

# SAMIL

# NEWSWRAP

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## HAPPY NEW YEAR 2024 – SAMIL CHEERS TO THE NEW BEGINNINGS!

As we close the chapter on 2023, a year marked by noteworthy milestones, we usher in 2024 with optimism and eagerness. Wishing you all a Happy New Year adorned with new adventures and the promise of limitless possibilities. SAMIL and its group companies kickstarted 2024 with a splash, unveiling our sleek **Diary and Calendar in style across 25 states during New Year celebrations**. A perfect blend of functionality and aesthetics, these essentials are set to accompany you throughout the year. Here's to a year filled with organization, success, and joy!

Watch the sneak peek: [https://youtu.be/uV8UsSarc\\_o](https://youtu.be/uV8UsSarc_o)





## SAMIL LAUNCHED THE PRODUCT MANUAL 2024

Introducing the dynamic Product Manual, a comprehensive guide to the world of vehicles and equipment. Unleash the details – specifications, load capacities, variants, models, special features, and captivating visuals. It's not just a manual; it's your key to informed decisions. Dive deep into excellence with SAMIL!

**Watch the sneak peek of the Product Manual:** <https://youtu.be/vTTidqSfv9o>

## SAMIL VISION 2024 LAUNCHED!

Ignite Fire of Success in 2024 with CEO Vision. Learn, adapt, and propel yourself towards the stars of unprecedented success! Dive into digital transformation, prioritize customer excellence, fuel team brilliance, craft success for stakeholders and empower lives. It's not just a vision; it's a blueprint for thriving in the future!

**Watch the CEO Vision 2024:**

<https://youtu.be/X8mn3qEeMLM>



## NEW SAMIL BROCHURE LAUNCHED!

Introducing SAMIL's latest corporate brochure—a concise window into our achievements, services, brands, and advanced bidding platforms. Designed for enhanced brand perception, this document reflects our commitment to transparency, offering stakeholders a structured overview of our multifaceted offerings and reinforcing our position as an industry leader. Explore to discover the essence of SAMIL's commitment to excellence and innovation.





## KIDS' DAY - A DAY FILLED WITH GIGGLES, GAMES, AND PURE JOY!

SAMIL offices and Automalls became a colourful playground as employees brought their little ones to work. From creative paintings to playful interactions, our young guests had a blast! Snacks, lunch, and lots of laughter made the day unforgettable. The icing on the cake? Each child left with official souvenirs and sweet treats.





## SAMIL JOINS FORCES WITH FEDERAL BANK



Embarking on a journey of innovation and excellence, **SAMIL** proudly announces its strategic collaboration with **Federal Bank**, heralding a new era in the used automotive and equipment industry. Official MoU was ceremoniously executed for Federal Bank by Shri. Rajanarayanan N, SVP & Country Head and Prasanth Shetty, Zonal Business Head, Bangalore Zone for Shriram Automall India Limited.

## AUTO RETAILS INCREASE 11% IN CY2023 TO 23.8 MILLION UNITS

The retail sales data from the Federation of Indian Automobile Dealers Associations (FADA) shows that India Auto Inc had a good year in CY2023. The industry sold 2,38,67,990 vehicles across all categories (two and three-wheelers, passenger vehicles, commercial vehicles and tractors) in CY2023, which is an 11% increase from CY2022 (2,14,92,324 units).



## SAMEER MALHOTRA RECEIVED GREAT MANAGER TO WORK WITH CERTIFICATION

Delighted to share that Sameer Malhotra, Director & CEO – SAMIL, is participating in the **GreatPeopleManagerStudy 2023-24** by Great Manager Institute. Thanks to all the teams for the great feedback given on his people management skills! As Sameer Malhotra move to the next round, we are excited to share his Certificate of Great Manager To Work With. This recognition underscores Sameer Malhotra's exceptional leadership and managerial prowess, contributing significantly to the success of Shriram Automall India Limited and our esteemed Group Companies – CarTrade Exchange, Adroit Inspection Services Private Limited and 123done.in.



## SAMIL THROUGH 2023 A YEAR OF MILESTONES AND ACHIEVEMENTS

Embark on a visual journey through the highlights of 2023 with us! Join us as we rewind the clock and revisit the significant milestones, achievements, and memorable moments that shaped our year. From ground-breaking events to industry insights, it's a year worth celebrating. Thank you for being a part of our success story. Here's to new beginnings and continued success in 2024!

**Watch the 2023 Highlights:** <https://youtu.be/MB7G-AxCXVk>

