



Press Release

*Media Release
For immediate Release*

Bosch Automotive Aftermarket Expands its Service Network in Chennai

- **Opens 50th Auto Electrical Workshop in India**

Chennai, Aug. 28, 2006: As part of its growing service network, BOSCH Automotive Aftermarket today inaugurated an Auto Electrical Workshop in Chennai. The workshop located at Teynampet, Chennai is the 50th such workshop in the country. The workshop is an exclusive and authorized sales and service outlet for BOSCH and MICO branded auto electrical products. Equipped with high quality BOSCH test equipments and trained manpower, the workshops are built on the same standards as those of BOSCH across the globe.

“The Auto Electrical Workshop is an extended arm of MICO service, providing services for auto electrical products including starter motors, alternators, spark plugs, bulbs, horns relays and batteries,” said Mr. Ravi Krishnamurthi, Regional Sales Director, India & SAARC, Automotive Aftermarket. “Our plan is to have 100 such Auto Electrical workshops in the near future equipped to cater to customer requirements, anywhere across the country.” In addition to the Auto Electrical workshop inaugurated at Teynampet today, there are 16 other MICO workshops handling service diesel fuel injection equipment and 2 BOSCH Car Service centers providing state of the art service for all makes of cars.

The Automotive Aftermarket is responsible for the supply, sales and service of automotive parts and is one of the largest divisions of Motor Industries Company Limited. As part of its training programme, the division provides technical information through CD ROMs for easy dissemination and management of automotive parts.

The Auto Electrical products are manufactured at Naganathapura plant (near Bangalore) of Motor Industries and have a market share of more than 25% with its major O.E customers namely Hyundai, Maruti, M&M, Tata Motors, Ashok Leyland, Eicher etc.

About the Bosch Group

The Bosch Group is a leading global manufacturer of automotive and industrial technology, consumer goods, and building technology. In fiscal 2005, some 251,000 associates generated sales of 41.5 billion euros. Set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering," the Bosch Group today comprises a manufacturing, sales, and after-sales service network of more than 280 subsidiaries and more than 12,000 Bosch service centers in over 140 countries.

The special ownership structure of the Bosch Group guarantees its financial independence and entrepreneurial freedom. It makes it possible for the company to undertake significant up-front investments in the safeguarding of its future, as well as to do justice to its social responsibility in a manner reflective of the spirit and will of its founder. 92 % of the shares of Robert Bosch GmbH are held by the charitable foundation Robert Bosch Stiftung. The entrepreneurial ownership functions are carried out by Robert Bosch Industrietreuhand KG.

Additional information can be accessed at www.bosch.com

About Motor Industries Company Limited

Motor Industries Company Limited is the flagship of the Bosch Group in India. Founded in 1951, it has grown over the years to become India's largest auto component manufacturer. It is also the largest Indo-German company.

The Bosch Group holds 60.55% stake in Motor Industries Company Limited. Access to state-of-the-art technologies from Bosch and a commitment to world-class quality have made it the country's largest manufacturer of Diesel Fuel Injection Equipment and one among the largest in the world. It is headquartered in Bangalore with facilities in Bangalore, Nashik, Naganathapura and Jaipur. All the 4 plants are TS 16949 and ISO 14001 certified. With strength of over 9800 associates, the company manufactures and trades products as diverse as diesel and gasoline fuel injection equipment, industrial equipment, auto electricals, hydraulics, power tools, packaging machines, security systems and Blaupunkt car audio systems.

It has a strong after sales network spanning across 1000 towns and cities in India with over 4,000 authorised representations which ensure widespread availability of both products and after-sales services. As Bosch is focusing on India to develop it as a technology hub, the company is gearing up to meet the challenges.

Additional information can be accessed at www.boschindia.com