



## Press Information

6<sup>th</sup> October 2018

# BharatBenz continues growth in West Bengal with new Siliguri dealership

- Latest new touchpoint in BharatBenz' network owned and run by Topsel 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, DICV: "This is our 5<sup>th</sup> touchpoint in the state of West Bengal, catering to our growing local customer base. We are delighted to welcome Topsel Trucking in Siliguri, who will provide excellent sales, services and spares to BharatBenz customers from this city."

Siliguri – Daimler India Commercial Vehicles (DICV) in association with Topsel Trucking today inaugurated a new state-of-the-art BharatBenz dealership in Siliguri. The latest addition to DICV's sales, service and spares network will cater to BharatBenz trucks and buses. The opening of this new dealership touchpoint, owned and operated by Topsel Trucking, reflects further growth opportunities for BharatBenz also in this region.

**Mr. Ashok Manaktala, Chairman, Topsel Trucking** along with **Mr. Amit Manaktala, Managing Director, Topsel Trucking** inaugurated the dealership. In the state of West Bengal, BharatBenz already operates network touchpoints in Howrah, Bardhaman and Paschim Medinipur.

Speaking at the event, **Mr. Rajaram Krishnamurthy, Vice President Marketing and Sales, DICV**, said: "This is our 5<sup>th</sup> touchpoint in the state of West Bengal, catering to our growing local customer base. We are delighted to welcome Topsel Trucking in Siliguri, who will provide excellent sales, services and spares to BharatBenz customers from this city."

**Mr. Amit Manaktala, Managing Director, Topsel Trucking**, said: "Our new state of the art BharatBenz dealership reflects our commitment and confidence. We believe that there are enormous growth potentials for commercial vehicles in Siliguri which is the gateway to the North East. At Topsel Trucking, it is all about our customers and their business needs. To



expand our presence further in this region, we will shortly be opening a workshop in Malda. And with BharatBenz, customers can be assured of the best of sales advisory and state-of-the-art 'Proserv' aftersales service and spares support.”

### **Features of the BharatBenz Siliguri 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 West Bengal**

In West Bengal, BharatBenz now has 5 network touchpoints with outlets in Howrah (2), Bardhaman, Paschim Medinipur and Siliguri. The dealerships in the region are run by N R Trucking and Tonsel Trucking. All the dealerships provide sales & service for the complete range of 9-49 tonne BharatBenz trucks.

#### **Contact:**

Sebastian Wahle, [sebastian.wahle@daimler.com](mailto:sebastian.wahle@daimler.com)

Ravi S (MSL Group) +9193832887608, [ravishankar.kandarpa@mslgroup.com](mailto:ravishankar.kandarpa@mslgroup.com)