



Cross Roads India Assistance Joins Hands with Automobile Association of Upper India

~Cross Road will operate and manage 24 X 7X365 days call center for the elite clients of AAUI ~

DELHI, DELHI, INDIA, August 31, 2013 /EINPresswire.com/ -- ~Cross Road will operate and manage 24 X 7X365 days call center for the elite clients of AAUI ~

New Delhi, 30th August, 2013: Cross Roads India Assistance (CRIA), India's first and largest 24x7 emergency road side assistance service provider announced their strategic tie up with the Automobile Association of Upper India (AAUI). Under the new partnership, Cross Road will operate and manage 24 X 7X365 days call center for road side repair assistance calls from the elite clients of Automobile Association of Upper India.

Among other initiatives, Cross Roads shall provide branding to AAUI on their web site tagging as special service partners. Cross Roads will also provide preferential partner status to Automobile Association of Upper India for all events carried out which are related towards social awareness, training, and other automotive related events. Cross Roads shall market the AAUI products through its own web site.

Speaking on the occasion Mr. Harish Lakera, Chief Executive Officer, Cross Roads India Assistance said "We are delighted to partner Automobile Association of Upper India. The Association is well patronized by high officials of the Government, members of the public and the business corporate. Cross Roads India Assistance shall act as a single window for all queries related to Road Side Repair Assistance for the elite clients of AAUI. With this strategic tie up we will continue to explore new areas of opportunities within the broad framework of this association. We would work together by synergizing the expertise, knowledge and network of both the organizations by focusing on providing road side assistance to all the members of AAUI and ensuring road safety to members of the organization".

Mr. T. K Malhotra, President, AAUI said "The objective of this partnership is to deliver better customer experience and strengthen AAUI's member services and customer support. Cross Roads India Assistance are the leaders in road side assistance. The customer focused approach to business and stringent quality standards of Cross Roads India Assistance made them our preferred choice for this strategic tie –up. We hope that this tie-up coupled with a world-class service will add value to our overall client offering. Cross Roads will manage the breakdown services, membership queries etc for AAUI. We are confident that we will exceed our member's expectations and create customer delight"

Cross Roads India assistance will do front end and back end support (Service) to AAUI members and manage the breakdown services, customers, marketing of its services website etc for AAUI.

Cross Roads shall market the AAUI Products through its own web site.

AAUI shall provide exclusive service partner status to Cross Roads, visibility and co-association on all possible forums.

About Cross Road India Assistance Pvt. Ltd:

Established in the year 1999, Cross Roads India Assistance (CRIA) is India's first and the largest 24x7 road side assistance service provider for all types of vehicles under the brand name Cross Roads. It is the first and only non-OEM, with the largest self-owned and self-operated infrastructure in 23 cities across India and growing.

Cross Roads delivers service to over an 1100 motorists daily striving to reach a distressed motorist; the offerings of Cross Roads include Towing Service, Jump Start service, Flat Tyre, Out of Fuel service, Spare parts and much more.

Cross Roads is the only ISO 9001:2000 certified Road Side Assistance organization approved under the social security category, making it the first and the only service in India to be allotted with a unique number 1922 by the Government of India.

Company now has a PAN India presence for both B2B and B2C business across Top 23 cities in India and growing. Crossroads has B2B association with Amar Raja Batteries for maintenance batteries during warranty, JK Tyres, Allianz Assistance, AXA Assistance, India Assistance. Our partners list include Airtel Money, DTDC, Itz Cash, Timesdeal and other reputed brands in India.

About Automobile Association of Upper India :

AAUI is a non profitable non Government Organisation (NGO) engaged in providing allied services to their members and also imparting awareness and education in road safety related areas.

The Association is well patronised by high officials of the Government, members of the public and the business corporate. Late Dr. Rajendra Prasad, the First President of the

Pradeep Joseph
Public Relations Agency
9650009829
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.