



Press Information

11th February 2020

BharatBenz Expands Network in Bihar

- **Riddhiman Trucking opens 3rd touchpoint, bringing BharatBenz touchpoint total to seven for Bihar**
- **State-of-the art 3S (sales, service, spares) facility in Bakhtiyarpur to cater to BharatBenz range of trucks and buses**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales, Daimler India Commercial Vehicles (DICV): “We are gearing our network for the transition to BSVI. Bakhtiyarpur is a strategic location for commercial vehicle transporters as it connects important roadways to Patna, Bihar Sharif, and up to Ranchi in the East. Our customers in the East will enjoy a holistic ownership experience with the high standards of service provided by Riddhiman Trucking.”**

Patna: Daimler India Commercial Vehicles (DICV) in association with Riddhiman Trucking today inaugurated a new 3S state-of-the-art BharatBenz dealership in Bakhtiyarpur, which will cater to BharatBenz trucks and buses. The opening of this new network touchpoint, owned and operated by Riddhiman Trucking, reflects the strong growth trajectory of BharatBenz in the state of Bihar and India as a whole. **Mr. Diwakar Chouhan, Director-Riddhiman Trucking** along with **Mr. Arghadip Roy, Zonal Head, East Daimler India Commercial Vehicles** inaugurated the dealership.

Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV), said, “We are gearing our network for the transition to BSVI. Bakhtiyarpur is a strategic location for commercial vehicle transporters as it connects important roadways to Patna, Bihar Sharif, and up to Ranchi in the East. Our customers in the East will enjoy a holistic ownership experience with the high standards of service provided by Riddhiman Trucking.”



Mr. Diwakar Chouhan, Director- Riddhiman Trucking, said: “We are delighted to partner on this growth journey with BharatBenz. This is our third state-of-the-art BharatBenz dealership in South Bihar. Our customers can be assured to receive a superior sales and after - sales service experience at our new dealership.”

Features of the BharatBenz Bakhtiyarpur dealership

Largest BharatBenz 3S facility (sales, service, spares) in South Bihar with six mechanical bays. The dealership will have trained work force who understand the diverse needs of the customers and will offer onsite services. It comes equipped with high productivity tools, advanced guided diagnostics and mobile service vans.

About BharatBenz sales & service network in Bihar

In Bihar, BharatBenz now has seven network touchpoints, including dealerships in Muzaffarpur and Patna. Both the dealerships provide complete sales & service support for the entire range of BharatBenz trucks and buses. Gautam Trucking and Riddhiman Trucking run BharatBenz dealerships in the state of Bihar.

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 the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

About BharatBenz

The BharatBenz brand is tailored for the Indian market and its demanding customer requirements by Daimler AG, the world's leading CV manufacturer with a global reach. First unveiled in February 2011, the brand was launched in September 2012 with the introduction of its heavy-duty haulage trucks. The portfolio was expanded with the launch of medium-duty haulage trucks (2013), construction & mining trucks and tractors (2014), and buses (2015). The new range of trucks and buses with Profit Technology+, which are BSVI compliant, was unveiled in January (2020). The pan Indian BharatBenz sales and service network of more than 235 touchpoints is being continuously expanded. Within eight years after the market launch, BharatBenz has already produced over 100,000 vehicles – an unprecedented ramp-up in the world's toughest commercial vehicle market.

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