



Press Information

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BharatBenz continues growth in West Bengal with new Howrah dealership

- Latest new touchpoint in BharatBenz' network owned and run by Tonsel 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, Daimler India Commercial Vehicles (DICV): "This is our 4th touchpoint in the state of West Bengal and 2nd in Howrah, catering to our growing local customer base. We are delighted to welcome Tonsel Trucking in Kolkata, who will provide excellent sales, services and spares to BharatBenz customers from this city."

Howrah – Daimler India Commercial Vehicles (DICV) in association with Tonsel Trucking today inaugurated a new state-of-the-art BharatBenz dealership in Kolkata. 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 Tonsel Trucking, reflects further growth opportunities for BharatBenz also in this region.

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

Speaking at the event, **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales at Daimler India Commercial Vehicles (DICV)**, said: "This is our 4th touchpoint in the state of West Bengal and 2nd in Howrah, catering to our growing local customer base. We are delighted to welcome Tonsel Trucking in Kolkata, who will provide excellent sales, services and spares to BharatBenz customers from this city."

Mr. Amit Manaktala, Managing Director, Tonsel Trucking, said: "Our new BharatBenz dealership reflects our commitment and confidence. We believe that there are enormous growth potentials for commercial vehicles in this industrial city. At Tonsel Trucking, it is all about our customers and their business needs. 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 Howrah dealership

The avant-garde 3S facility (sales, service, spares) has three 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 4 network touchpoints with outlets in Howrah, Bardhaman and Paschim Medinipur along with the second newly added facility in Howrah. 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, +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