



INDIA'S LEADING  
**PRE-OWNED**  
VEHICLES AND EQUIPMENT  
AUCTION PLATFORM

# SHRIRAM AUTOMALL THE JOURNEY OF A DECADE

## WHO WE ARE

Shriram Automall India Limited (SAMIL), an ISO 9001:2015 certified company began its eventful journey way back in 2011 by setting up India's first professionally managed and well organised Auction Platform for procuring and disposing pre-owned vehicles and equipment.

Today SAMIL offers transparent services for the exchange of pre-owned commercial vehicles, construction equipment, farm equipment, cars, three-wheelers and two-wheelers.

SAMIL, backed by Shriram Transport Finance Company Limited and CarTrade Tech Limited

offers its unique services across the country and conducts more than 3,000 bidding events every month through its physical and online platforms.

Our undeterred commitment to grow and develop the complete ecosystem is driven by our core values – relationships, transparency and innovation. Over the years, we have facilitated lakhs of customers in their buying and selling decisions by providing efficient inspection processes, reliable valuation and even catering to their financing needs.

We strongly believe that "We are what we are because of our customers".

## KEY HIGHLIGHTS



**2,00,000+**  
Bidding Events



**14,50,000+**  
Transactions



**17,50,000+**  
Registered  
Customers



**8,00,000+**  
Listings  
Per Annum



**1,00,00,000+**  
Inspections  
and Valuations



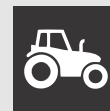
**25,000+ CR**  
Worth of  
Transactions



**Commercial  
Vehicles**  
5,20,000+ Sold



**Construction  
Equipment**  
65,000+ Sold



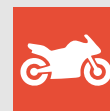
**Farm Equipment**  
90,000+  
Sold



**Cars**  
3,50,000+  
Sold



**Three-Wheelers**  
90,000+  
Sold



**Two-Wheelers**  
2,40,000+  
Sold

## ABOUT CARTRADEEXCHANGE

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

Transparency, Integrity, Process Driven and Innovation - these are the pillars upon which our brand was built on in 2012.

Our bidding events attract thousands of buyers and sellers from across the country. Live monitoring of events and a dedicated team for price analysis makes the bidding experience efficient for our buyers and sellers.



**25,000+ VEHICLES AUCTIONED EVERY MONTH**

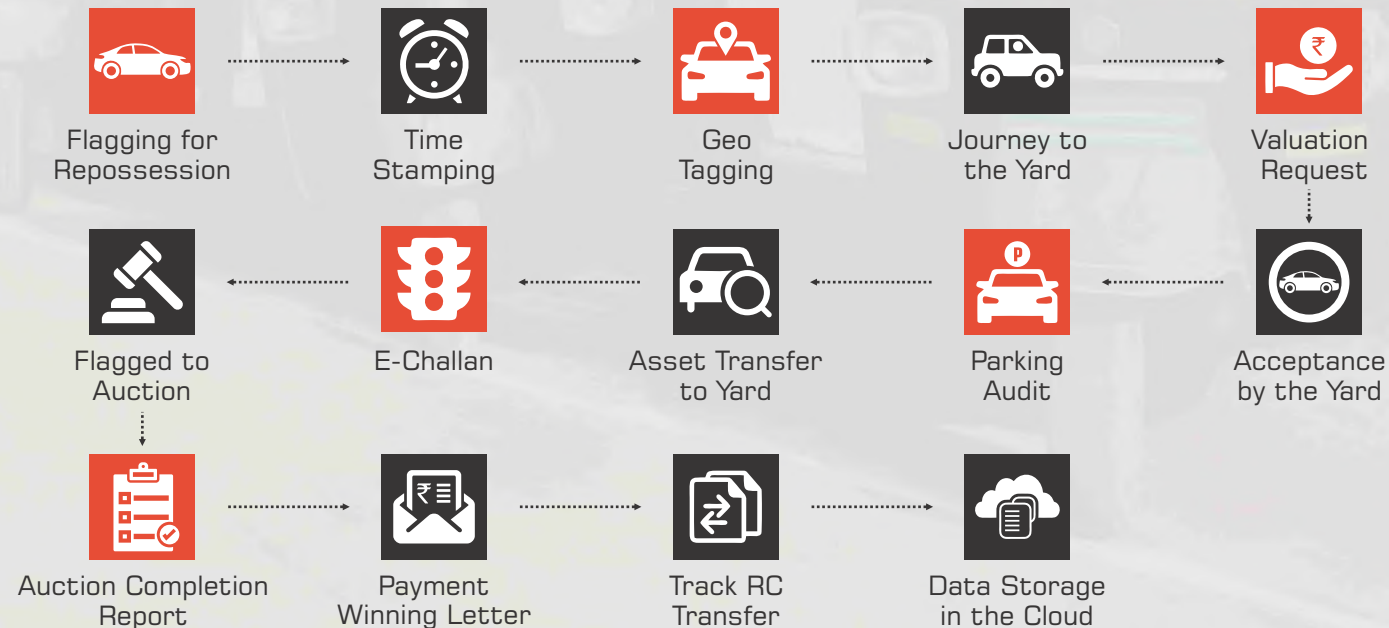
## WE ARE TRUSTED BY

- Public and Private Sector Banks
- Non-Banking Financial Companies
- Leasing and Rental Companies
- Vehicle Aggregators
- Insurance Companies
- Original Equipment Manufacturers
- Individual Dealers

## MULTIPLE BIDDING FORMATS

- Regular Open and Closed Auctions
- Tender

## REPOSSESSION TO REMARKETING



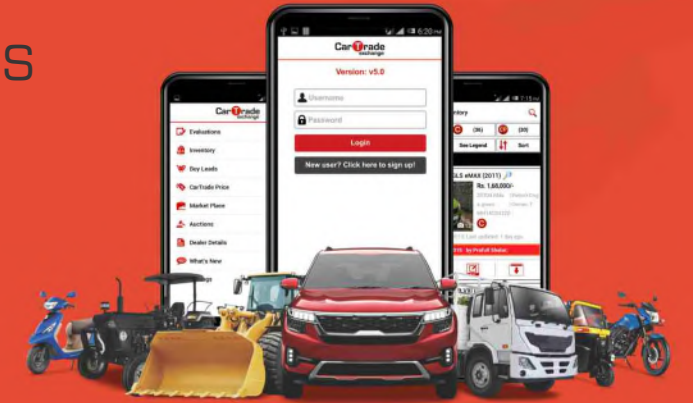
## KEY HIGHLIGHTS

- End-to-end product offerings
- Fair value realisation
- PAN-India auctions with multiple bidding options: App, Web and SMS bidding
- Widest network of pre-owned vehicle buyers
- Easy-to-use and controlled portal access with live auction monitoring, IP alerts and support
- Data Security and Integrity
- Transparent and auditable bidding process with auction and approval reports
- Dedicated customer service and marketing campaigns
- Trusted by the leading Banks and NBFCs

## DIGITAL PLATFORM AND CUSTOMISED SOLUTIONS

### 'An Ecosystem for Used Vehicle Business'

**SAMIL Tech** delivers web and mobile-based software solutions that enable your business. A complete ERP solution for capturing entire workflow of vehicles and equipment repossession, yard management, inventory management, dashboard management, lead and dealership management. Our exhaustive asset liquidation and valuation tools makes for an industry-leading offering.



## TYPES OF INVENTORY

- Pre-Owned/Used Vehicles and Equipment
- Non-Performing Assets (NPAs)
- Demo Vehicles
- Exchange Vehicles
- Insurance Salvage
- Rental and Leasing Vehicles
- Transit Damaged Vehicles
- Repossessed Vehicles

## USED VEHICLE FROM ANY SOURCE WE KNOW THE RIGHT PRICE

Our pricing tool for used vehicles - **ThePriceX.com** is used by leading Banks, Insurance Companies, NBFCs and OEMs to guide their pricing and liquidation strategies.

## HOW THEPRICEX WORKS?

Right price for your vehicle in 3 quick and easy steps.



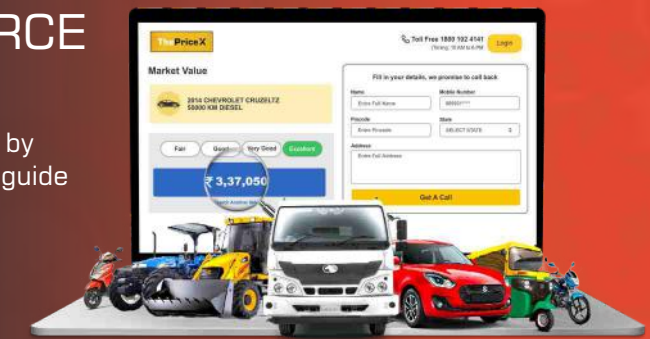
Select the vehicle Category



Fill the Vehicle's Details



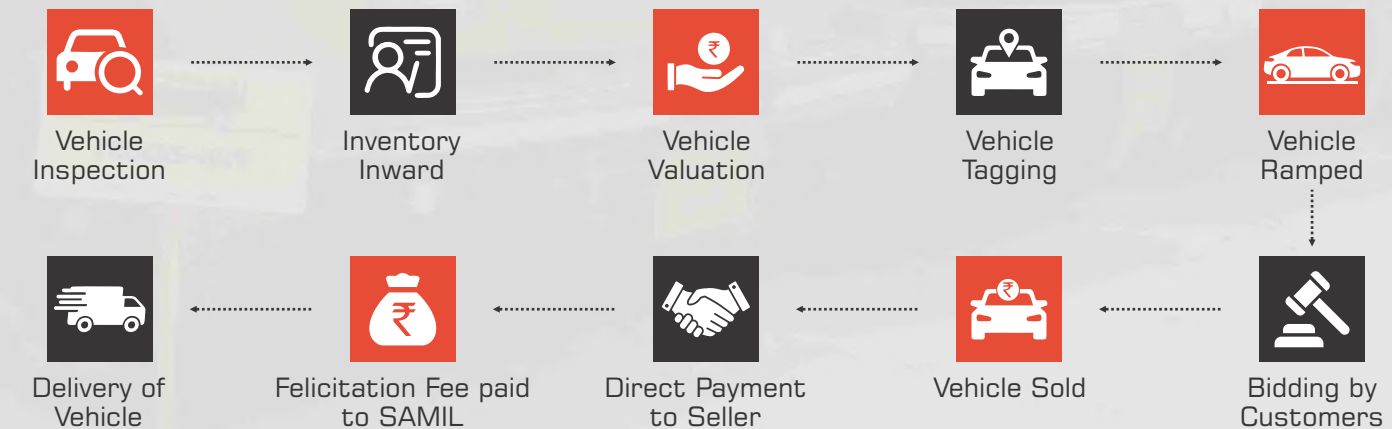
Get the Right Price



## ONLINE BIDDING PROCESS



## PHYSICAL BIDDING PROCESS



## SERVICES WE OFFER



### PARKING

SAMIL Parking Services fulfil parking needs for pre-owned and repossessed vehicles and equipment. We provide a PAN-India network of 100+ parking facilities that are safe, secure and easily accessible. Each facility is secured with tall boundary walls, a 24X7 CCTV surveillance system and dedicated security staff. Our customers can park as many vehicles and equipment as they want, for as long as they want, without worrying about pilferages and leakages.



### DOCUMENTATION

SAMIL Documentation Services offer a hassle-free experience, taking care of all RTO and Documentation related needs across 100+ locations PAN-India.



### INSPECTION

SAMIL Inspection Services boast of PAN-India presence, seasoned inspection professionals and benchmark turnaround times to a wide variety of vehicle and equipment, making us the primary choice of our clients.



### FINANCE

SAMIL Financial Services empower buyers with short-term trade advance that boosts their buying capacity, enabling them to invest in a larger fleet without stressing their working capital. This contributes to our ever-increasing buyer base, enabling our clients to market their pre-owned, repossessed vehicles and equipment inventory to a larger audience, ensuring faster liquidation.



### LOGISTICS

SAMIL Logistics Services offer efficient transportation solutions; doorstep pick and drop facility, towing, and intercity asset transportation services for vehicles and equipment across India.



### VALUATION

With years of industry experience and a robust network of professionals, we provide physical valuation services for all categories of vehicles and equipment across 100+ locations PAN-India, within the stipulated time frame.



### REPO

SAMIL Repo Services is an app-based asset repossession solution for Banks, NBFCs and financial institutions. We offer end-to-end repossession management with automated tracking, alerts and triggers. Avail PAN-India serviceability with the widest network of recovery professionals.



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