



BOSCH
Invented for life

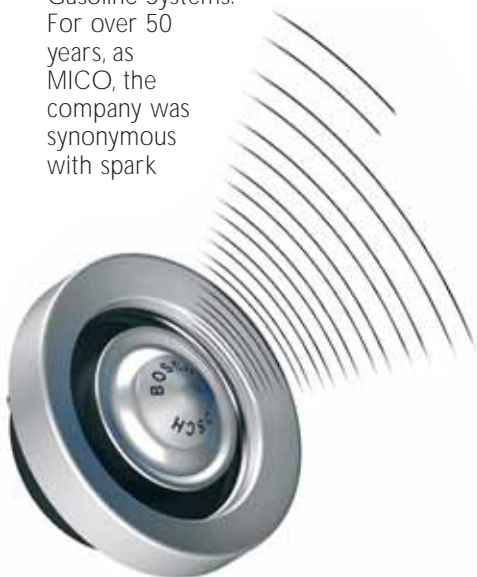
Market

When the new generation car hit Indian roads in late 1983, no one could have predicted that in less than a decade it would change the road map of the country and put into motion an irreversible momentum which would leave people asking for more. 25 years later the Indian auto industry has matured and is seen to be one of the most dynamic in the world. Riding on the back of this exploding market is the auto ancillary industry. The maturing of this sector has not gone unnoticed in the global market. With auto sales growing at a healthy 16%, the world annual market has crossed 10 million units. In search of lowering costs and improving quality several world players have begun sourcing from India.

Today, this industry is a supplier to all major global auto manufacturers. Its 500 organised players and 5000 in the unorganised regime have, between them, registered phenomenal results. Demand from original equipment manufacturers (OEMs) account for 67% of total sales of Rs. 56,000 crore (US\$ 14 billion) logged in by this segment; the replacement market accounts for 19% (Rs. 10,640 crore – US\$ 2.66 billion) while exports constitute 14% (Rs. 7840 crore – US\$ 1.96 billion). The Indian auto components industry is expected to grow between US\$ 40 billion and US\$ 45 billion (Rs. 160,000 and Rs. 180,000 crore) by 2016 (Source for all: Automotive Mission Plan, Government of India).

Leading this revolution is Bosch Limited (formerly Motor Industries Company Limited – Mico) – the flagship company of the global automotive leader, Robert Bosch GmbH. Bosch has assumed a position of technological and market leadership in the country. Starting from innovations like common rail systems, ABS and ESP among others, Bosch has strengthened its presence in the automotive sector with a wide range of spares and accessories.

In the auto components space Bosch is already a dominant player. The new focus and growth area for the company is Gasoline Systems. For over 50 years, as MICO, the company was synonymous with spark



plugs and filters. Today, as Bosch, it has an enviable range which includes glow plugs, starter motors, alternators, belts, batteries, bulbs, horns, relays, clutch plates, brake pads, brake fluid, wiper blades, lubricants, gear pumps, apart from diesel and gasoline fuel injection systems.

Achievements

Innovation and Bosch go hand in hand. The company is a pioneer in automation technology, packaging technology, power tools, household appliances, car multimedia systems and security systems. In 2007 alone, Bosch filed over 3200 patent applications across the globe.

In recognition of its efforts in pioneering the common rail platform in India – a technology which it has pioneered globally – Bosch was awarded the NDTV Car & Bike Technology of the Year Award for 2007.

Its Diesel Systems Plant at Bangalore received the ACMA (Auto Components Manufacturers Association of India) Gold Award in September 2007 for Overall Excellence in Manufacturing. The Plant also received the Significant Achievements Distinction from The Confederation of Indian Industry (CII) under the European Foundation for Quality Management (EFQM) model of business excellence. The India Innovation Award instituted by the Marico Innovation Foundation was also won by the company in March 2008. In the same year, as a tribute to its strong position in the market, Bosch was also felicitated with the Business Standard Star MNC Award.

History

Bosch was established in Stuttgart, Germany in 1886 by Robert Bosch, a pioneer inventor. Today, the company is a network of 280 subsidiaries, 140 countries and 272,000 employees, whom Bosch calls associates. It recorded a turnover of US\$ 72 billion (Rs.288,000 crore) in 2007 and retained its global leadership position in automotive technology. The brand is also a leading name in industrial technology, consumer goods and building technology.

As a supplier of innovative

and reliable products, Bosch has established a powerful presence across the world. Its OEM status with auto companies reads like a roll of honour of iconic brands: Alfa Romeo, Audi, BMW, Buick, Chrysler, Citroen, Daihatsu, Fiat, Ford, General Motors, Honda, Hyundai, Isuzu,



Iveco, Jaguar, Kia, Land Rover, Mazda, Mercedes Benz, Mitsubishi, Nissan, Opel, Peugeot, Porsche, Renault, Seat, Skoda, Subaru, Suzuki, Tata, Toyota, Volkswagen, Volvo, among many others. In fact, if a company manufactures a motorised vehicle it is unlikely it doesn't have a Bosch component keeping its wheels turning.

The India operations of Bosch commenced in





1951. It has never relinquished its pioneering role in the country and continues to be the single largest auto component manufacturer and the largest Indo-German company in India. Bosch India recorded a turnover of Rs. 4280 crore (US\$ 1.07 billion) in 2007.

Headquartered in Bangalore, the company has manufacturing facilities in Bangalore, Nashik, Naganathapura and Jaipur. All four plants are TS 16949 and ISO 14001 certified.

Product

Bosch offers one of the most comprehensive ranges of automotive spares and accessories in India. The range includes starter motors and alternators, automotive batteries, automotive belts, brake pads and brake systems, brake fluids and engine and gear oils, clutch plates, a vast range of filters, fuel injection systems and fuel pumps, ignition coils, cables, sensors, glow plugs, spark plugs, electric horns, halogen bulbs, windscreen wipers and a host of other components.

In every category, Bosch distances itself from competition by using superior manufacturing processes, strict quality controls and, where applicable, its patented technologies.

For instance, its silver perfect maintenance-free batteries come with breakthrough silver alloy technology that not only offers greater electrical conductivity and better corrosion resistance but also substantial increase in service life.

Its automotive belts use superior quality rubber compounds and are manufactured on state-of-the-art machines to provide better



Recent Developments

Robert Bosch GmbH, the parent company, recently increased its share holding in India from 60.55% to 69.73% reinforcing its continued support to the Indian business.

Internationally, too, Bosch has strengthened its operations. In the coming years it sees itself as a leader in the diagnostics market, as well. To pursue this lateral growth strategy it recently acquired Beissbarth GmbH in Germany and Sicam s.r.l. Correggio in Italy. Through these and its acquisition of Accu Industries of the US and the China-based, Weicon, Bosch expects to attain its objective of creating another vertical where it commands the international diagnostics space.

Promotion

The Bosch brand is known the world over for innovation. It is from the obvious platform of technological superiority that stems the company's communication strategy expressed succinctly in its thematic line 'Bosch innovation – Yes.' Between this effort and the change of name campaign, Bosch unwittingly launched the largest direct contact campaign ever in the automotive space in India.

However, traditionally Bosch is a large advertiser in the country's major mainline and regional press. It actively promotes its car service centres and, in the retail trade, is very visible at the grassroots level.

performance and longer life. Clutch plates and brake pads from Bosch are asbestos-free and are especially formulated to reduce the impact of automobiles on the environment. Bosch Chassis Systems (formerly Kalyani Brakes) manufactures hydraulic brake systems as per international standards. The Bosch range of filters includes cabin filters that absorb 100% of all pollen, dust particles and harmful substances. In the area of diesel fuel injection, Bosch is a technology leader and has developed an entire range of distributor pumps with various electronic add-ons. Gasoline systems from Bosch incorporate the latest research and breakthroughs. The company's glow plugs keep vehicles in prime running condition. Bosch technology has created high

performance electrical horns, relays and halogen bulbs for clear visibility even in severe rain and fog conditions. Bosch innovations-at-work can be seen in its range of engine and gear oils which conform to prevalent standards (API, SAE, JASO and ISO-E GC) while its spark plugs, invented by it in 1902, continue to be the preferred choice of all world majors.

The more than 1000 authorised workshops are an integral part of the company's presentation. To support these operations Bosch offers a range of test and diagnostic equipment such as fuel injection pump test benches, nozzle testers, auto electrical test benches, engine diagnostic tools, engine and emission analysers, tyre changers, wheel balancers and battery service equipment. The company's sales and service network spans over 1000 towns manned by more than 5000 authorised representatives.

The company also runs 160 Bosch car service centres across the country.



Bosch is – and has always – invested heavily in developing its dealer network and has expended considerable resources in training programmes.

The company's belief that the trade is its lifeline to customers is supported by its near-60 years experience in India.

Brand Values

The slogan 'Invented for Life' reflects a long standing philosophy of Bosch. The slogan communicates the group's core competencies and vision of technological leadership, modernity, dynamics, quality and customer orientation.

In the automotive aftermarket, Bosch is promoted on two core platforms: reliability and performance. The company strives to be the leading brand in the aftermarket segment and a priority brand in the areas of diagnostics, service and training.

In the market place which cuts across all socio-economic strata and automotive segments, Bosch is seen as a brand which stands for superior quality and proven reliability. Strongly in sync with customer needs and market dynamics, Bosch is not just a global player with a sharp presence in India; it is a global player which treats India as its other home.

www.boschindia.com
www.bosch.com



THINGS YOU DIDN'T KNOW ABOUT

Bosch

- The Bosch Automotive Aftermarket division markets batteries, wiper blades, lighting, horns, brake systems and lubricants among other accessories
- Some of the most popular automotive technology innovations like Common Rail Systems, ABS and ESP are Bosch innovations
- Bosch invented the spark plug in 1902 and sold its 10 billionth in 2007
- The company holds around 77,000 patents, patent applications and registered designs
- In 1903, the first Le Mans race was won using Bosch technology
- Bosch was the development partner for the diesel fuel injection, supplying specially adapted common rail injection systems for Audi racing cars
- The gasoline systems, brakes and auto electricals of the world's most economical car – TATA Nano – were custom-developed by Bosch
- Fuel injection systems for diesel traction on the Indian Railways are supplied by Bosch
- Blaupunkt is a Bosch brand

