



SHRIRAM AUTOMALL INDIA LIMITED (SAMIL)



MEDIA COVERAGE REPORT ON SAMIL UTSAV 2020

PUBLICATION DATE: 26th February 2020

PUBLICATION TITLE: 100 CRORE TRANSACTION ON A SINGLE DAY – HISTORY CREATED ON SAMIL UTSAV

PUBLICATION SUMMARY: SAMIL Utsav which was celebrated on its 9th Business Anniversary on February 26, 2020 was a grand success. History had been created by making 100 Crore transaction in a single day. Other key highlights of the events are in the following.

- Over **90 Physical Bidding Events** at 90 Cities across India were conducted
- Over **100 Online Bidding Events** were executed
- Over **14,900 Vehicles & Equipment** were ramped & tagged
- Over 4,300 vehicles and equipment sold in a day
- Over **30,000 customers** from **400 cities** marked their glorious presence at SAMIL Utsav
- Corporate Clients and BidClub Members were felicitated

SHRIRAM AUTOMALL CONDUCTS PHYSICAL BIDDINGS FOR VEHICLES AND EQUIPMENT IN 90 CITIES

SAMIL Utsav was organised on the company's 9th Business Anniversary where customers got an opportunity to buy vehicles & equipment of their choice from the huge line up of the inventories resulting in Rs 100 crore worth transactions.

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Physical bidding was conducted by Shriram Automall in 90 tier I, II, & III cities in a single day across India. New Delhi: The pre-owned vehicle and equipment platform, Shriram Automall India Limited (SAMIL) conducted physical bidding in 90 tier I, II, & III cities in a single day across India, the company said in a release.

The company organised SAMIL Utsav on its 9th Business Anniversary where customers got an opportunity to buy vehicles & equipment of their choice from the huge line up of the inventories resulting in Rs 100 crore worth transactions.

The company claims that over 11,500 inventories across trucks, cars, two-wheelers, three-wheelers, agricultural tractor and construction equipment from SAMIL's all type of clients like banks, NBFCs, insurance companies, OEMs & their dealerships, vehicle aggregators, rental and leasing companies, transporters, contractors, dealers and even Individuals ramped.

Sameer Malhotra, Director and CEO, Shriram Automall India Limited (SAMIL) said "We are extremely happy to conduct such a grand event like SAMIL Utsav with over 90 Physical Bidding Events in a single day across India where all our stakeholders collected experiences for a lifetime."

He further added, "While the automobile industry has gone through tough times, Shriram Automall has witnessed a growth of over 20 percent. As a company, we are growing both organically and inorganically."

Shriram Automall has also acquired BlueJack to transact over 1.2 million vehicles worth of Rs 30,000 crore yearly.

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SAMIL UTSAV IS A GRAND SUCCESS WITH 30,000+ CUSTOMER FOOTFALLS

DwarkaParichay.com February 26, 2020

India's largest platform for pre-owned vehicles & equipment, Shriram Automall India Limited (SAMIL) which is backed by Shriram Group & MXC Solutions celebrated SAMIL Utsav on its 9th Business Anniversary by conducting over 90 Physical Bidding Events in 90 cities across the country.

The Group consists of SAMIL as the largest physical bidding platform, CarTradeExchange as the largest online bidding platform and Adroit Auto as a proactive service provider for inspection and valuation. Shriram Automall has also acquired BlueJack to transact over 1.2 million vehicles worth of Rs.30,000 crore yearly.

During the largest event of its kind, the company provided once in a life-time experience to its customers by conducting over 90 Physical Bidding Events in 90 tier I, II, & III cities in a single day across India.

Over 11,500 inventories across trucks, cars, two wheelers, three wheelers, agricultural tractor and construction equipment from SAMIL's all type of clients like Banks, Non-Banking Financial Companies (NBFCs), Insurance Companies, Original Equipment Manufacturers (OEMs) & their Dealerships, Vehicle Aggregators, Rental and Leasing Companies, Transporters, Contractors, Dealers and even Individuals ramped. In those bidding events, customers got an opportunity to buy vehicles & equipment of their choice from the huge line up of the inventories.

SAMIL Utsav has been considered as grand and historic as over 30,000+ customers like vehicle aggregators, transporters, contractors, dealers and individuals visited their nearest Automall to place bids in their desired vehicles & equipment. Customers from over 400 cities visited the Automall to participate at SAMIL Utsav.

As Shriram Automall understands that it is not possible for every customer to visit Automall physically, so the company has also conducted over 100 Online Bidding Events through its state-of-the-art bidding portal cartradeexchange.com.

Sameer Malhotra, Director and CEO, Shriram Automall India Limited (SAMIL) said "We are extremely happy to conduct such a grand event like SAMIL Utsav with over 90 Physical Bidding Events in a single day across India where all our stakeholders collected experiences for life-time. SAMIL Utsav truly depicts why we are the largest and best solution provider for pre-owned vehicles & equipment in India. We would like to thank all our clients and customers who made SAMIL Utsav a grand success. This is a kind of record for a company to conduct over 90 Physical Bidding Events in 90 cities across India in a single day where over 30,000 people from 400 cities came to participate at SAMIL Utsav."

He further added "While the automobile industry has gone through tough times, Shriram Automall has witnessed a growth over 20%. As a company we are growing both organically and inorganically. We have acquired BlueJack to provide the best car buying and selling experiences to our customers. We have also acquired majority stake in Augeo to conduct auction of property, plant & machinery, commodities and scrap/salvage/surplus stocks through the cutting edge portal 123done.in."

About Shriram Automall India Limited (SAMIL):

Shriram Automall India Limited (SAMIL), an ISO 9001:2015 certified company is India's first ever service provider to offer a well-organised and transparent platform for exchange of pre-owned commercial vehicles, passenger vehicles, construction equipment, tractors, agricultural equipment, three wheelers and two wheelers. SAMIL is a part of Shriram Transport Finance Company Limited (STFC) and MXC Solutions India Pvt. Ltd. which runs both CarTrade.com and CarWale.com, India's leading online auto marketplace. Every month, SAMIL conducts 3,000+ bidding events through its well-structured physical and online platforms, making it India's Largest Offline and Online Vehicles Transaction Platform. The company provides online vehicle transaction services through cartradeexchange.com & bids.samil.in, vehicle inspection & valuation facility through its 100% subsidiary Adroit Auto, the best car buying & selling experience with innovative technology through BlueJack and industrial auction of properties, plant & machinery, commodities and scrap/salvage/surplus assets through 123done.in. SAMIL has been conferred with over 20 nationally recognised awards. In a brief span of over eight years, SAMIL Group has served 17,00,000+ customers by conducting 90,000+ bidding events at 86+ Automalls & 150+ bidding locations in India and transacted 15,00,000+ transactions worth 25,000+ crore. Presently, SAMIL gets over 8,00,000+ listing yearly on its platforms.

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