

## **BharatBenz launches a new brand campaign – ‘*Respect Comes Naturally*’**

03 December 2020

- ‘Respect comes naturally’ celebrates the character, grit and determination of BharatBenz’ customers to deliver beyond expectations and drive that extra mile.
- The storytelling focuses on being driven, committed and ability to trust that establishes BharatBenz as brand with its best-in-class performance, fuel efficiency and reliability, Respect always comes your way. Naturally.
- **Mr. Rajaram Krishnamurthy, Vice President Marketing & Sales, and Customer Service:** “BharatBenz wants to drive home the fact that true respect is always earned. We see our customers earning with hard work, discipline, and having a desire for excellence; expressed when one faces challenges, overcomes them, and keeps moving ahead. They choose BharatBenz in this journey. They choose a BharatBenz for its best-in-class performance, fuel efficiency, and reliability, as a result of which Respect Comes Naturally.”

Chennai – BharatBenz Trucks and buses, launched “**Respect Comes Naturally**” a social campaign underlining a simple yet very powerful insight that respect is the hardest currency to earn in today’s world. The campaign celebrates the character, grit and determination of the BharatBenz community.

The campaign underscores the customer’s beliefs—that they do not compromise on excellence, value a promise and always deliver on it, and that they do not just follow, but lead by setting an example. The campaign shows that they never settle for anything less than the best!

Speaking more on the campaign, **Mr. Rajaram Krishnamurthy, Vice President Marketing & Sales, and Customer Services** said, “BharatBenz wants to drive home the fact that true respect is always earned. We see our customers earning with hard work, discipline, and having a desire for excellence; expressed when one faces challenges, overcomes them, and keeps moving ahead. They choose BharatBenz in this journey, for its best-in-

class performance, fuel efficiency, and reliability, as a result of which  
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BharatBenz takes pride in its rich parent brand heritage and long history of engineering, technological expertise that is coupled with deep roots and investments in India to efficiently deliver localized globally-proven solutions to suit local demands.

Every vehicle that rolls out of BharatBenz is a marvel of engineering excellence, a product of the Indian environment, for the Indian environment, and in complete harmony with it. The vehicle designs are based on meticulous research done on road-load data patterns across the country and have been tested on various terrains. The brand has set many firsts in the Indian commercial vehicle industry by offering 100% factory-built cabins, AC much before regulations demanded it. The low maintenance and longer service intervals make it a perfect asset for operating in remote locations and lead to increased vehicle uptime.

Designed to give customers more of everything, a BharatBenz Truck and bus is respected for its achievements, along with its contributions towards building the nation. The campaign is currently running on BharatBenz' social media handles. Please visit for more information

**Facebook:** <https://www.facebook.com/bharatbenz1>

**YouTube:**

<https://www.youtube.com/channel/UChsWY3yfiiA3YNcHQOf834g>

**Instagram:** <https://www.instagram.com/bharatbenz/>

**Twitter:** <https://twitter.com/BharatBenz1>

#### **About BharatBenz**

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 pan Indian BharatBenz sales and service network of more than 230 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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