



Press Information

18th June 2019

BharatBenz and Hindustan Petroleum Corporation Limited launch DIESELAABH

- **BharatBenz customers will be eligible for DIESELAABH fleet card - fuelling a profitable partnership**
- **To help BharatBenz customers save as much as INR 50,000 per year per vehicle**
- **Fleet card will provide greater transparency to the fleet owners to manage their fuel expenses**
- **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales, DICV: "At BharatBenz, the constant effort is to enhance our customer experience at every step of their journey. The launch of BharatBenz DIESELAABH fleet card is a progress in this direction. As diesel is the highest expense for transporters, this card will help in additional fuel savings and ensure drivers' access to a host of services at all HPCL petrol bunks."**

Chennai – Daimler India Commercial Vehicles (DICV) in association with Hindustan Petroleum Corporation Limited has launched a co - branded loyalty card 'BharatBenz DIESELAABH' for fleet owners. This fleet card is available for the entire range of BharatBenz Trucks.

Speaking at the event, **Mr. Rajaram Krishnamurthy, Vice President, Marketing and Sales, DICV**, said: "At BharatBenz, the constant effort is to enhance our customer experience at every step of their journey. The launch of BharatBenz DIESELAABH fleet card is a progress in this direction. As diesel is the highest expense for transporters, this card will help in additional fuel savings and ensure drivers' access to a host of services at all HPCL petrol bunks."

Mr. G S V Prasad, Executive Director- Retail, HPCL, said: "The Hindustan Petroleum DriveTrack Plus is an exciting offering and we are delighted to partner with BharatBenz for this programme. We are committed to long and fruitful partnerships that benefit our customers and help in reforming the way of business in the trucking industry. The Hindustan Petroleum and BharatBenz partnership will be an enabler for reducing fuel expenses and



provide full security, transparency and more value added services to drivers.”

BharatBenz has designed this program to reduce the diesel cost borne by the fleet operators in the form of loyalty program points. By using this card a fleet operator can save upto Rs 50,000 per year per truck. The loyalty points can be easily redeemed at HPCL petrol pumps and through online vouchers .

This co-branded fleet card also offers various rewards for the owners. The entire loyalty points will be shared with respective fleet owner on a month on month basis, based on the slab and usage. Some of the key benefits include:

- Insurance cover to driver & helper upto 3 lakh
- Permanent disability caused due to accident upto 1 lac
- Reimbursement of Medical bills caused due to accident upto Rs 50,000
- Joint driver training program at leading HPCL pumps
- Drivers and helpers also can avail facilities such as secured vehicle parking, access to rest room, bathing, medical facility, Dhabas and washing facility and others at all leading HPCL petrol bunks

DriveTrack Plus program is an innovative payment mechanism developed for efficient fleet management. The prepaid fleet card offered by HPCL provides an unbeatable combination of control, convenience, security and attractive reward points. Given its wide reach, the new BharatBenz DIESELAABH fuel card will be available to help customers be more profitable and safe.

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 continuously 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 200 touchpoints is continuously expanded. Within six years after the market launch, more than 90,000 vehicles have already been handed over to customers – an unprecedented ramp-up in the world's toughest commercial vehicle market.



About HPCL

HPCL, with over 15500 retail outlets, is a Government of India Enterprise with a Navratna status, a Forbes 2000 and Global Fortune 500 company. It has business interest straddle in the entire hydrocarbon value chain- from refining, pipeline, transportation and marketing of petroleum products to exploration, marketing of natural gas and petrochemicals, besides foray into alternative energy. HPCL owns and operates two coastal refineries at Mumbai and Visakhapatnam with a capacity of 8.6 MMTPA and 9.8 MMTPA respectively. HPCL in collaboration with M/s Mittal Energy Investments Pte. Ltd. is operating a 9 MMTPA capacity refinery at Bathinda in Punjab and also holds an equity of about 16.95% in the 15 MMTPA Mangalore Refinery and Petrochemicals Ltd. (MRPL). HPCL has the second largest pipeline network of 3370 KM. It is the largest lubricants marketer in India and owns the biggest lube refinery in the country which accounts for over 40% of the India's total lube base oil production. Presently HPCL produces over 350+ grades of lubes, specialities and greases.

HPCL recognized amongst the Top 100 Global Energy Leaders for 2017 by Thomson Reuters. HPCL also received prestigious awards like "Emerging Brand Award" at the National Awards for Marketing Excellence 2017. "Best Engagement & Loyalty Scheme of the Year" Award 2017 , and "Quality Excellence Award for Customer Loyalty Program 2017".

Contact:

Shina Satyapal, +9199402 99406, shina.satyapal@daimler.com

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