



## Press Release

*Media Release  
For immediate Release*

### **Bosch inaugurates Diesel Center in Ahmedabad**

- Opens 1<sup>st</sup> of its kind Diesel Centre in India
- End-to-end service provider for all diesel powered vehicles
- Plans to open 5 more centres in the coming year

**Ahmedabad, November 22, 2006:** The Automotive Aftermarket division of Bosch's flagship Motor Industries Company Limited, today inaugurated the first ever Bosch Diesel Centre (BDC) in the country, at Ahmedabad which will be an end-to-end service provider for all diesel vehicles. Apart from being an expert in the repair of conventional diesel injection pumps and components, it is well-equipped to repair all Bosch systems and components such as Electronic Diesel Control pumps & Common Rail pumps both on and off the vehicle.

Advance Fuel Technologies, located at Sarkhej, Ahmedabad is spread over a sprawling 5000 sq. ft. of land, and has begun this centre with a work force of 20 personnel and an investment of Rs 20 million. Mr. Odd Joergenrud, Vice President, Asia Pacific Automotive Aftermarket Division, Robert Bosch Pt Ltd (SEA) Pte Ltd present at the inauguration of the first BDC said "There are approximately 500 Bosch Diesel Centers in the world including 35 in the Asia-Pacific region alone. This is the first of its kind in India which exhibits its highest level of capability with its round the clock service." Bosch plans to open another 5 more centres in the coming year, depending on market conditions and future customer needs.

Mr. Ravi Krishnamurthi, Business Head, Automotive Aftermarket, Motor Industries Company Limited (Mico) said "With the state-of-the-art testing and repair equipment imported from our parent company, the BDC, initiated by our esteemed channel partner is authorized for all Bosch after sales service and warranty work on diesel powered vehicles." At any given point of time, the center is well-equipped to service large number of modern cars and trucks as also provide regular diagnostics and repair diesel & auto-electrical units.

**About 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](http://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 one of 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, electric 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](http://www.boschindia.com)*