**BOSCH MIXER GRINDER**

**KEY CHALLENGE**
BOSCH wanted to design and launch a premium mixer grinder for Indian market. The key challenge was to translate the BOSCH's reliable and robust brand image into a product offering that would resonate with Indian customer.

**SCOPE OF WORK**
- Design Research
- Industrial Design
- Design Engineering, Simulation, Prototyping
- Mold Management

**SOLUTION**
Tata Elxsi took an inside out approach on this design and development of the mixer grinder. Focusing on the BOSCH design DNA, we were able to deliver aesthetics that were integrated with technology upgrades.

- Unique Stone Pounding Technology which recreates the traditional pounding effect to deliver authentic taste of dry grinding recipes
- Noise reduction
- Improved air flow for better thermal management