

# DAIMLER TRUCK

Daimler India Commercial Vehicles

## Press Release

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## Daimler India Commercial Vehicles achieves significant growth in 2021; plans transformation in the next decade

- **Truck wholesales increased by 48% in 2021 over 2020**
- **Highest-ever annual parts sales achieved in 2021**
- **Highest-ever exports achieved in 2021**
- **Transformation Office and Global Capability Centre ready and functioning**
- **Expanded BharatBenz sales and service touch points**

Chennai – Daimler India Commercial Vehicles Pvt. Ltd. (DICV), a wholly-owned subsidiary of Daimler Truck AG, today announced its achievement of 48% growth in wholesales in 2021 by selling 14,222 trucks. The manufacturer of BharatBenz trucks and buses, despite significant supply chain headwinds, rising input costs and impact of the pandemic, recorded 125% growth in exports last year, its highest-ever, and also highest-ever sales of parts.

**Satyakam Arya – Managing Director & CEO, Daimler India Commercial Vehicles** said, “2021 was a remarkable year for DICV. We turned challenges into opportunities and achieved more than what we targeted. Despite supply chain headwinds, rising input costs, rising fuel prices and the impact of the pandemic, we closed the year with a 48% increase in domestic wholesales and achieved highest-ever growth in exports of trucks, buses and parts. Our gritty performance was a result of meticulous planning and execution. DICV and BharatBenz complete 10 years in the Indian market in 2022 and we are geared up for a sustainable growth this year”

DICV continued to expand its sales and service network for BharatBenz across India and exceeded 270 touch points last year. The manufacturer is expanding its network footprint further to multi-tier markets in India as part of its planned outreach for BharatBenz.

DICV and BharatBenz are riding on the strong foundation established in the last 10 years and now, the truck and bus manufacturer is gearing up to make the shift to a technology-focused

future with sharp out-of-the-box strategies that are crafted to give the company a new scale and newer target customer groups. This will be driven by the newly set up DICV Transformation Office and a Global Capability Centre (GCC) that will drive strategic projects that are transformational in nature, with an aim to multiply and enhance revenue streams.

DICV's leadership is redefining its mid and long term strategy keeping in mind the nature of the market of the future, and the opportunities that come along with it. Its strategy for the coming years is based on in-depth studies of consumer trends, the growth curve of the commercial vehicles industry and the technology that is necessary to enhance products, engineering, customer satisfaction and reduced total cost of ownership (TCO).

**Satyakam Arya added,** “We have entered 2022 with great confidence and we expect this year to be even better than the last couple of years, without ruling out unexpected challenges. 2022 is also a significant year for us as we start a new decade in the Indian market with fresh thinking and out-of-the-box strategies for a new paradigm in mobility.”

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Further information on Daimler Truck is available at:

**[Asia.daimlertruck.com](http://Asia.daimlertruck.com) and [www.daimlertruck.com](http://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.