

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 in to 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 a 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

