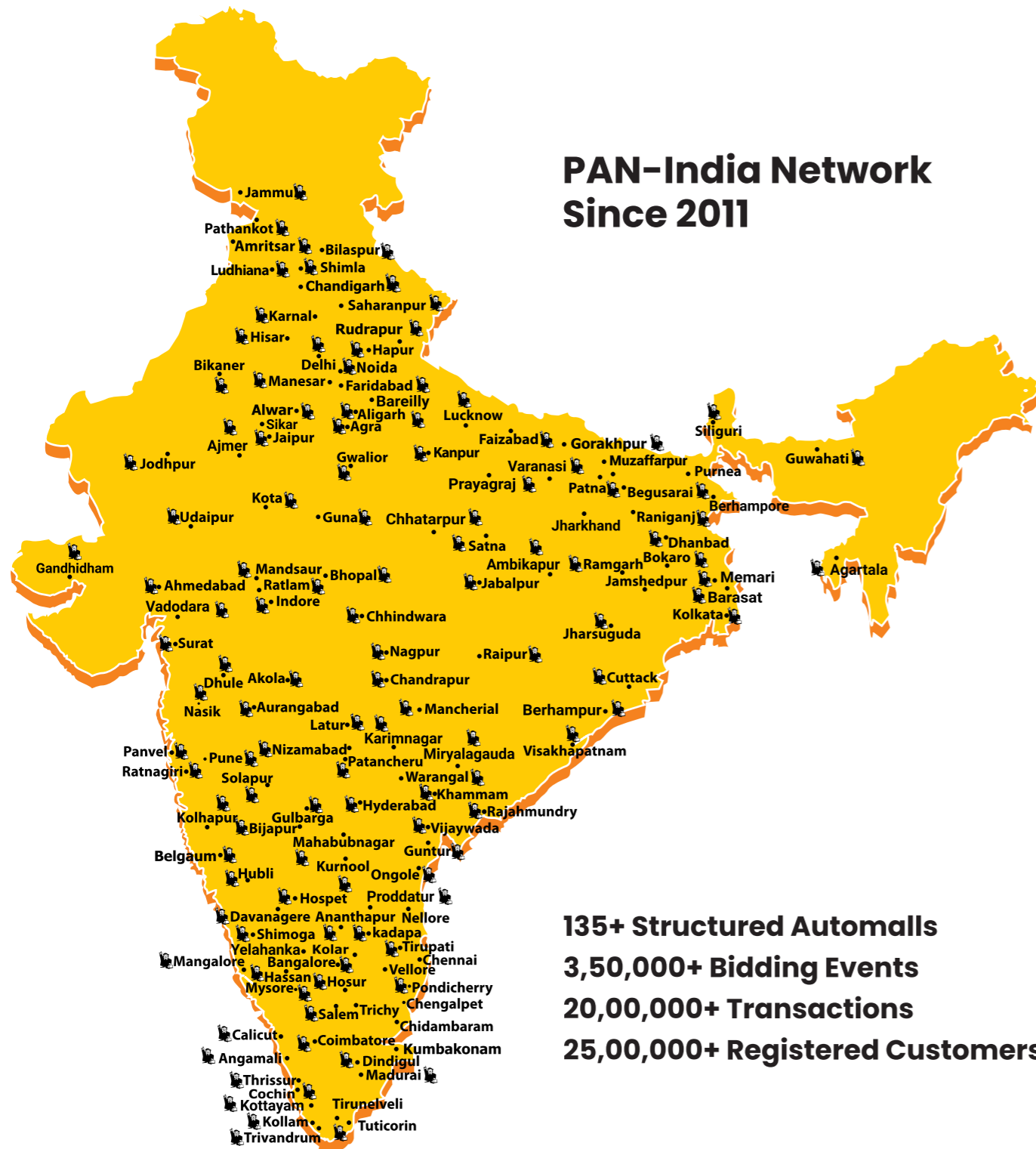
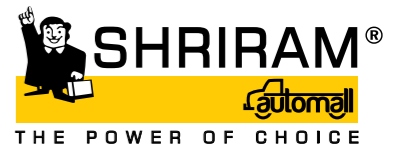


SAMIL CONNECT

VOLUME 24 APRIL 2024



PAN-India Network Since 2011

135+ Structured Automalls
3,50,000+ Bidding Events
20,00,000+ Transactions
25,00,000+ Registered Customers

CONNECT WITH US

Facebook Instagram LinkedIn X YouTube ShriramAutomall



SHRIRAM AUTOMALL INDIA LIMITED
 7th Floor, Best Business Park, Netaji Subhash Place, Pitampura, Delhi - 110034
www.samil.in 1800 102 4141 contact@samil.in

#samilutsav #samilmuskan
#proudsamilian
 #samil #samilauctions

IN THE ISSUE >

- PAGE 2**
• Hits of the Year
- PAGE 3**
• Expanding The Territory
• Corporate Client Meets
• Exclusive Coverages
- PAGE 4**
• Purposeful Events
- PAGE 5**
• Tie-ups to Shoot
- PAGE 6**
• Awards and Accolades
- PAGE 7**
• Helping Hands CSR Activities

ABOUT SAMIL >

Shriram Automall India Limited (SAMIL), an ISO 9001:2015 certified MSME company, is India's Largest Phygital Pre-owned Marketplace connecting used 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

Over the past 13 years, Shriram Automall India Limited (SAMIL) has embarked on a remarkable journey, aiming to revolutionize the market for pre-owned vehicles and equipment. Today, we proudly stand as India's largest phygital marketplace, seamlessly integrating physical and digital platforms to provide customers with innovative and organized solutions.

FROM VC'S DESK



Mr. Umesh Revankar
 Executive Vice-Chairman, Shriram Finance Limited
 Shriram Automall India Limited (SAMIL) has been instrumental in serving both major metropolises and smaller towns across the country. Our relentless dedication has propelled us to become India's Largest Phygital Pre-owned Marketplace for Vehicles and Equipment, underpinned by our unwavering commitment to exceptional customer service.

FROM FOUNDER AND CEO'S DESK



Mr. Vinay Sanghi
 Chairman and Founder, CarTrade Tech
 At SAMIL we pride ourselves on being at the forefront of technological innovation in the country. Our core values of Transparency, Integrity, Process, Customer Centricity, and Data Security drive our mission to redefine the mobility business landscape. With a nationwide presence, we have established ourselves as a trusted Phygital platform, seamlessly bridging the gap between physical and online transactions for pre-owned vehicles and equipment.

FROM CEO'S DESK



Mr. Sameer Malhotra
 Director and CEO, SAMIL
 Our journey of 13 glorious years has been built on the pillars of trust, reliability, loyalty, understanding, and faith shared with our valued customers. We are immensely gratified to witness how a humble vision has blossomed into a company that has positively impacted over two million lives. Through our organized Physical, Online, and Phygital bidding platforms, now available at 135+ locations pan-India, we are dedicated to reaching even the most remote corners of the country. None of this would have been achievable without the steadfast support of our esteemed customers, whose loyalty inspires us to continually strive for excellence.



HITS OF THE YEAR >



Some of the most exciting events with great performances of the year apart from consistent events are the one which cannot be clubbed with the regular ones. Here are the Hits of the Year that instil a fire to achieve new goals with ardour.

- Achieved 100+ Cr in SAMIL **Freedom Auction**
- SAMIL celebrated **Farmer's Day** with PAN-India Auctions | 100+ Cr
- SAMIL conducted **Diwali Auction 2023** PAN-India | 100+ Cr
- **13th SAMIL Utsav** turned out to be a Tremendous Success | 150+ Cr



EXCEPTIONAL SAMIL UTSAV 2024 >>

Breaking records and setting new standards - **13 Glorious Years** of SAMIL! SAMIL Utsav 2024 reached unprecedented heights, boasting transactions worth 150+ Crores, a listing of over 18,500 vehicles and equipment, sales of 7,900+ vehicles, participation of 3,500+ sellers, and welcoming 24,000 customer footfalls across 135+ locations nationwide, all in a single day.



EXPANDING THE TERRITORY >>

Automalls handle the acquisition and disposal of pre-owned vehicles and equipment and the scope is to provide the exchange service to the remotest corner of the country. A wide reach can be achieved by expanding into strategic locations with state-of-the-art Automalls so as to continue the momentum of growth. New Automalls Inaugurated in previous Financial Year are:



Shriram Automall Sikar



SAMIL Mini Automall Jamshedpur



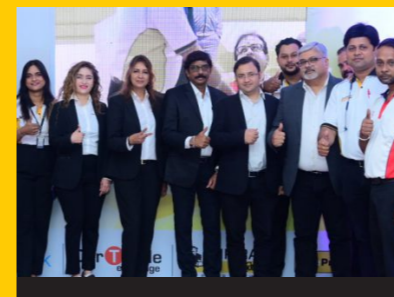
SAMIL Mini Automall Jharkhand



SAMIL Mini Automall Berhampore

CORPORATE CLIENT MEETS >

SAMIL fosters the spirit of collaboration and partnership through our Corporate Client Meets held at various locations throughout the financial year. These gatherings serve as invaluable platforms where we engage with our esteemed corporate clients, facilitating meaningful discussions on business strategies and future collaborations.



Bhubaneswar, 22nd Nov 2023



New Delhi, 20th Dec 2023



Kolkata, 22nd Dec 2023



Mumbai, 17th Jan 2024

EXCLUSIVE COVERAGES >

- Women at SAMIL - Exclusive Coverage in Transtropics Magazine
- CarTrade Tech acquires OLX India's Auto Business
- SAMIL Freedom Auction covered by Economic Times
- Article by Sameer Malhotra featured in Transtropics magazine
- SAMIL continues to contribute in CarTrade Tech's DriveASmile Initiative
- SAMIL Utsav 2024 stealing headlines nationwide



SAMEER MALHOTRA
DIRECTOR & CEO
Shriram Automall



Prior to the 1930s, India was primarily reliant on vehicle imports, with the first automobile gracing its roads in 1897. However, the landscape changed significantly as India ventured into domestic vehicle manufacturing...

Shriram Automall conducts 120 auctions at the same time across India

India's largest physical (Physical plus Digital) pre-owned vehicle marketplace, Shriram Automall India (SAMIL), recently organized 120 simultaneous auctions across several locations...

The 13th edition of SAMIL Utsav emerged as a platform of success with over 120 auctions conducted simultaneously across India. This year showcased the efficiency and scale of the company's operations...

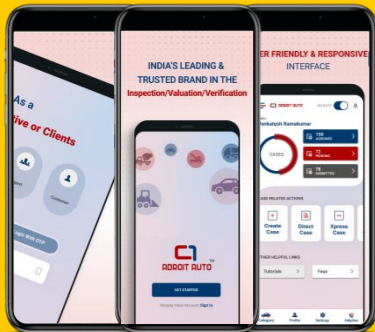
Shriram Automall's 13th Anniversary Event Sets New Benchmark With INR 150 Crore Transactions



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.

TECH EDGE >



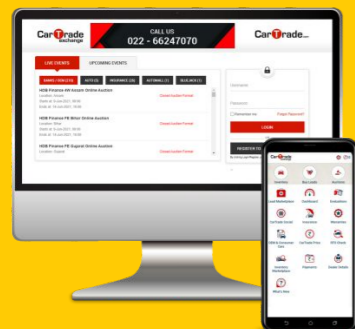
Adroit Auto Inspection Services launched the Adroit 3.0 mobile application for pre-owned vehicle and equipment buyers and sellers. Adroit 3.0 offers information showcase with structured reports which can be viewed in one glance and many such features are introduced make inspection, valuation and verification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

PURPOSEFUL EVENTS >>

- Successful conclusion of Annual Strategy Meet 2023
- Fun Filled and Happening Sankalp 2023
- SAMIL Leaders shared their wisdom at SAMIL Gurus 2023
- Successful Half Yearly Strategy Meet 2023
- Blood Donation Camp 50+ Units of Blood donated
- Sameer Malhotra presented SAMIL Group's Digital transformation Initiatives at TAFE SLCC, Chennai
- SAMIL cheers to the New Beginnings - Diary & Calendar Launch 2024
- Kids' Day at SAMIL - A day filled with giggles and pure joy
- Sameer Malhotra received - Great manager to Work With Certification
- SAMIL distributed happiness on 22nd Jan 2024
- SAMIL celebrated Republic Day at Head Office
- SAMIL celebrated International Women's Day
- Holi Celebrations at Head Office



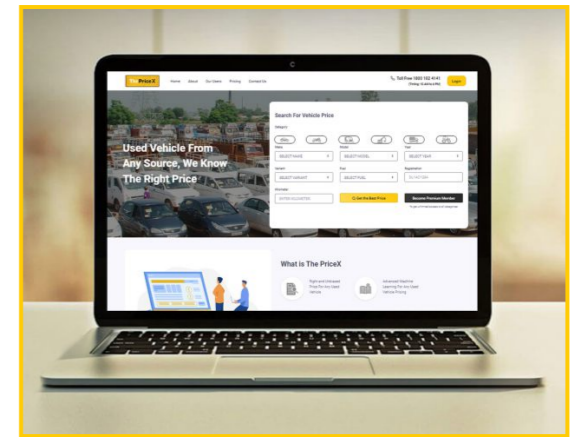
TIE-UPS TO SHOOT >>

SAMIL collaborated with various companies in multiple industries including **Banks, NBFCs, Insurance companies, OEMs, Dealers etc.**, to take the pre-owned vehicles and equipment business to the apex of the industry from current level. Here are the collaborations of SAMIL in last financial Year.

- Valdo Tractors
- HDB Financial Services
- Gainwell CAT
- Acko GIC
- U Gro Capital
- SANY
- Federal Bank



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.

PHYGITAL AUCTION LIVESTREAM



SAMIL launched, one-of-its-kind, Live Streaming feature on MySAMIL App through which the registered customers can watch and bid for the vehicles of their choice in real-time at any on-going auction across 100+ Automalls in India. This new Phygital auction platform is underlined by state-of-the-art infrastructure that offers real-time auction experience without any lag. The live streaming of auctions will change the way people are bidding for pre-owned vehicles in India and is truly innovative in the industry.

GREAT PLACE TO WORK®

SAMIL is a Great Place To Work – Certified™ company fourth 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.



AWARDS AND ACCOLADES

SAMIL and subsidiary companies are best at what they do and it is proved by honorary awards. With Great Place to Work certification for the fourth time in a row, Best use of Data Analytics and Research to Enhance CX in the pre-owned Automobile Industry at 2nd CX Excellence Awards 2023 etc, SAMIL is unstoppable. Here are awards that we won throughout FY2024.

- SAMIL is **Great Place to Work** for **4th Time** in a Row
- **Best use of Data Analytics and Research to Enhance CX** in the pre-owned Automobile Industry at **2nd CX Excellence Awards 2023**
- Best Marketplace in Pre-owned Construction Equipment Industry at **9th CIA World Construction & Infra Awards 2023**
- **Customer Experience Team of the Year Award** at 15th CX Strategy Summit and Awards 2024
- CX Strategy of the Year Award at **15th CX Strategy Summit and Awards 2024**
- **Best Omni-Channel Customer Experience Initiative in Pre-owned Automotive Industry** at 3rd Annual Excellence Awards 2024



HELPING HANDS CSR ACTIVITIES

175+ Water Coolers for Million Smiles

Under the water cooler program, SAMIL is putting in small efforts to provide access to fresh and cool water to the people in the regions where it was analysed that **clean drinking water** is scarce. Water coolers will provide access to fresh water on the spot completely free of cost at **175+ locations** across India.



5,000+ Education Scholarships for Bright Future

SAMIL Junior Einstein – Education Scholarship Program provides monetary help to the students between the **aged 11 to 17 years i.e., 8th to 12th grade**. This scholarship covers complete educational expense for the students and allows them to continue their studies with enthusiasm.



10,000+ Trees Planted for Greener Future

Tree plantation at SAMIL is another successful CSR drive under which **10,000+ trees** have already been planted across the country. Saplings are usually planted on Automall inaugurations, anniversary celebrations, environment day and other related topical days to ensure a greener future.



ALLIED SERVICES

SAMIL Financial* Service

Short Term Trade Advances and Finance for used vehicles and equipment

SAMIL Documentation Service

Provides pan-India service for a hassle-free, one-stop solution for Documentation and RTO-related needs.

SAMIL Parking Service

Safe and Secure Parking Service at 135+ Locations pan-India

SAMIL Logistics Service

Easy inter-city transport for your vehicles and equipment

SAMIL Insurance Service

Quick online First and Third Party Insurance with cashless claim process

SAMIL FASTag Service

Apply for New FASTag and Recharge existing ones easily

WINNERS ANNOUNCED ON SAMIL JUNIOR PICASSO AWARD SHOW 2023

The winners of SAMIL Junior Picasso 2023 were announced during the Award show on 11th October 2023. The event was filled with fun, art and stupendous performances by Junior Samilians. Mr Sameer Malhotra, Director & CEO – SAMIL, winners of SAMIL Junior Picasso 2023 and Samilians attended the Award show from across India.

