

DICV Celebrates Successful Start to Employee Academic Program

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- Academic Program launched in 2016 to support employee education sees first round of university graduates
- 18 employees attain Bachelor of Engineering in Mechanical Engineering from Vellore Institute of Technology
- DICV supports with course fees, mentoring and shorter working hours, plans to expand program further
- **Mr. Satyakam Arya, Managing Director & CEO, DICV** said, “There is no better investment than the one we make in our people. The DICV Academic Program supports employees to develop their skills, knowledge and careers. They respond with their engagement, loyalty and enhanced talents. We are extremely proud to see the dedication and hard work of these 18 employees culminating in their graduation, and look forward to expanding this program.”

Chennai – Daimler India Commercial Vehicles announced a milestone in their DICV Academic Program with the graduation of 18 employees from Vellore Institute of Technology’s Bachelor of Engineering in Mechanical Engineering degree. Since starting in 2016, the program has enrolled a total of 67 employees, all of whom are supported with mentoring, tuition costs and shortened working hours that enable them to attend dedicated classes. Through the program, DICV aims to ensure a supportive workplace environment that empowers employees and expands their knowledge base.

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Originally aimed at staff who wished to improve their technical knowledge, the program is now being expanded in four broad directions; Technical Specialty, Domain Expertise, Future Strategy and Innovation & Technology. Under these four pillars, selected employees will gain access to a range of accredited courses in Engineering and Management fields, all the way from undergraduate to PhD.

At the recent convocation ceremony for the graduates, **Satyakam Arya** explained that, “There is a war for talent in the Indian CV industry. Only companies who provide long-term development potential will attract employees who can lead the company into the future.”

DICV Head of Human Resources Yeshwanth Kumar Kini further added that, “DICV’s Academic Program goes beyond tuition fees. We provide comprehensive assistance with learning groups, alumni programs and on-the-job training that helps the employees put what they’ve learned into practice. This support network encourages them to perform at their best and also to share their knowledge and enthusiasm with their team mates.”

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.

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