



Ustaadon Ka Ustaad
BOSCH USTAD



BOSCH

Invented for life



BOSCH USTAADON KA USTAAD

Superior business with exceptional rewards

This programme is for independent truck, tractor, and auto electrical unit workshops.
The programme is applicable to only those workshops that are enrolled with Bosch Ustaadon Ka Ustaad.

Better Business. Bigger Rewards.

Bosch Ustaadon Ka Ustaad is a unique, binding programme for independent tractor, commercial vehicle, and auto electrical workshops. We invite mechanics to benefit from the 100% genuine, superior-quality Bosch parts, engineered with excellence to ensure better business and bigger rewards.

We encourage workshops to purchase products under this programme, which has been designed to recognise and reward workshops' contributions to automotive service. For every purchase, the workshop will be rewarded points which can be redeemed to avail gifts.

Our aim, this year, is to enrol and activate 63,000 organised workshops*. By leveraging the Bosch Strength through our various products and services, including our new product additions to the programme, we enable the enrolled workshops to enhance their business, reach higher point slabs, and win bigger rewards.

*Organised Workshops = Shaded workshops with a minimum of one bay. The programme is applicable to only those workshops that are enrolled with Bosch Ustaadon Ka Ustaad.

Our Products & Services under Ustaadon Ka Ustaad

Bosch Products Covered:

- ▶ Filters
- ▶ Engine Oil
- ▶ Rotating Machine

New Product Additions!

- ▶ Lighting
- ▶ Horns
- ▶ Brake Discs (CV-related parts)
- ▶ Brake Pads (CV-related parts)
- ▶ Brake Fluids (250 ml, 500 ml) (Dot 3, Dot 4)
- ▶ Wiper Blades

Bosch Service Covered:

- ▶ Fuel Injection Pumps



How the Programme Works

Purchase

Bosch products under programme



Scan / Avail via SMS

points with bar / QR code
Bosch representative can help with the same



Points

will be added to enrolled workshops' accounts



Earn

additional points through purchasing more product groups

On every FIP Repair (Service) at Bosch Diesel Service (BDS), the Ustaadon Ka Ustaad-enrolled workshop will be awarded additional points.

Programme Guidelines for Business that Rewards

All customers, upon enrollment in Bosch Ustaadon Ka Ustaad, will come under the Silver Category. As each workshop's purchases, and thereby points increase, it stands to earn greater rewards and be classified under progressively higher categories.

Following is the category break-up and points required under each.

Category & Points Slabs	Silver 1 – 15,000 Pts	Gold 15,001 – 50,000 Pts	Diamond 50,001 – 1,20,000 Pts	Platinum > 1,20,000 Pts
Special Additional Bonus on Points	0% Bonus	20% Bonus	30% Bonus	50% Bonus

Example:

Filter 20 pts	20 pts	24 pts	26 pts	30 pts
Lubricant 100 pts	100 pts	120 pts	130 pts	150 pts

Rewards Mechanics Can Earn



Example:

On earning 4,500 points, the mechanic will be rewarded with a mobile phone. On earning a higher number of points, i.e. 35,000, the mechanic would be given a reward of a higher value, a Bosch Scanner KTS 525.

Important: All rewards indicated in this booklet are gift categories for reference only. Please refer to the mobile app for eligible gifts per accumulation point slab. All the garages enrolled newly will be considered under the Silver Category. Only Bosch parts for tractor and commercial vehicle applications will be considered for this programme. This programme is applicable for independent truck, tractor, and auto electrical unit workshops that are Ustaadon Ka Ustaad-enrolled only.

Points Gained from each Product

Independent Tractor and Commercial Workshops will be enrolled under the 'Silver Customer Category', and will be eligible for the below points:

Bosch Product Group	Points	Bosch Product Group	Points	Bosch Product Group	Points
Diesel Filter < ₹ 200 MRP	10	Lighting (H4)	1	RM** (MRP > ₹ 500 ≤ ₹ 3,000)	50
Diesel Filter Insert – 404405407	4	Imported Lights	25	RM** (MRP > ₹ 3,000 ≤ ₹ 10,000)	150
Diesel Filter > ₹ 500 MRP	20	Lighting - Others	5	RM** (MRP > ₹ 10,000)	200
Diesel Filter > ₹ 1,000 MRP	50	Horns (MRP up to ₹ 1,000)	15	Lubricash ₹ 20	20
Diesel Filter Kit	10	Horns (MRP above ₹ 1,000)	35	Lubricash ₹ 50	50
Lube Oil Filter TR	15	Brake Pad	20	Lubricash ₹ 100	100
Lube Oil Filter CV	30	Brake Disc	50	Lubricash ₹ 200	200
Filter Kit	50	Brake Oil (250 ml)	1		
Air Filter Farm	9	Brake Oil (500 ml)	2.5		
Air Filter CV	50	Wiper Conv.	5		
Air Filter Kit	100				

**RM → Starter full unit; alternator full unit; and starter, alternator child parts

Points Gained from each Service

Bosch Diesel Service – Fuel Injection Pump

All PE Pumps (Parts bill amount)	Programme Points	Zexel Pumps (Parts bill amount)	Programme Points	All VE (Parts bill amount)	Programme Points	All CR Pumps (Only for CR-equipped BDS)	Programme Points
≥ ₹ 2,000	20	> ₹ 15,000	150	≥ ₹ 4,000	35	≥ ₹ 4,000	35
≥ ₹ 4,000	50	> ₹ 20,000	250	≥ ₹ 8,000	70	≥ ₹ 8,000	70
≥ ₹ 6,000	70	> ₹ 25,000	300	≥ ₹ 10,000	90	≥ ₹ 10,000	90
≥ ₹ 8,000	110	> ₹ 30,000	400	≥ ₹ 15,000	110	≥ ₹ 15,000	110
≥ ₹ 10,000	150	> ₹ 35,000	525	≥ ₹ 20,000	150	≥ ₹ 20,000	150
≥ ₹ 12,000	180	> ₹ 40,000	600	≥ ₹ 25,000	210	≥ ₹ 25,000	210

Rewards Mechanics Can Earn

Bosch Programme Points	Gift
800	Emergency Light / Torch (Make: Wipro) OR Gift of Equivalent Amount
1,000	Electric Kettle (Make: Prestige / Bajaj) OR Gift of Equivalent Amount
1,200	Bosch Brake Fluid Tester (Part Number: 4598-DOT4)
1,300	Three-Blade Fan (Bajaj / Crompton Greaves) OR Gift of Equivalent Amount
1,700	Electric Cooker (Prestige / Bajaj) OR Gift of Equivalent Amount
2,000	Induction Stove (Prestige / Usha / Pigeon) OR Gift of Equivalent Amount
3,000	Tower Fan (Bajaj / Usha) OR Gift of Equivalent Amount
4,500	Mobile Phone (Nokia / Samsung) OR Gift of Equivalent Amount
5,500	Speaker System (Panasonic) OR Gift of Equivalent Amount
7,500	Microwave (LG / Samsung / Whirlpool) OR Camera (Canon) OR Gift of Equivalent Amount

Rewards Mechanics Can Earn

Bosch Programme Points	Gift
8,000	Water Purifier (Kent / Blue Star / Aquaguard) OR Gift of Equivalent Amount
11,000	Semi-Automatic Washing Machine (Whirlpool / Samsung) OR Gift of Equivalent Amount
15,000	Fully Automatic Washing Machine (LG / Samsung) OR Gift of Equivalent Amount
17,000	Refrigerator (Haier / Whirlpool / Samsung) OR Gift of Equivalent Amount
20,000	LED TV (Panasonic / LG / Samsung) OR Gift of Equivalent Amount
22,000	Tablet (Lenovo / Samsung) OR Gift of Equivalent Amount
27,000	Laptop (Dell / Lenovo) OR Gift of Equivalent Amount
30,000	Double-Door Refrigerator (Panasonic / Samsung) OR Gift of Equivalent Amount

Rewards Mechanics Can Earn

Bosch Programme Points	Gift
50,000	Two-Wheeler 110 cc (Bajaj / Hero) OR Gift of Equivalent Amount
70,000	Two-Wheeler 125 cc (Bajaj / Honda / Hero) OR Gift of Equivalent Amount
75,000	Two-Wheeler 150 cc OR Gift of Equivalent Amount
90,000	Two-Wheeler 150 cc (Bajaj / Hero / Honda / TVS) OR Gift of Equivalent Amount
1,25,000	Two-Wheeler 200–220 cc (Bajaj / Hero) OR Gift of Equivalent Amount
2,00,000	Two-Wheeler 250 cc or above (Royal Enfield / Honda / KTM) OR Gift of Equivalent Amount
3,50,000	Car 800 cc (Renault / Maruti / Datsun) OR Gift of Equivalent Amount
4,50,000	Car 1,000 cc (Maruti / Renault / Tata) OR Gift of Equivalent Amount
6,00,000	Car 1,200 cc (Maruti / Hyundai / Tata / Volkswagen / Honda) OR Gift of Equivalent Amount
8,00,000	Car 1,200 cc–1,500 cc (Maruti / Hyundai / Volkswagen) and above OR Gift of Equivalent Amount
10,00,000	Car SUV (Ford / Renault / Hyundai / Maruti / Mahindra / Honda) OR Gift of Equivalent Amount

Additional Rewards Mechanics Can Earn

Those Ustaadon Ka Ustaad-enrolled workshops qualifying for the Diamond and Platinum Memberships will be given an additional reward – a Bosch Certificate of Recognition. These workshops would also be eligible for basic training on BS III and BS IV.



Zonal Offices – North Region

Chandigarh

Bosch Limited

A-825, 8th Floor
Bestech Business Tower, Sector 66
Mohali – 160 059, Punjab

Jaipur

Bosch Limited

Manoram Business Centre
No: 2, Ambeshwar Colony
New Sanganer Road
Shyam Nagar Metro Station
Jaipur – 302 019, Rajasthan

Lucknow

Bosch Limited

CP-138, Viraj Khand
Gomti Nagar, Near Sahara Hospital
Lucknow – 226 010, Uttar Pradesh

New Delhi

Bosch Limited

Rishyamook
85-A, Panchkuan Road
New Delhi – 110 001

Zonal Offices – East Region

Bhubaneswar

Bosch Limited

Branch Office Nos: 16 & 17
BMC Bhawani Office Complex
1st Floor, Blocks 1 & 2, Saheed Nagar
Bhubaneswar – 751 007, Odisha

Guwahati

Bosch Limited

OfficeTribe Co-working Space
Shreeji Towers
C/o: Gauhati Tea Warehousing Pvt. Ltd.
Christian Basti, GS Road
Guwahati – 781 005, Assam

Kolkata

Bosch Limited

Post Box No: 9044, 91-A, Park Street
Kolkata – 700 016, West Bengal

Zonal Offices – West Region

Ahmedabad

Bosch Limited

31/32, Level 3, JMC House
Opp. Parimal Garden, Ambawadi, Ellis Bridge
Ahmedabad – 380 006, Gujarat

Indore

Bosch Limited

605, Brilliant Solitaire
Regus Business Centre Indore Pvt. Ltd.,
Scheme No: 78, Part 2, Vijaya Nagar
Indore – 452 010, Madhya Pradesh

Mumbai

Bosch Limited

906-08, 9th Floor, Hubtown Solaris
NS Phadke Marg, Off Teli Galli
Andheri (East), Mumbai – 400 069
Maharashtra

Zonal Offices – South Region

Bengaluru

Bosch Limited

Building No: 209, Gate No: 4
Bannerghatta-Adugodi Link Road
Bengaluru – 560 030, Karnataka

Chennai

Bosch Limited

Sabari Sunnyside, 2nd Floor, Middle Wing
8/17, Shafee Mohammed Road
Off Greams Road, Thousand Lights
Chennai – 600 006, Tamil Nadu

Ernakulam

Bosch Limited

S-09, 6th Floor 'Alapatt Heritage Building'
MG Road, Kovilvattom Desom, Ernakulam Village
Kochi – 682 035, Kerala

Secunderabad

Bosch Limited

310, 3rd Floor
Eastern Wing, Eden Amsri Square
(Commercial Office Building)
Municipal Nos: 9-1-87 & 9-1-119/1
St. John's Road, Secunderabad – 500 003
Telangana



Bosch Limited, Automotive Aftermarket

P. B. No: 3000, Hosur Road, Adugodi, Bengaluru – 560 030. Ph: 080 6752 2820

/BoschAutoPartsIndia | Toll-free No: 1800 108 1081

Version 10 released on April 1st, 2020.