

SAMIL

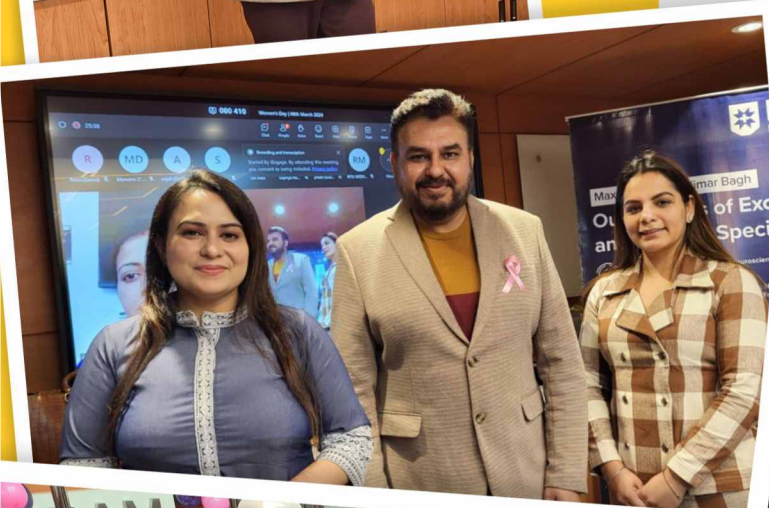
NEWSWRAP

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SAMIL CELEBRATED INTERNATIONAL WOMEN'S DAY

Embracing **Women's Day** with grace and style! At **SAMIL Delhi HO**, we celebrated our incredible women with enriching sessions by a gynaecologist and makeup artist. The festivities continued with a joyous cake cutting ceremony and special gifts for all our female employees. Cheers to championing their **health, beauty, and resilience every day, and fostering a Great Place for Women at SAMIL!**



SAMIL WON 3rd ANNUAL EXCELLENCE AWARDS 2024

Honoured to receive the award for **Best Omni-Channel Customer Experience Initiative in Pre-owned Automotive Industry** at the **3rd Annual Excellence Awards 2024**. The summit, featuring the initiative 'The cognitive map to Customer's Mind: Connect, Converse and Coincide,' underscores our unwavering commitment to excellence in customer experience. Hosted by Quantic on March 15th, 2024, at Hotel Holiday Inn, New Delhi, the event was a testament to our dedication to innovation and customer-centric practices.



SAMIL WINS TWO PRESTIGIOUS AWARDS AT 15TH CX STRATEGY SUMMIT AND AWARDS 2024

Shriram Automall India Limited (SAMIL) has once again solidified its position as a leader in customer excellence within the used vehicles and equipment industry! We are thrilled to announce that SAMIL has clinched the esteemed **Customer Experience Team of the Year Award and CX Strategy of the Year Award at the prestigious 15th CX Strategy Summit and Awards 2024**. Hosted by UBS Forums at the illustrious ITC Maratha, **Mumbai on 27th February 2024**, this recognition reaffirms our unwavering commitment to delivering unparalleled service and satisfaction to our valued customers.



CNG VEHICLE SALES JUMP 38% TO 940,000 UNITS IN FY2024



According to Vahan's retail sales data, CNG vehicles have seen a 38% increase in demand in the current fiscal year, with 939,415 units sold till March 8, 2024. This reflects the growing preference for alternate fuels among vehicle buyers, as well as the shift to electric mobility. The CNG vehicle industry is experiencing a robust double-digit growth rate.

FEBRUARY 2024 CAR SALES SNAPSHOT

The Indian market witnessed the sale of around 3.72 Lakh passenger cars in February 2024. This was an increase of 11% from February last year and a decrease of over 5% from January 2024. Despite the decline, the sales crossed the 3.7 Lakh mark and set a new record for the month. It was the third highest monthly sales ever and the best February in history.



COMMERCIAL VEHICLES RETAIL SALES FEBRUARY 2024

Compared to February 2023, commercial vehicle retail sales increased by 4% in February 2024. The sales volume rose from 84,337 units to 88,367 units, a difference of 4,030 units. However, this was lower than the sales of 89,208 units in January 2024.



PASSENGER VEHICLES, TWO-WHEELERS MAINTAIN POSITIVE RUN

The trends in auto sales remained unchanged, with positive growth in passenger vehicles and two-wheelers, but weak performance in commercial vehicles and tractors. Passenger vehicle sales increased by a low double-digit percentage compared to February 2023. Domestic two-wheeler sales grew by more than 20% year-on-year, supported by a recovery in the rural market, which slightly exceeded expectations.

