

DAIMLER TRUCK

Daimler India Commercial Vehicles

Press Release

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BharatBenz Expands Sales & Service Footprint in Central India; Inaugurates New Dealership in Indore

Indore | Madhya Pradesh – Daimler India Commercial Vehicles (DICV), the wholly-owned subsidiary of Daimler Truck AG (“Daimler Truck”) has added a new 3S (Sales, Service and Spares) BharatBenz dealership to its network in Indore, Madhya Pradesh, partnering with PPS Trucking. This facility is the 17th BharatBenz sales and service location in the state; the other 16 locations are situated in Indore (Rau), Bhopal, Jabalpur, Bela, Katni, Shivpuri, Singrauli, Chattarpur, Sagar, Manawar and Gwalior. The 3S dealer network is complemented by six 2S (Service and Spares) and four 1S (Spares) facilities in the state, which are smartly located to meet the varied demands of customers throughout the region.

Commenting on the development, Mr. Sreeram Venkateswaran, President, and Chief Business Officer (Domestic Sales and Service) Daimler India Commercial Vehicles, said, "Madhya Pradesh is an important market for us given the abundance of natural resources in the state. BharatBenz tippers are the most preferred by fleet owners operating in the mining sector and Madhya Pradesh, being rich in minerals and coal, gives us tremendous opportunities to grow our tipper business. Madhya Pradesh's sharp focus on the Swachh Bharat has opened many opportunities in road construction and infrastructure where BharatBenz rigid trucks and tractor trailers will prove beneficial to customers there. We are really pleased to have such a strong and progressive sales and service in 15 locations in Madhya Pradesh, and we thank our dealer partners for maintaining our presence and serving our customers so passionately."

Spread over 51,000 sq-ft, the new PPS Trucking BharatBenz dealership in Indore is the 17th sales and service facility in Madhya Pradesh. The service network in Madhya Pradesh comprises of 15 Mobile Service Vans (MRVs) and 49 service bays, capable of servicing up to 24,000 vehicles annually. This extensive network ensures timely and efficient service delivery to customers, enhancing their ownership experience.

Mr. Rajiv Sanghvi, Managing Director, PPS Trucking said, "We are proud to partner with BharatBenz, which is renowned for being the safest, most comfortable and highly reliable brand of trucks in India. The inauguration of our 3S sales and service location in Indore strengthens our ties with Daimler India Commercial Vehicles and we are happy that our BharatBenz sales and service facility is the largest in all of Madhya Pradesh."

DICV's plan in Madhya Pradesh is not only to expand its sales and service network but also to educate dealer and service staff about the unique needs of customers and how to provide them with unparalleled service quality. This approach is mirrored in the company's nationwide initiative to skill 8,000 service technicians who would be trained to service over 6 lakh vehicles annually.

BharatBenz has the reputation of being one of the most respected truck brands in the Indian commercial vehicle industry since its inception and is known for its stellar engineering, safe vehicles and uptime assurance. The brand's dealerships and service stations are located on leading national and state highways, providing ease and flexibility to every type of customer. BharatBenz has over 350 sales and service locations across India, covering national highways on the Golden Quadrilateral North-South and East-West Corridors, with reach to customers on these highways within two hours. BharatBenz trucks have arguably the safest crash-tested cabins in India, meeting the highest safety standards as per European cab-crash regulations not even introduced in India yet.

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Further information on Daimler Truck is available at:

Asia.daimlertruck.com and www.daimlertruck.com

Daimler Truck at a glance

Daimler Truck Holding AG ("Daimler Truck") is one of the world's largest commercial vehicle manufacturers, with over 40 main locations and more than 100,000 employees around the globe. The founders of Daimler Truck have invented the modern transportation industry with their trucks and buses a good 125 years ago. Unchanged to this day, the company's aspirations are dedicated to one purpose: Daimler Truck works for all who keep the world moving. Its customers enable people to be mobile and get goods to their destinations reliably, on time, and safely. Daimler Truck provides the technologies, products, and services for them to do so. This also applies to the transformation to CO2-neutral driving. The company is striving to make sustainable transport a success, with profound technological knowledge and a clear view of its customers' needs. Daimler Truck's business activities are structured in five reporting segments: Trucks North America (TN) with the truck brands Freightliner and Western Star and the school bus brand Thomas Built Buses. Trucks Asia (TA) with the FUSO and BharatBenz commercial vehicle brands. Mercedes-Benz (MB) with the truck brand of the same name. Daimler Buses (DB) with the Mercedes-Benz and Setra bus brands. Daimler Truck's new Financial Services business (DTFS) constitutes the fifth segment, the product range in the truck segments includes light, medium and heavy trucks for long-distance, distribution and construction traffic and special-purpose vehicles used mainly in the municipal and vocational sector. The product range of the bus segment includes city buses, school buses and intercity buses, coaches and bus chassis. In addition to the sale of new and used commercial vehicles, the company also offers aftersales services and connectivity solutions.

Daimler India Commercial Vehicles Pvt. Ltd. at a glance

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.