

# Press release

## Bosch Global Software Technologies



January 4, 2022

### **Software at the core of purpose: Robert Bosch Engineering and Business Solutions and its related organisational areas renamed as Bosch Global Software Technologies**

- The company will invest substantially to create platforms for innovation and promote R&D in new-age technologies

**Shibuya, Tokyo, Japan:** Robert Bosch Engineering and Business Solutions Private Limited (RBEI) headquartered in India announces a change in the company name to **Bosch Global Software Technologies Private Limited**. With it, all related legal entities and organisational areas will be renamed. Bosch Engineering Solutions Ltd. company (RBEJ), located at Shibuya, will become Bosch Global Software Technologies Ltd. (BGSJ). The new name is effective from mid-January 2022.

The change will be one of the largest that has been undertaken at RBEI. The company's restructuring began in Q2 2020, as part of the company's effort to accelerate business strategy, anticipate future demand and adapt to market change.

RBEI is the largest software and technology centre for Bosch outside Germany with a delivery & sales network across several global locations such as Mexico, Vietnam, North America, Japan, Middle east and more. The strategic name change comes with enhancement in the company's capabilities, competencies, business models & working engagements to scale and continue to play a dominant role in software & product engineering at Bosch.

The development brings to the fore the nature of the company's work in software led technology. Being a global hub for software, it caters to customers and partners across geographies and industries in their digitalisation journey. The name change complements the company's strategy to recruit and retain best-in-class talent from premier universities in the areas of ERP related business, Data Management and Analytics AI /ML, Cloud Technologies, UX - User Experience, Cybersecurity, embedded software, and other new age technologies. In line with

that, the company is working on re-skilling and up-skilling niche competencies to execute highly complex projects. The company has also created an integrated campus to showcase Bosch recent technologies to the associates and customers.

The company is looking to strengthen its innovation focus and R&D capabilities and for its steady initiatives and investments are being made in various technologies in IT enterprises application domain.

On the name change, Dattatri Salagame, CEO, President and Managing Director, Bosch Global Software Technologies said, "We have been a software company since inception and this name change is an emphatic commitment to strengthen our best-in-class software engineering to lead in this #techade. Digital Natives of today consume an experience and not a product. And software drives the differentiation in that experience. At Bosch Global Software Technologies, we want to provide an environment which is conducive to create, innovate and experiment to solve important customer problems using technology and win more for Bosch. For that, bringing in the best software talent will serve as our competitive advantage."

The change in the company name is in sync with efforts to enhance software led technology expertise. Speaking about software capabilities and expansion of the Japan center as a key global delivery network for BGSW, Dattatreya Gaur, Managing Director of BGSJ said, "It's a great opportunity to leverage our global presence and competencies for serving our customers in their changing demands of high technology"

With more than 23,000 associates across the globe, Bosch Global Software Technologies is a powerhouse of software led technology. Japan center is a pivotal for developing high tech products, IT applications and ERP related services for the APAC region. Transitioning to the new identity of Bosch Global Software Technologies truly resonates the company's commitment to deliver world-class solutions to accelerate digitalisation for its customers and partners.

**Contact persons for press inquiries:**

Akshayita Alok Saxena, [AkshayitaAlok.Saxena@in.bosch.com](mailto:AkshayitaAlok.Saxena@in.bosch.com)

About BGSW: Bosch Global Software Technologies Pvt Ltd is a 100% owned subsidiary of Robert Bosch GmbH, one of the world's leading global suppliers of technology and services, offering end-to-end Engineering, IT and Business Solutions. With over 23,000 associates, it's the largest software development center of Bosch, outside Germany, indicating that it's the Technology Powerhouse of Bosch in India with a global footprint and presence in US, Europe and the Asia Pacific region. With our unique ability to offer end-to-end solutions that connect sensors, software, and services, we enable businesses to move from the traditional to digital or improve businesses by introducing a digital element in their products and processes.

About Bosch in India: In India, Bosch is a leading supplier of technology and services in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. Additionally, Bosch has in India the largest development center outside Germany, for end to end engineering and technology solutions. The Bosch Group operates in India through twelve companies: Bosch Limited – the flagship company of the Bosch Group in India – Bosch Chassis Systems India Private Limited, Bosch Rexroth (India) Private Limited, Robert Bosch Engineering and Business Solutions Private Limited, Bosch Automotive Electronics India Private Limited, Bosch Electrical Drives India Private Limited, BSH Home Appliances Private Limited, ETAS Automotive India Private Limited, Robert Bosch Automotive Steering Private Limited, Automobility Services and Solutions Private Limited, Newtech Filter India Private Limited and Mivin Engg. Technologies Private Limited. In India, Bosch set-up its manufacturing operations in 1951, which has grown over the years to include 16 manufacturing sites, and seven development and application centers. The Bosch Group in India employs over 31,500 associates and generated consolidated sales of about ₹.19,996 crores\* (2.54 billion euros) in fiscal year 2020 of which ₹. 14,011 crores\*(1.78 billion euros) are from consolidated sales to third parties. The Bosch Group in India has close to 15,650 research and development associates. Additional information can be accessed at [www.bosch.in](http://www.bosch.in)

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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 upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. 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. Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), <https://twitter.com/BoschPress>