

# DAIMLER TRUCK

Daimler India Commercial Vehicles

## Press Release

September 5, 2023

## Daimler India Commercial Vehicles announces the appointment of its President & Chief Business Officer

- **Mr. Sreeram Venkateswaran will spearhead BharatBenz in India as President & Chief Business Officer of Domestic Sales and Customer Service**
- **Mr. Sreeram Venkateswaran takes over from Mr. Rajaram K, who has moved on from DICV at his own behest**

**Chennai** – Daimler India Commercial Vehicles (DICV), the wholly owned subsidiary of Daimler Truck AG (“Daimler Truck”) today announced that Mr. Sreeram Venkateswaran has been appointed as President & Chief Business Officer, Domestic Sales & Customer Service, effective August 29, 2023.

In his new role, Mr. Sreeram will be the spearhead of BharatBenz in India. He will be responsible for driving domestic business growth, nurturing strategic partnerships, expanding the BharatBenz sales and service network, strengthening the credibility of brand BharatBenz and the BharatBenz product range amongst Indian customers. He will be overseeing go-to-market product strategies for BharatBenz and will be taking customer and dealer engagements to the next level.

**Mr. Satyakam Arya, Managing Director & CEO, Daimler India Commercial Vehicles** said, "I am pleased to welcome Sreeram Venkateswaran back to Daimler India Commercial Vehicles as we are on the path to transform the BharatBenz brand. Sreeram will be responsible for growing our domestic truck and bus businesses. His proven passion for BharatBenz, his understanding of the brand since inception and his extensive experience in marketing, sales and customer service in the transportation industry makes him a worthy leader to take the brand and our domestic business to the next level."

Previously, Mr. Sreeram was associated with Mahindra Logistics, Hero Cycles Ltd., Bajaj Auto Ltd., Tata Motors Ltd and Eicher Motors. In the past, Mr. Sreeram worked with DICV for over 5 years. He was a key member of the team that created the ‘BharatBenz’ brand, in addition to defining product portfolios, charting out and setting up the sales and service network and developing a unique experience for customers in BharatBenz dealerships.

Commenting on his appointment, **Mr. Sreeram Venkateswaran, the new President & Chief Business Officer of Daimler India Commercial Vehicles** said, "Joining DICV after many years is a home-coming for me. I have been tracking the developments around BharatBenz over the years and I am pleased to take on the responsibility of growing the BharatBenz business in India, engaging with stakeholders and be ahead of the curve which BharatBenz is known for."

Mr. Sreeram has extensive experience of over 3 decades in Sales, Marketing and Brand Management in the Transportation Sector, which includes leading businesses and managing P&L. He served as Chief Executive Officer at MLL Express Services (P) Limited, Gurugram, prior to joining DICV in his current role. He replaces Mr. Rajaram K, who worked with DICV for over a decade and who contributed handsomely to the growth of BharatBenz in India.

###

**Media Contact:**

Sushant Balsekar, +91 75503 29990, [sushant.balsekar@daimlertruck.com](mailto:sushant.balsekar@daimlertruck.com)

Ronak Shah, +91 73971 48111, [ronak.v.shah@daimlertruck.com](mailto:ronak.v.shah@daimlertruck.com)

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