

CEBIT INDIA 2014 - BENGALURU

Merc to hire 1k more in India

New Recruits To Join Its Development Units By Dec 2015

Shilpa Phadnis
@timesgroup.com

Bengaluru: Mercedes Benz Research and Development Centre India (MBRDI), a 100% captive unit of the 118 billion euro Daimler, will add another 1,000 people in India for application development and R&D by December 2015.

MBRDI has already outperformed its hiring target of employing 2,000 people by December this year, making the India centre one of its biggest in its global operations.

MBRDI will hire 800 people in Bangalore and 200 in Pune, thus taking the total headcount in India to 3,000. "We are hiring data scientists, experts in engineering competencies with knowledge of full-vehicle

HIRING SPREE

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integration, and simulation experts. We are also venturing into a new area called digital simulation," said Manu Saale, MD and CEO of MBRDI.

The Bangalore unit has so far focused on areas like computer aided design and engineering (CAD and CAE), embedded systems and telematics, as well as engineering IT tools. The Pune unit specializes in interior and exterior component design, taking advantage of the proximity of local sup-

pliers. It also looks after the group's IT engineering, SAP delivery, global and local IT infrastructure and operation services.

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More recently, the Bangalore centre has started undertaking complex engineering work in the area of crash analysis. It's developing a human body modelling system (HBM), a simulation technology

that considers every possible combination of accident variables from biomechanics and the physical properties of human tissues to accident statistics and the physics of crash situations. "Our global presence helps us significantly. India has a huge advantage in terms of what happens in the Asia or Chinese markets," Saale said.

Daimler has four different operations in India. The others include Mercedes Benz India in Pune responsible for production and sales of passenger cars, Daimler India Commercial Vehicles that operates under the brand Bharat Benz in Chennai, and Mercedes Benz Financial Services for passenger cars and Bharat Benz Financial Services for commercial vehicles.

Ready for Early C-class Drive

ENS Economic Bureau

Bangalore: German car major Mercedes Benz showcased the all new C-class for the Indian market. The car, which was to be launched in early 2015, will be launched earlier than planned (formally on November 25, 2014) due to demand for the C-class earlier version.

The revised launch exuding the German auto-

makers confidence in the Indian market that has witnessed double-digit growth for luxury car makers. This is the 10th launch for Benz this year.

The new C-class will be rolled out as CBUs (Completely Built Units) in India, but production of these cars will commence in the first quarter of 2015.

Interestingly, the new car was showcased by the company's

R&D wing Mercedes-Benz Research & Development India (MBRDI) at the ongoing IT fair, CeBIT. "Our customers expect not only appealing design, outstanding quality and superb performance from a Mercedes-Benz vehicle, but also like to stay connected, entertained and informed when using their vehicles," Eberhard Kern, MD and CEO of Mercedes-Benz India said. The new car will have contributions from the 2000+ MBRDI staff in India.

Benz has announced plans to double its production this year from 10,000 units a year to 20,000 units, Kern said.

