



## Shriram Automall Adds One More Feather In Its Cap By Winning 'best Disruptive Innovation Of The Year Automotive' At Disruptive Tech & Innovation Awards 2016

*Shriram Automall bags “Best Disruptive Innovation of the Year - Automotive” at the prestigious Disruptive Tech & Innovation Awards organized by Influential Business 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 “Disruptive Tech & Innovation Awards 2016” under the category of 'Best Disruptive Innovation of the Year - Automotive’. The award ceremony was conducted on 20<sup>th</sup> December 2016, at Vivanta by Taj, Bangalore.

On the occasion Mr. Sameer Malhotra, CEO, Shriram Automall said, “This honor entrench the fact that we are indeed on the right path to success. In pre-owned automobile industry, Shriram Automall has been the synonymous name for innovation. Since our incorporation in 2011, we have introduced many new concepts like Physical Bidding, Mobile Bidding Application, Desktop Live Physical Bidding & SMS Bidding for the convenience of our customers. And the fact has been reconfirmed today through this award. We would like to thank the whole SAMIL team and our customers for their support & love.”

The award for Best Disruptive Innovation of the Year – Automotive has been rightly given to SAMIL as the company has provided the industry with disruptive innovation in form of



transparent & organized platforms for acquisition & disposal of used vehicles & equipment. Our unique bidding events have always been the most

exciting industry events and people from even the remotest corner of the country like to be a part of these events to buy or sell their used vehicles & equipment in a transparent & easy way.



Shriram Automall provides a unique bidding platform - Physical Bidding Platform to the pre-owned automobile industry to acquire and dispose used vehicles & equipment. Moreover, Shriram Automall is the first and only company to conduct Physical Bidding Events in India for pre-owned vehicles & equipment. Started in 2011, it has served over 3.5 Lac unique customers, conducted over 35,000+ bidding events which resulted in a successful 5 Lac+ transactions.