



BharatBenz customers to experience new digital services with Proserv app

Press Information

28 November 2019

- BharatBenz empowers its customers, with a first of its kind single sign on application, offering all services across the product lifecycle.
- The application is enabled with 65 + features like advance booking, parts ordering, renewal of contracts, extended warranty, insurance, fleet maintenance, 24x7 RSA and integrated with all types of online payment options.
- **Mr. Satyakam Arya, Managing Director and CEO, DICV, said: "The key differentiator of the BharatBenz Proserv app is its single sign on digital platform, for all the lifecycle needs of our customers. From fixing a service appointment to ordering parts, from renewing service contracts to finding the nearest fuel station, this app provides all that our customer needs at their finger tips."**

Chennai – Daimler India Commercial Vehicles (DICV) announced the launch of its single sign on digital platform Proserv, empowering customers to avail all services at their fingertips. The Proserv app was unveiled to a select group of customers at the customer day event held in DICV's plant at Oragadam.

Commenting on the launch of the new platform, **Mr. Satyakam Arya, Managing Director and CEO, DICV**, said: "The key differentiator of the BharatBenz Proserv app is its single sign on digital platform, for all the aftersales needs of a BharatBenz customer. From fixing a service appointment to ordering parts, from renewing service contracts to finding the nearest fuel station, this app provides all that our customer needs at their fingertips"

In this new era of digital transformation, Proserv app enables a seamless connect between the customer, dealers and the manufacturer, improving reach & access to services ensuring higher uptime & fleet utilisation. This application in its first phase is inbuilt with 65+ features, enabling advance booking, parts ordering, renewal of contracts, extended warranty, insurance, fleet maintenance, 24x7 RSA and integrated with all types of online payment options, scalable further to integrate with connectivity & proactive services.



About Daimler India Commercial Vehicles

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks 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 for Daimler Trucks' brands of FUSO, Mercedes-Benz and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

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 panIndian BharatBenz sales and service network of more than 200 touchpoints is being continuously expanded. Within six years after the market launch, BharatBenz has already handed over more than 90,000 vehicles to customers – an unprecedented ramp-up in the world's toughest commercial vehicle market.

About Daimler Trucks Asia

Daimler Trucks Asia (DTA) combines the strengths of two distinct legal entities: Mitsubishi Fuso Truck and Bus Corporation (MFTBC) and Daimler India Commercial Vehicles (DICV). This allows the entities to collaborate on areas such as product development, production, exports, sourcing and optimizing research and sales & market development activities to provide best value products to customers. DTA is the answer to the growing demand for trucks and the different needs of customers around the world, with an integrated product portfolio of FUSO products for Japan and international markets, and the highly competitive BharatBenz range for the Indian market.

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