

# SAMIL CONNECT

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#samilutsav #samilmuskan  
**#proudsamilian**  
#samil #samilauctions

**Page 2**

- Purposeful Events

**Page 3**

- Buyer - Seller Meets
- SAMIL's CSR Initiatives
- Award

**Page 4**

- Powering Progress Across India:  
SAMIL Delivers Heavy Machinery Nationwide
- Tech Edge

**Page 5**

- Cultural and Professional Events
- A Taste of Teamwork:  
SAMIL Teams Hosts CEO Potluck

**Page 6**

- National Headlines

**Page 7**

- Expanding The Territory
- Hyderabad Corporate Client Meets

**Page 8**

- Helping Hands CSR Activities

## ABOUT SAMIL

Shriram Automall India Limited (SAMIL), an ISO 9001:2015 and Great Place To Work certified organisation, is India's largest phygital marketplace for pre-owned vehicles, equipment, and other assets. Founded in 2011, SAMIL pioneered India's first professionally managed auction platform. Backed by CarTrade Tech Limited and Shriram Finance Limited, SAMIL operates 135+ Automalls nationwide with over 1,500 employees, conducting more than 6000 auctions monthly across physical, phygital, and digital platforms. Beyond auctions, SAMIL offers end-to-end services including inspection, valuation, pricing solutions, and auctions of vehicles, equipment, gold, and other surplus assets, having facilitated over 27,50,000 customers across India.



## FROM MD'S DESK



**Mr. Umesh Revankar**

*Executive Vice-Chairman, Shriram Finance Limited*

Shriram Automall India Limited (SAMIL) has been instrumental in serving both major metropolises and smaller towns across the country. Our relentless dedication has propelled us to become India's Largest Phygital Pre-owned Marketplace for Vehicles and Equipment, underpinned by our unwavering commitment to exceptional customer service.

## FROM FOUNDER AND CEO'S DESK



**Mr. Vinay Sanghi**

*Chairman and Founder, CarTrade Tech*

At SAMIL we pride ourselves on being at the forefront of technological innovation in the country. Our core values of Transparency, Integrity, Process, Customer Centricity, and Data Security drive our mission to redefine the mobility business landscape. With a nationwide presence, we have established ourselves as a trusted Phygital platform, seamlessly bridging the gap between physical and online transactions for pre-owned vehicles and equipment.

## FROM CEO'S DESK



**Mr. Sameer Malhotra**

*Director and CEO, SAMIL*

Our journey of 14 glorious years has been built on the pillars of trust, reliability, loyalty, understanding, and faith shared with our valued customers. We are immensely gratified to witness how a humble vision has blossomed into a company that has positively impacted over two million lives. Through our organized Physical, Online, and Phygital bidding platforms, now available at 135+ locations pan-India, we are dedicated to reaching even the most remote corners of the country. None of this would have been achievable without the steadfast support of our esteemed customers, whose loyalty inspires us to continually strive for excellence.

## SAMIL CONDUCTS SUCCESSFUL PHOTO AUCTION WITH INDOSTAR CAPITAL IN LUCKNOW



Shriram Automall successfully conducted a **Photo Auction** in collaboration with **Indostar Capital** at its **Lucknow Regional Office**, achieving spot approvals worth ₹70.50 lakhs. Representing Indostar were Mr. Abhijeet Basu, Mr. Chandan Shukla, and Mr. Atul Bajpai, whose presence added great value to the event. A special thanks to Mr. Sandesh Sir for his continuous guidance and support, which played a key role in making the auction a resounding success.

## PURPOSEFUL EVENTS

- **Half-Yearly Review 2025** conducted over four days, focusing on review, refocus, reinvention, vision, and momentum for the next phase of growth.
- **Diwali Auction 2025** achieved ₹100+ crore in transactions across 135+ Automalls pan-India.
- SAMIL participated in **Sarthi Sangam 2025** at **Nagpur** with strong engagement and partner interactions.
- SAMIL marked its presence at **EXCON 2025** in **Bengaluru**, engaging with leading OEMs and industry partners.
- **Director & CEO Sameer Malhotra addressed** students at **IIIMT** on leadership and startup growth.



## BUYER-SELLER MEETS DRIVE BUSINESS CONNECT AND CONFIDENT GROWTH

Shriram Automall hosted successful **Buyer-Seller Meets** at its **Hyderabad** and **Ahmedabad Automalls**, bringing buyers and sellers together for transparent discussions, meaningful interactions, and strong business outcomes. With the presence of **Director & CEO Sameer Malhotra at Hyderabad** and **Zonal Business Head Mr. Rajesh Kumar Jaiswal at Ahmedabad**, the meets reinforced SAMIL's trust-led, customer-first approach, enabling confident decision-making, strategic networking, and long-term partnerships.



## SAMIL'S CSR INITIATIVES PROMOTE ACCESS TO SAFE DRINKING WATER

As part of its **SAMIL Muskan CSR initiative**, Shriram Automall installed water coolers at **Prashanth Chakravarthy Destitute Home** through its **Yelahanka Automall** and at **Mahatma Gandhi Government Senior Secondary School, Bhankrota, Jaipur**, supporting community well-being by ensuring access to clean and safe drinking water.



## SAMIL GROUP COMPANIES HONOURED AT 22nd CX SUMMIT & AWARDS 2025

SAMIL, along with its group companies **CarTradeExchange**, **Adroit Auto**, and **Augeo**, earned prestigious recognition at the **22nd CX Summit & Awards 2025**, winning four awards for excellence in customer experience. The honours celebrate innovation, strategic thinking, and strong execution across customer-focused initiatives. This milestone reflects a shared commitment to putting customers at the centre of every solution and reinforces the group's collective vision of shaping a more responsive, trusted, and future-ready customer experience ecosystem.



## TECH EDGE



Adroit Auto Inspection Services launched the Adroit Mobile Application for clients. Adroit offers information showcase with structured reports which can be viewed in one glance and many such features are introduced making inspection, valuation and Claim settlement easy and quick.

## Car Trade exchange



CarTradeExchange is India's trusted online bidding platform for buying and selling pre-owned vehicles and equipment. It is a well-known name offering a hassle-free transaction interface for customers, enabling them to transact multiple vehicles simultaneously, from anywhere and from any device.



ThePriceX is a state-of-the-art tool for understanding the pricing pattern and trends of the vehicles and equipment in the pre-owned market. ThePriceX runs on advanced algorithms and is combined with over a decade worth of auction data to deliver the right price of any pre-owned vehicle or equipment in India.

## POWERING PROGRESS ACROSS INDIA: SAMIL DELIVERS HEAVY MACHINERY NATIONWIDE

**S**hriram Automall India Limited (SAMIL) continues to power infrastructure and construction activity across the country with the successful delivery of heavy equipment in multiple regions, including a **Sany SR215 piling rig** dispatched from Tuticorin, **Sany SY215 hydraulic excavators** delivered in Bihar, **Sany SY210 hydraulic excavator** handed over at the Hyderabad Automall, and two key deliveries in Uttar Pradesh comprising a **CAT 320D3 hydraulic excavator** and a **CAT 424B backhoe loader**, reaffirming SAMIL's nationwide reach and its commitment to timely, transparent and reliable asset delivery that keeps projects moving forward.



## CULTURAL AND PROFESSIONAL EVENTS

- **SAMIL** celebrated the **birthday of its visionary leader**, Director & CEO Sameer Malhotra, with warmth and gratitude across the organisation.
- **SAMIL offices across head locations** came together to celebrate **Diwali** with traditional rituals, cultural performances, and shared festivities.
- **SAMIL** marked **Director & CEO Sameer Malhotra's 15-year leadership milestone** with a grand organisational celebration.
- **SAMIL** observed **International Men's Day** with a dedicated health awareness session led by Dr. Waheed Zaman from Max Hospital.
- **SAMIL** marked **Human Rights Day 2025** through an internal awareness session focused on education, respect, and people-first values.
- **SAMIL** celebrated **Christmas across offices** with Secret Santa activities, gift exchanges, and team engagement games.



## A TASTE OF TEAMWORK: SAMIL TEAMS HOSTS CEO POTLUCK

Celebrating connection beyond the workplace, different teams across Shriram Automall hosted their own **potluck moments with the CEO**, each reflecting the same spirit of warmth and togetherness in their own way. The **HRD team, the OEM and Gold team, and the Insurance Salvage, Bank, and NBFC teams** each came together separately to share food, conversations, and laughter, strengthening bonds and reinforcing the culture of collaboration, trust, and camaraderie that defines the **SAMIL** family.





## GREAT PLACE TO WORK®

SAMIL is a Great Place To Work – Certified™ company fifth year in a row. This reflects our high-trust, high-performance work culture that prevails in our workplaces. We are a great team who work with a clear direction on our objectives to achieve new heights fuelled with mutual respect, coordination and conviction.



## ISO 9001:2015

SAMIL is an ISO 9001:2015 certified company which clarifies that we offer best-in-class customer satisfaction, fulfil our requirements of operations as well as maintain highest level of order in following regulations and documentations.



## MSME

We are an MSME (Micro, Small, and Medium enterprises) certified company, ensuring greater access to government support, financial benefits, and enhanced credibility in the market.



## STQC CERTIFICATION

SAMIL holds the prestigious Standardisation Testing and Quality Certification (STQC) for forward auction portal, property.samil.in. This proves quality and robust Informational Technology infrastructure.



## EXPANDING THE TERRITORY

**S**hriram Automall India Limited successfully **relocated its Hosur, Karnal & Bikaner Automalls** to new locations, enhancing infrastructure, accessibility, and customer convenience, with the Karnal relocation inaugurated in the presence of Director & CEO Sameer Malhotra and marked by a full-house auction, reinforcing SAMIL's commitment to seamless, transparent, and customer-focused buying and selling experiences.



Shriram Automall Hosur



Shriram Automall Karnal



Shriram Automall Bikaner

## HYDERABAD CORPORATE CLIENT MEETS

**S**AMIL fosters the spirit of **collaboration and partnership** through our **Corporate Client Meets** held at various locations throughout the financial year. These gatherings serve as invaluable platforms where we engage with our esteemed corporate clients, facilitating meaningful discussions on business strategies and future collaborations.



## HELPING HANDS CSR ACTIVITIES

### 175+ Water Coolers for Million Smiles

Under the water cooler program, SAMIL is putting in small efforts to provide access to fresh and cool water to the people in the regions where it was analysed that **clean drinking water** is scarce. Water coolers will provide access to fresh water on the spot completely free of cost at **175+ locations** across India.



### 5,000+ Education Scholarships for Bright Future

SAMIL Junior Einstein – Education Scholarship Program provides monetary help to the students between the **aged 11 to 17 years i.e., 8th to 12th grade**. This scholarship covers complete educational expense for the students and allows them to continue their studies with enthusiasm.



### 10,000+ Trees Planted for Greener Future

Tree plantation at SAMIL is another successful CSR drive under which **10,000+ trees** have already been planted across the country. Saplings are usually planted on Automall inaugurations, anniversary celebrations, environment day and other related topical days to ensure a greener future.



## ALLIED SERVICES

### SAMIL Financial\* Service

Short Term Trade Advances and Finance for used vehicles and equipment

### SAMIL Documentation Service

Short Term Trade Advances and Finance for used vehicles and equipment

### SAMIL Parking Service

Safe and Secure Parking Service at 135+ Locations pan-India.

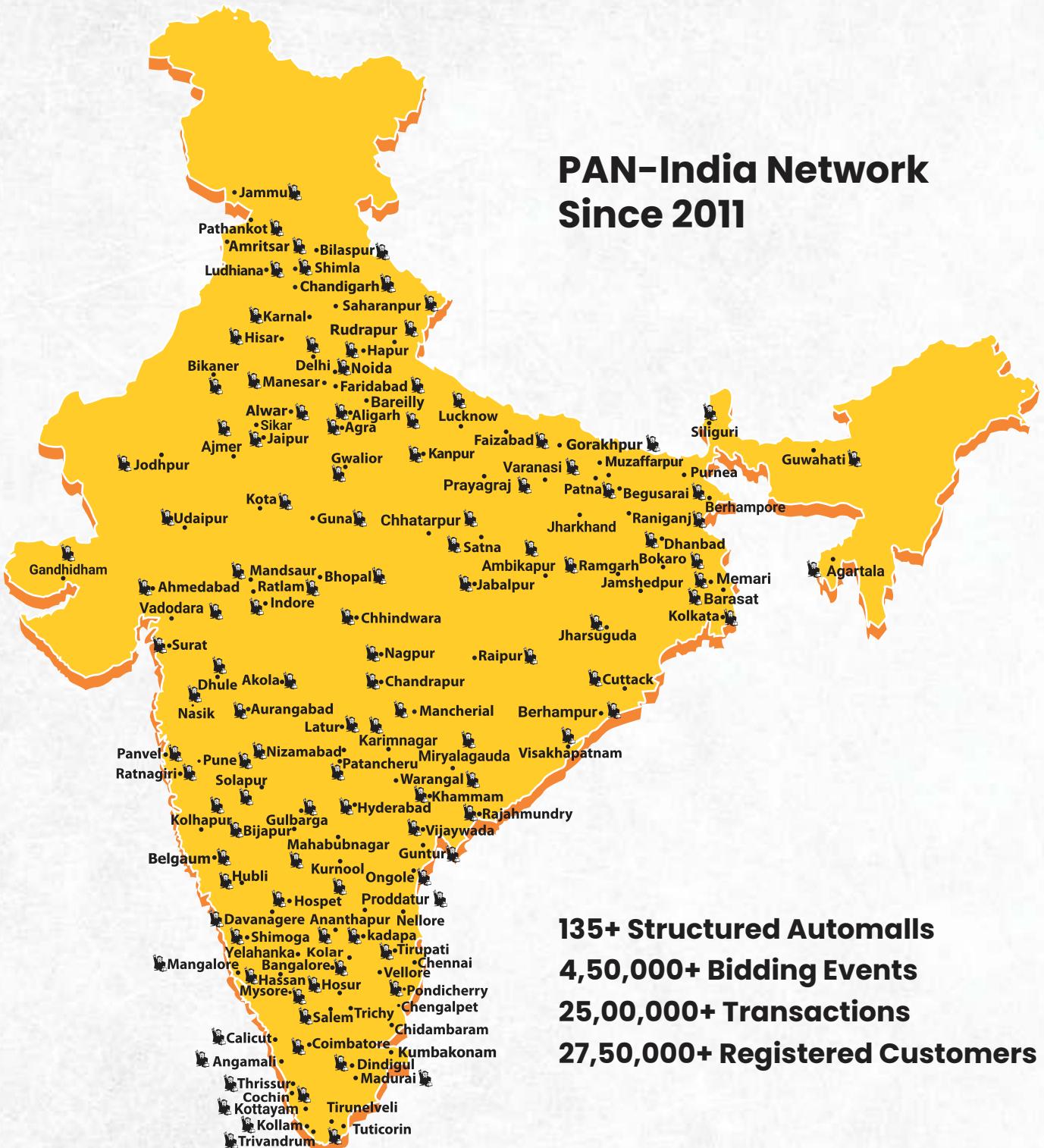
### SAMIL Logistics Service

Easy inter-city transport for your vehicles and equipment.

### SAMIL Insurance Service

Quick online First and Third Party Insurance with cashless claim process.





## PAN-India Network Since 2011

**135+ Structured Automalls**  
**4,50,000+ Bidding Events**  
**25,00,000+ Transactions**  
**27,50,000+ Registered Customers**

### CONNECT WITH US

**ShriramAutomall**



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