Robert Bosch Engineering and Business Solutions appoints Dattatri Salagame as the new President and Managing Director

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META: Digital innovation veteran to strengthen RBEI´s position as a connected-technology company

Keyword phrase: RBEI appointed Dattatri Salagame

Tags: RBEI, Dattatri Salagame, Robert Bosch, Bosch Group, Bosch Ltd, automotive engineering

Robert Bosch Engineering and Business Solutions Private Limited (RBEI) appointed **Dattatri Salagame** as its new President and Managing Director. Salagame, a Bosch insider or ‘Boschler’ will drive the global strategy of RBEI from Bengaluru, which is the largest software, and technology centre of Bosch, outside Germany. His agenda is to strengthen the position of RBEI as a Digital transformation partner. Salagame assumed leadership at the beginning of April, 2020. He has been served the company for 24 years, handling diverse roles in India and in Germany.

RBEI is a 100% owned subsidiary of Robert Bosch GmbH, one of the world’s leading global supplier of technology and services, offering end-to-end Engineering, IT and Business Solutions. With over 20,000 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.

On his appointment, Salagame, said, “I am excited to embark on this new journey at RBEI and look forward to leading the organization into the connected world, with the unique competency we have, derived from both our Bosch parentage and unique India strengths.“

Salagame, an engineer by education, spent his first two decades in the industry in the field of engineering software development in the automotive and industrial domain. His leadership role in the recent past cantered around driving innovation and establishing new lines of business. As head of strategy for Bosch in India, he is credited with setting up the Bosch start-up engagement program, D.N.A (Discover, Nurture, Align), in India. In his last role, he was heading the digital business at RBEI, helping customers and partners in their digital journey.

**Bosch in India**

The Bosch Group in India employs over 31,000 associates and generated consolidated revenue of about ₨.21,450 crores\* (2.66 billion euros) in 2018 of which ₨. 15,824 crores\*(1.96 billion euros) from third-party. The Group in India has close to 18,000 research and development associates.

Bosch is a leading supplier of technology and services in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology.

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