

# SAMIL

# NEWSWRAP

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## UTSAV 2025: A GRAND CELEBRATION OF SUCCESS AND GROWTH

**135+ Auctions, 135+ Locations, 14 Glorious Years!**

SAMIL extends its heartfelt gratitude to its valued customers, corporate clients, stakeholders, and dedicated SAMILIANS. Their unwavering **trust and support** have been instrumental in making **SAMIL Utsav 2025** a resounding success. This celebration is not just about numbers but about the collective spirit, hard work, and passion that drive SAMIL forward. With each passing year, the journey continues to reach new heights of excellence and innovation. Here's to achieving greater milestones together!









## SETTING NEW MILESTONES ON 14TH SAMIL UTSAV

Breaking records and setting new standards  
- 14 Glorious Years of SAMIL!

SAMIL Utsav 2024 reached unprecedented heights, boasting transactions worth **170+ Crores**, a listing of **over 18,500 vehicles and equipment**, sales of **8,500+ vehicles**, participation of **3,400+ sellers**, and welcoming **20,000+ customer** footfalls across **135+ locations** nationwide, all in a single day.





## EMBRACING THE SPIRIT OF GIVING BACK AT SAMIL UTSAV 2025

The 14th SAMIL Utsav, held on February 26, 2025, embodies the organization's deep-rooted commitment to social impact. This year, SAMIL acts through a variety of initiatives, including tree planting, providing education **scholarships to underprivileged students**, hosting **free health check-up camps**, and installing **water coolers and purifiers at over 120 locations across the nation**. These efforts reflect their ongoing mission to inspire positive change and bring smiles to millions. Through these collective actions, SAMIL is creating a ripple effect of kindness and generosity that will resonate for years to come.







## FREECHARGE AGAIN RECOGNISES SAMIL FOR DIGITAL EXCELLENCE

For yet another year, **SAMIL** has been recognised by **Freecharge** for crossing **INR 100 Cr in online payments!** This milestone reinforces our unwavering commitment to digital innovation and seamless transactions. With each passing year, SAMIL continues to lead the way in transforming the industry through cutting-edge digital solutions.

## SAMIL TRIUMPHS AT CIO COLLECTIVE AWARDS 2025

SAMIL has been honoured with the **'Digital Pioneer: Best Transformation Initiative (Automobile)'** award at **THE CIO COLLECTIVE Awards 2025**. This recognition reaffirms its leadership in Phygital transformation, seamlessly merging digital innovation with operational excellence.

