

## [Shriram Automall Launches 33rd Automall Facility In Thrissur Kerala](#)

*Walking relentlessly towards a goal of enhancing the dimensions of well-structured bidding platforms for pre-owned vehicles and equipment trade, SAMIL, a 100% subsidiary of STFC launched its 33rd Automall facility in India.*

Online PR News â€“ 21-April-2014â€“ Thrissur, April 12, 2014 Inaugurated by Mr. Shreejith N (RBH of STFC, Calicut), the Automall also marked the presence of Mr. Baiju KS (RCH of STFC, Calicut), Mr. Sankarnarayana (ZH of SAMIL, Kerala and Tamil Nadu) and Mr. Sanjay K (RH of SAMIL, Calicut) on the day of launch. Spread across a land of 1.9 acres, the Automall has been shaped to facilitate parking of pre-owned vehicles and equipment that are traded under SAMILs bidding platforms. The main objective of its set up is to bridge the long distances between SAMILs full-fledged Automall facilities and an owner of the vehicle in Thrissur, Kerala.

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Kerala as a market has been attracting various commercial vehicle giants since a long period of time. While finding it an extremely promising market in South, various auto companies have showcased interest in expanding their horizon towards its direction. Through this Automall facility in Thrissur, SAMIL makes an initiative towards serving convenience to its customers while reducing the length of road connecting them with SAMILs holistic Automall.

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SAMIL, as a perfect example of authenticity and genuineness, has earned the trust of millions of people across the country in a very short span of time. With this new Automall, the motto is to add great value to this achievement, commented Mr. Shreejith N.

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Standing as a pioneer for introducing Indian automobile industry with unique and structured bidding platforms, including physical bidding, online bidding, one stop classified and private treaty, the company has taken several initiatives to enhance the portrait of its offerings. SAMILs Automall personifies its physical bidding platform where pre-owned vehicles and equipment are ramped to carry out their disposal. Within the premises of an Automall, a prospective buyer gets an opportunity to physically test and inspect vehicles.

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Post inauguration, SAMIL conducted a bidding event within the Automall. The presence of around 100 people represented a massive footfall and numerous registrations of prospective bidders. Numerous vehicles walked the ramp out of which various engraved a successful disposal in their journey.

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Through this incredible beginning in Thrissur, SAMIL is all set to create some exciting journeys in the second part of a vehicles life.

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## About STFC

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Shriram Transport Finance Co Ltd. is the largest asset financing NBFC with Assets on Balance sheet of Rs. 37,919.63 crores and off Balance sheet assets of Rs. 15,456.76 crores. The company is a leader in organized financing of pre-owned trucks with strategic presence in 5-12 year old trucks and a market share of around 25%. It has a pan-India presence with a network of 630 branches, and employs 18,078 employees including 11,243 field officers. The company has built a strong customer base of approx. 1.10 mn. Over the past 34 years, it has developed strong competencies in the areas of loan origination, valuation of pre-owned trucks and collection. It has a vertically integrated business model and offers a number of products which include: Pre-owned CV financing, New CV financing and other loans like accidental repair loans, tyre loans and working capital finance, etc. For more information please visit [www.stfc.in](http://www.stfc.in)

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## About SAMIL

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Established in 2011, SAMIL acknowledges the market needs of automobile industry with an extensive range of used vehicles and equipment. While constructing a well-organised arena for trade, SAMIL has conceptualized a perfect blend of physical bidding, online bidding, one stop kiosk and private treaty to give a professional shape to its every transaction. On these trading platforms, every esteemed brand finds an indelible space amongst a plethora of options in second-hand commercial vehicles, construction equipment, tractors, cars & SUVs, 3 wheelers and 2 wheelers. While coating every deal with sheer excellence, the company craves for consistent evolution by regularly updating its allied services, namely parking, valuation, new look (refurbishment) and easy finance (through STFC).

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The company has already launched its well-structured Automalls in 32 key locations across India. In addition, there are more than 100 bidding locations available for customers along with 67 strategic parking locations pan India.

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For more information, please contact:

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