



BOSCH

Corporate Relationship Department
BSE Limited
1st Floor, New Trading Ring
Rotunda Building, P.J. Towers
Dalal Street, Fort
Mumbai- 400 001

The Manager,
Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, C-1, Block G
Bandra-Kurla Complex
Bandra (E)
Mumbai – 400 051

Bosch Limited
Post Box No:3000
Hosur Road, Adugodi
Bangalore-560030
Karnataka, India
Tel +91 80 4176 8626
Fax +91 80 2299 2393
www.boschindia.com
PAN: AAACM9840P
CIN: L85110KA1951PLC000761

09.06.2015

Dear Sirs,

Public announcement by our Holding Company

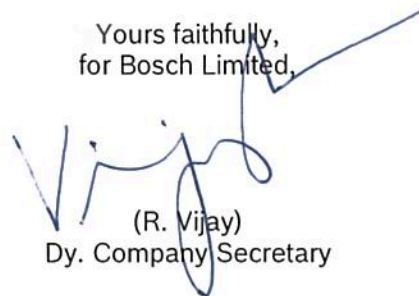
Please find enclosed a copy of press release being issued by Robert Bosch GmbH, our Holding Company, regarding realigning of the Starter Motors and Generators division.

This is notified for general information of members and public.

A view on this development will be taken by the Company at an appropriate time.

Thanking you,

Yours faithfully,
for Bosch Limited,



(R. Vijay)
Dy. Company Secretary



Strengthening future viability **Bosch plans to realign Starter Motors and Generators division**

June 9, 2015

PI 8949 RB EMR/KB

- ▶ Quest for joint venture partner or buyer
- ▶ Opening up additional growth potential
- ▶ Further expanding international presence

Stuttgart – The Bosch Group plans to seek a partner for a joint venture or a buyer for its Starter Motors and Generators division. The company is convinced that this can further improve the division's growth prospects in a market characterized by tough competition and cost pressure.

The division develops and manufactures starters and alternators for passenger cars and commercial vehicles which help reduce fuel consumption, for example as part of the start-stop system. It employs around 6,500 associates at 13 manufacturing sites and multiple sales locations worldwide.

“The Starter Motors and Generators division has successfully managed to transform itself over the past few years and is posting positive results. The division is well positioned internationally, and has technically and commercially competitive products that are very well received by our customers,” says Dr. Rolf Bulander, the Bosch board of management member responsible for the Mobility Solutions business sector. “Nonetheless, in a market characterized by tough competition and cost pressure, the division has better growth prospects together with a partner or buyer.”

Securing long-term viability

Bosch is convinced that a partner or buyer can increase the division's competitiveness and further stimulate growth. In recent years, the division has improved its competitiveness by making its structures simpler and more flexible, among other things. A partner or buyer may give these activities an additional boost, and further expand the division's international presence. Furthermore, this may enable the division to tap into additional growth opportunities in those regions in which it does not yet have such a broad presence. Finding a partner or

buyer for the Starter Motors and Generators division will make it possible for the Bosch Group to devote more attention to other strategic areas.

With products such as the start-stop system, highly efficient generators, and motors for the boost recuperation system, the division supplies modern technology for reducing fuel consumption. Collaboration with a partner or buyer will allow this technology to be used in the best possible way to open up additional growth potential.

Contact persons for press inquiries:

Rene Ziegler

Phone: +49 711 811-7639

India local contact for press inquiries:

Sujit Nayak

Phone: +91 080 22992429

Note: This is a global release being circulated in the region

The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of 49 billion euros in 2014. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions 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 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 up-front 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.bosch-press.com, <http://twitter.com/BoschPresse>

**The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.*