

# SAMIL

# NEWSWRAP

VOL. 41

JUNE 2024

## **SAMEER MALHOTRA, DIRECTOR & CEO, SAMIL AWARDED WITH TOP 25 CEOS, MANAGING DIRECTORS, AND FOUNDERS AWARD 2024**

Shriram Automall India Limited (SAMIL) heartily Congratulates **Sameer Malhotra, Director & CEO of SAMIL, for being awarded** with the prestigious 'Top 25 CEOs, Managing Directors, and Founders Award at the Great Managers' League Summit 2024'. The award was presented by Dr. Marshall Goldsmith the world's #1 Executive Coach, Speaker & Author and Prasenjit Bhattacharya, CEO & Founder of Great Place To Work, during a grand ceremony at **Tata Theatre NCPA in Mumbai**, which brought together budding entrepreneurs and industry leaders. Attendees were addressed by various executive coaches and prominent industry figures, discussing leadership, real-life management challenges, relationships, and more. This wouldn't have been possible without the trust and patronage of Samilians, esteemed Customers and valued Stakeholders.



## LUXURY CAR COMPANIES KEEP IT COOL INSIDE WITH ADVANCED GLASS COATINGS



Car manufacturers in India are increasingly using advanced glass coatings to combat the intense summer heat, which can exceed 45°C. These coatings, made of ultra-thin metal oxides, reflect solar infrared radiation, helping to keep vehicle interiors cool and reducing the need for air conditioning. This is particularly important for larger vehicles, like SUVs and electric cars, which have larger glass areas due to bigger battery packs. Luxury brands such as Mercedes, Audi, and Volvo are already implementing these technologies, which are essential for comfort and safety, and also align with the trend towards vehicle electrification.



## SAMIL JUNIOR PICASSO 2024



Shriram Automall India Limited is organising 'SAMIL Junior Picasso 2024' painting competition which intends to spread joy, spirit of competition and a zeal for art. This competition is especially crafted for our little stars to help bring out their hidden talent. Kids between the age groups of 4-8, 9-13 and 14-18 years are eligible to participate in the competition and win exciting prizes. It is best time for children to Brush through the road of Art. As summer vacations unfold, kids can unleash their creativity and fill the canvas with vibrant artistry. This year's theme revolves around the fusion of the transport industry and art, offering kids a canvas for their imagination to thrive. The competition started on May 16th, so there's plenty of chance for young minds to **win exclusive Rewards and Goodies**.

Theme of the Season is  
Fusion of Transportation &



Starting From  
16<sup>th</sup> May - 15<sup>th</sup> June 2024

Age Group:

4-8 years, 9-13 years  
& 14-18 years



## ARAI CONDUCTS FIRST-EVER ELECTRIC TWO-WHEELER CRASH TESTS IN INDIA



The Automotive Research Association of India's initiative to conduct crash tests on electric two-wheelers marks a proactive approach towards enhancing vehicle safety. This move, although not mandated by regulations, reflects a growing awareness of the importance of safety standards in the burgeoning electric vehicle market. The Indian government's introduction of new battery safety norms is a response to safety concerns and aims to improve the reliability of electric two-wheelers. With predictions of significant market growth by 2030, these measures could be pivotal in shaping consumer confidence and supporting the industry's expansion.



## COMPACT SUV SALES APRIL 2024



The compact SUV segment in India, particularly those ranging from 4.2 to 4.4 meters in length, has shown impressive performance. In April 2024, the segment witnessed a growth rate of 7.47%, with total sales reaching 38,844 units. The Hyundai Creta continues to dominate the market, leading with sales of 15,447 units in April 2024, which is an increase from the previous year's sales of 14,186 units, reflecting a growth rate of 8.89%. This trend underscores the increasing consumer preference for compact SUVs in the Indian automotive market.

## INDIA'S CONSTRUCTION EQUIPMENT SALES BOOM DEFIES ELECTION SLUMP

The construction equipment industry in India is experiencing an unprecedented boom during the current general election season, with a significant increase in sales volumes. Contrary to the usual trend of a decline in sales due to political uncertainty, there has been a robust growth of approximately 20-27% year-over-year since January. This surge is attributed to the government's aggressive infrastructure initiatives and pre-election activities, which have sustained project executions and heightened demand for construction equipment.

