



Press Information

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BharatBenz inaugurates new dealership in Jammu & Kashmir

- PAL Trucking opens new touchpoints in Jammu, Srinagar & Rajouri in the Union Territory of Jammu & Kashmir.
- The BharatBenz network in J&K now has an installed capacity to service over 600 vehicles in a month.
- Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales and Customer Service, DICV: "With the recent infrastructure boost in Jammu & Kashmir and Ladakh, there is a massive influx of construction projects being undertaken. We thereby anticipate a strong demand of commercial vehicles in the upcoming months from these regions. Capitalizing on this opportunity, we aim to ensure 100% presence in the region and add our touch points to have a total of 7 Service Centres in the UT".

Jammu & Kashmir & Ladakh - Expanding its footprint in the Northern region, Daimler India Commercial Vehicles (DICV), in association with PAL Trucking inaugurated the new BharatBenz dealership in Jammu. The opening of the new touchpoint in Jammu, a growing construction hub, reflects the increasing demand for BharatBenz products in the union territories of J&K and Ladakh.

Speaking on the inauguration, **Mr. Rajaram Krishnamurthy, Vice President of Marketing, Sales, and Customer Service, DICV** said, "With the recent infrastructure boost in Jammu & Kashmir and Ladakh, there is a massive influx of construction projects being undertaken. We thereby anticipate a strong demand of commercial vehicles in the upcoming months from these regions. Capitalizing on this opportunity, we aim to ensure 100% presence in the region and add our touch points to have a total of 7 Service Centres in the UT".

Mr. Nishant Luthra, Dealer Principal & Managing Director – PAL Trucking said, We are delighted at the launch of our new BharatBenz dealership in Jammu & Kashmir. We are committed to serve our customers with the best of our products and services. We look forward to expanding our touchpoints further in order to cover the entire UT of J&K and Ladhak. Customers can place their confidence in the best of sales advisory and state-of-the-art 'Proserv' aftersales service and spares support at our facilities."

About the BharatBenz Sales & Service network in Jammu & Kashmir



In Jammu & Kashmir, Jammu is 1st network touchpoints of BharatBenz. The dealerships provide complete sales, service & exchange support for the entire range of BharatBenz trucks and buses.

The avant-garde 3S facility at Jammu is spread over 2000 Sq Yard and houses 8 Service Bays, 3S Facility at Srinagar is spread over 1000 Sq Yard to house 4 Service Bays, 2S facility at Rajouri is spread over 450 Sq Yard and houses 3 Service Bays.

All the Dealership Touchpoints are well-equipped with trained manpower that is capable of addressing the diverse needs of the customers. The dealership also offers a host of value-added features like Driver Lounge, Driver Trainings, Deiselabh (Payback points with customised card for HP Filling station), Cashless zero-dep Insurance, EW upto 8 years, upto 10 year AMC, Proserve Mobile App, 24x7 roadside assistance, vehicle tracking systems and many more.

BharatBenz dealerships are located on the leading National and State highways, providing ease and flexibility to every type of customer. On the National Highways of the Golden quadrilateral North-South & East-West Corridors, the average distance between two BharatBenz touchpoints varies between 140 and 180 km only. With this, BharatBenz Services can reach its customers in less than 2.5 hours on these highways.

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, 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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