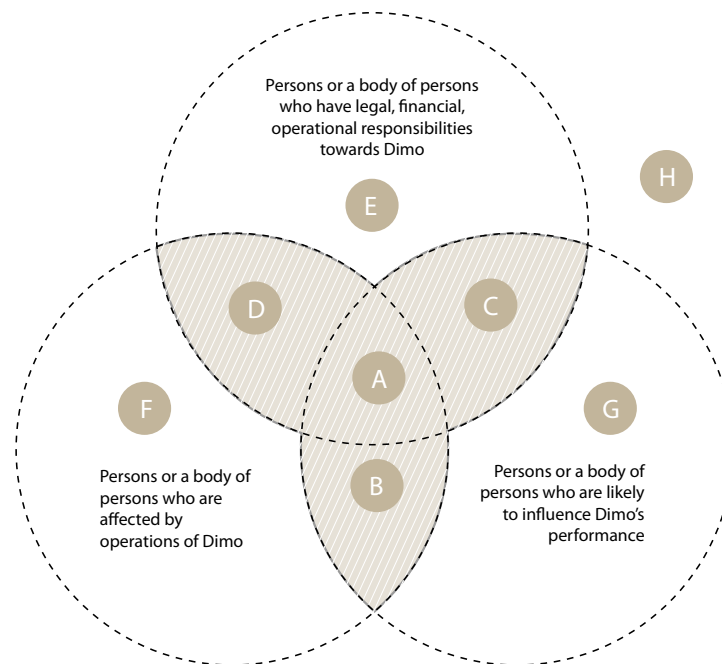


Stakeholder Identification

Mapping Our universe of stakeholders was mapped in the context of our eight strategic imperatives, and checked against the following three non-mutually exclusive characteristics:

- Stakeholders who have legal, financial or operational responsibilities towards Dimo
- Stakeholders who are likely to influence Dimo's performance
- Stakeholders who are affected by Dimo's operations.

Stakeholder Identification Mechanism for Engagement



Basis for Engagement Stakeholders were then identified for engagement as follows:

- Those who exhibited all three of the above characteristics were considered to be the most important, where engagement is a priority
- Those who exhibited any two of the above characteristics were regarded as the next important group, and also identified for engagement
- Those who exhibited only one or none of the said characteristics were not to be considered for engagement in general. However, the Sustainability Committee may decide to include any party in the engagement process on a case by case basis.

Stakeholder Engagement The following table depicts the various methods by which we engage with our important stakeholder groups.

Stakeholders	Process of Engagement
Shareholders	<ul style="list-style-type: none"> • One-to-one interview (by an independent third party on behalf of the Company) • Annual General Meeting provides an opportunity to review the past year's performance and engage in discussions with the management • Annual Report • Quarterly reports provide a quarterly review of performance • Company website
Customers	<ul style="list-style-type: none"> • One-to-one interviews (by an independent third party) • Customer Relationship Management (CRM) process enables keeping in touch with the customer on a daily basis. It helps to respond to queries and problems from the customer. 'Problem solving' for challenges the customer faces is also done through the CRM process • A Customer Satisfaction Index maintained by each Business unit provides an assessment of satisfaction levels and helps to improve problem solving capacities within the Company • Dimo 'Fleet Owners Club' - Customer Loyalty programme • Mercedes-Benz Club • 24-hour roadside assistance • Dimo call centre
Employees	<ul style="list-style-type: none"> • One-to-one interviews (by an independent third party) • Focus group discussions (by an independent third party) • Employee Council meetings • Employee Portal 'Dimo net' of the Company, accessible to every employee • Annual strategic planning meeting • Company's 'Open Door' policy encourages direct dialogue • Annual Employee Surveys - voluntary and confidential • HR Clinics - biannually • Individual Performance Reviews - biannually • Employee Rewards & Recognition • Product knowledge sharing session with employees
Business Partners and Suppliers	<ul style="list-style-type: none"> • One-to-one interviews (by an independent third party) • Supplier Code of Conduct • A high speed 24x7 on line link enables constant dialogue with principals. Issues discussed include product quality, marketing, customer satisfaction and, 'problem solving' • On site visits from principals and on site visits to principals' locations facilitate engagement • Principals' Reports - Compiled by Dimo annually and submitted to respective principals