



Press Information

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BharatBenz expands its reach in Assam with new dealership in Guwahati

- Latest new touchpoint in BharatBenz' network owned and run by Abutani Trucking
- State-of-the art 3S (sales, service, spares) facility to cater to the BharatBenz range of trucks and buses and Mercedes-Benz coaches
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV), said:** "This is our first touchpoint in Guwahati. We have utmost confidence in Abutani Trucking, our partner who we welcome to the fast growing BharatBenz network. Customers from this region can expect an outstanding BharatBenz sales and service experience."

Guwahati – Daimler India Commercial Vehicles (DICV) in association with Abutani Trucking today inaugurated its first new state-of-the-art BharatBenz dealership in Guwahati, Assam. **Mr. Girish Doley, CEO, Abutani Trucking** inaugurated the dealership. The latest addition to the pan-Indian BharatBenz sales, service and spares network will cater to BharatBenz trucks and buses as well as Mercedes-Benz coaches. The opening of first dealership touchpoint, which is owned and operated by Abutani Trucking, underscores BharatBenz product acceptance and market opportunities in Assam.

Speaking at the inauguration of the new dealership, **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV)**, said: "This is our first touchpoint in Guwahati. We have utmost confidence in Abutani Trucking, our partner who we welcome to the fast growing BharatBenz network. Customers from this region can expect an outstanding BharatBenz sales and service experience."

Mr. Girish Doley, CEO, Abutani Trucking, said: "Our BharatBenz Dealership will provide comprehensive commercial vehicle solutions to vehicles plying in Guwahati, which is also a gateway to other north



eastern states. Customers can be assured of the best of sales advisory and state-of-the-art 'Proserv' aftersales support."

Features of the BharatBenz Guwahati dealership

The avant-garde 3S facility (sales, service, spares) has three mechanical bays. The dealership will have trained manpower who understand the diverse needs of the customers and will provide onsite services. It comes equipped with high productivity tools, advanced guided diagnostics and mobile service vans. The dealership 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 the BharatBenz Sales & Service network in Assam

In Assam, BharatBenz now has one network touchpoint with outlet in Guwahati, and upcoming outlets in Dibrugarh and Silchar. The dealerships in the region will be run by Abutani Trucking. The dealership provide sales & service for the complete range of 9-49 tonne BharatBenz trucks.

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