

14 July, 2010  
Ref : PT/COM/07/10

## **Bosch Power Tools launches its new range of Lawn & Garden Tools in India**

*Bosch Power Tools launches its Lithium-Ion powered cordless and corded lawn and garden tools in India*

**Bangalore July 14 2010:** Following the success of the launch of Aquatak High pressure jet washer, Bosch Power Tools today unveiled its new range of corded and cordless innovative lawn and garden tools, powered by Lithium Ion technology. Present at the occasion was well known Kannada Actress - Ramya who unveiled the new range of tools along with Mr. Frank Toma, Managing Director of Bosch Lawn and Garden Ltd and Mr. Vijay Pandey, Regional Sales Director, Bosch Power Tools India. The unveiling was followed by a demonstration of the light weight, easy to use tools at the garden terrace of Taj Residency.

Bosch is offering a complete range of garden tools to make gardening as easy and enjoyable as possible. Cordless tools eliminate the need for a cable thereby offering unrestricted movement without the hassle of untangling and with no risk of cutting the cable. In addition, cordless tools are lightweight compared to conventional petrol tools, are easy to start and produce no petrol fumes. The latest cordless technology using lithium-ion batteries offers many advantages:

- ▶ tools are more compact and lightweight than conventional cordless tools
- ▶ lithium-ion batteries have reduced self-discharge and no memory effect so tools are always ready to use with short charge times

One of the most innovative and creative set of tools to be launched ever by Bosch Power Tools across the world; the range consists of **Cordless Lawnmower Rotak 34 LI** that mows the garden with increased run time by 10-20%. It is lightweight and is up to 40% lighter than other cordless and petrol lawnmowers. Its unique grass combs allow it to cut right to the edges. The cordless **ISIO Shrub and Edging Shear** is the perfect way of fostering one's gardening creativity as this compact and lightweight tool helps in effortless cutting of bushes and small leafed hedges. The cordless **Grass Trimmer ART 23 Easytrim** is another lightweight and ergonomic tool designed for convenient edging and trimming of grass borders. The **Cordless**

**Hedgecutter AHS 48 LI** is wonderful application that comes with a Bosch Innovation: “Anti-Blocking” System which ensures continuous cutting performance!

In addition to the range of cordless tools, Bosch is also offering a complete range of corded garden tools. Lawnmowers Rotak 32 and Rotak 40 mow right up to the edge with Rotak 32 for smaller gardens, Rotak 40 for larger gardens. Grass trimmer ART 23 Easytrim is Lightweight for effortless edging and trimming of grass borders. Hedgecutters AHS 42-16 and AHS 6000 PRO-T provides excellent power and comfort whether you have young, small hedges (AHS 42-16) or large woody hedges (AHS 6000 PRO-T).

Experiencing the power and ergonomic design of the Bosch Power Tools, Kannada Actress Ramya said “These are an amazing set of tools. I am amazed at the power and flexibility behind each of these products. After using them I would not mind buying one such set of products for my own house. They are fun to work with and offer value for money too. I am glad Bosch Power Tools have come out with such a diverse range of products that anybody can use!”

Explaining the benefits of this fine range of lawn and garden tools, Mr. Vijay Pandey, Regional Sales Director, Bosch Power Tools said, “This is the first time in India that we are launching the cordless range of garden tools that helps in effortless gardening. The new Garden Tools are specially designed to fulfill the imagination of those who want to redesign their environment in a way that is easy to do and effective in use. Powered by Lithium-Ion technology, these versatile and multi-purpose tools are silent and pollution free, making them conducive to the environment. These tools will help build our diverse range of corded and cordless tools and strengthen the company’s innovative edge in India“.

The company plans to tap those with a penchant for gardening. While the market for lawn and garden tools remains niche in India, the company is hopeful that the new green tools will find loyal customers, given the impressive features and value for money.

According to Mr. Frank Toma, “Bosch Lawn and Garden continues to further develop the successful cordless segment, with the majority of new products for 2010 slated to be cordless. The Bosch Lawn and Garden tools have received a phenomenal response so far and we are confident that they will be well received in India too”

The range will be available at select stores and retail outlets across India, namely Rs 3500 to 50,000 Rs and customers can also call on toll free helpline number 1800 425 8665 for any queries on the new range.

Bosch is the world leader in the power tools segment and has been a pioneer in the cordless power tools segment. In India, the company plans to introduce the new

products in a phased manner, which will be made available through a network of more than 600 Bosch authorized dealers and channel partners across 150 cities.

### **About Bosch Group**

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 275,000 associates generated sales of 38.2 billion euros in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for some 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*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*

### **About Bosch in India:**

*In India, Bosch is a leading supplier of technology and services in the areas of automotive and industrial technology, consumer goods and building technology. Additionally, Bosch also has in India, the largest development centre, outside Germany, for end to end engineering and technology solutions. The Bosch Group operates in India through six companies, viz, Bosch Limited, Bosch Chassis Systems India Limited, Bosch Rexroth India Limited, Robert Bosch Engineering and Business Solutions Limited, Bosch Automotive Electronics India Pvt Ltd, Bosch Electrical Drives India Pvt Ltd.. Bosch Limited operates in Automotive Technology, Industrial Technology and Consumer goods & Building Technology business sectors. In India, Bosch set up its manufacturing operation in 1953, which has grown over the years to 13 manufacturing sites and 4 development centres employing some 19000 associates and generating a consolidated revenue of over Rs. 6400 crore in 2009 with Bosch Limited revenue alone nearly 4850 crores*

Additional information can be accessed at

□ [www.boschindia.com](http://www.boschindia.com)

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