

Daimler India Commercial Vehicles Restructures for Stronger Customer-centricity

- Customer Service business integrated with Marketing & Sales function under Mr. Rajaram Krishnamurthy (VP of Marketing & Sales and Customer Services)
- Regional Heads empowered with responsibility for complete business within their respective zones (North, South East, West)
- **Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles, said: “By integrating our Marketing & Sales and Customer Service divisions, we will ensure a seamless link between customer needs and the products and services we provide. Additionally, our Regional Heads are being empowered for the entire gambit of business they handle with a single face to the customer. This will also enable them to tailor the solutions we offer on a local level and improve the speed of response to the customers.”**

Chennai – Daimler India Commercial Vehicles (DICV) has announced a significant change in the organisation’s structure with Customer Service being integrated with the existing Marketing & Sales division under Rajaram Krishnamurthy, Vice President of Marketing & Sales and Customer Services.

Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles, said: “By integrating our Marketing & Sales and Customer Service divisions, we will ensure a seamless link between customer needs and the products and services we provide. Additionally, our Regional Heads are being empowered for the entire gambit of business they handle with a single face to the customer. This will also enable them to tailor the solutions we offer on a local level and improve the speed of response to the customers.”

DICV organises its Indian business into four regional zones; North, South, East and West. Each zone’s Regional Head will now be in charge of their area’s complete business, giving them more autonomy to make agile decisions.

“India is immensely diverse in terms of geography, language, culture and customs. Each region is as different as another country. By empowering Regional Heads to make decisions at a local level, we offer our customers

solutions that suit their individual business needs,” explained **Rajaram Krishnamurthy**.

The importance of localisation is well understood by DICV, Daimler’s commercial vehicle subsidiary in India. The company is the manufacturer of BharatBenz, the CV brand developed specifically for the pan-Indian market. Taking advantage of Daimler’s global network and engineering expertise, combined with India’s ingenuity and frugality, has allowed the company to quickly carve out a place in the world’s toughest CV market.

DICV recently celebrated the sale of 1 lakh BharatBenz trucks, an impressive milestone that comes less than a decade since the start of production in 2012.

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.

Media Contact:

Charlene Ede +91 75500 94375,

charlene.ede@daimler.com

Shina Satyapal +91 99402 66704, shina.satyapal@daimler.com

Ravi S (MSL Group) +91 93828 87608,

ravishankar.kandarpa@mslgroup.com