



Press Information

18th March 2021

Abutani Trucking Delivers 1000th BharatBenz

- **BharatBenz dealer Abutani Trucking celebrates major sales milestone of 1000 vehicles**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales, and Customer Service Daimler India Commercial Vehicles (DICV):** "We are delighted to congratulate Abutani Trucking on their delivery of 1000 BharatBenz trucks. The North East region has a high demand for tipper trucks and that has helped us increase our market penetration. With a product portfolio offering best-in-class features, excellent safety, swift servicing, and smooth driving, BharatBenz is quickly becoming the CV manufacturer of choice."

Guwahati- Abutani Trucking, an authorized dealer of BharatBenz trucks in Assam since 2017, celebrated a sales milestone of delivering 1000 BharatBenz trucks to customers in the North East. BharatBenz tankers and mining applications are widely favoured in the region thanks to their reputation for safety and best-in-class features. The sales milestone is a testament to growing customer faith and confidence in BharatBenz products. Abutani Trucking provides sales and service for the complete range of 9-49 tonne BharatBenz trucks.

Speaking on the new milestone, **Mr. Rajaram Krishnamurthy, Vice President, Marketing , Sales & Customer Service at Daimler India Commercial Vehicles (DICV)** said: "We are delighted to congratulate Abutani Trucking on their delivery of 1000 BharatBenz trucks. The North East region has a high demand for tipper trucks and that has helped us increase our market penetration. With a product portfolio offering best-in-class features, excellent safety, swift servicing, and smooth driving, BharatBenz is quickly becoming the CV manufacturer of choice."

Mrs. Karabi Doley, Dealer Principal, Abutani Trucking, said: "Abutani Trucking has always strived to offer world-class products and unmatched customer experience. We extend our gratitude to all our customers for their immense faith in us and BharatBenz products. We have been increasing our service set-up as the volume base for BharatBenz trucks increases in the



north East. We are also planning upcoming set-ups in Dibrugarh, Barpeta and Numaligarh.”

Growing PAN-India network with customer-focused features and services

DICV continues to invest in the expansion of its presence across the country. In the North East, Abutani Trucking is present in Assam, Meghalaya, Arunachal Pradesh, Mizoram, Nagaland, Manipur and Tripura.

Last year DICV inaugurated 10 new dealerships in a single day, taking total touchpoints beyond 250 and increasing servicing capacity by 13,000 vehicles a year.

BharatBenz has set a benchmark in providing a highly skilled and experienced workforce to every sales and service touchpoint in the pan-India network. The trained manpower understands the diverse needs of the customers and provides impeccable onsite services. It comes well equipped with high productivity tools, advanced guided diagnostics, and mobile service vans. The dealerships offer a series of advanced services like cashless zero-depreciation insurance, full maintenance contracts, extended warranty, 24x7 roadside assistance, vehicle tracking systems, and driver training.

About BharatBenz

The 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 250 touchpoints is being continuously expanded. BharatBenz has already put over 100,000 vehicles on Indian roads – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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