

Shriram Automall Newswrap

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CELEBRATING LOYALTY: SAMIL UNVEILS BRAND AMBASSADORS INITIATIVE

As a heartfelt initiative by the CS Team of SAMIL, the SAMIL Brand Ambassador campaign shines a spotlight on the company's most loyal bidders — the true faces behind the bids. These passionate regulars, known for upgrading their BidClub memberships and attending every auction, are now being recognized across Automalls nationwide. It's a celebration of loyalty, dedication and the spirit that keeps SAMIL moving, proving once again that at SAMIL, customers don't just come first — they stay first.



SAMIL LAUNCHES SOCIAL STARS CONTEST TO BOOST EMPLOYEE ENGAGEMENT ONLINE

The Marketing Team at Shriram Automall India Limited (SAMIL) has officially launched an exciting new initiative — **SAMIL SOCIAL STARS**, an employee engagement programme that turns everyday social media activity into a chance to win big. Running from **May 1 to June 30, 2025**, the contest encourages employees to **like, comment, share, and create content** using the hashtag **#SAMILStar**. From scrolling to scoring, the programme is designed to reward creativity and enthusiasm online. Winners of the programme will receive **amazon vouchers worth Rs. 1000**.



SAMIL SHINES AT MAHINDRA AUCTION IN JHALAWAR

Shriram Automall India Limited (SAMIL) once again demonstrated its expertise and commitment by extending its full support to the **Mahindra Auction Event held in Jhalawar on May 11, 2025**. The event was a resounding success, thanks to the seamless planning, coordination, and execution by the SAMIL team. Recognizing their outstanding contribution, Mahindra presented **SAMIL with a formal Letter of Appreciation**. The letter highlights the team's dedication, hard work, and professionalism, stating that the positive feedback from attendees was a testament to SAMIL's cohesive teamwork and excellence in event support.



SAMIL HONOURS ITS SUPER MOMS WITH SPECIAL AWARDS ACROSS CATEGORIES

In a heartfelt tribute to the incredible women who balance both career and motherhood, **SAMIL celebrated its Super Moms of 2025 with special awards across various categories**. From resilience and leadership to compassion and multitasking, each award recognized the unique strengths and contributions of SAMIL's phenomenal women. The initiative honoured not just their professional excellence but also the superpower they bring to their families and the workplace every day.

