

DAIMLER TRUCK

Daimler India Commercial Vehicles

Press Release

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Daimler India Commercial Vehicles Launches New BharatBenz Regional Training Center in Cuttack, Odisha

- **BharatBenz Regional Training Center (RTC) is the first in the East zone and second in India**
- **BharatBenz RTC in South already established in Chennai; 28,000 personnel trained in four years**
- **Two more Regional Training Centers – North and West – will be set up by December 2022**

Chennai – Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a wholly-owned subsidiary of Daimler Truck AG (“Daimler Truck”) today launched a new BharatBenz Regional Training Center (RTC) in Cuttack, Odisha. The new RTC, a partnership between BharatBenz, Directorate of Technical Education and Training (DTET) and PPS Motors Pvt. Ltd., is situated in the premises of ITI, Cuttack and will be conducting technical training programs for the students of ITI, Cuttack as well as BharatBenz dealer sales and service technical staff in the Eastern region.

Government of Odisha dignitaries, Sri. Pritiranjana Gharai, Hon'ble Minister; Skill Development & Technical Education, Sri. Subroto Bagchi, Chairman, Odisha Skill Development Authority, Sri. Hemant Sharma IAS, Principal Secretary, Skill development and Department of Technical Education, Sri. Reghu. G, IAS - Director, Technical Education and Training were present at the launch.

BharatBenz is setting up Regional Training Centers all over India to reskill and upskill its technical personnel. The RTC at ITI, Cuttack is the second, while the first one was set up in Chennai four years back. BharatBenz will be opening two more RTCs – one each in the North and the West with an objective to train maximum personnel on an annual basis.

Mr. Rajaram Krishnamurthy, Vice President BharatBenz Marketing & Sales and Customer Service said, “The launch of BharatBenz Regional Training Center in Cuttack is a part of BharatBenz Academy’s bigger plan to have one Regional Training Center each in North, South, East and West of India to train, reskill and upskill students, our drivers and personnel in sales and after-sales service. Two more Regional Training Centers for North and West are in the pipeline and will be operational by December 2022. With BharatBenz Academy being operational for last 4 years, we have trained about 28,000 technicians so far, in our Chennai RTC. With the new Regional Training Center in Cuttack, we will be training over 800 technicians and train over 2000 technicians within a year, only in the East zone. Our aim is to train at least 10,000 technicians every year across our Regional Training Centers.”

The BharatBenz RTC in Cuttack is spread around 2000 sq-ft and will be expanded quickly to 6000 sq-ft. The facility is located inside the campus of Govt. Industrial Training Institute (ITI), Cuttack. This facility is equipped with 500+ equipment and tools, and 2 vehicles and 10 aggregates of trucks and buses for training programs. Trainers from the BharatBenz Dealer Network and ITI (Industrial Training Institute) instructors will be conducting a variety of training programs at this RTC.

BharatBenz Academy trains BharatBenz truck drivers and dealership personnel in addition to providing technical support training across 275+ national sales and service touchpoints. BharatBenz Academy is expanding its training facilities across the country to ensure BharatBenz technical training is facilitated closer to our dealerships.

BharatBenz Academy’s vision is to develop manpower, measure results, expand geographies, digitalize, provide certifications and end user advisory. It develops Field and Dealer Trainers to handle customization in the local language, which benefits in time and cost, and improves manpower availability and skill.

Development of a Driver Training Simulator and Learning Management System are in the pipeline. This will enhance the digital learning experience and monitor performance down the level for further development. The Academy will soon roll out new programs - application, theme, customer-based which will guide and help end users in achieving better performance and results in the business. DICV will also offer knowledge and training material, training tools and equipment accessible to DTET trainers and students.

“By partnering with ITI Cuttack we would be sharing our resource and knowledge in training the ITI students as per the market skill requirement and ensure availability of skilled manpower in the market. Our dealership and network can consider these resources for expanding requirement where we may not require to spend another 6 months in developing them”, Mr. Rajaram Krishnamurthy further added.

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Further information on Daimler Truck is available at:

Asia.daimlertruck.com and www.daimlertruck.com

Daimler Truck at a glance

Daimler Truck Holding AG ("Daimler Truck") is one of the world's largest commercial vehicle manufacturers, with over 40 main locations and more than 100,000 employees around the globe. The founders of Daimler Truck have invented the modern transportation industry with their trucks and buses a good 125 years ago. Unchanged to this day, the company's aspirations are dedicated to one purpose: Daimler Truck works for all who keep the world moving. Its customers enable people to be mobile and get goods to their destinations reliably, on time, and safely. Daimler Truck provides the technologies, products, and services for them to do so. This also applies to the transformation to CO2-neutral driving. The company is striving to make sustainable transport a success, with profound technological knowledge and a clear view of its customers' needs. Daimler Truck's business activities are structured in five reporting segments: Trucks North America (TN) with the truck brands Freightliner and Western Star and the school bus brand Thomas Built Buses. Trucks Asia (TA) with the FUSO and BharatBenz commercial vehicle brands. Mercedes-Benz (MB) with the truck brand of the same name. Daimler Buses (DB) with the Mercedes-Benz and Setra bus brands. Daimler Truck's new Financial Services business (DTFS) constitutes the fifth segment, the product range in the truck segments includes light, medium and heavy trucks for long-distance, distribution and construction traffic and special-purpose vehicles used mainly in the municipal and vocational sector. The product range of the bus segment includes city buses, school buses and intercity buses, coaches and bus chassis. In addition to the sale of new and used commercial vehicles, the company also offers aftersales services and connectivity solutions.

Daimler India Commercial Vehicles Pvt. Ltd. at a glance

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 10 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 Daimler Trucks' brands of FUSO, Mercedes-Benz, and Freightliner. Products and parts are exported to more than 60 markets in Africa, Asia, Latin America, and the Middle East. DICV represents an overall investment of more than INR 9,560 crores.