



India's Largest Physical and Online Transactions platform for pre-owned vehicles & equipment will also celebrate its 7th business anniversary on 26th Feb 2018 by conducting 70+ bidding events, making it the biggest business day in its history.

SHRIRAM AUTOMALL GREW BY 30% IN FY2017-18

Key Highlights

- Conducting 70+ Bidding Events in a single day
- Attained 6 Awards in FY 2017-18
- Launching its Exclusive 'SAMILWallet' for easy payment of RSD



Shriram Automall India Limited (SAMIL), India's largest physical and online platform for transactions of used vehicles and equipment grew by 30% in FY 2017-18. The company will also be celebrating its 7th Business anniversary by conducting 70+ physical bidding events across the country. 5,000+ vehicles and equipments in best condition will be displayed during the event for customers to choose from. The company aims at achieving the benchmark figure of Rs. 70 Crs. in a

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single day through this country wide celebration. SAMIL will also launch its all new 'SAMIL Wallet' which helps customers to store their money and transact for any vehicle or equipment at SAMIL in a hassle free manner.

Year 2017 brought a number of new feathers in SAMILs cap including 6 nationally recognized awards for its professional and transparent services, launching of its exclusive MySAMIL mobile bidding application, Tie-Up with major national banks and NBFCs and merger with CarTrade.com India's Largest online platform for buying & selling used vehicles & equipment.

Over the period of time, SAMIL has become the OneStop Solution for every used vehicle and equipment demand in the country. The company has helped manufacturers, retail customers, banks & NBFCs, leasing companies, individuals, transporters & others to acquire and dispose pre-owned equipment in a structured process. Its time trusted bidding platforms, including Physical Bidding, Online Bidding, Private

Treaty, MySAMIL Mobile App and OneStop Classified, have been conceptualized to define high standards of comfort for its customers.

After receiving robust business till Q3, SAMIL aim to make Q4 of FY2017-18 more successful by breaking the own records, while doing so company also look forward to further expand in the country by adding new Automalls to its currently existing chain of 70+ well established Automalls.

On the occasion, *Mr. Sameer Malhotra, CEO, Shriram Automall, said, "It's been 7 years, I am glad how just a mere idea of providing the most unorganized used vehicle and equipment market an organized approach, today transform lives of many. Since day one, we have believed in providing the best solutions and services for our customers. Even now, we are planning to generate more leads and boost our database to the double of what it is today, thereby anticipating our customers demand and creating much more advance services and platforms providing high quality services while continually striving to connect & build strong relation with prospective customers."*

Shriram Automall since its institution in 2011 has attained remarkable heights and following table elaborates that.

KEY ACHIEVEMENTS		
ACCOMPLISHMENTS	2011	Feb 2018
AUTOMALLS	4	73
EVENTS	1,200	43000+
TRANSACTIONS	46,000	550000+
UNIQUE CUSTOMERS	50,000	680000+
EMPLOYEES	440	700+
AWARDS & RECOGNITIONS	-	20
SEGMENTS	3	8
BIDDING PORTALS	1	5

Following are the awards and recognitions that the company has received over FY2017-18:

Sr. No.	Categories	Year
1.	The Largest Platform for Acquisition & Disposal of Pre-owned Vehicles & Equipment	2017
2.	Highest Number of Physical Bidding Events Acquisition & Disposal of Pre-owned Vehicles & Equipment in a Single Day	2017
3.	India's Most Trusted Brand In Pre-Owned Automobile Industry	2017
4.	Best Service Provider Of The Year	2017
5.	Fastest Growing Brand In Pre-Owned Automotive Industry	2017
6.	Delhi Best Employer Brand in Automobile Category	2017
Recognition		Year
1.	ISO 9001 : 2015 Certified	2017 onwards