

## India ready to embrace the AI era with optimism, finds Bosch Tech Compass Survey 2024

58% Indians consider AI to be the most relevant technology in the future (up by 17 percentage points since 2023)

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- ▶ India (80%) and 73% globally advocate about generative AI being as relevant as the rise of the internet
- ▶ Asian respondents, including India (81%), strongly see technology as a key solution to climate change
- ▶ 59% Indians believe AI will make work easier leading to better outcomes

**Bengaluru, India** – Boon or bane? Is AI more important now than ever? Will it have a lasting impact on humankind? Possibly, the most burning questions that are lingering in everyone’s mind today when it comes to the transformative potential of AI (Artificial Intelligence). Bosch’s third annual Tech Compass Survey underlines these views, highlighting the growing relevance of AI as a key driver of change world over.

With 64% of global respondents ranking artificial intelligence as the most influential technology in near future, the report reveals a strong sense of optimism among Indians, 76% of whom personally feel prepared for the upcoming era of AI led interventions. Conducted across Brazil, China, France, Germany, India, the United Kingdom, and the United States, the Bosch Tech Compass survey aims to explore global perspectives on emerging technologies, encompassing people’s attitudes, beliefs, expectations, concerns, and more.

“The survey reflects India’s increasing acceptance and enthusiasm towards emerging technologies like AI. India is keen on AI-powered solutions across diverse sectors such as sustainability, mobility, manufacturing, and even daily life. At Bosch, we recognize the potential of AI and are committed to implementing it responsibly to deliver a safer experience for everyone.” said Mr. Guruprasad Mudlapur, President of the Bosch Group in India, and Managing Director, Bosch Limited.

**Combating climate change:**

81% of Indians, and 71% of global respondents feel that technological progress shall be key to combating climate change. Indians strongly believe in the transformative potential of technology in addressing environmental challenges, underscoring the nation's commitment to leveraging technological solutions for sustainable development.

**AI in mobility:**

Enhanced safety emerged as the most resonant sentiment amongst Indians (51%) and global (60%) respondents, when it comes to AI powered integrations in mobility. 48% Indians also expect AI driven solutions to facilitate easier and seamless parking. Among other benefits of AI, global respondents focused on reduced fuel consumption/ greater range (54%) and ADAS features enabling alternative activities while driving (34%).

**Transparency in labeling:**

79% Indians agree on the mandatory labelling of AI content, a belief which echoes strongly across all the geographies surveyed (82%). Bosch is calling for mandatory labeling on any AI-generated content to transparently state its machine origin. This approach fosters transparency, reinforces accuracy, and empowers users to scrutinize and cite the source of AI-generated information.

**Embracing AI in unexpected ways:**

From 70% Indians trusting AI chatbots over acquaintances for solutions, to 62% showing willingness to see AI as stand-up comedians and 73% agreeing to follow AI recommendations for career path, the survey reflects India's unique interest to integrate AI into daily life experiences.

**Hopes and concerns:**

While Indians expect emerging technologies like 5G (48%) and AI (46%) to have a positive effect on society, there are concerns around the negative impact of humanoid and service robots as well. 56% Indians stressed on the need for education to get prepared for AI and implement it responsibly. The nuanced understanding of complexities around advanced technologies reflects the need for its responsible deployment in future.

### **About The Tech Compass Survey:**

For the survey, people aged 18 and over in seven countries (Brazil, France, Germany, United Kingdom, United States of America 18 - 69 years / China, India: 18 - 59 years) were polled online on behalf of Robert Bosch GmbH by the market researchers Gesellschaft für Innovative Marktforschung mbH (GIM) in December 2023. In France, Germany and the United Kingdom, 1,000 people were polled per country; in Brazil, China, India, and the U.S., it was 2,000 people each. The random samples are representative of their respective countries in terms of region, gender, and age (Brazil, France, Germany, U.K., U.S.: 18 to 69 years / China, India: 18 to 59 years).

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### **About Bosch in India**

*In India, Bosch is a leading supplier of technology and services in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. Additionally, Bosch has in India the largest development center outside Germany, for end-to-end engineering and technology solutions. The Bosch Group operates in India through twelve companies: Bosch Limited – the flagship company of the Bosch Group in India – Bosch Chassis Systems India Private Limited, Bosch Rexroth (India) Private Limited, Bosch Global Software Technologies Private Limited, Bosch Automotive Electronics India Private Limited, BSH Household Appliances Manufacturing Private Limited, ETAS Automotive India Private Limited, Robert Bosch Automotive Steering Private Limited, Automobility Services and Solutions Private Limited, Newtech Filter India Private Limited, Miviv Engg. Technologies Private Limited and KBWiper Systems India Private Ltd. In India, Bosch set-up its manufacturing operation in 1951, which has grown over the years to include 17 manufacturing sites, and seven development and application centers. The Bosch Group in India employs over 38,700 associates and generated consolidated sales of about Rs. 30,368 crores (3.7 billion euros) in fiscal year 2022-23 of which Rs. 18,945 crores (2.3 billion euros) are from consolidated sales to third parties. Bosch Limited is the flagship company of the Bosch Group. It earned revenue of over Rs. 14,929 crores (1.67 billion euros) in fiscal year 2022-23.*

Additional information can be accessed at [www.bosch.in](http://www.bosch.in).

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 421,000 associates worldwide (as of December 31, 2022). The company generated sales of 88.2 billion euros in 2022. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 136 locations across the globe, Bosch employs some 85,500 associates in research and development, of which nearly 44,000 are software engineers.*

*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 upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. 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.*

Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPress](https://www.twitter.com/BoschPress).