



Bosch India strengthens its smart solutions portfolio beyond mobility

Localized engineering expertise to enhance connectivity offerings of Bosch

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- ▶ Bosch focuses on energy efficient solutions and connected products, such as power tools and security systems
- ▶ Cross-functional teams as a key to success in the IoT era
- ▶ Bosch is pursuing a “3S” strategy: sensors, software, and services

Bengaluru – Bosch, a leading supplier of technology and services, is boosting its beyond mobility business with smart solutions based on growing infrastructure and consumer demand. “Our business is in a process of profound transformation from a hardware focus to models that focus more on services and data. We have the capability to develop greenfield technology that can power industries in a new-age manner,” says Soumitra Bhattacharya, Managing Director, Bosch Limited and President, Bosch Group, India. Fueled by the impetus from the Indian government amid structural reforms, such as the Goods and Services Tax (GST), the country is undergoing rapid transformation as well. It is changing conventional business areas **to digital by transforming businesses beyond mobility.**

Over the last few years, beyond mobility solutions have gained 35 percent and have contributed greatly to the Bosch Group’s turnover. Bosch’s initiatives in India are leading it into new verticals with digital solutions in the core. Be it connected industry, energy efficiency, smart home or other areas, Bosch is continuously growing due to successful collaboration of its cross-divisional teams, engineering heritage and strong presence in the Indian market. The company integrates local talents into the development of solutions for the country’s market. “The key to success will be partnership with local players to drive connectivity forward and a localized strategy to meet consumer demand,” adds Soumitra Bhattacharya.

Digital power tools that offer convenience and affordability to improve lives

Bosch is providing affordable and localized solutions for the Indian market to improve working conditions, performance and businesses of tradesmen, contractors, carpenters, artisans and other industrial and institutional customers. Innovative cordless technology, connected power tools and connected work sites

ultimately benefit end customers. With other new business models, such as rental power tools and digital services for customer support, channel partners and sales force, the company is boosting the construction industry's growth and employment.

Smart security solutions for smart cities and connected transportation

Bosch is transforming the face of the nation's security systems by providing connected solutions. The country's population of more than 1.3 billion people is constantly on the move, metro stations and airports are crowded and require smart security solutions with big data analysis to increase people's safety. Bosch's security solutions, such as intelligent cameras, public address systems and other technologies, are helping cities solve the urban transportation and safety issue by providing seamless digital platforms.

Personalized home appliances and digital services for all segments

Bosch is becoming a Hardware Plus company and is reiterating its commitment to India by offering personalized home appliances and digital services to suit the requirements of every Indian household. Bosch Home Appliances will invest 100 million Euros over the next 3 to 4 years into personalized solutions, brand building, strengthening its technology center, and setting up a robust refrigerator factory to bring its best-in-class German technology to India. With localized offerings in the household appliances area, Bosch is transforming itself into a Hardware Plus company.

Customized energy solutions to provide energy efficiency and sustainability

Through its 7 years of successfully enabling customers to achieve their sustainability goals and reducing energy costs, Bosch Energy and Building Solutions (BEBS) is offering services for commercial and industrial facilities, with the objective of decreasing their energy consumption. The company also offers value added solutions for easy monitoring and controlling of energy consumption. Bosch Energy and Building Solutions (BEBS) is thus becoming the energy partner of choice as enterprises are increasingly switching to more energy efficient methods of operating their facilities.

Turning Bosch facilities into smart factories of the future

A key component of Bosch's beyond mobility offerings is Industry 4.0 technologies. Bosch is building smart factories with the focus on automation, digitalization, AI and IoT that are boosting productivity, quality and safety. Bosch leverages a unique dual-strategy of being a leading user and provider of Industry 4.0 solutions on the market and is thus well placed to build an ecosystem of business and technology partners to create affordable digital solutions for SMEs and customers.

Embracing a future fueled by robotics and automation to transform how we work and live

Bosch is gaining increased relevance by implementing robotics and automation solutions that augment its smart manufacturing and connected industry solutions in the country. This is being achieved by developing solutions that include collaborative robots, IoT and machine learning. With its goal to make the “Factory of the future” a reality, Bosch India is partnering with OEMs across industries, and also implementing robotics and automation solutions across its manufacturing facilities, to deploy modern solutions that are improving productivity and safety.

Innovation hub for the world by adopting new-age technologies across industries

At the heart of all these changes lies innovation, and Bosch is turning itself into an innovation hub for the world by developing solutions based on AI, Blockchain, sensors and other futuristic technologies to build sustainable ecosystems across industries for the future. Bengaluru is one of the global innovation centers for AI solutions and transformations are being driven through Bosch’s “3S” strategy – where it uses sensors, software and services. Bosch’s innovation accelerates this growth with robust distribution networks, India-specific innovations, consumer centricity, and lastly, by entering new market segments.

Enterprise digital transformation partner thanks to Lead User-Lead Provider strategy

Bosch is accelerating the digital transformation of enterprises and developing solutions that are designed for the usability and affordability needs of Indian customers. Its digital consultative arm is using the 3S’s – sensors, software and services – to enhance existing products and processes across all industry domains. As the company operates under its unique Lead User-Lead Provider strategy, Bosch perfects digital solutions by first running them at its own plants and facilities, and then partners with customers to enhance their products and processes with the help of digital technology and new-age solutions.

By collaborating and leveraging synergies within and outside Bosch, combined with capabilities in integrating hardware and software, the company is well on its way on a transformative journey to become a leading service provider in the age of digitalization and automation.

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About Bosch in India

In India, Bosch is a leading supplier of technology and services in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. Additionally, Bosch has, in India, the largest development center outside Germany, for end to end engineering and technology solutions. The Bosch Group operates in India through thirteen companies, viz, Bosch Limited, Bosch Chassis Systems India Private Limited, Bosch Rexroth (India) Private Limited, Robert Bosch Engineering and Business Solutions Private Limited, Bosch Automotive Electronics India Private Limited, Bosch Electrical Drives India Private Limited, BSH Home Appliances Private Limited, ETAS Automotive India Private Limited, Robert Bosch Automotive Steering Private Limited, Automobility Services and Solutions Private Limited, Newtech Filter India Private Limited and Miviv Engg.Technologies Private Limited and Precision Seals Manufacturing Limited. In India, Bosch set-up its manufacturing operation in 1951, which has grown over the years to include 18 manufacturing sites, and seven development and application centers. Bosch Group in India employs over 31,000 associates and generated consolidated revenue of about ₹19,204 crores (2.61 billion euros) in 2017 of which ₹13,790 crores*(1.88 billion euros) from third party. The Group in India has close to 18,000 research and development associates.*

In India, Bosch Limited is the flagship company of the Bosch Group. It earned revenue of over ₹10,842 crores (1.47 billion euros) in 2017. Additional information can be accessed at www.bosch.in

About Bosch Group

The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,000 associates worldwide (as of December 31, 2017). The company generated sales of 78.1 billion euros in 2017. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 64,500 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.