

Promoting Local Employment and Growth

Contributing to Local Prosperity

Dubai Taxi Company plays an active role in supporting local economic growth by prioritising the recruitment and retention of local talent. This approach creates job opportunities, enhances community development, and contributes to a skilled, stable, and motivated workforce that underpins service quality and operational reliability.

Through a focused recruitment strategy, DTC conducts targeted hiring drives and promotes retention with comprehensive financial and wellbeing benefits. This people-centred approach helps attract qualified drivers, build long-term loyalty, and maintain the operational efficiency needed to support the Company's continued growth and contribution to Dubai's dynamic economy.

Employee Hires and Turnover

	2023	2024	2025
Total number of employees leaving employment during the reporting period	67	62	56
Total employee turnover during the reporting period	12.1%	10.9%	9.0%
Employee turnover during the reporting period (men)	10.9%	11.3%	8.7%
Employee turnover during the reporting period (women)	20.3%	10.0%	19.0%
Total number of new hires during the reporting period	67	78	109

Taxi and Limousine Driver Turnover

Metric	2023	2024	2025
Termination/Resignation	1,954	2,065	3,255
Total Drivers	13,029	15,671	14,633
Turnover	15%	13%	22%

Delivery Bike Driver Turnover

Metric	2023	2024	2025
Termination/Resignation	130	516	1,168
Total Drivers	1,144	2,017	2,757
Turnover	11%	26%	42%

Talent Attraction, Onboarding, and Workforce Planning Enhancements

During 2025, DTC refined its talent management approach to better align recruitment, onboarding, and workforce planning with operational priorities and market conditions.

- Enhanced employer branding through social media, career fairs, and university engagement.
- Revision of salary scales to address recruitment challenges and market competitiveness.
- Structured and standardised onboarding and induction process.
- Stronger workforce control aligned with business needs and role criticality.

