

The German engineering and electronics giant completes 96 years of business in India. Bosch Ltd is looking at achieving double digit growth in the country, focusing on its new digital age strategy '3S' - where it uses sensors, software, and services. "When India grows at 7-8%, Bosch looks at a performance better than the market. We expect to grow in double digits in the next couple of years," says Wolf.

In India, Bosch set up its first manufacturing operation in 1951, which has grown over the years to 18 manufacturing sites, and seven development and application centres. The Group in India employs over 31,000 associates and generated consolidated revenue

of about Rs 19,204 crore in 2017, of which Rs 13,790 crore came from third party. The group in India has close to 18,000 R&D associates. The VUCA of this new global environment collectively poses challenges for engineering companies as it presents newer roadblocks in an ever-changing environment, he adds. "We are focused on providing locally adaptable products to the Indian market. Affordable and quality products do work well in this market. We brought even the application engineers closer to the customer, in addition to the sales force. For instance, Bosch's power tools business division introduced a concept of 'zero distance to the user's," Wolf says.



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