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Bosch Vaahan Scheme to rewrite their success story in South India

- *Unique collaboration between Bosch Power Tools and leading Indian banks to provide training and financial support to rural artisans*

Mysore, July 30, 2010: The Power Tools Division of Bosch today announced the expansion of the Bosch Vaahan in Mysore, a mobile initiative to enhance the skills and livelihood of self-employed rural artisans. Launched in 2006 in partnership with Canara Bank and Andhra Bank, the initiative includes a combination of product demonstrations and training with financial support to empower self-employed artisans to further their trade. Following the phenomenal response previously in South India and North India Bosch decided to initiate this activity back in few places of South India again. The Bosch Vaahan, equipped with a Bosch Power Tool display and demo area as well as bank personnel, will travel all across Mysore to demonstrate the versatility of power tools to the artisans.

“The Mobile Training Van - Bosch Vahan has been associated with the rural artisans development for enhancing their livelihood with better income generation with the help of Bosch Power Tools since 2005. The Bosch vahan is dedicated for upgrading the skills of carpenters, electricians and plumbers. This mobile training van is equipped with all the power tools and the accessories for hands on training.” said Mr. Vijay Pandey, Regional Sales Director, Bosch Power Tools India. “The objective of the Bosch vahan is to train the artisans at their location by which an artisan will not have to spend an entire day in travelling to get trained which may also result in losing a day's wages”

The van will be equipped with Power Tools ranging from the woodworking, construction, metalworking and cordless tools that address the needs of self employed artisans, plumbers and electricians. The tools suit different applications like drilling, tightening/loosening, cutting, grinding, planing,

sanding etc. and offer efficiency, reliability and ease of use. They can be used for light, medium or tough tasks, both indoors and outdoors.

After a year long successful collaboration with Canara Bank and Andhra Bank, Bosch has tied up with 8 more banks that include Punjab National Bank, Syndicate Bank, Corporation Bank, Indian Bank, UCO Bank, State Bank of India, ING Vysya Bank, State Bank of Mysore in order to provide loans to artisans who need financial support to procure these tools.

According to Mr. Anand, Carpenter, Mysore, "The Bosch Vahan is a unique opportunity for us to buy Bosch tools at a low interest rate and easy installments. This and the training provided by Bosch to use the tools has helped us to become small time entrepreneurs running our own business efficiently and profitably."

The power tool industry is valued at over US\$ 20 billion worldwide. Bosch is a major player in the power tool industry and has a service network that is spread across the length and breadth of the country with around 105 authorized service centres dedicated to provide prompt and quality service to customers.

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
- www.bosch.com

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