

Shriram Automall Newswrap

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SAMIL HITS A CENTURY OF SUCCESS THIS DIWALI



16th October 2025

Shriram Automall India Limited (SAMIL) created history this Diwali with its **grand Diwali Auction 2025**, achieving **over ₹100 crore** in transactions across **135+ Automalls pan-India**. The celebration was more than festive; it was a moment of pride and progress, showcasing the power of **teamwork, dedication, and trust**. From

engines revving to records breaking, Team SAMIL turned festive spirit into phenomenal success, marking yet another milestone in its remarkable journey.



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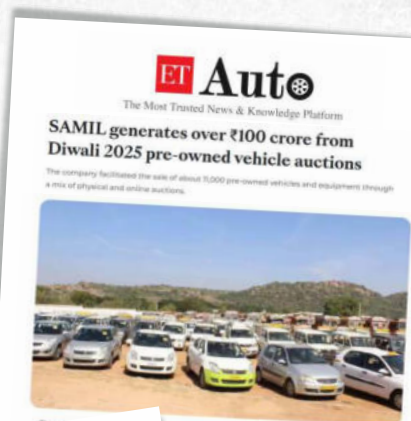
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SAMIL DIWALI AUCTION 2025 MAKES NATIONAL HEADLINES WITH RECORD-BREAKING SUCCESS

SAMIL concluded its **Diwali Auction 2025** with resounding success, achieving over **₹100 crore** in transactions, **listing 11,000+ assets**, and **conducting 135+ auctions across India**. This grand phygital event not only set new benchmarks in scale, **innovation**, and **participation** but also captured widespread national attention. Featured by major media outlets, the SAMIL Diwali Auction 2025 became a **headline story** for its record-breaking **achievements**, **showcasing how festive spirit, technology**, and **teamwork** can together drive phenomenal **success**.



Shriram Automall clocks Rs 100 cr biz via pre-owned asset transactions

CHENNAI: The city-based Shriram Automall India Limited (SAMIL), touted as India's largest platform for pre-owned vehicles and equipment, generated business worth Rs 100 crore plus by conducting physical and online auctions of pre-owned vehicles and equipment at over 135 auto malls nationwide.

were successfully transacted, showcasing the depth and strength of the Indian pre-owned asset market. The Deepavali Auction 2025, powered by SAMIL's revolutionary

MotoringTrends

Powering The Mobility Eco-system

Shriram Automall India (SAMIL), one of the leading platforms for pre-owned vehicles and equipment, generated business worth over INR 1 billion during its Diwali Auction 2025. This result was achieved across more than 135 live auctions conducted nationwide, despite recent price cuts on new vehicles under the new GST

Western TIMES

Shriram Automall generates business worth Rs 100 crore on pre-owned vehicles

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AUTOGUIDE

India's Automotive Industry & Trade Journal

SAMIL generates over ₹100 crore in pre-owned vehicle sales despite GST price cuts on new vehicles

Shriram Automall India Limited (SAMIL) achieved over ₹100 crore in transactions during its Diwali Auction 2025, hosting 135+ live auctions nationwide. More than 11,000 pre-owned vehicles and equipment were showcased, highlighting strong demand despite GST-driven price cuts on new vehicles.

NATIONAL HERALD

SAMIL drives past Rs 100 Cr mark in used vehicle business

TSN/New Delhi: Shriram Automall India Limited (SAMIL)—India's Largest platform for pre-owned vehicles and equipment generated business worth Rs 100 crore plus by conducting physical and online auctions of pre-owned vehicles and equipment at 135+ Auto Malls nationwide.

UNI UNITED NEWS OF INDIA

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DT NEXT

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SAMIL'S YELAHANKA AUTOMALL SPREADS SMILES THROUGH CSR INITIATIVE

As part of its ongoing **CSR efforts**, SAMIL brought comfort and care to the community by installing a **water cooler** at **Prashanth Chakravarthy Destitute Home** through its **Yelahanka Automall**. The initiative aims to provide cool relief and promote well-being, reflecting SAMIL's deep commitment to making a positive social impact. With every drop of water, the team continues to spread smiles, compassion, and hope – cooling hearts, not just quenching thirst.



SAMIL RELOCATES ITS HOSUR AUTOMALL TO A NEW LOCATION

Shriram Automall India Limited (SAMIL) has successfully **relocated its Hosur Automall**, reaffirming its commitment to enhanced accessibility and customer convenience. The newly relocated facility is designed to offer a seamless **buying and selling experience** for pre-owned vehicles and equipment. With a renewed focus on **customer satisfaction and stronger connections**, SAMIL continues to move forward with the same **dedication and excellence** that have defined its journey.



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SAMIL FAMILY CELEBRATES DIWALI WITH JOY AND TOGETHERNESS

SAMIL offices across the country **lit up with festive spirit** as the entire SAMIL family came together to celebrate Diwali with immense enthusiasm and unity. The celebrations included a sacred havan, vibrant **dance performances, beautiful rangoli designs, and a delightful exchange of sweets and gifts.** The occasion reflected the warmth, togetherness, and joyful energy that define the SAMIL culture — **spreading light, laughter, and positivity** across every corner of the organization.



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