

BharatBenz opens 10 new touchpoints: Focus on Tier II and Tier III cities

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- BharatBenz strategically adds 10 new touchpoints to Northern, Southern, and Western regions
- Simultaneous inauguration celebrates Diwali with online event including virtual tour of dealerships
- Servicing capacity increased by 13,000 vehicles a year, dealer network now able to service over 40,000 vehicles a month
- Over 40 mechanical bays, close to 300,000 sqf of workshop space added to network
- **Mr. Satyakam Arya, MD & CEO, DICV: “As our made-for-India brand BharatBenz reaches new heights, we continue to invest in the future. The ten new touchpoints we open today reflect our commitment to our customers and our confidence in the growth of the local CV market.”**

Chennai – Daimler India Commercial Vehicles (DICV) today inaugurated 10 new touchpoints for BharatBenz commercial vehicles in an online event celebrating Diwali. Together the new facilities will add around 300,000 sqf of workshop space including more than 40 mechanical bays. This increases the network’s monthly service capacity to over 40,000 vehicles a month and significantly improves the brand’s reach in regional areas.

Mr. Satyakam Arya, MD & CEO, Daimler India Commercial Vehicles, said, “As our made-for-India brand BharatBenz reaches new heights, we continue to invest in the future. The ten new touchpoints we open today reflect our commitment to our customers and our confidence in the growth of the local CV market.”

The new touchpoints are located in Muzaffarnagar and Kotputli in the Northern region, Marthandam, Namakkal, Mallanna Sagar, Koothattukulam, and Haripad in the Southern region and Mehsana, Rajnandgaon and Mahad in the Western region. The locations were strategically chosen to cater to various customer segments; Rajnandgaon is a major buyer of tippers,

Muzaffarnagar is an important market for tractor trailers and rigids, Mallana Sagar is an irrigation project and Namakkal is one of the biggest transportation hubs in the country. Mehsana, an industrial hub, is a major market for tankers.

Mr. Rajaram Krishnamurthy, Vice President Marketing, Sales, and Customer Services, Daimler India Commercial Vehicles said, “Our growing pan-India network is now even more robust. These touchpoints are located on leading national and state highways, improving our coverage of the golden quadrilateral. Each facility is equipped with skilled manpower, diagnostics tools, spare parts and a mobile service van to proactively attend breakdowns. BharatBenz customers can now enjoy even greater peace of mind.”

In September this year, DICV announced plans to grow their BharatBenz dealer network by 10%, exceeding 250 outlets by the end of 2020. With the opening of these new touchpoints, the company moves a step closer to their goal of cutting distance between dealerships from 160 km to 120 km. In some regions, such as Kerala, the distance between touchpoints has been reduced to 70 km.

About Daimler India Commercial Vehicles

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany, and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks 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 for Daimler Trucks' brands of FUSO, Mercedes-Benz, and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America, and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

About BharatBenz

BharatBenz brand is tailored for the Indian market and its demanding customer requirements by Daimler AG, the world's leading CV manufacturer with a global reach. First unveiled in February 2011, the brand was launched in September 2012 with the introduction of its heavy-duty haulage trucks. The portfolio was expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The pan Indian BharatBenz sales and service network of more than 230 touchpoints is being continuously expanded. Within eight years after the market launch, BharatBenz has already produced over 100,000 vehicles – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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