



Press Information

16 September 2021

BharatBenz opens new dealership in Dibrugarh

- **Abutani Trucking opens new touchpoint in Dibrugarh, Assam; brings total BharatBenz touchpoints in the state to four**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales and Customer Service at Daimler India Commercial Vehicles (DICV):** "Dibrugarh is an important center in Assam for economic activities like gas, tea production, coal, petroleum, tourism to name a few. Assam is an important market for DICV that has showcased strong growth and acceptance of DICV products."

Assam – Expanding its footprint in the Eastern region, Daimler India Commercial Vehicle (DICV) in association with Abutani trucking inaugurated the new BharatBenz workshop in Dibrugarh in the state of Assam after Guwahati, Silchar and Nagaon. The opening of the new touchpoint reflects the increasing demand for BharatBenz products in the state of Assam.

Speaking at the inauguration, Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales and Customer Service at Daimler India Commercial Vehicles (DICV): "Dibrugarh is an important center in Assam for economic activities like Gas, Tea production, Tourism to name a few. Assam is an important market for DICV that has showcased strong growth and acceptance of DICV products. We will continue to invest in strengthening our presence and deliver on our promise to customer-centric product solutions to drive the growth of the Indian CV market."

Mr. Joymalya Bose, CEO of Abutani Trucking, said, "Our BharatBenz dealership will provide comprehensive commercial vehicle solutions to vehicles plying in Dibrugarh and upper Assam. Customers can be assured of the best sales advice and state-of-the-art 'Proserv' aftersales support."

BharatBenz dealerships are located on 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 touch points varies between 140 and 180 kms. BharatBenz's reach to customers in these highways is within 2.5 hours.

About BharatBenz sales & service network in Assam

In Assam, BharatBenz now has a total of four network touchpoints, including workshops in Guwahati, Nagaon, Silchar and Dibrugarh. The dealerships provide complete sales & service support for the entire range of BharatBenz trucks and buses.

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.

Media contact:

Charlene Ede: +91 75500 94375, charlene.ede@daimler.com

Shina Satyapal +91 99402 66704, shina.satyapal@daimler.com

Soumi Sriram : +91 98195 45378 soumi.sriram@fleishman.com

Prateek Sharma: +91 99714 76254 prateek.sharma@fleishman.com