



Press Information

17th January 2018

Society Trucking reaches sales milestone of delivering 1000 BharatBenz trucks

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

Lucknow – Society Trucking, an authorized dealer of BharatBenz trucks in Uttar Pradesh since 2013, celebrated the sales milestone of delivering 1,000 BharatBenz trucks to customers in the region. Besides its main location at Lucknow, Society Trucking operates three further dealerships in the state of Uttar Pradesh including Kanpur, Jhansi, and Kabrai.

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

Mr. Agnihotri, Managing Director, Society Trucking, said: “Society Trucking 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 Uttar Pradesh.”

Features of BharatBenz dealerships

Every sales & service touchpoint in BharatBenz’ pan-Indian network has trained work force who understand the diverse needs of the customers and will provide onsite services, equipped with high productivity tools, advanced guided diagnostics and mobile service vans. The dealerships also 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 has a vast network of 18 touchpoints with outlets in Agra, Allahabad, Deoria, Faizabad, Ghaziabad, Gonda, Gorakhpur, Hamirpur, Jhansi, Kabrai, Kanpur, Lakshmipur, Lucnknow, Raebareli, Renukoopt, Siddhartnagar, Sonbhadra and Varanasi. Society Trucking, and various other dealers run the dealerships in the region. All the dealerships provide sales & service for the complete range of 9-49 tonne BharatBenz trucks.

Contact:

Sebastian Wahle, +91 73 5879 2916, sebastian.wahle@daimler.com

Shina Satyapal, +91 44 45996039, shina.satyapal@daimler.com

Ravi S (MSL Group) +9193832887608, ravishankar.kandarpa@mslgroup.com