



BOSCH
Invented for life

eXtra.
Rewarding loyalty

Bosch eXtra Loyalty Programme

Quality that comes with
eXtra rewards

At Bosch, we continuously strive to nurture the partnership with our stakeholders and grow together. We are further strengthening this bond with the launch of our loyalty programme – Bosch eXtra (BE) – exclusively designed for independent car workshops. This programme focuses on Bosch Parts, Diagnostic, & Service Concepts, and ensures that independent car workshops get rewarded for their efforts and loyalty. It is also an opportunity for the workshops to upgrade to Bosch Service concepts like Express Car Service, and to gain knowledge and training on new Bosch technologies such as CRS, ABS, and ESP in the Passenger Car industry.

How to enrol in Bosch eXtra?

- ▶ The workshop owner will be enrolled by a Bosch representative through the Bosch Enrolment Mobile App
- ▶ The geographical location and credentials of the workshop will be verified by the Bosch agency and further approved by the Bosch manager
- ▶ After verification and approval, the workshop owner will receive an SMS on his / her registered mobile number, confirming his / her registration along with the UID (unique identification) number
- ▶ The Bosch representative can also scan the coupon QR code through the Bosch Enrolment Mobile App

How does Bosch eXtra work?

- ▶ The Bosch programme representative has to enrol the workshop owner in the Bosch eXtra Loyalty Programme through the Bosch Enrolment Mobile App, using the workshop owner's unique mobile number
- ▶ After enrolment, the workshop owner has to purchase Bosch parts*
- ▶ The workshop owner must scan the QR code inside the Bosch product packaging of each Bosch product that comes under the Bosch eXtra Loyalty Programme
- ▶ Once the QR code is scanned, the points are immediately updated on the workshop's account
- ▶ Based on the total points accumulated by the workshop, the workshop category slab is defined and the workshop is eligible for bonus points
- ▶ The balance points can be checked at any point of time by logging into the app
- ▶ The minimum points for redemption are 1,500 points and they can be redeemed in the form of gifts

**Covers products that are a part of the Bosch eXtra scheme only.*


Customer membership category

All customers will be enrolled under the Blue category initially, and can move up to Silver, Gold, or Platinum categories with the amount of points they accumulate and the monthly offtake, as detailed below:


Category	Blue	Silver	Gold	Platinum
Monthly offtake (MRP)	₹15,000 – 25,000	₹25,000 – 50,000	₹50,000 – 75,000	> ₹75,000
Minimum points to qualify	1 – 700	701 – 1,000	1,001 – 2,500	>2,500
Bonus points (%)	0	10	20	30



On eligibility for the Silver membership, the independent workshop will be awarded with a Bosch Product Board



On eligibility for the Gold membership, the independent workshop will be awarded with one uniform, and training on ABS, ESP, CRS, and ES-200 (Scanner)



On eligibility for the Platinum membership, the independent workshop will be awarded with an Under-Car Repairing Trolley

List of products with the points for the Blue customer category:

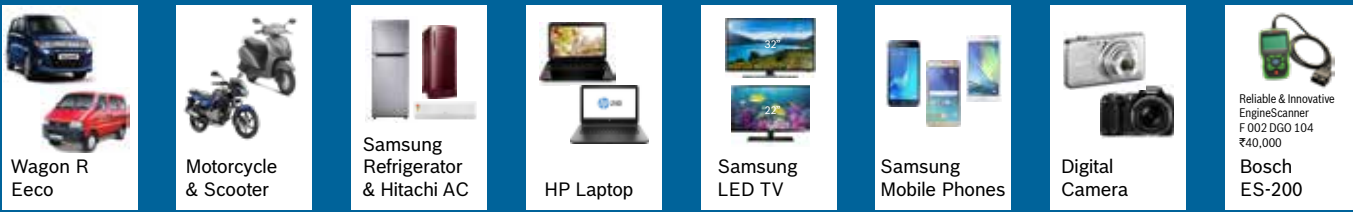
(Bonus points in addition to below – Silver 10%, Gold 20%, and Platinum 30%)

Category	DFI	LOF	PF	AF	CF	Imported Filter	SP (W Type 3er)	SP (W Type 4er)	SP (Y, F Type 3er)	SP (Y, F Type 4er)	Horns (MRP up to 1K)	Horns (MRP above 1k)	Lubes (up to 1 ltr)	Lubes (> 1 ltr up to 4 ltrs)
Blue Category	10	5	5	5	15	15	3.5	5	7	10	15	35	5	15

Category	Lubes (> 4 ltrs up to 7 ltrs)	Lubes Synergy, Synthup, Fusion (up to 1 ltr)	Lubes Synergy, Synthup, Fusion (> 1 ltr up to 5 ltrs)	Battery (S3, S4)	Battery (S4+, S5)	Brake Pad	Wheel Cylinder	Brake Shoe & Liners	Brake Fluid (250 ml)	Brake Disc	WC Kits	Brake Fluid (500 ml)	A.E. (> 500 up to 3,000)
Blue Category	35	15	70	100	150	20	5	10	1	50	1	2.5	50

Category	A.E. (> 3,000 up to 10,000)	A.E. (> 10,000)	Wiper (Conventional)	Wiper (Clear Advantage)	Wiper (Aero Twin)	Lighting (H4)	Imported Lights	Lighting (Others)	Fuel Pump	Lambda Sensor	Other Sensors	Ignition Cable	Glow Plug
Blue Category	150	200	5	10	20	1	25	5	50	75	100	20	15

How to redeem points?



Gift Options


Note: For any queries related to redemption or for any assistance required in using the Bosch eXtra App, the independent workshop can contact the Bosch representative or contact the call centre at: +91 90390 38855 / 66 / 77.

Terms & Conditions

1. Only registered workshops can participate in the programme
2. Coupon scanning / sending SMS can be done only from a registered mobile number
3. Workshops can redeem their points only after collecting up to 1,500 points
4. Bosch reserves the right to withdraw or amend this scheme at any point of time without any prior notice
5. Any dispute is subject to Bengaluru jurisdiction only
6. Offers are valid only on genuine Bosch parts
7. Reward coupons are available on select Bosch parts only
8. All offers are valid only in the select markets where the programme has been launched



Bosch Limited, Automotive Aftermarket
P. B. No: 3000, Hosur Road, Adugodi, Bengaluru – 560 030

 /BoschAutoPartsIndia | Toll-free No: 1800 108 1081 | www.boschautoparts.in