



PressInformation

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GMMCO reaches sales milestone of delivering 1,000 BharatBenz trucks

- Partnership since 2012
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales, Daimler India Commercial Vehicles (DICV):** “We are delighted to witness GMMCO’s delivery milestone of BharatBenz trucks. The delivery of one thousand trucks highlights our steadily increasing customer base and the strong partnership we have with GMMCO. More and more customers opt for the efficiency, safety and low total-cost of ownership of BharatBenz trucks.”

Hyderabad–GMMCO, an authorized partner of BharatBenz trucks since 2012, celebrated the sales milestone of delivering 1,000 BharatBenz trucks to customers in the region.

Commenting on the achievement, **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV)**, said:“We are delighted to witness GMMCO’s delivery milestone of BharatBenz trucks. The delivery of one thousand trucks highlights our steadily increasing customer base and the strong partnership we have with GMMCO in the region. More and more customers opt for the efficiency, safety and low total-cost of ownership of BharatBenz trucks.”

Mr. H. Jayaram, Managing Director & CEO, GMMCO Ltd., said:“GMMCO offers an unparalleled sales and service experience and commitment to our customers. We thank our customers for the overwhelming confidence shown in us and BharatBenz products. We look forward to continue modernising the trucking business in India.”

About GMMCO

GMMCOLimited (a CK Birla group company) is a 3800 Cr business volume organization, and one of India’s leading organizations specializing in the sale and support of heavy machinery and engines



in Construction, Mining and other Infrastructure sector over the last 52 years. It has also established turnkey project management capabilities in Construction, Mining and energy transportation businesses serving the core sectors of the economy.

GMMCO, as part of its strategy of offering one-stop shop solutions along with its extensive infrastructure and deep expertise in the Construction and mining industry partnered with DICV in 2012. Initially involved in the aftersales support of Mercedes-Benz trucks, the partnership strengthened further in the year 2014 when GMMCO was appointed as a full-fledged dealer of BharatBenz range of trucks for identified key customers pan India.

BharatBenz – made in India, made for India

Launched in 2012, the BharatBenz brand is tailored to the Indian market and its demanding customer requirements by Daimler AG, the world's leading CV manufacturer with a global reach. With the refresh of the medium-duty range in 2016 and the all-new heavy-duty range in 2017, BharatBenz updated its entire truck portfolio within less than five years in the market. To date, more than 60,000 vehicles have been handed over to customers – an unprecedented ramp-up in the world's toughest CV market. BharatBenz products are sold and serviced through a pan-Indian network of more than 140 touchpoints which is continuously expanded further also beyond the tier-2 and tier-3 cities.

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