

THE GENUINE SAMACHAR

At Eicher ADC 2025 in Kuala Lumpur, themed "Transform to Perform," Beekay Parts Bazaar, Pune, was proud to be awarded Best Spare Parts Distributor – Large Market. This recognition celebrates the trust of our mechanics, retailers, and vehicle owners—and the dedication of our incredible Beekay team across warehouses, sales, and support.

A heartfelt thank you to our customers for your continued trust. Your support drives us to deliver excellence, every single day.



RETAILER MEET

Beekay Group hosted an engaging Retailer Meet at our Varanasi branch, focused on collaboration and growth. Highlights included introductions to new products in Parts, EGL, and DEF, sales growth strategies, and maximizing Bandhan Rewards benefits. Valuable feedback from our retail partners made the session truly impactful. Thank you to all who participated!





CELEBRATING CREATIVITY & FESTIVITIES!



To inspire fresh thinking and team spirit, Beekay Group organized a joyful Creative Fest featuring a vibrant Rangoli Competition.



From colorful designs to imaginative concepts, our team members brought their creativity to life, turning the event into a celebration of talent, culture, and collaboration.



AWARDS & MECHANIC MEET



Mahindra Spares Sales Force Conference

Beekay Group participated in the 9th Mahindra Spares Sales Force Conference, held in Lucknow. Over 550 sales champions gathered to share insights and drive momentum for 2025.

Shivam Shukla emerged as Second Runner-Up (North Zone) in the MChamp Contest, alongside Ram Prakash Tiwari, both representing us with excellence.



New Mahindra M-Shoppe

Mahindra Genuine Parts are now even closer to customers with the opening of a new M-Shoppe Sakshi Automobiles in Sidhauli, Uttar Pradesh. This new M-Shoppe ensures easy access to Mahindra parts with trusted service and reliability.



2025 Distributor Accessories Manpower Meet

Beekay Group's Maruti Business Unit received three prestigious awards at the 2025 Distributor Accessories Manpower Meet in Chandigarh for the N3 Region:

- **Highest Retail in Value** – for leading the region in MSGA sales
 - **Excellence Award** – for consistent delivery, quality, and customer focus
- We are proud to deepen our trusted relationship with Maruti Suzuki India Limited and continue driving value across India's dynamic automotive aftermarket.

Maruti Suzuki Parts Distributors Meet 2025

Beekay Group was honoured with four major awards from Maruti Suzuki, a testament to our consistent performance and commitment to excellence.



These awards reflect the unwavering dedication, teamwork, and customer-first approach of Team Beekay. A heartfelt thank you to our partners, customers, and the Maruti Suzuki team for their continued trust.



Customer Motivational Trip to Vietnam,

This exclusive experience celebrated their dedication and reflected Beekay's ongoing commitment to growing together with its valued partners.

EXPANDING OUR REACH



NEW OUTLETS :



Nanpara



Gudamba



NEW WAREHOUSES :

Ayodhya

Kashipur

BUILDING SKILLS, DELIVERING EXCELLENCE



At Beekay Group, we believe that learning never stops. This quarter, we conducted several training sessions to keep our team updated with the latest industry developments, including a focused session on the recent GST updates.



We also launched Samarth Season 3, a spirited internal competition designed to sharpen skills, boost confidence, and celebrate knowledge. These initiatives reflect our belief that empowered teams create exceptional outcomes, because when we grow together, we win together.



MEGA MECHANIC MEET

We had an insightful discussion on the benefits and proper fitment of Tata Genuine Parts. The high quality of Tata Coolant was also shared. New lower prices on Tata parts were announced. Attendees were encouraged to share their feedback to help us continuously improve and better serve their needs.



GENUINE PARTS AWARENESS ACTIVITIES

Beekay Group, in collaboration with Royal Enfield, successfully hosted a Retailer Meet in Prayagraj, engaging our valued retail partners from the region.



The event featured retailer recognition, product training, GST compliance insights, and an introduction to the RE Kart platform. A special promotional scheme was also announced to boost customer engagement and retail growth.

AWARDS & MECHANIC MEET



At the **Shell Rising Star Meet 2023**, Beekay Parts Bazaar earned national recognition for outstanding field performance in the lubricants industry. Our team stood out across key categories:

- Karan Maurya – 1st Runner-Up, Focus SKU Distribution (FSD)
- Abhishek Pandey – Winner, Workjam Learning Champion & Activation/Merchandising Champion (DMR)
- Team Awards – Best Performance in L&D (Central Zone) and Activations (North Zone)



MECHANIC MEET



BHL CUSTOMER CONNECT ACTIVITY

We actively engaged with customers to strengthen relationships and share insights into our comprehensive range of BKT OTR tires. The focus was on product quality, performance highlights of the XL Grip and Ultra series, and the dependable availability of our products and services.

Open discussions and feedback sessions encouraged meaningful dialogue, helping us better understand customer needs while reinforcing our commitment to long-term partnerships built on trust and performance.



DEALERSHIP SERVICE ADVISOR TRAINING'S

The Goodyear team conducted a focused interaction with service advisers, highlighting the superior compatibility and long-lasting durability of Goodyear tyres. The discussion emphasized the enhanced safety and dependable performance these tyres offer across varied driving conditions.



Open discussions and feedback sessions created valuable opportunities for two-way communication, enabling us to better understand customer needs and further strengthen our commitment to lasting partnerships grounded in trust and reliability.

MECHANIC MEET

Partshala team actively engaged with customers across markets, focusing on Tata and Mahindra genuine parts, along with Shell lubricants. These interactions provided a great platform to understand customer needs, share product insights.



Gather valuable feedback, strengthening our commitment to service and support at the grassroots level.



Please write us a

REVIEW

आपको बेहतर सेवा देने में हमारी मदद करें,
आपका सुझाव हमारे लिए महत्वपूर्ण है।



फ़ोन : +91 7705901437

ई-मेल : customercare@beekaygroup.in



Eicher Authorised Workshop Since 1990

Eicher Distribution Since 1991 | Tata Distribution Since 2000 | Mahindra & Mahindra Distribution Since 2006

Mahindra & Mahindra Carrying And Forwarding Agent Since 2006

Maruti Distribution & Retail Since 2007 | Shell Distribution Since 2009 | Goodyear Distribution Since 2015

Royal Enfield Distribution Since 2016 | Partshala Retail Since 2018 | BKT OTR TIRES Since 2023



Contact Us

Ph No - 7705901437

Customer Care No - 9793023333

Email - customercare@beekaygroup.in

Head Office: B-8 Industrial Area, Nadar Ganj,

Amausi Lucknow, Uttar Pradesh 226008

