



## Press Information

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# BharatBenz Expands Reach in Central India; Inaugurates New Dealership in Jabalpur

- **DICV opens new touchpoint in Jabalpur, Madhya Pradesh; brings total BharatBenz touchpoints to eleven**
- **The Pan Indian BharatBenz sales and service network has reached over 270 touchpoints**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales and Customer Service at Daimler India Commercial Vehicles (DICV) said, “We have witnessed a strong demand for BharatBenz products in the first quarter with the gradual reopening of the economy. The new dealership is a part of our expansion plan and will help us solidify BharatBenz’s market presence in central India and bring our superior products closer to customers.”**

**Jabalpur** - Expanding its footprint in the central region, Daimler India Commercial Vehicles (DICV), in association with PPS Trucking, inaugurated the new BharatBenz dealership in Jabalpur (Madhya Pradesh). The opening of the new touchpoint reflects the increasing demand for BharatBenz products in Jabalpur, a city in the central Indian state of Madhya Pradesh.

In the near future, PPS Trucking plans to open five new touchpoints in the Jabalpur territory namely Satna, Chhatarpur, Chhindwara, Singrauli & Sagar. The five new BharatBenz outlets will further increase the brand’s presence to 11 touchpoints in Madhya Pradesh.

**Mr. Rajaram Krishnamurthy, Vice President, Marketing, Sales and Customer Service at Daimler India Commercial Vehicles said, “Fuelled by the government’s aggressive investments across industries and infrastructure projects in Madhya Pradesh, the construction sector is experiencing rapid growth. This acts as a major catalyst for rising demand for commercial vehicles, especially in the tipper segment where we already enjoy a strong customer base. We have witnessed a strong demand for BharatBenz products in the first quarter with the gradual reopening of the economy. This new dealership will further bring us closer to our customers and solidify BharatBenz’s market presence in central India.”**



**Mr. Rajiv Sanghvi, Dealer Principal of PPS Trucking** said, “Since the beginning of our association with BharatBenz, we have seen the brand delivering best-in-class customer services and uniform customer experience through innovative and reliable products. Adding to our strong network in Odisha and now in Madhya Pradesh, the new BharatBenz dealership will provide comprehensive commercial vehicle solutions to vehicles plying in Jabalpur. Customers can be assured of the best sales advice and state-of-the-art ‘Proserv’ aftersales support.”

Spread over 50,000 sqft, the dealership features an avant-garde 3S facility (sales, service, spares), and is equipped with six mechanical bays and two accident bays with a capacity to serve approximately 2300 vehicles per annum. In order to ensure an immediate and hassle-free road assistance experience, the dealership will offer six MRVs (Mobile Reach Van) & nine two-wheelers to attend the breakdown in the territory. It also employs highly skilled and trained manpower to understand the diverse needs of the customers and deliver quality consultation service and solutions.

With this new dealership opening, the Pan Indian BharatBenz sales and service network has reached 277 touchpoints. 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 touchpoints varies between 140 and 180 kms. BharatBenz’s reach to customers on these highways is within 2.5 hours.

#### **About the BharatBenz Sales & Service network in Maharashtra**

In Maharashtra BharatBenz now has 26 network touchpoints, including dealerships in [Chakan, Pune]. The dealerships provide complete sales, service & exchange support for the entire range of BharatBenz trucks and buses. They come equipped with high productivity tools, advanced guided diagnostics, and mobile service vans. The dealerships will provide a host of value-added services such as cashless zero-depreciation insurance, full maintenance contracts, extended warranty, 24x7 roadside assistance, vehicle tracking systems, and driver training.

#### **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.

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