

## Daimler India Commercial Vehicles Raring to Restart

- Plant operations resume May 7 in phased approach prioritizing safety
- Dealers nationwide reopening in accordance with local guidelines
- Comprehensive health and sanitization program rolled out for all stakeholders
- Intense preparation by cross-functional team key to success
- **Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles, said: “DICV’s number one priority is the health and safety of our stakeholders, from our employees and customers to our dealers and suppliers...Every single person in the entire automotive supply chain must work together to avoid infection. That is why it is called a ‘chain’; because every link is vital.”**

Chennai – Daimler India Commercial Vehicles (DICV) announced the resumption of plant operations from May 7 in a phased approach that prioritizes the safety of all stakeholders. The company was able to restart less than 24 hours after receiving permission from the local authorities thanks to intensive preparation that began even before the government lockdown came into effect over a month ago.

“DICV’s number one priority is the health and safety of our stakeholders, from our employees and customers to our dealers and suppliers,” said **Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles.**

“Being part of the Daimler global network allowed us to see the implications of COVID-19 well before the lockdown was announced here in India. We immediately initiated a Crisis Management Team to steer us safely through this difficult situation,” explained **Satyakam Arya.**

The Crisis Management Team (CMT) consists of representatives from across the organisation and holds virtual meetings with DICV’s top executives on a daily basis.

“Information and agility is the key to crisis management. With a cross-functional team we were able to source facts quickly from inside and

outside the organisation, then together decide on a course of action which could be implemented or revised at a moment's notice," said **Sanjay Kumar, General Manager of Facility Management** and nominated head of the Crisis Management Team.

The CMT has initiated hundreds of health, safety and sanitization measures over the last few months, ranging from mass cleaning of DICV's 400 acre Oragadam plant to renovations of facilities designed to ensure social distancing norms are followed. The CMT has also taken charge of tracking the health and safety of the company's 4000+ employees, plus overseeing the company's extensive CSR contributions.

Aside from the physical aspect, DICV has additionally conducted an intensive education and communication campaign. All major stakeholder groups have been provided with tailored health and safety manuals, instructional videos and web-based trainings. The information campaign is designed to make sure everyone involved with the company understands the precautions necessary during the pandemic.

"Every single person in the entire automotive supply chain must work together to avoid infection. That is why it is called a 'chain'; because every link is vital," commented **Satyakam Arya**.

The company is ramping up gradually with a minimum workforce of essential employees to start, then a planned move to full capacity as and when the lockdown ends. Dealerships across the country have already begun to reopen as local restrictions ease, ensuring BharatBenz customers have access to the free service and warranty extensions the company began offering at the start of the crisis.

## **About Daimler India Commercial Vehicles**

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler AG, Germany and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in the Indian market and the only Daimler entity worldwide with a brand dedicated to its home market: BharatBenz. DICV produces and sells in India above 9 to 55 tons trucks as well as BharatBenz buses, Mercedes-Benz coaches and bus chassis. DICV's state-of-the-art manufacturing plant at Oragadam near Chennai spreads over 400 acres (160 hectares) including a highly modern test track and is home to the company's headquarters, R&D and training operations. With one global quality standard, it also produces for Daimler Trucks' brands of FUSO, Mercedes-Benz and Freightliner. Products and parts are exported to more than 50 markets in the Africa, Asia, Latin America and the Middle East. DICV represents an overall investment of more than INR 5,500 crores.

## **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 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 235 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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