In This Issue

• Commercial Vehicles Ramp Walk
• Automall Inaugurations
• SAMIL Showcases In Auto Expo 2014
• Highlights Of SAMIL’s Success Story For The Year 2013-14

3

• SAMIL Joins Hand With John Deere
• Paving New Roads For Tractor Segment
• Exclusive Passenger Vehicles Events

4

• SAMIL Mobile Site
• Pan India Presence
• Upcoming Automalls
• Quiz
• Stay In Touch

From Chairman's Desk

At Shriram Automall India Limited (SAMIL), our vision extends towards infinity where our road appears touching the sky. Walking relentlessly towards a self-made destiny, every day at SAMIL is taken as an opportunity to evolve in the arena of automobile industry. While shaping every dream of our valued customers, we believe in catering to the pre-owned vehicles and equipment segment of our industry with utmost zeal and enthusiasm. With several accomplishments in the FY 2013-2014, the road ahead expects new shades of achievements. A stable government headed by a powerful PM after elections could further improve the scenario. As a part of the business world, where even the changes change every second, we aspire to ride on with sheer dynamism and serve nothing but the real essence of our passion towards creating incredible journeys.

From MD’s Desk

Sharing words on our achievement has always been a moment of utmost pride and honour. While catering to the aspirations of our customers, we gave wings to several desires in FY 2013-2014. Facilitating a proud attitude to acquire a pre-owned vehicle or equipment, SAMIL nurtured every wheeling dream with utmost passion. Several businesses constructed a strong route towards their destiny under the shade of our financial assistance along with a wide spectrum of pre-owned vehicles and equipment. Heading towards another phase of our journey, we aim at making a mark in the Indian automobile industry by overcoming every milestone with sheer zeal and enthusiasm.

From CEO’s Desk

In an endeavour to keep abreast with the dynamic trends of automobile industry, every competition at SAMIL has been addressed with innovative practices in operation. Hence the FY 2013-2014, can be illustrated with our consistent efforts towards incorporating new ideas in our services. With several new initiatives, we gave a completely new look to our offerings and captured the most contented expression of our association with customers. While discovering several new roads to walk on, we joined hands with some of the esteemed names in our industry. Holding the hands of the most intellectual brains of the industry, we shall continue our walk in the upcoming year while following the lanes of commitment and determination.

Email: connect@samil.in
Unveiling grandiosly of Indian automobile industry in every form, the recently concluded 12th Auto Expo in February, 2014 marked a prominent presence of SAMIL. With an impressive display of its exclusive bidding platforms, including Physical Bidding, Online Bidding, One Stop Classified & Private Treaty, the company captured every essence of its offerings in the pre-owned segment of automobile industry. Apart from the end users, various authorised dealerships of renowned brands showed curiously in company’s four wheelers and two wheelers segments for disposing their used assets.

In the last quarter of FY 2013-14, SAMIL witnessed a rapid rise in terms of expansion. In the race of its own footholds, the company launched five new Automalls in Hubli, Amritsar, Bangalore, Raipur & Anantapur. Armed at facilitating the trade of pre-owned vehicles & equipment, the Company also launched its two new initiatives, namely One Stop Classified & Shrilram New Look. Bangalore as a market showcases a great potential in terms of its tremendous capability to divert a big portion of finance in the pre-owned cars segment. Post Automall inauguration, the company launched its “Driving Your Trust Programme” under which it distributed numerous Privileged Bidder Cards.

On the world map, India marks its presence as the largest tractor industry on earth. Over time, tractor manufactures have built a strong base for themselves with a huge demand from agricultural ground of India for their products. With a moderate purchase power, farmers generally prefer pre-owned tractors and farm equipment. Considering such scenario, SAMIL recently joined hands with a leading manufacturer of agricultural tractors and farm equipment, John Deere, on February 20, 2014, to provide specialised services to the manufacturer’s authorised dealerships for facilitating the trade of pre-owned tractors and farm equipment.

In Hubli, it distributed various blankets and conducted a social camp for free medical check-ups and eye test.

While exploring various branches, SAMIL, through various events, distributed various blankets and conducted a social camp for free medical check-ups and eye test. Indian agricultural land has dug a strong base for automobile industry through its demand for tractors and other agricultural equipment. Since, a huge number of our agricultural hands do not have the ability to drive a new tractor, the demand for second hand tractors automatically generates in the arena. While making a contribution in facilitating the trade of pre-owned segment of tractor industry, SAMIL organised more than 25 bidding events which were exclusively dedicated to the tractor segment during last quarter of the FY14. With more than 30 Automalls and over 100 strategic bidding locations, SAMIL captured a substantial portion on Indian map. More than 20 locations were covered, including Hospet, Ahmadabad, Bangalore, Jaipur, Udaipur, Ujjain and a huge number of people took part in the live bidding.

Further, this massive participation contributed in the successful disposal of a great number of used tractors. Such events also marked the presence of some leading manufacturers, like John Deere, Mahindra & Mahindra, ESCORTS and SBI. Moreover, a great number of marketing activities, including flyer distribution, road shows, canopy, SMS and tele calling activities also took place, which added to SAMIL’s consistent effort of building a bond with its customers. SAMIL foresees a great scope in tractor segment.

With pre-owned cars winning the race over new ones, SAMIL gave an impetus to this development by conducting several exclusive events dedicated to passenger vehicles’ segment. Around 60 bidding events took place at various locations, including Bangalore, Mysore, Ranchi, Chennai, Mysore, Hyderabad, Kolkata, to name a few.

While exploring used private cars and utility vehicles, SAMIL’s parent company – STFC is now going to serve financial assistance in this segment of automobile industry.
SAMIL introduces its mobile site, an innovate platform to connect with people and cater to their every second's need.

Mobile site includes:
- Live Events
- Upcoming Events
- Inventory List & many more

Simply type m.samil.in on your mobile browser and take a look at our offerings.

or

Scan the QR code from your smart phone.

Make Use Of SAMIL Privileged Bidder Cards With Lots Of Benefits
- No Joining Fees
- Quick & Easy Registration
- Lifetime Validity
- Pan India Participation
- Time To Time Benefits & Rewards

For more details, contact Automall Manager

Find 10 Automall Locations In India

<table>
<thead>
<tr>
<th>Location</th>
<th>Location</th>
<th>Location</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmedabad</td>
<td>Bellary</td>
<td>Calicut</td>
<td>Delhi</td>
</tr>
<tr>
<td>Durgapur</td>
<td>Gwalior</td>
<td>Hisar</td>
<td>Jodhpur</td>
</tr>
<tr>
<td>Karnal</td>
<td>Lucknow</td>
<td>Medurai</td>
<td>Nagpur</td>
</tr>
<tr>
<td>Nawada</td>
<td>Saharanpur</td>
<td>Shimla</td>
<td>Trichur</td>
</tr>
<tr>
<td>Kanpur</td>
<td>Madurai</td>
<td>Nagpur</td>
<td>Nawada</td>
</tr>
<tr>
<td>Saharanpur</td>
<td>Shimla</td>
<td>Trichur</td>
<td>Vijayawada</td>
</tr>
</tbody>
</table>

Quiz Time
1. SAMIL stands for
   a) Society of Indian Automobile Manufacturers
   b) Society of Indian Auto Manufacturers
   c) Society of India Automobile Market
   d) Section of Indian Auto Market

2. Which of the following is the Hinduja Flagship Company?
   a) John Deere
   b) ACE
   c) Ashok Leyland
   d) Volvo

3. Find odd one out:
   a) Articulated trucks
   b) Tippers
   c) Backhoe holders
   d) Tractors

Stay in Touch @ Shriram Automall

We would be very happy to hear from you and assist you at every single step of your association with us

https://www.facebook.com/shriramautomall
https://twitter.com/shriramautomall
http://www.youtube.com/shriramautomall
http://www.linkedin.com/company/shriramautomall

Disclaimer: This newsletter is not the official document of the Company and it is just a reporting tool of SAMIL news. This has no commercial value or implications.

Toll Free: 1800 102 4141