

Press Release

*Media Release
For immediate Release*

Bosch Automotive Aftermarket On An Aggressive Growth Path

- Plans expansion of Bosch Car Service in India

New Delhi, January 16, 2006: The Automotive Aftermarket division of Bosch's flagship Motor Industries Company Limited has set itself an aggressive target of 20% growth year on year. The division has been manufacturing a wide range of auto components and accessories for inland and overseas exports. It is planning to expand the network of its workshops under the Bosch Car Service (BCS) banner in the country, as part of its aggressive growth plans for this year.

Bosch Car Service is equipped to service car brands across OE manufacturers, by offering genuine spare parts, diagnostics and repair. The type and variety of services provided by the BCS workshop is superior to that offered by general workshops thus resulting in higher customer satisfaction. BCS outlets are even equipped to diagnose the common rail systems that are fitted in new generation diesel vehicles. The workshop is also an authorized emission test center. Bosch has invested extensively in training its workshop employees and exposing them to the latest technologies in the automotive industry.

According to Mr. Muralidharan, Deputy General Manager, Marketing, Automotive Aftermarket Division, Motor Industries Company Limited (Mico), "India is one of the emerging car markets in the world. Almost every major international car manufacturer is trying to carve a segment of its own." Suzuki, Ford, General Motors, Daimler Chrysler, Hyundai, Skoda, Fiat, Honda, Mitsubishi & Toyota have already set up manufacturing facilities in India. "With many options being made available, the Indian consumer is now extremely choosy and demanding. This presents a challenge for the Car Service Business. With technology evolving at a rapid pace, Car Service Providers have to continually upgrade to newer technologies. This lays stress on acquiring technical information and developing diagnostic capabilities. And this is where Bosch will bring in the difference."

Plans for the Future

The division will continue to introduce Bosch innovations in India to expand its footprint in the country. The division is planning expansion of its network including Bosch Car Services, trade network, training programs and customer loyalty programs.

Bosch and Mico, with its extensive experience, have acquired the reputation of being a competent workshop partner. It is this experience that Bosch will apply in India to expand its service footprint.

About Bosch Group

The Bosch Group is a leading global manufacturer of automotive and industrial technology, consumer goods, and building technology. In fiscal 2004, some 242000 associates generated sales of 40 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 some 260 subsidiaries and more than 10,000 service centers in over 130 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 Bosch in India

The Bosch Group is represented by four subsidiaries in India. In 2005, over 14,000 associates generated annual sales of Eur 685 Mio.

Motor Industries Company Limited is the flagship of the Bosch group in India, established in the year 1951. Mico is the largest auto component manufacturer and the largest Indo-German company in India. The Bosch Group holds 60.55% stake in Mico.

Access to state-of-the-art technologies from Bosch and a commitment to world-class quality have made Mico, 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 9700 associates, Mico manufactures and trades products as diverse as fuel injection equipment, industrial equipment, auto-electricals, hydraulics, electric power tools, packaging machines, security systems and Blaupunkt car audio systems.

The Bosch Group is also represented by three other subsidiaries in India.

Robert Bosch India Limited, a wholly owned subsidiary of Robert Bosch GmbH, develops software and engineering solutions for all business sectors within the Bosch world in more than 15 nations across Europe, USA, Asia and Australia. Founded in 1998, RBIN is an ISO 9001 and CMM Level 4 organisation with cutting-edge facilities at Bangalore. It employs nearly 2900 associates and is the largest software development center outside Germany.

Bosch Chassis Systems India Limited (formerly Kalyani Brakes) is the leading manufacturer of hydraulic brakes in India for passenger cars, two wheelers, three wheelers and tractors. Its plants are located in Jalgaon and Chakan in Maharashtra and Manesar near Delhi. Founded in 1982, the Bosch Group holds over 80% stake in the company and employs approximately 1,700 associates.

Bosch Rexroth India Limited provides a complete range of world-class products, systems and services for drive and control technologies to various industrial and mobile applications. Established in 1975, Bosch holds 95.5% stake in BRIN and is into five technology groups namely: Industrial Hydraulics, Electric Drives and Controls, Linear Motion and Assembly Technologies, Pneumatics, and, Mobile Hydraulics. BRIN is ISO 9001:2000 certified and employs 300 associates, serving customers in India, Bangladesh, Nepal and Sri Lanka through manufacturing facilities in Ahmedabad and Bangalore.

As Bosch is focusing on India to develop it as a technology hub, Mico is gearing up to meet the challenges. Bosch's new tagline 'Invented for Life' communicates Bosch's core competencies and vision -technological leadership, modernity, dynamics, quality and customer orientation which are part of its long tradition.

For more information on Bosch, please log onto www.boschindia.com, www.bosch.com