

DAIMLER TRUCK

Daimler India Commercial Vehicles

Press Release

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BharatBenz Introduces 'Rakshana', an Uptime Assurance Program to Enhance Business Profitability for Customers

- BharatBenz assures customers of service of trucks and buses within 48 hours at authorized service centres
- BharatBenz Rakshana Program compensates customers if service or repair exceeds 48 hours
- Plans to increase the number of touchpoints and service bays by around 15% by end of 2023
- BharatBenz produces the safest truck cabins in India and Rakshana will add more value to the superior package and services

Chennai – Daimler India Commercial Vehicles (DICV), a wholly owned subsidiary of Daimler Truck AG, has launched an industry-leading uptime assurance program called 'BharatBenz Rakshana' with an objective to help BharatBenz customers enhance business profitability. Rakshana program commits to servicing and delivering BharatBenz trucks and buses within 48 hours. This program is a standard feature in BharatBenz on-road haulage trucks, tippers, tractor trailers and buses which already come with an active powertrain warranty at the time of sale as it assures timely delivery of vehicles that report to authorized BharatBenz service stations located across the country for service.

Commenting on the introduction of BharatBenz Rakshana Program **Mr. Rajaram K, Vice President - BharatBenz Marketing, Sales and Customer Service at DICV**, "At BharatBenz, we constantly strive to enhance our customers' experience. With the roll out of Rakshana, an uptime assurance program, we are taking a step further in our customer service commitment to enhancing our customers' business productivity and profitability. We are also enhancing the efficiency of our technicians to reskill and upskill through BharatBenz Regional Training Centres, offering one of the industry's best roadside assistance and services at our touchpoints. Our aim is to increase touchpoints and service bays by 13% and 17% by December 2023 to address our growing customer base across India."

The Rakshana program covers scheduled services, running repairs or vehicle breakdown cases. Over 98% of the trucks and buses that check in to BharatBenz service centres are serviced and delivered to customers within 48 hours. However, in case the service delivery exceeds 48 hours, BharatBenz will compensate the customer as per the terms and conditions of the Rakshana program. This makes the Rakshana Program one of the most unique customer service initiatives in the Indian commercial vehicles industry. The compensation for the delay in completion of the service will be a percentage of the cost incurred in the service.

BharatBenz has the reputation of being one of the most respected truck brands in the Indian commercial vehicle industry since its inception and known for its stellar engineering, safe vehicles and uptime assurance. The brand's dealerships and service stations are located on leading national and state highways, providing ease and flexibility to every type of customer. BharatBenz has over 300 touchpoints across India covering national highways on the Golden Quadrilateral North-South and East-West Corridors, with reach to customers on these highways within two hours. BharatBenz trucks have arguably the safest crash-tested cabins in India which meet the highest safety standards as per European cab-crash regulations that are not introduced in India yet.

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Further information on Daimler Truck and Daimler India Commercial Vehicles 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.