

Daimler India Commercial Vehicles partners for new Vocational Diploma Program in the automobile sector

23 August 2016

- **MoU signed with PSG Polytechnic College, Coimbatore as a knowledge partner, support from AICTE, New Delhi & Directorate of Technical Education, Chennai.**
- **Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles: “We are proud to introduce the government-certified program aimed at further development of our Blue Collar Associates and help them to pursue education while continuing in their jobs.”**

Chennai - Daimler India Commercial Vehicles (DICV), a wholly-owned subsidiary of Daimler AG, has signed a Memorandum of Understanding with PSG Polytechnic College, Coimbatore. Together, the two partners will offer a Vocational Diploma Program in the automobile sector. 20 Blue Collar Associates of DICV will participate in the inaugural course, which is certified by the Directorate of Technical Education (DoTE).

Speaking on the occasion, Mr. Erich Nesselhauf, Managing Director and CEO, Daimler India Commercial Vehicles said: “Daimler India Commercial Vehicles actively supports all its employees in their professional development, in order to groom the future leaders we need on all levels of our organization. We are proud to introduce this government-certified program aimed at further development of our Blue Collar Associates and help them to pursue education while continuing in their jobs.”

The MoU was signed by Mr. Erich Nesselhauf, MD & CEO, DICV and Dr. R. Rudramoorthy, Principal, PSG College of Technology and Dr. B. Giriraj, Principal, PSG Polytechnic College, in presence of Dr. K. Visalakshi, State Coordinator-State Project Coordination Unit (SPCU), Directorate of Technical Education (DoTE).

The duration of the Vocational Diploma Program is one year, during which participants will receive skill training (Level 5 of NVEQF/NSQF) as per

AICTE curriculum. PSG Polytechnic College will provide academic knowledge whereas DICV will be the Skill Knowledge Provider. Successful Blue Collar Associates will be awarded with a Vocational Diploma in Automobile Skill Sector (Level 5 of NVEQF/NSQF).

Training and development at DICV

Daimler India Commercial Vehicles has been offering vocational training to its Blue Collar Associates since 2013. Until today, more than 75 employees have successfully completed the Vocational Training Program. Currently 96 employees are participating in various streams of vocational training.

The company's strong focus on training and skills development of its employees throughout all functions are reflecting its strategic people-centric approach and also contribute to its attractiveness as an employer. DICV offers all its employees a wide range of training and development opportunities to ensure continuous professional and personal growth through life-long learning. The offerings include a broad variety of subject matters such as industrial, technical as well as management, language, behavioral and self-development programs.

The integrated training center, embedded into the site of DICV's manufacturing plant in Oragadam near Chennai, offers comprehensive development and training opportunities for its employees. In less than four years of operation, the unit has completed over 75,000 man-days of training for blue collar associates. In 2015, DICV was recognized as the "Best Vocational Training Provider" by ASSOCHAM (The Associated Chambers of Commerce & Industry of India).

Contact:

Sebastian Wahle, +91 73 5879 2916, sebastian.wahle@daimler.com

Shina Satyapal, +91 44 45996039, shina.satyapal@daimler.com

Ritu Bagri, MSL Group, +91 98 84173290, ritu.bagri@mslgroup.com

DICV at a glance

Daimler India Commercial Vehicles (DICV) is a 100% subsidiary of Daimler AG, Stuttgart, Germany. DICV is a full-fledged commercial vehicle player in the Indian market. It currently produces and sells above 9 to 49 tonnes trucks for the Indian volume market, under the brand BharatBenz. BharatBenz stands for Indian engineering with German DNA. Under its bus division, the company produces and sells BharatBenz buses and Mercedes-Benz buses from its manufacturing plant at Oragadam. BharatBenz products have been engineered to serve all major customer segments with a focus on total-cost-of ownership, safety, reliability and comfort. The DICV-built FUSO trucks from Oragadam are exported to markets in South East Asia, Africa, and Latin America.

The state-of-the-art production plant at Oragadam, near Chennai, spreads over 400 acres (160 hectares). It includes a modern test track designed to simulate Indian conditions – making it one of its kinds in Asia. DICV has made an initial investment of 4,400cr and additional 425cr for the bus plant facility (approximately ₹50 million). Sustainability being a core of Daimler’s corporate culture, DICV will focus on creating efficient, reliable and ecologically friendly products.