.** We stand fully prepared to embrace the forthcoming challenges, armed with unwavering dedication and boundless enthusiasm.





**SAMIL Junior Picasso 2023 Winners  
Announced at Award Show**

All the winners of **SAMIL Junior Picasso 2023** were announced at the award show which was held virtually on **10th October 2023**. We wholeheartedly congratulate all the winners and thank them for being a part of SAMIL Junior Picasso Award Show 2023. The event was filled with fun, art and stupendous performances by **Junior Samilians**. **Mr Sameer Malhotra, Director & CEO - SAMIL, the Winners and Samilians attended the Award show from across India.**



**SAMIL Successfully Conducted Diwali  
Auction PAN-India**

Shriram Automall India Limited (SAMIL), India's Largest Phygital Marketplace for pre-owned vehicles and equipment, radiated the festive spirit during the grand **SAMIL Diwali Auction on 9<sup>th</sup> November 2023**. The occasion was nothing short of a celebration, featuring **120+ auctions** held simultaneously at **120+ locations** across India. These vibrant auctions allowed people to embrace the joy of Diwali by bidding on a wide array of used vehicles and equipment.



**ThePriceX Insights Report  
Used Cars Trends**

The latest edition of **ThePriceX Insights Report - Used Car Trends** in India is now available for your perusal. In this edition, we will look closer at the sales of used cars, median price of specific model, zone-wise sales etc., from Q2 FY 22-23 to Q1 FY 23-24 (till Jun 23).

**Subscribe to the Report:**  
<https://bit.ly/3laehh2>





## Sameer Malhotra Presented SAMIL Group's Digital Transformation Initiatives at TAFE SLCC, Chennai

Sameer Malhotra, Director & CEO, SAMIL presented SAMIL Group's Digital Transformation Initiatives at TAFE SLCC, Chennai. Engaged in insightful discussions and presentations with the top management of TAFE, Chennai. The session included interactions with CEO Mr. Sandeep Sinha, CHRO Mr. Muthukumar Thanu, and CDO Mr. Dilraj Singh Gandhi. Their positive response reflects their appreciation for our innovative solutions and services.



## SAMIL at Excon Exhibition, Bengaluru!

Diving deep into innovation at **Excon Exhibition, Bengaluru!** Our CEO and team had insightful meetings with industry leaders from **ACE, Ajax, Casagrande, CASE, Fine Equipments, Gainwell CAT, GMMCO, Hyundai, JCB India, Tata Hitachi, Kobelco, L&T Komatsu, Liugong India, Sany, SCANIA, Volvo Construction, Volvo Financial and Writgen.** Together, we shape the future of construction excellence.



## SAMIL Made a Difference by Donating 50+ Units of Blood



Shriram Automall India Limited proudly collaborated with the **Rotary Club of Delhi Capitol** for a noble cause. The Blood Donation Camp witnessed the participation of **Sameer Malhotra, Director & CEO - SAMIL** and **Hardeep Singh Arora, Managing Director - Best Group**, alongside our dedicated **Samilians**. During the event, which took place from 10 AM to 3 PM, we witnessed an overwhelming response with **over 50 units** of blood generously donated.





## SAMIL Celebrated Farmers' Day with PAN-India Auctions

Shriram Automall India Limited (SAMIL), India's Largest Phygital Marketplace for pre-owned vehicles and equipment, honoured all our farmers on the Farmers' Day during **SAMIL Kisan Mahotsav on 23rd December 2023**. The occasion was nothing short of a celebration, featuring **120+ auctions** held simultaneously at **120+ locations** across India. These vibrant auctions allowed all the customers including the farmers to participate and bid from a wide range of farm equipment and other vehicles.





## CORPORATE CLIENT MEETS

### Corporate Client Meet Bhubaneswar (22<sup>nd</sup> November, 2023)

Unveiling the essence of partnership at **Corporate Client Meet in Bhubaneswar, Odisha**. A convergence of minds, where meaningful discussions on business strategies and future collaborations unfolded. Grateful for the presence of our esteemed corporate clients, contributing to the continued success of SAMIL.



### Corporate Client Meet Kolkata (22<sup>nd</sup> December, 2023)

Dynamic discussions, insightful collaborations and warm camaraderie took center stage at the **Corporate Client Meet in Kolkata on December 22, 2023**. The participation of our esteemed clients added significant value to the event and we were delighted to host such distinguished partners. The gathering served as an excellent platform for meaningful discussions, insightful exchanges and the reinforcement of our business relationships. We sincerely appreciate the active engagement and valuable contributions made by our clients to the discussions.





## Corporate Client Meet Delhi (20<sup>th</sup> December, 2023)

Presenting the dynamic synergy at the **Corporate Client Meet in New Delhi!** A convergence of brilliant minds, where strategic dialogues and visions of future partnerships took center stage. Grateful for our esteemed corporate clients' testimonials, underscoring their invaluable experiences working with us and has played a pivotal role in propelling the perpetual success story of SAMIL. Together, we're shaping a future of unprecedented accomplishments!



## SAMIL at 4th Annual Digital Transformation Summit & Awards 2023

SAMIL team recently contributed insights at the **4th Annual Digital Transformation Summit & Awards 2023**. Addressing key industry questions, we explored the delicate balance between innovation and user-centric digital experiences. The fireside chat, organized by Transformance forums, featured industry veterans and emphasized crucial metrics for evaluating **CX 2.0 success**.



## SAMIL at AWS and Adobe Panel Discussion

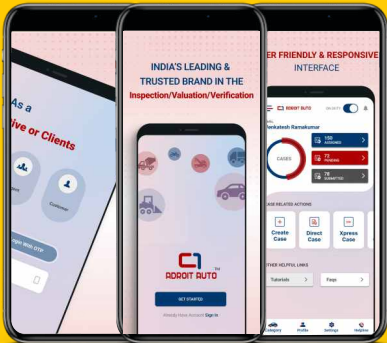
SAMIL participated in a panel discussion hosted by **Amazon Web Services (AWS) and Adobe**. The topic, **"Ownership to Usership: Driving Personalized Connected Experience"** in the automotive industry, brought industry leaders together for insightful conversations. CTO took the stage, addressing key aspects such as leveraging data for personalized customer experiences and managing seamless customer journeys with digital adoption.



## SAMIL at Digital Transformation Confex & Awards 2023 Delhi

SAMIL presented **"Data-Driven Innovation"** at the **Digital Transformation Confex & Awards 2023** Delhi Chapter. Held at Holiday Inn New Delhi International Airport, the session delved into the transformative power of data in driving innovation and growth. The presentation featured **Shriram Automall's** contribution to predictive learning and AI-based used vehicle and equipment price prediction through **ThePriceX**.





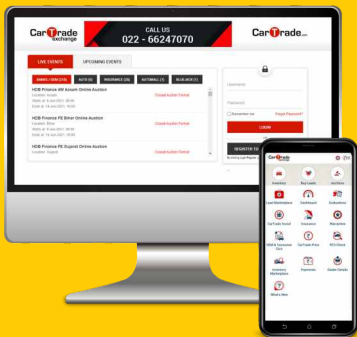
Adroit Auto Inspection Services launched the Adroit 3.0 mobile application for pre-owned vehicle and equipment buyers and sellers. Adroit 3.0 offers information showcase with structured reports which can be viewed in one glance and many such features are introduced make inspection, valuation and verification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

Article by CEO Sameer Malhotra  
Featured in Transtopics

Sameer Malhotra - Director & CEO - SAMIL, with his immense industry knowledge of used commercial vehicles had laid down his pen to deliver a pathbreaking article with title - Driving Forward: The Transformation of India's Used Commercial Vehicle Market. This article has been featured in the November 2023, issue of Transtopics magazine.

**Click here to Read the Article:**

<https://heyzine.com/flip-book/Transtopics-Nov-09#page/80>



### SAMIL Continues to Contribute in CarTrade Tech's DriveASmile Initiative

On this auspicious occasion of Dussehra, CarTrade Tech's CSR Arm, CarTrade Foundation, is proud to launch its flagship initiative – **DriveASmile**. It is an online marketplace that connects individuals working in the mobility sector to compassionate donors via a meticulously streamlined and verified donation process. This guarantees that those in need receive timely financial assistance while upholding the highest standards of accountability.

CarTrade  
FOUNDATION

DRIVE A Smile

**CarTrade Foundation Launches DriveASmile Initiative to Uplift India's 37 Million Mobility Workers**

**Mumbai, October 24, 2023:** In a bid to create a lasting positive social impact within India's mobility sector, CarTrade Tech's CSR Arm, CarTrade Foundation, on the auspicious occasion of Dussehra, is proud to announce the launch of its flagship 'DriveASmile' initiative. As India's leading multi-channel auto platform, CarTrade Tech is committed to driving innovation and social change within the automotive industry through this endeavour.



# 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

Celebrations cannot be clogged with just a couple of annual events. Here are the anniversaries of Automalls that we celebrated with joy and optimism in the previous quarter:



**ONGOLE AUTOMALL**  
15th OCTOBER, 2023



**FARIDABAD AUTOMALL**  
19th OCTOBER, 2023



**PANVEL AUTOMALL**  
22nd OCTOBER, 2023



**INDORE AUTOMALL**  
26th OCTOBER, 2023



**DHULE AUTOMALL**  
24th NOVEMBER, 2023



**HYDERABAD AUTOMALL**  
21th NOVEMBER, 2023



**BIKANER AUTOMALL**  
24th NOVEMBER, 2023







**YELAHANKA AUTOMALL**  
10th DECEMBER, 2023



**AYODHYA AUTOMALL**  
13th DECEMBER, 2023



**JAIPUR AUTOMALL**  
19th DECEMBER, 2023



**GANDHIDHAM AUTOMALL**  
21st DECEMBER, 2023

## AWARDS & ACCOLADES»

### SAMIL Bags 9<sup>th</sup> CIA World Construction & Infra Awards 2023

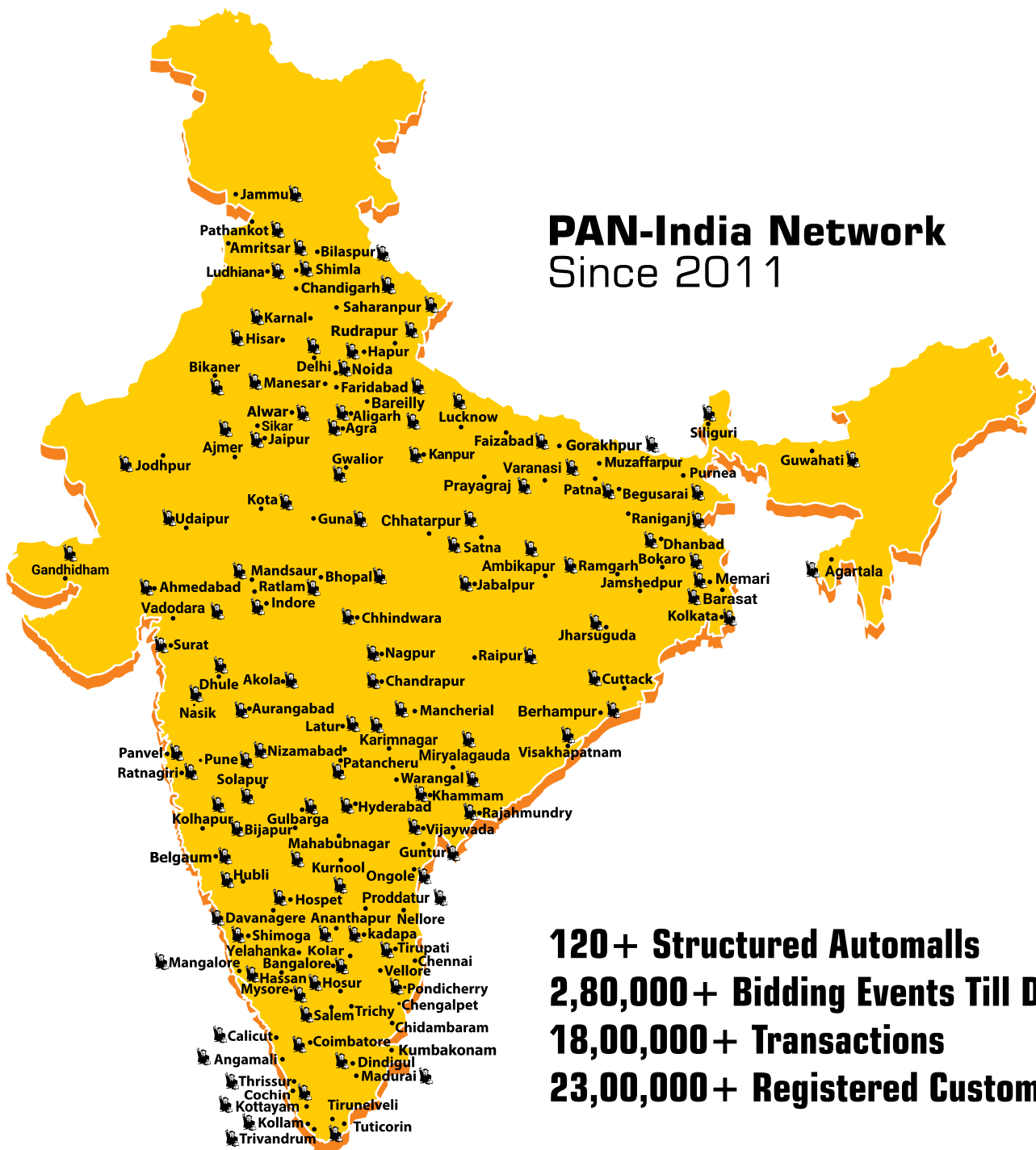


Shriram Automall India Limited (SAMIL) stands tall and proud as it secures the prestigious accolade for the **Best Marketplace in Pre-owned Construction**

**Equipment Industry at the 9th CIA World Construction & Infra Awards 2023.** This remarkable recognition is a testament to our unwavering commitment to excellence, innovation and our relentless pursuit of setting industry benchmarks.







## 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**

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**BlueJack**



**ThePriceX**

**123done.in**

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