



BSH Home Appliances, a consumer electronics company, plans to invest \$150 million in its washing machine division this year. The company recently stated that production of its Bosch-branded top-loading washing machines will be moved to India. In addition, the business plans to expand the capacity of its front-load washing machines at its Chennai plant to roughly 6.5-7 lakh units.

BSH Home Appliances' MD and CEO, Neeraj Bahl, told BusinessLine that the business aspires to be among the top three players in the washing machine category within the next two to three years.

"Top-load washing machines are a significant segment in the country and our made-in-India fully automatic machines have been designed to meet Indian consumer needs. This will help expand our presence in the mass segment. We are also looking at launching semi-automatic top-loading washing machines by next year," he added.

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segment | 2