Issue 01 | Jan 2024

DAIMLER TRUCK

PERSPECTIVE

DICV Supplier Magazine

FREIGHTLINER
Thomas BUILT BUSES
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BHARATBENZ
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DAIMLER TRUCK Financial Services

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CEO Desk

Satyakam Arya
Managing Director & CEO

Dear Partners,

Greetings from my side! At the outset, I extend my heartfelt New Year wishes to you and your families. With great enthusiasm, I reach out to you through our Supplier Magazine, reflecting on our collective achievements in the past year and looking forward to the promising opportunities that await us in 2024.

In the face of global headwinds, India maintained its growth momentum last year, thanks to strong macroeconomic fundamentals that provided resilience. Factors such as robust government spending on infrastructure, increased private sector investments, and digitalization have contributed to India's rise to global economic prominence. We have successfully navigated the delicate balance between a growing economy and the challenges of headline inflation. The CV industry, acting as a barometer for the country's economic development, continued on a robust growth path, with over 350,000 medium and heavy-duty trucks sold, closely approaching the historic 380,000 mark achieved in 2018. These developments reaffirm our belief that India is on track for fast-paced growth in the coming years.

The year 2023 was a stellar one for DICV, marked by unparalleled success, breaking previous records, and setting new benchmarks. We achieved our best-ever sales volumes, demonstrating the agility of DICV in swiftly meeting market demands. Ending the year with over 33,000 trucks and buses sold, expanding our presence to over 350 touchpoints across the country, and registering the highest-ever sales in a single month showcased our commitment to driving growth and sustainability.

Throughout the year, DICV focused on enhancing products and improving customer experiences. We upgraded our product portfolio, introduced new models compliant with BS VI OBD-II, enhanced our Heavy-Duty Truck cabins to meet ECE R29-03 safety standards, and unveiled India's first Fuel Cell Electric Vehicle inter-city luxury coach concept. Additionally, we pioneered industry-first initiatives such as the 'Simulated Driver Trainer' and 'Night Response Team', contributing to an enhanced customer experience.

These achievements are a testament to our collective effort and a symbol of our strong partnership. I extend my sincere gratitude to each of you for sharing our passion and determination in making these feats possible.

CEO Desk

The year 2024 holds immense promise for DICV. We anticipate continued industry growth, with the immediate impact of general elections shaping the country's trajectory. Our focus remains on ensuring the success of our customers by delivering a superior Total Cost of Ownership (TCO) experience and prioritizing the safety and reliability of our vehicles. This year is pivotal as we address challenges, identify gaps, and plan for the medium term to solidify our position as a top player in the commercial vehicle market. The lessons learned from the past will guide us as we forge ahead, and your continued partnership is indispensable to our success.

As we grow together, it is imperative that we address aspects such as making our supply chains geopolitically-proof, developing a robust cybersecurity framework, and embedding sustainability in everything we do. We should recognize the fact that the traditional paradigm of partnerships is set to transform in this decade with an increased focus on building resilience and a clear emphasis on ESG, as I discussed in our Supplier Meet last year. It's no longer Q-C-D but Q-C-R-E that we need to focus on while ensuring utmost integrity in everything we do.

Our vision remains steadfast—to be the leader in sustainable transportation. In 2024, we embark on a crucial journey towards making our operations 100% carbon-neutral by 2025 and aspire to collaborate with you to achieve a 100% green supply chain by 2047. DICV is committed to taking significant strides in this direction, and we invite you to join us on this exciting journey. Your continued support and collaboration are vital as we shape the future of DICV and the commercial vehicle industry in India.

DICV Management Speaks

Sreeram V

President & Chief Business Officer
BharatBenz Marketing, Sales and Customer Service

Dear Supplier Partners,

In a year which saw the whole Industry growing by heaps and bound, we are happy that with your consistent contribution, we saw growth of BharatBenz inline with the market growth and had the highest number of sales for trucks and buses since the inception of the organization.

It is no secret that with increase in sales, the capacity of our customer service should also increase. We can proudly say that we have increased the number of touchpoints and our service is seeing consistent progress. We are targeting at nothing but excellence for the coming years.

“To make our customers successful” has been our guiding business principle. We see that the Indian market is at a pivotal stage, and we are taking the best stride forward to satisfy the expectations of the market.

2024 product line up will see us venturing into newer segments and breaking the norms. With your consistent contribution and support, we are expecting another year of breaking records and reaching new heights. It was an absolute pleasure to meet supplier partners in the annual supplier meet and I would like to thank you for partnering with us and being the strong pillars as you always have been.

India, as a market seems to be on a strong growth trajectory with important market transformations. It is our responsibility to use this opportunity and be a step ahead. While we see the Indian market transforming at a steady pace, for us to be a step ahead of the curve, it is essential that the organization grows holistically with contributions from all ends. Supplier partners are one of the main corner stones of our journey and play a vital role in our growth and transformation. Our expectation from the supplier partners is to focus mainly on part supplies for field services and ensure a quick ramp up for support of new products that are planned and in the pipeline.

DICV Management Speaks

Muthu C
President & Chief Officer Procurement and Supply Chain Management

Dear Supplier Partners,

As we enter a new year, I extend my warmest wishes for continued success and prosperity. Your unwavering support and dedication have been a cornerstone of DICV's journey, and I am immensely grateful for your contribution to our achievements in 2023.

I extend my sincere acknowledgment of the challenges we faced during the recent cyclone in Chennai. Our thoughts are with all those affected, and we are committed to supporting the affected communities. Your resilience and cooperation during such times are truly appreciated.

The Annual Supplier Meet 2023 was a testament to the strong collaboration we share. Under the theme "Transforming Together with Growth and Sustainability," the event marked a significant milestone in our journey. The personal interactions and networking opportunities reaffirmed our commitment to building lasting partnerships. The enthusiastic response to sustainability and digitalization market place confirms that we are on the right track with "Growth and Sustainability" as our guiding principle.

India's economic resilience has been a beacon in a world facing headwinds. Looking ahead to 2024, we anticipate continued industry growth, presenting both opportunities and challenges. We must leverage this strength to continuously innovate, collaborate faster, and adopt technology at an accelerated pace. To ensure our continued success, maintaining strict cost discipline remains paramount. Securing supply capacity without compromising quality and material uptime will be crucial. Our Q-Prime initiative, while showing promising results, will be scaled up with more supplier partners going forward.

The landscape of our industry is evolving, and as digitalization increases, so does the need for robust cybersecurity measures. We are implementing stringent measures to protect sensitive data and systems. Your vigilance and collaboration in this regard are crucial as we collectively navigate the digital age challenges.

Sustainability remains a core value at DICV. We are committed to achieving 100% carbon-neutral operations by 2025 and a 100% green supply chain by 2047. This ambitious goal can only be achieved through collaboration. Your expertise and insights are invaluable in this endeavor. We will roll out detailed expectation from our supplier partners in this regard by March’24.

Thank you, once again, for your unwavering partnership. As we head into 2024, let's celebrate the achievements of 2023 and remember that our journey together is a continuous one. Let's keep the engine roaring and shift gears towards a bright and sustainable future for the Indian automobile industry!

I look forward to working with you in the year ahead as we continue to build stronger, more resilient together.

INDIA'S FIRST INTERCITY LUXURY FUEL CELL BUS

BharatBenz, in collaboration with Reliance Industries, showcased India's first intercity luxury concept coach to be powered by Hydrogen Fuel Cell technology. The bus was showcased at the 4th Energy Transitions Working Group meeting held in Goa between 19th & 22 July 2023.

This coach is powered by Hydrogen Fuel Cell technology, a major step towards achieving the nation's green mobility objective and will be used to conduct an advanced engineering study to explore the viability of Hydrogen Fuel Cell as a propulsion alternative for the future.

The hydrogen fuel cell propulsion technology used on a customized BharatBenz coach chassis is developed indigenously by Reliance Industries and is being engineered to offer a range of approximately 400 km. This study will also help understand how viable is H2 Fuel Cell technology for inter-city travel.

BharatBenz, renowned for having a strong track record of setting high standards in the Indian CV industry with its engineering, safety, comfort and reliability, has pioneered many industry-first technologies that have kept its trucks and buses ahead of the curve. And, Reliance Industries, the globally-renowned conglomerate, is now making advanced strides into hydrogen propulsion technologies for the future.

The transportation industry significantly contributes to global carbon emissions, underscoring an urgent need for cleaner, sustainable mobility alternatives. Hydrogen power, with its potential to generate zero tail pipe emissions, is becoming promising substitute for commercial vehicles.

BHARATBENZ UNITES WITH OSRTC

Delivering unmatched service for the people of Odisha

Odisha, known for its scenic landscapes, serene surroundings, and sublime beauty, now boasts 298 BharatBenz buses in its fleet that will cover transportation to 60 talukas across 6 districts. The honorable Chief Minister of Odisha, Shri Naveen Patnaik ji, flagged off the fleet of buses during the inauguration of the State Government's Location Accessible Multi-modal Initiative (LAccMI).

This visionary initiative revolutionises transportation, offering affordable, inclusive, and safer travel solutions. It is poised to strengthen connectivity from local Gram Panchayats to block and district headquarters, along with seamless access to the state capital - Bhubaneswar.

BharatBenz takes pride in being part of this initiative.

BHARATBENZ CERTIFIED

DICV's pre-owned CV brand

BharatBenz's Highly Durable Trucks are a Lucrative Business Proposition for Customers who wish to buy Pre-owned Trucks

Understanding the specific needs of our aspiring customers, we are happy to share that we have launched 'BharatBenz Certified' – our Own Pre-owned CV Brand.

DICV's high standard of product engineering and quality make BharatBenz vehicles exceedingly durable for delivering more mileage and a longer lifecycle. Through 'BharatBenz Certified' we have entered into the pre-owned commercial vehicle market where we will refurbish and restore pre-owned BharatBenz vehicles to as good as new, before sale, while offering exclusive warranty and AMC enabling a seamless sales and purchase process through our digital platform.

When it comes to offering value for customers, BharatBenz has established itself as a highly reputed truck and bus brand that is ahead of the curve in engineering, safety, quality and total cost of ownership. We are sure that this initiative will benefit our customers with safe and reliable vehicles at a very reasonable cost.

BHARATBENZ AND IQUIPPO PARTNERSHIP

Technology-driven solutions tailored for owners of pre-owned commercial vehicles

DICV announced a strategic partnership with iQuippo to offer digitalized solution for customers of pre-owned BharatBenz commercial vehicles. iQuippo is India's leading physical and digital marketplace for preowned vehicle sales with evaluation and funding options.

This collaboration will provide value-added support to BharatBenz customers to exchange their used vehicles with lesser turnaround time, gain a better resale value and enjoy hassle-free processes through harnessing iQuippo's physical and digital expertise thereby ensuring customers receive clear and trustworthy data, along with a comprehensive suite of tools and resources essential for making well-informed decisions throughout the entire lifespan of their commercial vehicles.

Sreeram Venkateswaran, President and Chief Business Officer, Domestic Sales and Customer Service, DICV said, "Our pre-owned business initiatives BharatBenz Exchange and BharatBenz Certified, which offer customers new truck exchange and pre-owned truck purchase, respectively, account for 15% of our overall sales per year. In addition to new truck and bus sales, our pre-owned business initiatives are not just significant for our operations but also provide aspiring customers the opportunity to own safe and reliable BharatBenz commercial vehicles throughout their lifecycle. To digitalize our preowned truck business and make it more easily accessible, we have partnered with iQuippo and we are confident that our partnership with iQuippo's proven digital tools will ensure BharatBenz is an easy reach for aspiring customers."

Speaking on the development, Somnath Bhattacharjee, Executive Director, iQuippo Services Limited, stated, "We are delighted to host India's most reputed CV brand, BharatBenz on our platform. We look forward to providing a seamless digital experience that adds value to the lifecycle of BharatBenz trucks that are renowned for their durability, safety, comfort and total cost of ownership"

STRIDING FORWARD IN ESG EXCELLENCE

At the recent VDMA's 6th Manufacturing Excellence Awards, DICV secured a remarkable double win. We clinched the top position in the Energy Efficiency and Conservation Award category and proudly claimed the runners-up title in Work Condition and Work Safety.

Behind our Energy Efficiency success lies a strategic emphasis on Conservation, Efficiency, Automation, and Renewable Energy. Noteworthy initiatives, such as the Premium efficiency Hybrid chiller system, Concentrated solar thermal, (an additional) 1.3 MW solar PV plant, and Smart monitoring, resulted in an impressive 5000+ MWh of energy savings in the last 3 years. Such initiatives along with our in-house renewable energy generation program ensure we stay on course to achieve 100% carbon neutrality (Scope 2) in our operations, in the near term.

Furthermore, the Work Condition & Work Safety Award, recognizing initiatives like biometric authorization, internal driving license process, and injury prevention programs. Our structured approach for Hazard Identification and Risk Assessment (HIRA), safety kaizen and proactive contractor safety management were recognized by the jury. This award bolsters our commitment to creating a safe workplace for all.

A NEW ACCOLADE TO CELEBRATE

Daimler India Commercial Vehicles was awarded the "Outstanding Company in Commercial Vehicles" recognition at the 10th EPC World Awards for the superiority and success of BharatBenz trucks in the Construction and Mining, and Tractor-trailer segments.
DICV was the only Indian commercial vehicles manufacturer that was conferred an award amidst other companies in the Construction Industry at the awards function.

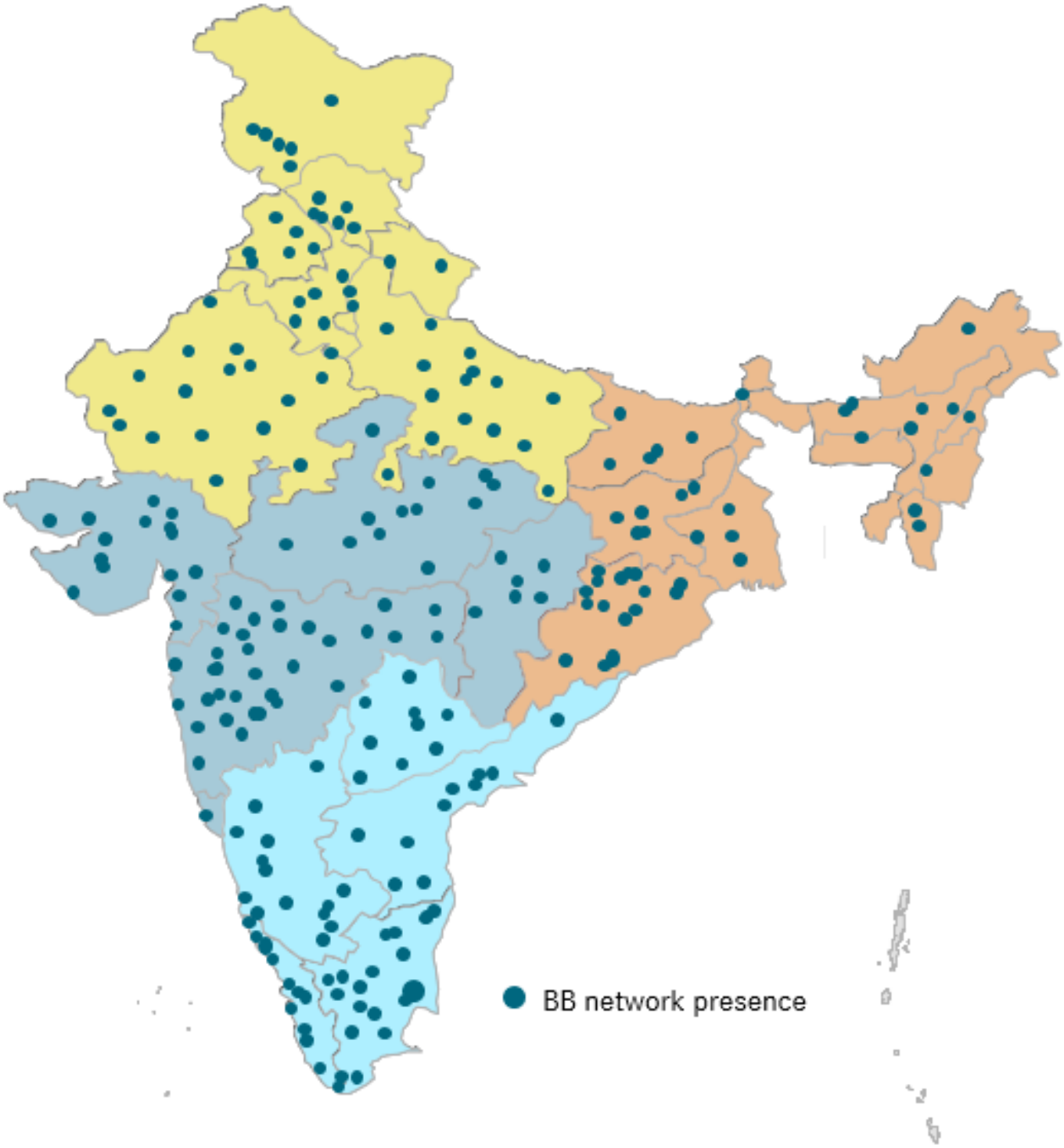
This recognition for BharatBenz highlights the strong market presence of the brand in the construction, mining and long haulage segments.

Its heavy-duty Construction & Mining trucks and Tractor-trailers are powerful, robust, and reliable workhorses that are ubiquitous in a plethora of domains such as construction, agriculture, ports, haulage, cement, steel and more, catering to diverse needs of India's economic growth. BharatBenz trucks are renowned for being ahead of the curve when it comes to safety, comfort, reliability and total cost of ownership.

This award was received by Mahaganesh R and Vinod Raman from the Honourable Union Minister of Road Transport & Highways, Shri. Nitin Gadkari ji.

We dedicate this award to all our employees who work hard everyday to make our customers successful. And we extend our heartfelt gratitude to the esteemed jury and the organizing committee for recognizing our efforts.

BHARATBENZ NETWORK SPREAD WITH 351 TOUCHPOINTS PAN INDIA



DICV RESCUE TASKFORCE

After Cyclone Michaung, the resilient spirit of Chennai serves as an inspiration. Witnessing communities coming together to help each other was remarkable. In the midst of challenges, there was grit, optimism and determination in the air.

Likewise, DICV's Plant Engineering & Sustainability team quickly responded by initiating the Cyclone Affected Rescue Efforts (CARE) program - set up an SOS calling line for stranded employees, put up a rescue task force and sent out personnel to extend help and supplies to as many affected areas as we possibly could.

We are pleased that we could help not just our employees but also general citizens in the city who took refuge in the cyclone shelters.

GROWTH & SUSTAINABILITY

TRANSFORMING TOGETHER

DICV

ANNUAL SUPPLIER MEET

2023

Strengthening Our Partnership for Enabling Growth and Sustainability

Highlights of DICV Annual Supplier Meet 2023

It was a momentous occasion as we gathered with anticipation and excitement to host our esteemed Supplier Partners at the Annual Supplier Meet of the year. This event holds special significance for us, providing a unique platform to connect face to face with the integral members of our supplier ecosystem. The occasion served as an opportunity to share our ambitious plans for the next decade, reflecting not just on years but on the broader horizon of transformative possibilities.

Our success story is woven with the unwavering support of our dedicated supplier partners, some of whom have been with us since our inception, while others have recently joined our ranks. The dynamic nature of our supply chain ecosystem boasts over 600+ production and non-production supplier partners, a community that continues to expand and diversify.

Excitement filled the air as we shared our vision for the future, a future that spans decades, not mere years. The anticipation of groundbreaking developments from our stables over the next few decades fueled our determination to collaborate & innovate, with the strong backing of our supplier partners.

Our transformation journey is a resolute commitment towards leading sustainable transportation in the future. The Supplier Meet served as a platform to align our partners with our vision, ensuring a collective understanding of the profound changes that lie ahead. In the era of Industry 4.0 characterized by decarbonization and digitalization, our suppliers' support becomes integral to achieving our goals.

In the spirit of acknowledging excellence and fostering a culture of appreciation, we were thrilled to present awards to our outstanding supplier partners who have demonstrated exemplary commitment and collaboration in the areas of Quality, Delivery, Technology & Innovation, Partnership and MSME Partner excellence.

Quality: SAC Engine Components Pvt. Ltd.
Delivery: Dana Anand India Pvt. Ltd.
Technology & Innovation: Pricol Ltd.
Partnership: Samvardhana Motherson and Tata Steel Ltd.
MSME Partner Excellence: Omni Matrix Pvt. Ltd.

These awards celebrate the invaluable contributions of our partners and highlight their role in propelling us towards a brighter, sustainable future.

"The collaboration with DICV has been more than just a business venture; it has been a journey marked by shared values, mutual growth, and a relentless pursuit of excellence. The pinnacle of our collective efforts materialised in a moment of profound honour- the receipt of the MSME Excellence award. This recognition not only validates our commitment to innovation and quality but also acknowledges the unwavering trust, support and collaboration we have received from DICV.

Looking back to how Omni Matrix's Journey with DICV began, being a MSME there was trust and confidence demonstrated upon an Indian Supplier and this has been a beacon to live up to for Omni Matrix. To put in words, the relationship between DICV and Omni Matrix is:- In the dance of commerce, trust is the melody, and confidence is the rhythm. Together they create a harmonious supplier-customer relationship where commitments are honoured, expectations are exceeded and the symphony of success plays on."

Aditya Chabria
Director, Omni Matrix Pvt. Ltd.

In the backdrop of our Annual Supplier Meet, the stage is now illuminated for a future where we, hand in hand with our supplier partners, are poised to navigate the dynamic landscape of sustainable transportation. The shared vision forged during the event will act as our guiding light as we embark on a journey of continual improvement, resilience, and adaptability.

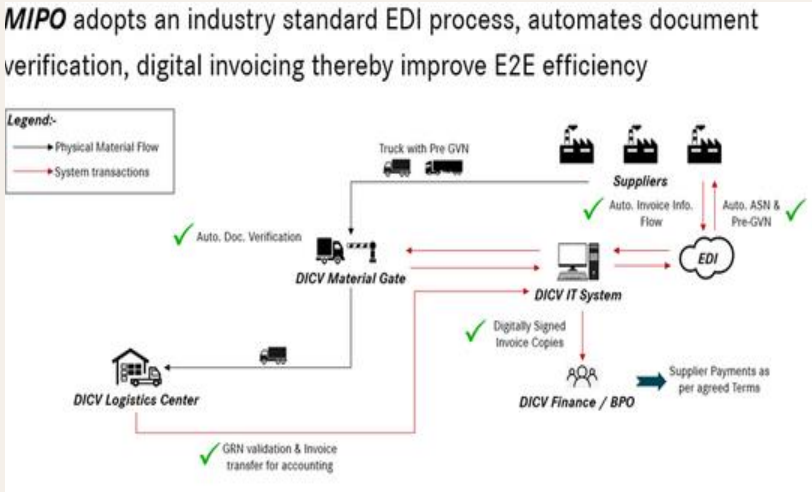
As we bid farewell to this year's Supplier Meet, we carry with us the energy of collaboration, the clarity of a shared vision, and the promise of innovation. The journey ahead may present its share of challenges, but with our supplier partners by our side, we are well-equipped to turn every challenge into an opportunity for growth and success.

INNOVATING SUPPLY CHAIN DYNAMICS

DICV's Digitalization Journey

In the ever-evolving landscape of procurement and supply chain management, Digitalization has emerged as the guiding force shaping the strategies at DICV. With a steadfast commitment to innovation, DICV has spearheaded transformative initiatives, fundamentally reshaping daily business operations within the supply chain.

Among the array of groundbreaking initiatives, the implementation of Electronic Data Interchange (EDI) Connectivity, known as MIPO, stands out as a game-changer. MIPO has effectively bridged the communication gap between DICV and its network of supplier partners, triggering a wave of efficiency enhancements and operational streamlining. This concerted effort has resulted in a significant upswing in process optimization at both ends of the spectrum.



Today, DICV proudly boasts a network of over 70 seamlessly integrated suppliers, marking a remarkable milestone of completing close to 300,000 transactions. As DICV sets its sights on further expansion and growth, MIPO transitions into a pivotal tool, now mandated for all supplier partners. This mandates their engagement with DICV for fundamental daily operations including scheduling, invoicing, and status checks. This strategic move underscores DICV's unwavering dedication to operational excellence and sustainability across the supply chain landscape.

Collaboration and coordination between DICV and its partners are pivotal for the successful execution of this pivotal phase. To ensure a seamless transition, DICV invites each supplier partner to designate a "Single Point of Contact" (SPoC) to oversee the implementation process. DICV's dedicated team stands ready to extend full support, guiding and assisting partner teams through the implementation journey.

This initiative stands as a testament to the joint commitment towards fortifying a supply chain resilient to market challenges while fostering sustainability. The cooperation and dedication of all partners are crucial in setting new benchmarks in efficiency and reliability.

DICV values and appreciates the continued partnership and support from each member of its esteemed network. Nominations for the Single Point of Contact (SPoC) can be directed to the Digitalization team (arun.kumar_v@daimlertruck.com). Together, let us forge ahead, driving innovation and resilience within the supply chain domain.

UNLEASHING TRANSFORMATIONAL SUCCESS AND UNITY

Building on the triumph of QPrime Wave I, we are excited to kick off Wave II at DICV with 16 Suppliers, aligned with DICV's long-term strategy, fostering transparency, growth, and a shared commitment to organizational transformation.

QPrime Day provided a platform for Wave II suppliers to share transformation plans and best practices. This cross-interaction with Wave I suppliers allowed for direct feedback, fostering a sense of collaboration and community.

Taking collaboration further, QPrime introduces a peer consulting model. New suppliers gain access to model supplier facilities, benchmark processes, and training support, ensuring a collective journey toward success.

QPrime has emerged as a pivotal tool, fostering overwhelming commitment and interest from our supplier partners. Together, we are committed to changing, pursuing best practices, and collectively progressing and learning.

To expedite QPrime best practices across our supplier base, a mechanism for non-QPrime suppliers has been initiated. SQD managers, trained on QPrime tools, will serve as ambassadors, enhancing supplier performance at DICV.

Stay tuned for more updates as our collective journey unfolds!

KAIZANIA '23

Elevating Quality Excellence!

Our steadfast dedication to achieving excellence in quality has driven us to launch Kaizania, a platform fostering collaboration between DICV and our esteemed supplier partners. In its inaugural edition, Kaizania '23 has evolved into a dynamic kaizen competition involving 46 carefully selected supplier partners, resulting in an impressive 92 innovative solutions.

A meticulous evaluation by a panel of 15 judges representing various DICV functions has led to the identification of the top 12 solutions. These top 12 kaizens will be presented to our esteemed Final Panel of Jury members during the Quality Month Celebration day at DICV.

Spearheaded by key DICV leaders, the final selection process aims to recognize and award the top 3 kaizens, acknowledging the exceptional efforts of our Supplier Partners in addressing quality issues, promoting innovation, and strengthening collaborative relationships."

As we applaud their achievements, we extend our gratitude to the Kaizania organizing committee for their tireless efforts in ensuring the success of this transformative event. Congratulations to our Supplier Partners, and with anticipation building, we eagerly look forward to the next chapter of improvement with Kaizania 2024 on the horizon!

SUPPLIER FINANCING PROGRAM

Daimler India Commercial Vehicles has entered into an agreement with HSBC bank to enhance their payables process using a Supply Chain Finance (SCF) program. As a valued supplier of DICV, under this program, you will receive early payment on invoices approved and payable by DICV ultimately helping you enhance your working capital.

The potential benefits that can be achieved by participating in this program for supplier's of DICV include:

• Unlock cash from receivables shortly after Daimler's approval of your invoice(s)
• Improve working capital without leveraging existing or additional bank lines
• Reduce financing costs by gaining access to competitive funding, where rates are based on the Daimler's credit relationship with HSBC
• Enhance risk management by receiving early payment on your invoices on a non-recourse basis
• Potentially reduce any collection related work and cash management costs
• Enjoy easy engagement process with simple bank documentation

How it works?

• DICV uploads the approved invoice file onto HSBC.net.
• Supplier receives early payment and the payment advise with the details of payment
• HSBC provides a report to Daimler (before the settlement day).
• DICV settles the approved invoice on the due date with HSBC.

AIAG & VDA FMEA METHODOLOGY

Technology is advancing at an amazing rate. There have been tremendous advances in the technology incorporated into the vehicles today. With all this new technology there also comes an equal amount of technical risk. Therefore, it is even more important to identify, evaluate, analyze and reduce any potential technical risks.

The Automotive Industry Action Group (**AIAG**), based in the United States, and the Verband der Automobilindustrie (Association of the Automotive Industry) (**VDA**), based in Germany along with a global team of automotive OEM & Tier 1 Supplier subject matter experts have developed harmonized Failure Mode and Effects Analysis (FMEA) methodology which serves as robust tool

7 STEP APPROACH

- Planning & Preparation
- Structure Analysis
- Function Analysis
- Failure Analysis
- Risk Analysis
- Optimization
- Results Documentation

KEY CHANGES

The RPN has been eliminated and replaced by an Action Priority (AP) Process which is risk matrix that represent combinations of Severity, Occurrence & Detection resulting in either a High, Medium or Low AP

WHY AIAG & VDA FMEA?

- Enables suppliers who supply their products to both European and American customers to use a uniform basis for performing FMEA
- The Action Priority Process will enable to clearly identify and focus on the actions that will have positive impact on designs and processes

TRANSITION STRATEGY

DICV has defined AIAG & VDA FMEA as a customer-specific requirement as part of the transition strategy, with effect from April 2024.

MARCH 2024 — Training for all supplier partners

APRIL 2024 — Pilot kick-off

MAY 2024 — Phase I - Implementation

For Feedback/Comments

Please Contact, dicv_suppliers@daimlertruck.com

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Daimler India Commercial Vehicles Pvt. Ltd.