

Motivation and Recognition

DTC supports employee and driver engagement through competitive remuneration, comprehensive benefits, and structured performance recognition. These measures are designed to reinforce motivation, encourage high performance, and support long-term retention across the workforce.

Compensation is benchmarked against market standards and complemented by recognition initiatives that reward individual and team contributions. Managers are allocated dedicated budgets to recognise performance through vouchers, gifts, and incentive programmes, including the 'Kafo' scheme and other performance-based or milestone-linked awards.

Incentive Programmes

The 'Kafo' scheme enables managers to provide immediate recognition for exemplary behaviours such as professionalism, vehicle presentation, and customer service, with rewards issued instantly through an ID-based system.



In addition, DTC's Recognition Policy for employees provides a structured framework for rewarding good performance, including during challenging operating conditions, reinforcing a culture that values commitment, resilience, creativity, service excellence and other relevant criteria.

Through Kafo, our employee recognition digital platform, outstanding contributions are acknowledged and celebrated, reinforcing a culture of appreciation and positive values across the organisation.

Health and Safety

Managing Health and Safety

Dubai Taxi Company manages health and safety through its Quality, Health, Safety, and Environment (QHSE) function, which provides weekly updates to management on HSE statistics, incidents, and near misses. Building on earlier alignment with the RTA's OHS requirements, DTC currently operates according to its own independent HSE framework covering both environmental as well as health and safety aspects. The framework includes dedicated HSE and environmental procedures,

communication and fatigue management processes, as well as structured risk and environmental assessments.

The Company's Incident Management Policy outlines procedures for handling incidents ranging from minor events to those with significant impact on people, the environment, assets, or reputation. Complementing this, the Sustainability Policy affirms DTC's commitment to maintaining a healthy, safe, and secure workplace for all employees and drivers.

Dedicated Health & Safety Policy

Advancing Health, Safety, and Environmental Policies

In 2025, DTC strengthened its Health, Safety, and Environmental governance by introducing and updating a comprehensive set of policies and management procedures to enhance operational control, risk management, and regulatory compliance across HSE functions.

Key HSE procedures issued and/or updated during the year include:

1. Communication, Participation, and Consultation Procedure
2. Emergency Preparedness and Response Procedure
3. Energy Preservation Management Procedure
4. Environmental Aspect Measurement, Monitoring, and Control Procedure
5. Fatigue Management Procedure
6. Health Control Management Procedure
7. HSE Assessment Management Procedure
8. HSE Performance Monitoring and Control Procedure
9. Incident Management Procedure
10. Waste Management Procedure

