

## BharatBenz Celebrates Market Recovery with Landmark Bus Deal

24 February 2021

- **Largest 10T staff bus deal post COVID-19**
- **First major deal for new 49 seater 3X2 in staff segment**
- **Mr. Karl-Alexander Seidel, CEO & Head of Daimler Bus India said, “BharatBenz is delighted to have delivered 25 staff buses to Sree Travels. This order demonstrates the customer’s faith in us and points to a recovery in the transport segment. Our BSVI bus portfolio has enjoyed strong acceptance since launch with state-of-the-art features and BusConnect telematics that improve fleet efficiency. The buses have been specifically designed for the comfort, safety and convenience of passengers.”**

**Chennai** – Daimler India Commercial Vehicles today announced delivery of 25 BharatBenz 1014 buses to Bengaluru-based Sree Travels, one of the state’s leading tour and travel operators. The delivery marks the largest 10T staff bus handover post-COVID-19, signifying a gradual revival in the economy and the bus market.

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“We are glad to receive 25 new staff buses within such a short span of time. BharatBenz products have proven their reliability and long-term durability time and again, and emerged as the most sought-after transport solution in the country. I would like to thank the entire team of Daimler India Commercial Vehicles and Daimler Financial Services India for their relentless efforts and dedication in delivering buses while adhering to all safety protocols for COVID-19,” said **PN Srinath, Managing Director, Sree Travels.**

Sree Travels bought their first BharatBenz bus in 2019 and then followed up with an order for 25 more buses in 2021, reaffirming their confidence and trust in the brand. BharatBenz led the transition to BSVI technology in India and has almost doubled its market share since the start of BSVI sales in April 2020. The popularity of BharatBenz’s truck and bus range can be directly attributed to ‘Profit Technology+’, its promise of best-in-class fuel efficiency, superior safety and comfort, unmatched reliability, lowest maintenance costs, and connected trucks and buses.

BharatBenz further updated their portfolio last month with 8 new models and the addition of the 'BSafe' COVID-19 protection pack. The pack includes standard and optional features such as touchless entry with pneumatic doors, automatic sanitiser dispensers and temperature sensors at entry point, infection-proof fabric seat covers, additional disposable seat covers, and a UV filter & fresh air circulation kit.

The landmark detail was in part made possible by BharatBenz Financial, a business division of Daimler Financial Services India (DFSI), Daimler's captive financier, who worked closely with the parties involved in the team to secure adequate funding in a short span of time.

"We're pleased to be able to support Sree Travels in strengthening their presence in the Bengaluru tour and transport market with the addition of 25 new BharatBenz buses. DFSI prides itself on providing customers with flexible and competitive financing solutions that help them grow their business," said **Manish Thakore, Managing Director of Daimler Financial Services India.**

### **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 Africa, Asia, Latin America, and the Middle East. DICV represents an overall investment of more than INR 9,560 crores.

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