

SHRIRAM AUTOMALL ADDS TWO NEW FEATHERS IN ITS CAP BY WINNING TWO PRESTIGIOUS AWARDS AT INDIAN BRAND CONVENTION – BAM AWARDS 2016

Shriram Automall India Limited (SAMIL) Shriram Automall bags “Most Promising Brand in Pre-owned Automobile Industry” and “Best Online Market Place in Pre-owned Automobile Industry” at the prestigious Indian Brand Convention – BAM Awards 2016



Shriram Automall India Limited (SAMIL), India's No.1 platform for exchange of pre-owned vehicles and equipment has been recognized with accolade by “Indian Brand Convention – BAM Awards 2016” under the categories of ‘Most Promising Brand in Pre-owned Automobile Industry’ & “Best Online Market Place in Pre-owned Automobile Industry”. The award ceremony was conducted on 28th May 2016, at Ramada Gurgaon Central, Delhi NCR.

On the occasion Mr. Sameer Malhotra, CEO, Shriram Automall said, “These honors entrench the fact that we are indeed on the right path to success. We have understood the needs of our customers and provided them with the right choice of used vehicles & equipment to acquire or dispose at an optimal price which in turn is helping them to take their business towards new success. Here we would like to thank all our customers & employees for their continuous support & belief in the company.”

Shriram Automall has been recognized as the “Most Promising Brand in Pre-owned Automobile Industry” as the company is working towards organizing the highly unorganized market dedicated towards exchange of used vehicles & equipment for over 5 years. The company brought forward innovative approach for the acquisition and disposal of pre-owned vehicles & equipment through its unique bidding platforms especially Physical and Online Bidding along with Private Treaty and OneStop Classified Kiosk.

As the largest player in disposing used vehicles & equipment online Shriram Automall has been recognized as “Best Online Market Place in Pre-owned Automobile Industry”. bids.samil.in in 6,683 online bidding events, the highest number in a year, for acquisition and disposal of pre-owned vehicles and equipments during the financial year 2014-15 through bids.samil.in

Started in 2011, it has served over 3 Lac unique customers, conducted over 30,000+ bidding

events which resulted in a successful 4.5 Lac+ transactions.

About Shriram Automall India Limited (SAMIL)

SAMIL is one-of-its kind facility, is a wholly owned subsidiary of Shriram Transport Finance Company (STFC). It is India's first-ever service provider that offers various well organized and transparent bidding platforms, including physical, online, one stop classified and negotiated deals, for acquisition & disposal of pre-owned commercial vehicles, construction & industrial equipment, tractors & agricultural equipment, passenger vehicles, three wheelers and two wheelers. Company has its presence all over the country with its already established 56 Automalls and 150+ bidding locations. The company has been awarded ISO 9001:2008 certification for its Quality Management System and rated AA+ from CRISIL. □

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