

Media Information  
October 8th, 2024

## **BMW Group and Tata Technologies establish BMW TechWorks India – a joint venture to drive automotive software and business IT innovations**

- The joint venture (JV) will innovate automotive software, including software-defined vehicles (SDV) and business IT innovations
- Strategic Indian talent centres Pune, Bengaluru and Chennai become part of BMW Group's global network of software and IT hubs
- Rapid growth to a four-digit number of employees planned by end of 2025

**Munich, Germany and Pune, Bengaluru, Chennai, India.** The BMW Group and Tata Technologies, a global product engineering and digital services company, are proud to announce the official launch of their joint venture BMW TechWorks India with offices in strategic talent hubs Pune, Bengaluru and Chennai. With the final signing of the contracts and the approval of the authorities, the joint venture will initially start with 100 employees at these three locations and rapidly scale to four-digit number of employees by the end of 2025, with a strong focus on attracting top-tier Indian talent. The BMW Group and Tata Technologies each hold 50 per cent of the shares in this JV.

BMW TechWorks India complements BMW Group's global strategy by engineering seamless, scalable software solutions for next-gen vehicles and delivering leading digital experiences. Tata Technologies' proven capabilities across the entire product value chain, from conceptualization to detailed engineering and turnkey SDV development, will drive key software projects for the BMW Group's premium mobility solutions and facilitate access to India's impressive talents.

At the heart of this collaboration is the ethos of "Engineer in India for the World". India's exceptional engineering and IT talent will play a pivotal role in developing strategic software solutions for SDVs,

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automated driving, digital infotainment, and automotive digital services.

In addition to automotive software, the joint venture will provide digital innovations for the BMW Group's Business IT. Consequently, BMW TechWorks India will expedite the digital transformation of the car manufacturer's global production network, along with enhancing its digital customer journey and sales processes. Another key area of focus will be the development of AI applications and platforms, which will increase the speed and efficiency of all core business processes.

The JV offers young Indian professionals an unparalleled opportunity to work on breakthrough technologies that will shape the future of mobility on a global scale. The JV's commitment to nurturing local talent and innovating next-gen automotive innovations reinforces India's emergence as a global innovation hub in the automotive tech ecosystem. Aspiring talent can apply [here](#) to be part of the JV and innovate solutions that deliver a global impact.

**Christoph Grote, Senior Vice President of Electronics and Software BMW Group** expressed his enthusiasm on the establishment of the JV: "BMW TechWorks India is a significant addition to our global vehicle software development initiatives. India's software talent will be a great asset for our Software-Defined Vehicles of the future. With agile processes and state-of-the-art tools, engineers at BMW TechWorks India will co-create innovative automotive digital experiences, such as automated driving and next-gen infotainment systems."

**Alexander Buresch, CIO, and Senior Vice President of BMW Group IT** commented: "With BMW TechWorks India, we are steadily advancing our international IT-Hub strategy and broadening our global Business IT presence. The partnership with Tata Technologies represents a strategically important step and provides excellent conditions for developing innovative software solutions along our value chain. We are

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excited to welcome Indian tech talents to join us in driving the digital transformation of the BMW Group."

**Warren Harris, CEO and MD of Tata Technologies**, said: "Our joint venture with the BMW Group, BMW TechWorks India, underscores our deep expertise in Software-Defined Vehicles (SDV) and reflects our commitment to driving innovation in both automotive software and business IT. By leveraging Tata Technologies' strong brand presence in India, this JV will attract top talent and provide a platform to develop forward-thinking solutions that redefine the future of mobility. We are excited to partner with the BMW Group in engineering premium, software-driven vehicles, enhancing digital experiences, and accelerating their digital transformation journey."

**Nachiket Paranjpe, President of Automotive Sales at Tata Technologies**, commented: "The rapid evolution of automotive technology is transforming the way vehicles are developed, with Software-Defined Vehicles at the forefront of this shift. At Tata Technologies, our deep automotive expertise and end-to-end solutions across the value chain – from concept and detailed engineering to manufacturing engineering and turnkey SDV development – position us perfectly to support the BMW Group in shaping the future of mobility. Through this joint venture, we will push the boundaries of automotive technology, creating vehicles that are not only cutting-edge but also deliver exceptional driving experiences to consumers worldwide."

**Aditya Khera, CEO of BMW TechWorks India**: "With the launch of BMW TechWorks India, we are establishing a world-class software hub that will play a critical role in the BMW Group's automotive software and business IT strategy. By combining the BMW Group's and Tata Technologies' leadership in software-defined vehicles and product engineering excellence, we are poised for innovation and growth, offering India's top talent the opportunity to shape the future of the BMW Group's mobility solutions".

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The management team of BMW TechWorks India is comprised of seasoned executives from both partner companies. Representing Tata Technologies are Aditya Khera as CEO and Sweta Girinatham as CFO of this JV. From the BMW Group, Oliver Scheickl holds the position of COO of Automotive Software in this new JV and Stefan Flader serves as COO of Business IT.

-----**End of joint press release**-----

### **Global network for Software & IT-Hubs**

For several years now, the BMW Group has been pooling its digital expertise at international locations, thereby securing its IT and software know-how for the long term. In total, more than 15,000 employees worldwide work in software development and Business IT for the BMW Group and its joint ventures. The locations span the entire globe: USA, Portugal, Germany, Romania, South Africa, India and China.

With the new joint venture BMW TechWorks India, the BMW Group sets another milestone in its growth strategy and strengthens its position as a leading company in the field of automotive software and business IT.

### **BMW Group in India**

The BMW Group has been active in India since 2007 and employs around 650 people. BMW India's headquarter is located close to New Delhi in Gurugram, which is also home to a training centre. Further activities include a production plant in Chennai, a spare parts warehouse in Pune and a dealer network in the country's major metropolises. In 2023, BMW Group India recorded the best annual result in its history with BMW and MINI selling 14,172 units (+18 %) and BMW Motorrad selling 8,768 units (+20 %).

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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