



Press Information

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BharatBenz expands its reach in Uttar Pradesh with new dealership in Bareilly

- Latest new touchpoint in BharatBenz' network owned and run by Gujral Trucking
- State-of-the art 3S (sales, service, spares) facility to cater to BharatBenz range of trucks and buses
- Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV), said: "This is our first touchpoint in the city of Bareilly and we are happy in welcoming Gujral Trucking to the fast growing BharatBenz Network. We have the utmost confidence that Gujral Trucking to provide excellent sales, services and spares to BharatBenz customers from this city."

Bareilly – Daimler India Commercial Vehicles (DICV) in association with Gujral Trucking recently inaugurated a new state-of-the-art BharatBenz dealership in Bariely, Uttar Pradesh. The first customer vehicle, a 49-tonne BharatBenz Tractor with 280 hp was handed over to Mr. Rakesh Kumar, who runs a logistics business in Bareilly

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 the city of Bareilly and we are happy in welcoming Gujral Trucking to the fast growing BharatBenz Network. We have the utmost confidence that Gujral Trucking will provide excellent sales, services and spares to BharatBenz customers from this city."

The latest addition to DICV's sales, service and spares network will cater to BharatBenz trucks and buses. The opening of this first dealership touchpoint which, owned and operated by Gujral Trucking, underscores BharatBenz' product acceptance and market opportunities in the city of Bareilly.

Features of the BharatBenz Bareilly dealership



The avant-garde 3S facility (sales, service, spares) has four 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 Uttar Pradesh

In Uttar Pradesh, BharatBenz now has 11 network touchpoints with outlets in Agra, Ghaziabad, Gorakhpur, , Jhansi, Kabrai, Kanpur, Lakhimpur, Lucknow, Sonbhadra, Varanasi and the newly added Bareilly. The dealerships in the region are run by various truck dealers. All the dealerships provide sales & service for the complete range of 9-49 tonne BharatBenz trucks.

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