

### DICV Steps-up Relief Initiatives for Dealers

1<sup>st</sup> June 2021

- **New financial and medical benefits package supports dealer partners and dealership workforce.**
- **Initiatives include vaccination reimbursement, insurance, salary support, technician incentives, and fast tracking of claims.**
- **Mr. Rajaram Krishnamurthy, Vice President Marketing, Sales, and Customer Services, Daimler India Commercial Vehicles: "DICV is committed to looking after the BharatBenz community; We take care of our customers, partners and employees with practical, effective support. This package has been specifically created for our dealer partners to address the two most critical needs of the hour - financial and medical assistance."**

**Chennai** – Daimler India Commercial Vehicles (DICV) today announced a slew of extra initiatives to help dealer partners and staff during the ongoing pandemic. The support package focuses on financial and medical benefits (vaccination, insurance, incentives) for the dealership workforce, as well as assistance measures for dealerships' business sustainability. Since the onset of the COVID-19 pandemic, DICV has proactively offered various relief and support measures to safeguard its employees, dealers, partners, and the entire BharatBenz community.

The new support package increases the assistance offered to dealerships to include 2 Lakh COVID Group insurance, 20 Days credit for in-stock vehicles, fast-tracking of pending claims, and complete salary support. DICV is also extending aid to frontline employees with INR 1 Lakh COVID medical insurance, free vaccinations, and gift coupons for technicians.

**Mr. Rajaram Krishnamurthy, Vice President Marketing, Sales, and Customer Services, Daimler India Commercial Vehicles**, said, "DICV is committed to looking after the BharatBenz community; We take care of our customers, partners and employees with practical, effective support. This package has been specifically created for our dealer partners to address the two most critical needs of the hour - financial and medical assistance."

DICV is providing vaccination support to all employees India-wide and has even opened a vaccination centre at its plant in Oragadam which services not only employees, but also members of the local community. DICV offers free vaccination to truck drivers of all brands visiting the facility.

**About Daimler India Commercial Vehicles**

Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler Truck AG, Germany and operating under the umbrella of Daimler Trucks Asia, is a full-fledged commercial vehicle player in India with a brand dedicated to its home market: BharatBenz. DICV produces and sells trucks from 9 to 55 tons, 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 60 markets in the Africa, Asia, Latin America, and the Middle East. DICV represents an overall investment of more than INR 9,560 crores.

**About BharatBenz**

The BharatBenz brand is tailored for the Indian market and its demanding customer requirements by Daimler Truck 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 250 touchpoints is being continuously expanded. 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](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)