

DAIMLER TRUCK

Daimler India Commercial Vehicles

Press Release

October 3, 2023

BharatBenz accelerates sales and service network expansion in the North, Northeast and South India

Chennai – Daimler India Commercial Vehicles (DICV), the wholly owned subsidiary of Daimler Truck AG (“Daimler Truck”) today announced the further expansion of the BharatBenz sales and service network in the North, Northeast and Southern regions of India with 5 new 3S dealerships. The BharatBenz sales and service network now comprises of over 320 locations, strengthening the presence of the brand and customer service across the country.

The 5 new BharatBenz network locations were inaugurated in Trichy (Tamil Nadu), Moradabad (Uttar Pradesh), Jindh (Haryana), Aizwal (Mizoram), and Dimapur (Nagaland). The company has also opened an exclusive spare parts outlet in Vandalur, Chennai, Tamil Nadu.

These new BharatBenz dealerships are strategically located closer to National and State highways to deliver quick and reliable service to customers. These state-of-the-art facilities have been designed to offer customers comprehensive solutions with respect to sales, service, and spare parts for BharatBenz’s entire range of commercial vehicles, and also offer them a unique experience at the respective locations.

Speaking on the development, Mr. Sreeram Venkateswaran, President, and CBO of Daimler India Commercial Vehicles, said, "India’s infrastructure development is on an upward trajectory, which is a great sign for the commercial vehicle industry. This is aiding a faster reach to all markets. Having crossed 320 sales and service locations, we will continue to expand our sales and service footprint in the coming months to achieve 350 network locations by the end of 2023. This will enable our customers to experience our products and services when and where they need them. Our aim is to ensure BharatBenz sales and service is accessible to our customers in all the locations that are important for their fleet operations and support them efficiently. With a cumulative of 30 BharatBenz locations in Uttar Pradesh and Haryana, 32 in Tamil Nadu and 11 in the Northeast we are capable of servicing over 6 lakh vehicles per annum with our 8000 skilled service technicians across the country to ensure our customers receive the best service possible in these regions.”

Spread over 51,000 sq-ft, the new BharatBenz dealership in Moradabad is the 20th active 3S dealership in Uttar Pradesh and caters to important districts like Amroha, Bijnor, Rampur, Bareilly, Pilibhit, Shahjahanpur, Hapur, Bulandshahr and more. This facility is equipped with a capacity to serve approximately 2400 vehicles per annum. In northern India, BharatBenz recently inaugurated its 10th sales and service location in Haryana. The new 3S dealership in Safidon is located on the State Highway (SH-14) connecting the cities Jindh and Panipat.

BharatBenz has also augmented its presence in other regions, establishing 11 active network locations in the North-East. After expanding in Assam earlier this year, DICV recently expanded its presence on the National Highway connecting Silchar and Aizawl in Mizoram and connecting Dabaka in Assam to Kohima in Nagaland.

In DICV's home state of Tamil Nadu, BharatBenz now commands an impressive 32 sales and service locations providing integrated service support to customers with an average, 70 km distance between the two service locations. The latest 3S facility in Trichy is spread over 1.52 lakh sq-ft with a capacity to serve more than 2500 vehicles per annum. Furthermore, the facility offers a huge customer lounge with 10 resting beds installed for the convenience of truck drivers, as well as making it easy for the drivers to view the workshop if they would like to monitor the progress of their vehicle being serviced.

BharatBenz dealerships are located on leading national and state highways on the Golden Quadrilateral, providing ease and flexibility to every type of customer across the length and breadth of India covering the North-South and East-West corridors. Each location is selected to be within 2.5 hours of customers' reach.

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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