

SAMIL

NEWSWRAP

VOL. 49

OCTOBER 2024

DIWALI AUCTION: A SPARKLING SUCCESS!

The spirit of **Diwali illuminated our auction**, attracting eager participants to discover incredible deals on our diverse inventory. We extend our deepest gratitude to our valued customers, stakeholders, and employees for making the **SAMIL Diwali Auction** a resounding success across **135+ locations**. Your trust is the fuel that drives us forward.



SHRIRAM AUTOMALL INDIA LIMITED EXPANDS IN RANCHI, JHARKHAND

SAMIL, India's largest Phygital Marketplace for pre-owned vehicles and equipment, is excited to announce its **strategic relocation to a new, state-of-the-art facility in Ranchi, Jharkhand**. This move reflects SAMIL's commitment to providing enhanced **customer accessibility, improved infrastructure, convenient parking facilities, and comprehensive allied services** to meet the growing demand for pre-owned vehicles and equipment in the region.



EMBRACING THE FESTIVE SPIRIT: DIWALI CELEBRATIONS AT SAMIL

This **Diwali**, we celebrated not just with lights and sweets but with a heart-warming display of creativity and team spirit! Our talented team came together for a vibrant **Rangoli competition**, filling our spaces with colourful art and festive cheer. Alongside these dazzling designs, we enjoyed engaging activities that brought everyone closer, fostering unity and joy. Take a glimpse and join in our celebrations!



VERRISURE CHOSEN AS ESAF'S PREFERRED PARTNER FOR FI/CPV SERVICES

On this auspicious day of Dhanteras, we are thrilled to announce that ESAF has chosen **VERRISURE** as their preferred partner for FI/CPV services. This important achievement is a testament to the hardwork and dedication of Adroit Auto's team, marking a new chapter of success and collaboration.



A NEW CHAPTER: ECOFY AND SAMIL UNITE FOR A GREENER FUTURE

Thrilled to join forces with **ECOFY** on a strategic initiative to enhance inventory management! Our productive meeting at the **Bangalore ZO** led to a PAN India agreement for the Park & Sell initiative, targeting **over 50+ current inventory** for disposal across physical and online platforms. Together, we're enhancing asset disposal and promoting sustainability! We also engaged in discussions about valuation, and they are fully prepared to proceed.



SAMIL RECOGNIZED AS BEST DIGITAL PRE-OWNED AUTOMOTIVE MARKETPLACE AT THE 2024 CIA WORLD AWARDS

Shriram Automall, India's Largest Phygital Marketplace for Pre-owned Vehicles and Equipment, has achieved a remarkable honour by being named the **"Best Digital Pre-owned Automotive Marketplace"** at the **10th CIA WORLD Construction & Infra Awards 2024**. The award ceremony, held on **23rd October 2024** at the **Taj Hotel, Mumbai**, celebrates SAMIL's steadfast dedication to innovation and digital transformation, setting a new benchmark in the automotive industry.

