



இந்தியாவின் மிகப்பெரிய மருத்துவ ஏவமான - SAMIL UTSAV-ல் ஸ்ரீராம் ஆட்டோமால் ரூ.170 கோடிக்கும் அதிகமான மதிப்புடைய வணிகத்தை ஈர்த்தது

சென்னை, மார்ச் 5: பல்பருத்திய வாகனங்கள் மற்றும் உபகரணங்களுக்கான இந்தியாவின் மிகப்பெரிய ஏவமான ஸ்ரீராம் ஆட்டோமால் இந்தியாவின் மிகப்பெரிய ஏவமான (SAMIL), SAMIL உத்தரவுகள் தனது 14வது வணிக ஆண்டு நிறைவை கொண்டாடும் போது, இந்தியாவின் மிகப்பெரிய மருத்துவ ஏவமான - SAMIL UTSAV-ல் ஸ்ரீராம் ஆட்டோமால் ரூ.170 கோடிக்கும் அதிகமான மதிப்புடைய வணிகத்தை ஈர்த்தது.

SAMIL UTSAV 2025 MAKES HEADLINES NATIONWIDE

Making headlines with record-breaking success!

SAMIL Utsav 2025 made waves across top magazines and newspapers, highlighting its massive success in the pre-owned vehicles and equipment market. The company was applauded by leading publications for its record-breaking auctions, industry impact, and innovative approach to asset transactions. SAMIL's position as a market leader was further solidified with this extensive media coverage while revolutionizing the pre-owned automobile landscape.

Biggest Phygital Auction of the Year
SAMIL Utsav 2025
is Making Headlines

INR 170+ Cr
Worth of Transactions

8,500+
Assets Sold

3,400+
Sellers Participated

18,500+
Assets Listed

1678
20,000+
Customer Footfalls

135+
Auctions Conducted

Top 3 Segments (Lots Sold):

1,000+
Commercial Vehicles and Construction Equipment

1,100+
Four-Wheelers (4W)
Passenger & Luxury Cars

4,000+
Two-Wheelers (2W)
Bikes & Scooters

Top Sales:

INR 300 Lakhs
2022 Bentley Continental GT
Supercharged V12 Performance Sedan

INR 56 Lakhs
2024 SANY S220C
Heavy-Duty Hydraulic Excavator

INR 53 Lakhs
2023 Tata Signo
4x2 6000kg Commercial Van

INR 43 Lakhs
2023 Tata Signo
4x2 6000kg Commercial Van

SHRIRAM AUTOMALL GENERATES BUSINESS WORTH MORE THAN RS 170 CRORE AT INDIA'S BIGGEST PHYGITAL AUCTION —SAMIL UTSAV



Chennai: One-Day SAMIL Utsav Auction, Held Across 135+ Locations Attracted 20,000+ customer footfalls from cities for 18,500+ assets over 18,500 vehicles, equipment and ramped & More than 20,000 customer footfalls from 500+ cities Over INR 170 Crore worth of transactions completed. Chennai, March 4, 2025: Shriraam Automall, India's Largest Phygital Marketplace for Pre-owned Vehicles and Equipment, successfully celebrated its 14th Anniversary with SAMIL Utsav auction, which generated more than Rs 170 crore worth of transactions. The event, embodying the spirit of innovation and customer-centricity, provided customers with exceptional value and showcased the unparalleled strength of SAMIL's phygital auction ecosystem. With an astounding participation of over 20,000 customers and 135+ auctions conducted across the country, the event set new benchmarks for customer engagement and business growth in the pre-owned vehicle and equipment market.

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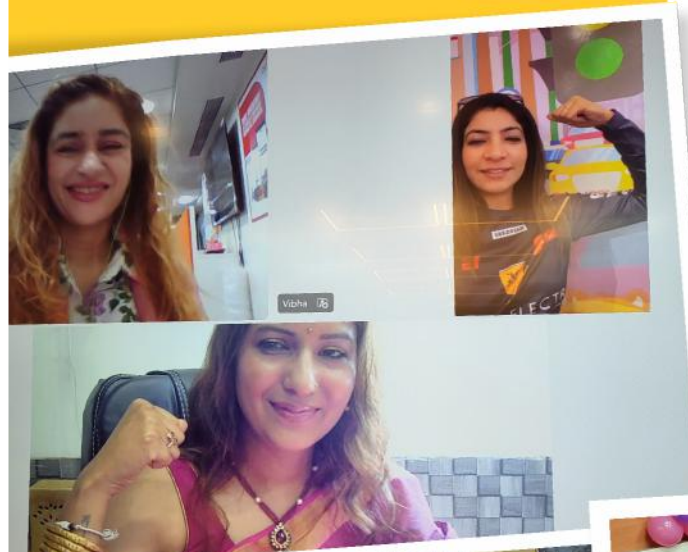
New Delhi/Chennai, March 5, 2025: Shriraam Automall India Limited (SAMIL), India's Largest Phygital Marketplace for Pre-owned Vehicles and Equipment, successfully celebrated its 14th Anniversary with SAMIL Utsav auction, which generated more than Rs 170 crore worth of transactions. The event, embodying the spirit of innovation and customer-centricity, provided customers with exceptional value and showcased the unparalleled strength of SAMIL's phygital auction ecosystem. With an astounding participation of over 20,000 customers and 135+ auctions conducted across the country, the event set new benchmarks for customer engagement and business growth in the pre-owned vehicle and equipment market.

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Shriraam Automall Generates Rs 170 Crore Business at biggest Auction —Samil Utsav

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POWER, PASSION AND CELEBRATION: WOMEN'S DAY AT SAMIL DONE RIGHT

SAMIL celebrated **International Women's Day** by honouring the incredible women who contribute to its success. A special session with dermatologist **Dr. Neeharika Manchanda Goyal** provided **valuable insights on skincare**, followed by a heartfelt **cake-cutting ceremony**. To make the occasion even more special, women received **gifts** as a token of appreciation. The event truly reflected SAMIL's commitment to recognizing and empowering women.







HOLI AT SAMIL: FULL OF COLOURS AND JOY

Colours, Celebration and Camaraderie!

The festival of colours was celebrated at SAMIL with great enthusiasm as employees came together to revel in the spirit of Holi. The event was filled with vibrant energy as **everyone played with colours, enjoyed festive sweets while dancing to lively music.** The celebration brought joy, unity, and a festive spirit, making it a truly memorable occasion for all.





DEALS LOCKED, BUSINESS UNLOCKED!

A highly productive day in **Kochi**, meeting with senior teams from all our key **partners for Gold**:

- Muthoot
- Federal Bank
- IndelMoney
- Manappuram Finance Ltd.

Big wins, bold strides, and a future that's pure gold!

