



## Bosch launches Electro-Voice in India

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- ▶ Electro-Voice formally launched in India by Bosch Security Systems
- ▶ Electro-Voice is the world renowned brand of Telex Communications, USA, acquired by the Bosch Group
- ▶ Electro-Voice brings a rich heritage, innovative products and competitive prices to the market

**New Delhi, July 16, 2008:** Bosch Security Systems formally launched Electro-Voice (EV) in India, by showcasing EV's comprehensive range of amplifiers, loudspeakers and microphones for the Professional Audio market. This roadshow was held at the PHD CCI auditorium in New Delhi.

EV was previously owned by Telex Communications Inc., USA, a leading manufacturer and supplier of professional audio, wireless, life safety and communication equipment. The company was also home to the other well-known brands Dynacord, Midas, KlarkTeknik, RTS and Telex. Their systems are installed in a wide range of applications such as stadiums, airports and major infrastructure projects where customers are increasingly asking for turnkey solutions combined with security systems. Telex Communications Inc. and its brands moved under the Bosch umbrella in 2006.

"As a Bosch brand, EV has access to boundless resources. Bosch is a recognized leader of technology with whom EV shares a business philosophy based upon engineering excellence, quality without compromise, brand integrity and long-term growth. Bosch's wealth of resources and expertise brings almost limitless potential to the world of EV R&D. The synergies are countless", said Dhiraj Wali, Vice President, Bosch Security Systems, India.

Throughout its 81 year history, EV has maintained a strong belief in customer orientation and has invested heavily in research and development. This has molded EV's solid reputation for producing high quality professional audio products at competitive prices.

"EV has raised the bar with breakthrough technologies, designs and products such as the Variable-D® microphones, the hum-bucking coil, home high-fidelity loudspeaker components, constant-directivity horns, noise-canceling

microphones, pro-sound loudspeakers with Ring-Mode Decoupling (RMD™) and Manifold Technology® for concert-sound loudspeaker systems with very high output ability yet relatively compact size " said Christian Glueck, Business Line Manager – ElectroVoice, USA.

Bosch has already demonstrated a considerable financial commitment to the EV brand, cementing the common goals that brought them together. Multi-million dollar investments in EV factories in the U.S. and Germany have set new industry standards for pro audio manufacturing, while streamlining the global supply chain and improving product quality.

With Bosch's resources behind it, EV continues to grow steadily and aims to further strengthen its position in the professional audio market.

### **About Bosch Group**

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. 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 up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. 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. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

### **About Bosch in India**

*In India, Bosch is a leading supplier of technology and services in the areas of automotive and industrial technology, consumer goods and building technology. Additionally, Bosch also has in India, the largest development centre, outside Germany, for end to end engineering and technology solutions.*

*The Bosch Group operates in India through four companies, viz, Bosch Limited, Bosch Chassis Systems India Limited, Bosch Rexroth India Limited and Robert Bosch Engineering and Business Solutions Limited. Bosch Limited operates in Automotive Technology, Industrial Technology and Consumer goods & Building Technology business sectors.*

*In India, Bosch set up its manufacturing operation in 1953, which has grown over the years to 11 manufacturing sites and 4 development centres employing some 18000 associates and generating a consolidated revenue of over Rs. 5700 crores in 2007.*

*Additional information can be accessed at [www.boschindia.com](http://www.boschindia.com) and [www.bosch.com](http://www.bosch.com)*

Contact person for press inquiries:

Sanjay Chakravarty - Tel.: +91 80 22996168

Rana Mathew - Tel.: +91 80 22999780