

SAMIL

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CORPORATE CLIENT MEET MUMBAI 17TH JAN 2024

SAMIL orchestrated a highly successful Corporate Client Meet in Mumbai on 17th January 2024, a pivotal event that brought together 150+ esteemed corporate clients. The event, graced by the presence of Director & CEO, Sameer Malhotra, commenced with an insightful address where he shared strategic insights, highlighting both the current business landscape and future propositions. The event featured a comprehensive corporate presentation, followed by an open forum for clients to pose questions, fostering networking opportunities and strengthening the bonds.



SCOOTER SALES RISE IN FIRST 9 MONTHS OF FY2024

The scooter market in India is recovering from the pandemic slump. According to the data from April to December 2023, the total sales of scooters reached 13.47 million units, a 10% increase from the same period in 2022. The growth rate of scooters matched that of motorcycles, while mopeds also saw a positive trend. This analysis examines the factors and trends behind the scooter segment's performance.



MOTORCYCLE SALES 300CC TO 500CC DECEMBER 2023

The 300-500cc segment witnessed a positive trend in December 2023, registering a 3.70% increase in sales compared to the same month in 2022. Royal Enfield dominated this segment, with several of its models ranking high in sales. The highest-selling model was Classic 350, with 21,234 units sold and a 2.67% growth rate.



SHRIRAM AUTOMALL DISTRIBUTED HAPPINESS ON 22nd JAN 2024

On the auspicious occasion of the consecration of the Shri Ram Mandir in Ayodhya, Shriram Automall Ayodhya extended its celebrations by organising a benevolent event, distributing complimentary meals, and spreading joy throughout the region. This initiative aimed to foster a sense of community and share the spirit of happiness during this significant moment.



SAMIL Celebrated Republic Day at Head Office

SAMIL brought together the essence of patriotism, camaraderie and joy in the spirited celebration of Republic Day at both the Head Office in Delhi and Adroit Head Office. The event was a lively blend of engaging activities, featuring a quiz that sparked intellectual curiosity and various delightful games including a unique newspaper dress show, where employees showcased their creativity, singing and dancing added vibrant hues to the festivities, creating an atmosphere of shared joy and unity.



SAMIL INAUGURATED MINI AUTOMALL IN JHARKHAND

SAMIL Inaugurated a brand new Mini Automall facility in the state of Jharkhand in a bid to expand its customer reach. Being a part of the strategic expansion plan for 2024, this new Mini Automall will boost the used vehicles & equipment business in the region.



CAR SALES 2023 VS 2022



The year 2023 saw a positive trend for the auto industry in the country, as most car makers increased their sales and market shares. The total number of passenger vehicles sold in the previous year was 40,98,180 units, which was 8.4% higher than the 37,80,168 units sold in 2022. This meant a volume growth of 3,18,012 units.

LUXURY BUYERS MOVE FROM DIESEL TO ELECTRIC

Luxury car buyers in India are shifting away from diesel and opting for petrol and electric vehicles. The report reveals that diesel's share in luxury car sales has fallen from 80% to 35% in the past five years. Electric vehicles, on the other hand, have seen their share increase to 6% of luxury car sales in India last year, which is three times higher than the average for all cars. The report expects this trend to continue as more electric models are launched and customers become more aware of their benefits.



COMMERCIAL VEHICLE RETAIL SALES DECEMBER 2023

The commercial vehicle market saw a marginal increase of 1.3% in December 2023, with 73,896 units sold compared to 72,944 units in the same month of the previous year.

However, there was a decline in sales from November 2023, when 84,856 units were sold. Tata Motors remained the market leader in commercial vehicles, selling 26,205 units in December 2023, but it also experienced a drop from 27,743 units in December 2022.

