



Bosch inaugurates sales liaison office in Nepal

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- ▶ Bosch inaugurated a sales liaison office in Naxal, Nepal
- ▶ Bosch will be serving over 1000 secondary retail customers across Nepal
- ▶ Bosch aims at tripling its secondary sales reach by 2024

Kathmandu, Nepal – Bosch Limited, a leading provider of technology and services in the mobility ecosystem, has inaugurated a sales liaison office in Naxal, Nepal. Following a 100-year legacy in India, the opening of the sales liaison office marks Bosch’s foray into the country of Nepal. Bosch’s endeavor comes at a time when the Nepali government’s focus on infrastructure development programs and increased construction has led to high demand for the vehicle industry.

There has been a rise in growth opportunities due to dynamic developments in expansion and localization of engineering and manufacturing in the Asia Pacific region. Having cherished a long history and tradition in the region, Bosch continues to strengthen its footprint by tailoring its products to the respective local markets. Bosch’s activity in Nepal will mainly be focused on providing products and services in the following segments – Automotive Aftermarket, Power Tools, Building Technologies.

Currently with 11 service partners (Bosch diesel service & Power Tool Service) and 320 secondary retail customers, we have a vision to triple to 30 service partners, 1000 retail customers and increase secondary sales to 100NPR by 2024.

Speaking at the inauguration, Mr. Soumitra Bhattacharya, Managing Director, Bosch Limited & President, Bosch Group in India said, “As we expand our scale of operations, we are looking forward to beginning our journey in Nepal – a country known for its natural beauty and rich culture. Bosch has always enjoyed a collaborative relationship with SAARC countries, with our primary offices in Sri Lanka, Bangladesh, India, and supply offices in Bhutan. With our state-of-the-art customized products and solutions, we aim at serving the Nepali market with the best of German engineering in the mobility and beyond mobility spheres. We would like

to thank the Nepali government for their continued support in our endeavor and look forward to forging a longstanding partnership between Nepal and Bosch.”

Over the years, Bosch has invested billions of euros in research and development with the objective of developing innovative, useful, and exciting products and solutions with the aim of enhancing the quality of life. With the inauguration of Bosch’s office in Nepal, Bosch also establishes its commitment in skilling the local population of Nepal through multiple CSR initiatives.



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About Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 401,300 associates worldwide (as of December 31, 2021). According to preliminary figures, the company generated sales of 78.8 billion euros in 2021. 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 128 locations across the globe, Bosch employs some 76,300 associates in research and development, of which more than 38,000 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.