

DICV Launches Startup Incubator: Applications Open!

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- Evolves internal innovation platform 'THE FARM' into startup incubator, kicks off with online competition 'StartUp Sparks'
- Competition open to early-stage startups, SMEs and entrepreneurs from December 21, 2020 to January 29, 2021
- Shortlisted start-ups to receive funding, mentoring and infrastructure support to mature from 'Ideation' to 'Proof of concept'
- Supported by Office of the Principal Scientific Adviser to the Government of India and INVEST INDIA
- **Mr. Satyakam Arya, CEO & Managing Director DICV: "As the inventors of the first passenger car, omnibus and truck, innovation is a part of Daimler's heritage. We're excited to continue that tradition by launching THE FARM, an incubator platform to drive innovation that offers early-stage entrepreneurs and inventors the chance to turn ideas into reality. Our vision is to develop and evolve mobility solutions to embrace a better life for people and the planet."**

Chennai – Daimler India Commercial Vehicles (DICV), a 100% owned subsidiary of Daimler AG and manufacturer of the made-for-India brand BharatBenz, has announced a global competition "Startup Sparks" for early-stage startups to pitch their ideas in the fields of 1) Electric Vehicles and Alternate Mobility, 2) Connectivity & Servitization, 3) Future Mobility, and 4) Customized Applications & Industrial Products.

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The competition, which will be held entirely online for this first edition, will be open from December 21, 2020 to January 29, 2021. Startup participants are asked to submit their application online at www.daimler-trucksasia.in/beyond-trucks/the-farm. This is open to early-stage startups, SMEs and entrepreneurs.

Application is free and results post jury pitch session will be announced in February 2021. The final shortlisted startups will participate in the pre-incubation module followed by the nine-month incubation program, 'THE FARM'. With mentorship, infrastructure and funding support from DICV, academia and domain experts, participants can mature their ideas to the 'proof of concept' stage.

This initiative is organized in association with the Office of the Principal Scientific Adviser to the Government of India and INVEST INDIA. The aim is to bring industry, institutes and the startup ecosystem closer to strengthen knowledge capital.

“Technology is revolutionizing transport down to its most basic ideas. This offers us the opportunity to move millions of people and goods more quickly, safely, cheaply, and cleanly than ever before. The AGNli Mission is very happy to collaborate with Daimler India Commercial Vehicles to help world-class innovators drive that revolution,” said **Mr. Rahul Nayar, Vice President, AGNli Mission, Office of the Principal Scientific Adviser, Government of India / PM-STIAC, Invest India.**

“The evolving startup ecosystem is a big enabler to offer innovative and frugal solutions, defining the future of alternate mobility and Truck/Bus-as-a-Service. DICV is proud to offer THE FARM as an incubator platform to nurture and accelerate these initiatives globally,” added **Mr. Arya.**

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 9,560 crore.

About BharatBenz

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 around 250 touchpoints is being continuously expanded. Within eight years of the market launch, BharatBenz has already produced over 100,000 vehicles – an unprecedented ramp-up in the world's toughest commercial vehicle market.

About AGNIi

The AGNIi Mission is a flagship initiative of the Office of the Principal Scientific Adviser to the Government of India, under the Prime Minister's Science, Technology and Innovation Advisory Council (PM-STIAC). The Office partners with Invest India, the national investment promotion agency, to professionally execute the Mission. AGNIi catalyses the commercialisation of Indian emerging technologies: helping enterprise, government, and non-profits upgrade capability and competitiveness with Indian startup and R&D lab innovation.

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