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BharatBenz expands its exchange business, ties up with Sriram Automall

- **The strategic tie-up will offer robust support to all commercial vehicle customers in exchanging their used vehicles, PAN India**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing & Sales, Customer Service, Daimler India Commercial Vehicles: "Our tie-up with Sriram Automall, a leader in the exchange business will provide ease of accessibility to pre-owned BharatBenz vehicles for customers. This tie-up will be an effective tool and a tremendous value add in delivering top class reliable and efficient logistics solutions that meet the needs of the customer."**

Chennai – Daimler India Commercial Vehicles (DICV) today announced a strategic tie-up agreement with Shriram Automall India Limited (SAMIL) to bring used commercial vehicles to the Indian CV market. The collaboration will provide a platform for customers to exchange their used vehicle of any brand for new or used BharatBenz vehicles, PAN India.

SAMIL is India's leading marketplace for connecting pre-owned vehicles buyers and sellers; making them the go-to platform for many logistics firms for procuring top-class, reliable, and certified commercial vehicles.

Mr. Rajaram Krishnamurthy, Vice President, Marketing & Sales, Customer Service, Daimler India Commercial Vehicles: "Our tie-up with Sriram Automall, a leader in the exchange business will provide ease of accessibility to pre-owned BharatBenz vehicles for customers. This tie-up will be an effective tool and a tremendous value add in delivering top class reliable and efficient logistics solutions that meet the needs of the customer."

This strategic tie-up will offer robust support to all commercial vehicle customers in exchanging their used vehicles with lower turnaround time, better resale value and hassle-free processes. The platform will provide buyers with a carefully-picked pool of used trucks that have undergone thorough quality checks, made available via its national dealership network.

Sameer Malhotra, CEO, Shriram Automall India Limited (SAMIL) said, "We are thrilled to get the opportunity to partner with Daimler India Commercial Vehicles, to power their Exchange Program. We look forward to delivering BharatBenz's superior quality and TCO to a larger customer base and provide outstanding customer experience to BharatBenz Truck owners for their trade-in-needs."



BharatBenz dealerships through their dedicated “Exchange” Team can now utilize this SAMIL platform in selling customers’ used vehicles, both BharatBenz & Other OEMs. This joint collaboration will also assist dealerships in expanding their service reach by increasing the conversions and enabling improvement of coverage in the dealership command area.

About Daimler India Commercial Vehicles

Daimler India Commercial Vehicles (DICV), a wholly-owned subsidiary of Daimler Truck AG, Germany, and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in India with a brand dedicated to its home market: BharatBenz. DICV produces and sells trucks from 10 to 55 tons, as well as BharatBenz buses, Mercedes-Benz coaches, and bus chassis. DICV’s state-of-the-art manufacturing plant at Oragadam near Chennai spreads over 400 acres (160 hectares) including a highly modern test track and is home to the company’s headquarters, R&D, and training operations. With one global quality standard, it also produces Daimler Trucks’ brands of FUSO, Mercedes-Benz, and Freightliner. Products and parts are exported to more than 60 markets in Africa, Asia, Latin America, and the Middle East. DICV represents an overall investment of more than INR 9,560 crores.

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