



Mercedes-Benz

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Mercedes-Benz Research and Development India (MBRDI) recognized as 'ER&D Organization of the Year' by NASSCOM

Press Information

July 05, 2021

Bangalore, July 05, 2021: Mercedes-Benz Research and Development India (MBRDI) has won the 'ER&D Organization of the Year' award at the first edition of Engineering & Innovation Excellence Awards 2021 organized by NASSCOM. With the vision to present and evangelize India as a powerhouse of innovation, next-gen think-force and high impact service delivery, NASSCOM has launched this showcase to demonstrate India's role as a global leader in engineering and research and development (R&D).

Celebrating this achievement, Manu Saale, Managing Director and CEO, MBRDI said, "It is a proud moment for us to be recognized by NASSCOM as the 'ER&D Organization of the Year'. Our efforts in providing best-in-class digital solutions to our headquarters, that contribute towards building world-class products, have been duly acknowledged. We firmly believe that digital technologies can address the challenges posed by technology disruption in the auto industry. We will continue to push the digital boundaries to arrive at the best possible solutions. The ER&D community has been amongst the unsung heroes of the Indian product engineering industry. It is indeed inspiring to see the technological depth that India has to offer to businesses across the world."

Since its inception, MBRDI has established itself as the centre of excellence for Daimler in engineering and R&D. With the vision to bring the India-advantage closer to the Group and strengthen competitiveness for long-term success, the company has made several key contributions towards new-age technology of connected, autonomous, and electric driving technologies. MBRDI has also been working on some cutting-edge technologies through its active engagement with start-ups, facilitated through its flagship program called Startup Autobhan.

For further information:

Tanuja Singh | Tanuja.singh@daimler.com | +91 98806 77071

About Mercedes-Benz Research and Development India (MBRDI)

Mercedes-Benz Research and Development India (MBRDI) headquartered in Bengaluru was founded in 1996 as a captive unit to support Daimler's research, IT, and product development activities. We focus on topics ranging from computer-aided design and simulations (CAD, CAE) for powertrain, chassis, and exteriors to

embedded systems, telematics and developing various IT applications and tools. The satellite office in Pune specializes in interior component designs and IT engineering. The establishment of MBRDI is in line with the Daimler group's ambition to attract the world's best engineering talent and form a global footprint for its R&D and IT competencies. MBRDI also aims to partner closely with suppliers in India for its activities in product development and IT services. It is now one of the largest global development centres outside Germany, employing more than 6000 skilled engineers; and has established itself as a valuable partner to all business units and brands of Daimler worldwide.

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