

DAIMLER

Daimler Buses India – A greenfield approach
AKJ Automotive India 2016, 18th October 2016
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The Daimler AG portfolio - the five pillars of success

**Mercedes-Benz
Cars**



**Daimler
Trucks**



**Mercedes-Benz
Vans**



**Daimler
Buses**



**Daimler
Financial Services**



2015

Revenues	€ 83.8 bn	€ 37.6 bn	€ 11.5 bn	€ 4.1 bn	€ 19.0 bn
Employees	136,941	86,391	22,639	18,147	9,975



Note: 2015 Revenue Group € 149,467 m, Employees: 284,015 , thereof Others 9,922

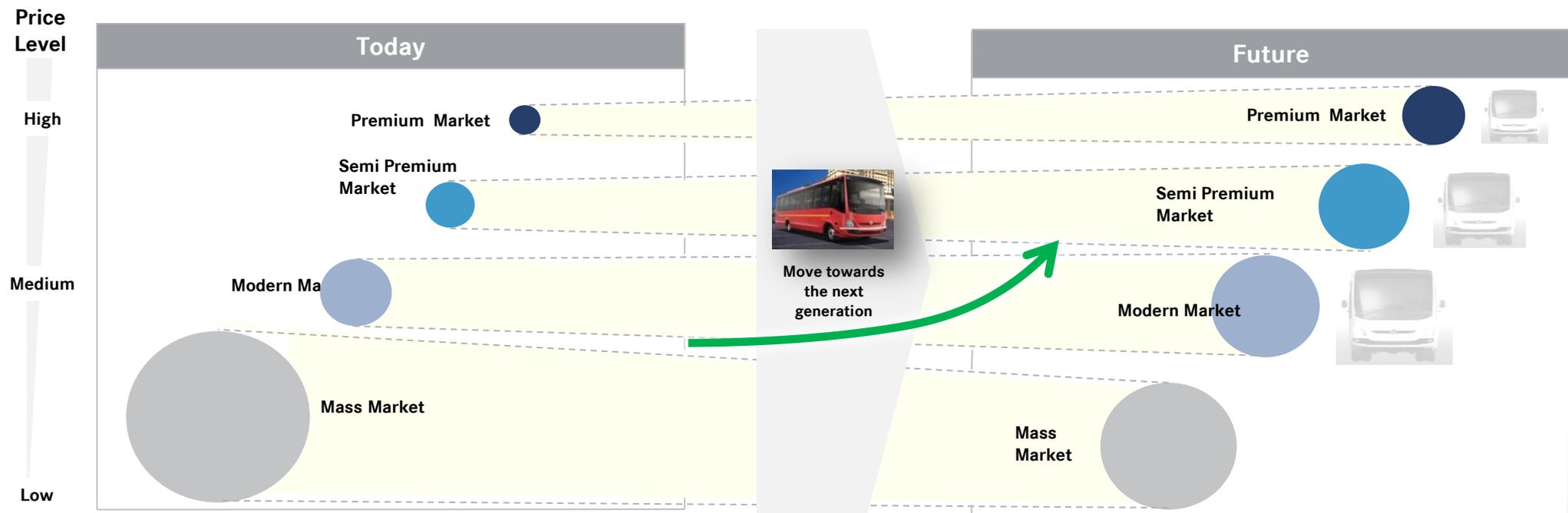
Daimler Buses - globally present

Our production sites are present all over the world



Promising growth story of Indian bus market with increasing modernization brings Daimler Buses to India

Bus Industry Markets: >8t



The Indian bus industry is set to advance from satisfying basic transportation needs towards modernization coupled with intensified competition

Daimler Buses India set up under the umbrella of DICV, making DICV a complete CV manufacturer in India



DICV

22 BharatBenz trucks launched in India since 2012

Exporting 24 variants to over 20 markets under the FUSO brand

CV portfolio expanded with BharatBenz buses and a Mercedes-Benz coach



A range of modern trucks from 9t to 49t delivering best value for money, driving the change

Medium Duty

9 Ton 12 Ton 15 Ton

- 4 cylinder
- 80kW ~ 125kW
- Fuel efficient for last mile distribution

Heavy Duty

16 Ton 25 Ton 31 Ton 40 Ton 49 Ton

- 6 cylinder
- 170kW ~ 205kW
- Long service intervals reduce service cost



Range of BharatBenz and Mercedes-Benz buses launched in 2015 to cater to growing Indian Bus market



State-of-the-art full-fledged bus manufacturing plant in Chennai



Investment: 425 crores
Area: 28 Acres
Capacity : Upto 4000 u
Product Range: 9t, 16t, 24t
Brands:  

Pan-India sales of fully built buses & export of bus chassis



Trucks India milestones (1/2)



Trucks India milestones (2/2)

2014			2015		
CV Maker of the Year 	Bus plant foundation laid 	Crossed 10,000 units sale 	Bus chassis exported to Egypt 	Nepal market launch 	FUSO launch South America 
TT and CM market launch 	10,000th truck rolled out 	First FUSO LHD rolled out 	DICV wins tractor of the year 	Crossed 30,000 units sales 	Second wave of products 
TS16949 QMS certification 	1,000 trucks sold 	Thunderbolt concept at IAA 	Start of bus production 	Export of mixers to Thailand 	Major Fedex order delivered 

Bus India Milestones – Setup of a greenfield business

2012

✓ Start of Bus India @ DICV



✓ Realignment of Business Plan



✓ Preparation of transition of operational business to DICV



2013

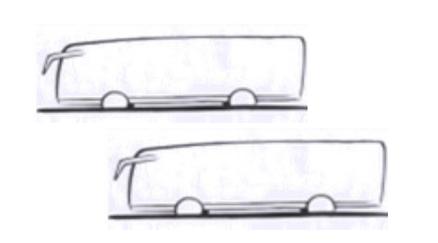
✓ Streamlining bus business under the roof of DICV



✓ Co-operation Agreement with body builder



✓ Completion of first complete bus prototype



2014

✓ Groundbreaking bus factory



✓ Shipment of 1st order to Egypt



✓ Start of bus bodybuilding at DICV



2015

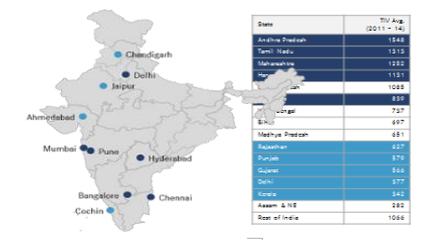
✓ Plant Inauguration and SoP



✓ Product Preview



✓ Start of sales of first products through dealers



State-of-the-art testing facility with in-house test track

Additional testing across locations worldwide



Testing snapshots: DICV Test track



Testing snapshots: DICV Test track



DICV Test track



Testing snapshots: DICV Test track



Testing snapshots: South Africa

Investment of INR 4,400 crore, establishing a new commercial vehicles company that is covering the entire value chain

Product

9t~49t Full Range Trucks developed in India for India

Supplier

~90% Localization
Full supply chain with over 400 suppliers

Plant

Over 1.5 mio sq ft
Production facility for power train and truck assembly

Network

Pan India Network established in a phased approach

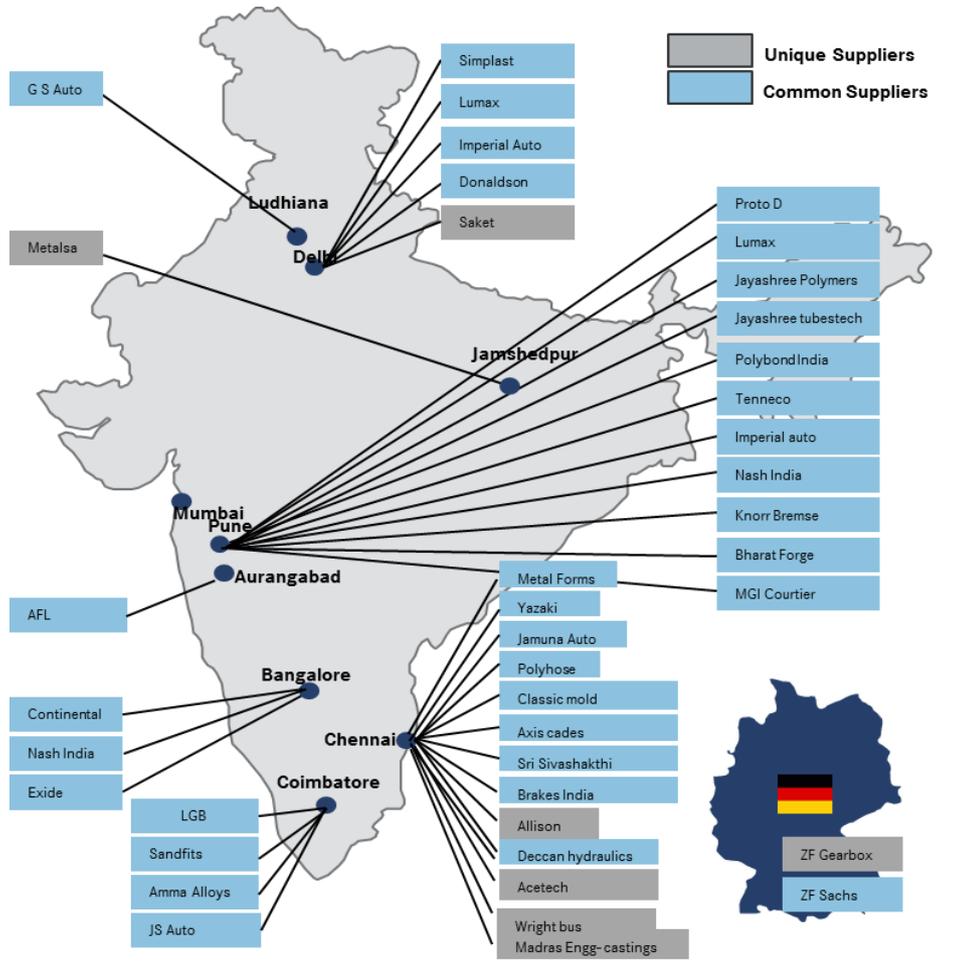
Organization

3,000 Jobs.
Complete truck organization with best Indian talent



A strong and committed supplier base in India was crucial to our localization strategy

Synergies maximized from already existing trucks supplier base



Close cooperation with a solid and strong partner

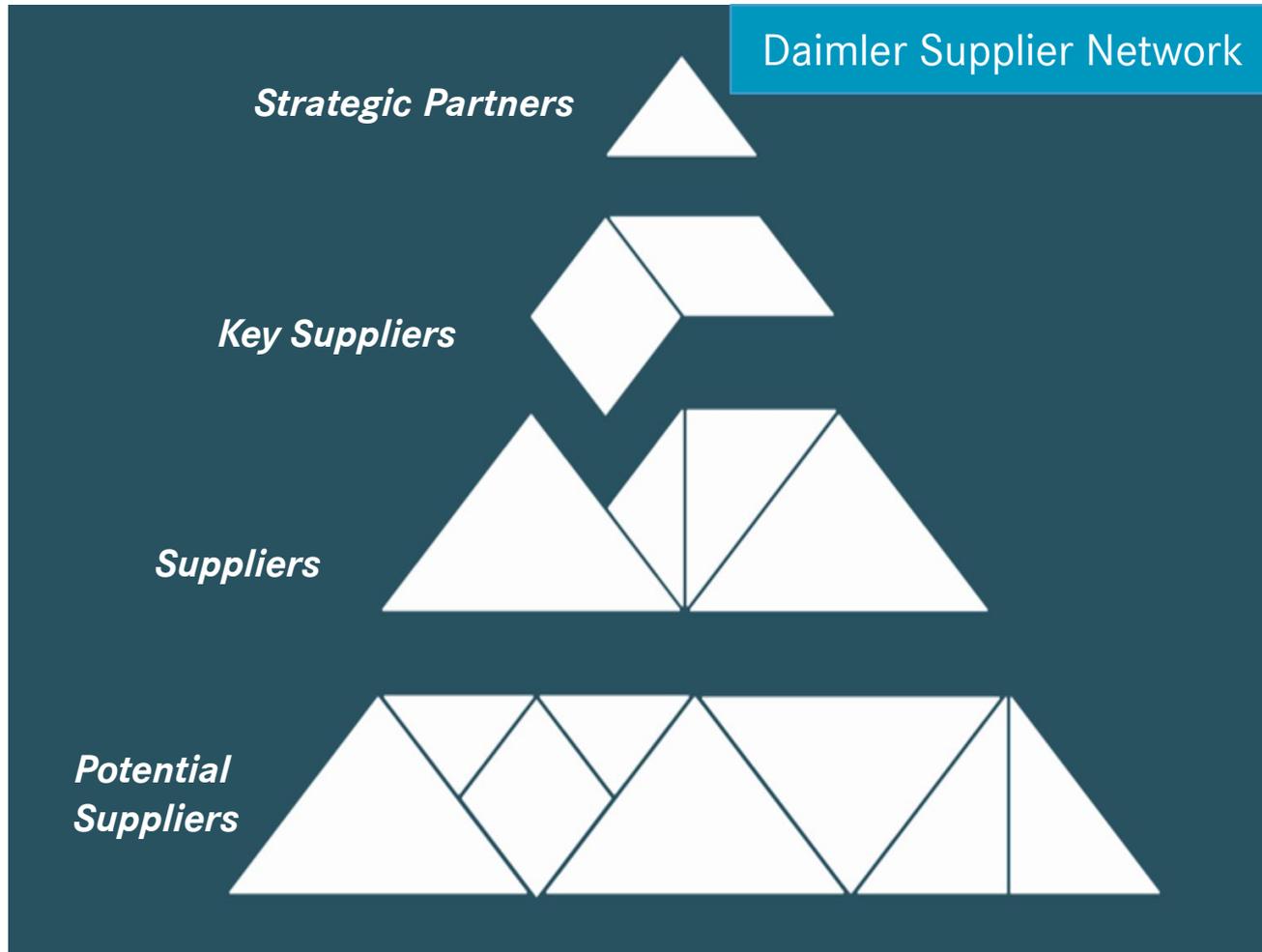
Transparent supplier selection process and decisions

Chance to participate in a sustainable business model

Long-Term collaboration

Growth opportunity for suppliers– chance to compete for worldwide Daimler Trucks and Buses business

Long term partnership with suppliers showing exemplary performance in cost, quality and delivery is key



Our Expectations from Suppliers:

- *Benchmark in Cost and Performance*
- *Transparency to Daimler – confidential to other*
- *Adequate capacity Professional project management*
- *Disciplined change management*
- *Integrity & Compliance*

Trucks India Consolidation Center exports 205 parts into Daimler Network

Major parts exported from Consolidation Center India



Tappet



Flasher Relay



Crankshaft Gear



Trans Housing



Flywheel



Crankshaft Gear



Timing Case



Camshaft Gears



Synchronizer



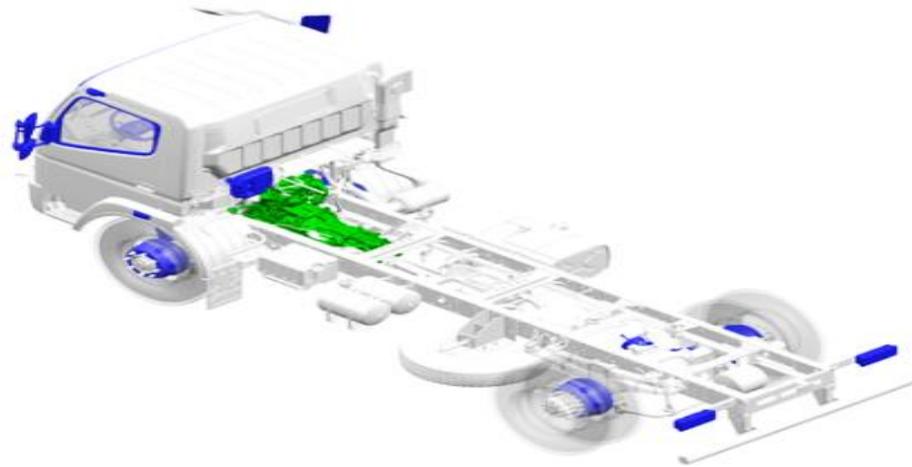
Push rod



King pin



Lightning



Windshield



Horn



Bearing



Rocker shaft



Drag link



Charge air pipe



Steering wheel



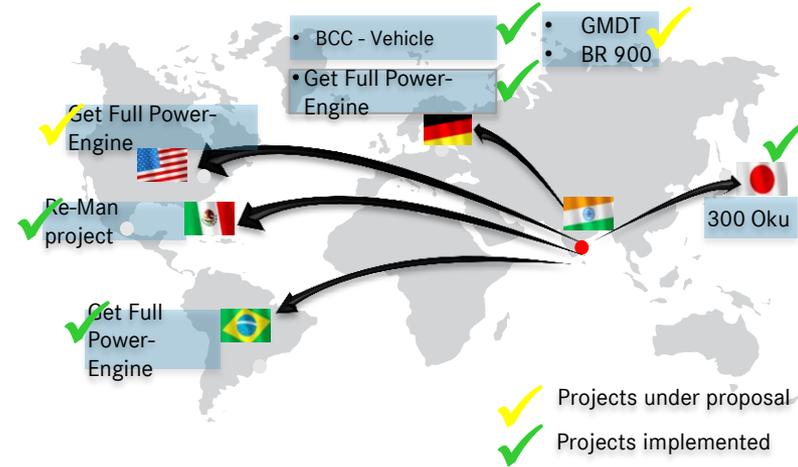
Horn Pad



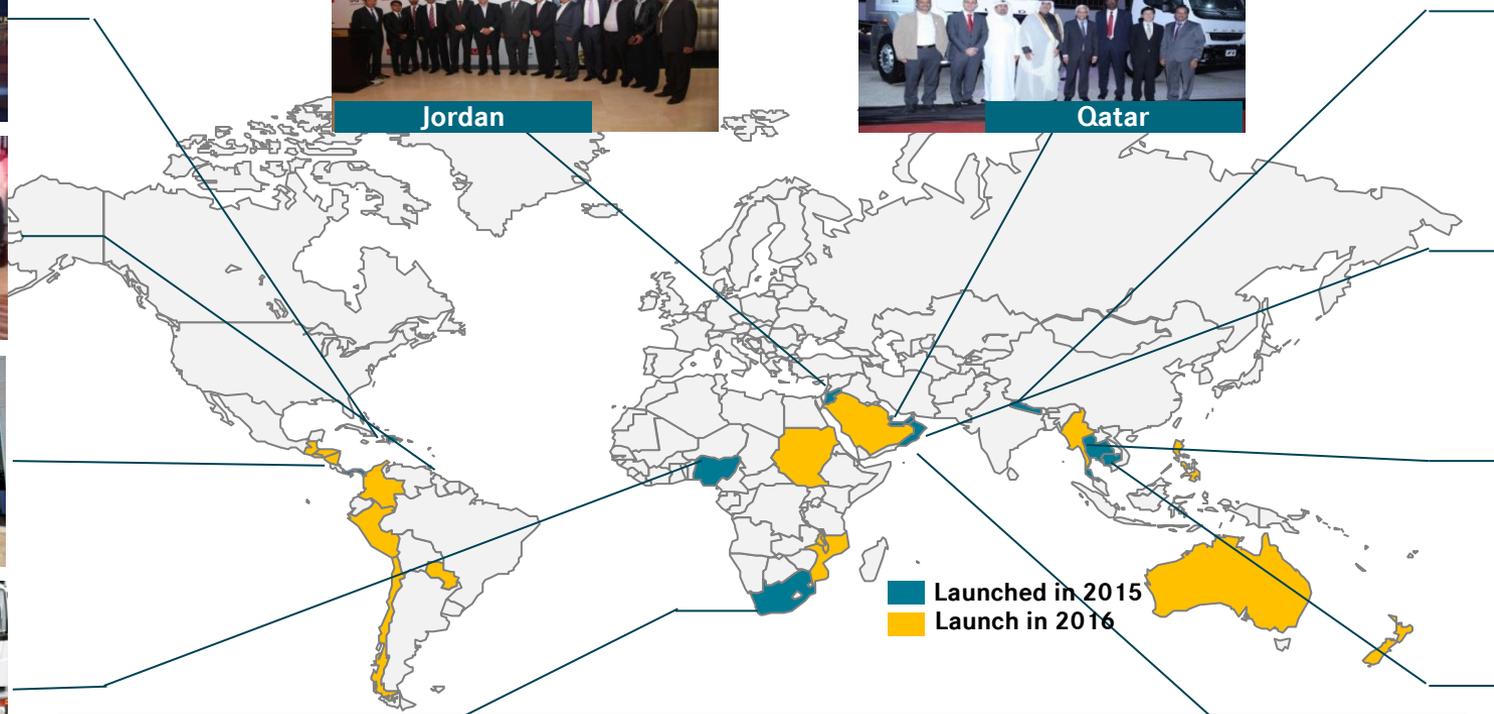
Washer tank



Back plate assembly



Trucks India exports vehicles to 12 countries, to be extended to 30 countries by end of 2016



Market Launch Countries 2016			
MENA (Vol. Est: 360u) Existing GCC Variants Kuwait Q2 ✓ Saudi Arabia Q3 Bahrain Q2	Africa (Vol. Est: 100u) Gen. Export Variants Sudan Q2 Mozambique Q4 Malawi Q4	Latina (Vol. Est: 300u) Existing Latina Variants Chile Q3 Peru Q2 Colombia Q2 Costa Rica Q3 El Salvador Q3 Honduras Q3 Nicaragua Q3 Paraguay Q3	ASIA/ASEAN/OCEANIA (Vol. Est: 250u) Myanmar Q3 Philippines Q3 Australia* Q4 New Zealand# Q4

Bus chassis exports to 9 countries running already

Beginning of complete bus exports to Middle East

Based on DICV 9t chassis



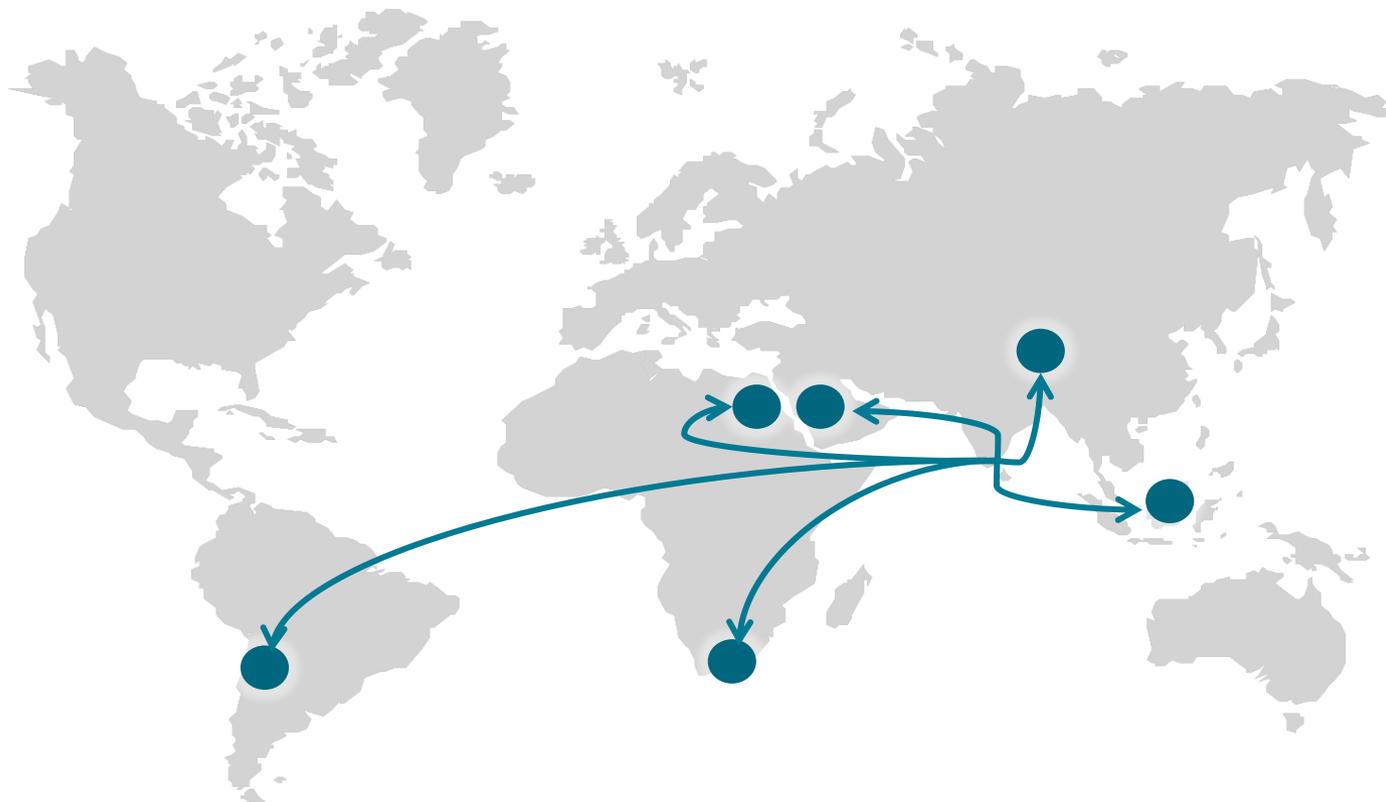
School bus Egypt



Tourist bus Indonesia



Tourist bus South Africa



Complete bus from DICV



School Bus Middle East



Tourist Bus Nepal

Thank you for your attention!
Looking forward to your questions

