

29 December 2020

### **DICV and Diversity: 20% of Blue Collar Workforce to be Women by 2022**

- **DICV aims to increase ratio of female factory workers to 20% by 2022**
- **Hires 46 women for core shop floor operations in first stage of 'DiveIN' (Diversity & Inclusive) initiative**
- **Mr. Satyakam Arya, Managing Director and CEO, Daimler India Commercial Vehicles: "Diversity is critical to the long-term success of any organisation; How can you meet the expectations of a diverse market without a diverse workforce? At DICV, we're promoting inclusivity by welcoming women to our factory with a supportive, professional working environment."**

Chennai – Daimler India Commercial Vehicles (DICV) today announced the successful on-boarding of 46 women for shop floor operations at its manufacturing plant in Tamil Nadu. This completes the first stage of their 'DiveIN' (Diversity & Inclusive) initiative to increase diversity for a more inclusive workforce. One goal of DiveIN is creating a gender-balanced staff base by increasing the ratio of female factory employees to 20% of the whole by 2022. The new employees have been deployed across key function areas on the shop floor including Engine & Transmission, Cab Trim, Quality Management, Cabin-in-White and Paint Shop.

**Mr. Satyakam Arya, Managing Director and CEO, Daimler India Commercial Vehicles** said, "Diversity is critical to the long-term success of any organisation; How can you meet the expectations of a diverse market without a diverse workforce? At DICV, we're promoting inclusivity by welcoming women to our factory with a supportive, professional working environment."

To ensure the welfare and well-being of the new employees, DICV has implemented a comprehensive set of tangible and intangible changes at the factory. The company first installed suitable infrastructure and services such as specific restrooms and changing rooms, crèche facilities and dedicated medical professionals. It also reinforced existing workplace policies and measures including the speedy grievance redressal system, gender

sensitization training, and the POSH (Prevention Of Sexual Harassment) committee. Page 2

**Mr. Yeshwanth Kumar Kini, Head of HR**, said, “Diversity and inclusion are some of our fundamental principles at DICV. To ensure new employees settle comfortably into their new roles, we provide a comprehensive on-boarding process including training on safety, health and hygiene, communication skills, firefighting and basic tool handling. We hope this initiative encourages more women to join a company that understands their value.”

Overall, the DiveIN initiative aims to ‘Inspire complete diversity both in terms of roles and engagement, thereby enhancing organisational culture’.

#### **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 crores.

#### **Media contact:**

Charlene Ede: +91 75500 94375, [charlene.ede@daimler.com](mailto:charlene.ede@daimler.com)  
Shina Satyapal +91 99402 66704, [shina.satyapal@daimler.com](mailto:shina.satyapal@daimler.com)  
Soumi Sriram: +91 98195 45378 [soumi.sriram@fleishman.com](mailto:soumi.sriram@fleishman.com)  
Prateek Sharma: +91 99714 76254 [prateek.sharma@fleishman.com](mailto:prateek.sharma@fleishman.com)