



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 3

## Newly established ŠKODA AUTO DigiLab India and Software Development Centre support ŠKODA-led INDIA 2.0 project

- › ŠKODA AUTO DigiLab India is the fourth innovation hub, joining those based in Prague, Tel Aviv and Beijing
- › Dedicated Software Development Centre in Gurugram and Pune established to support ŠKODA IT globally and develop digital solutions
- › Services, digital and mobility solutions developed by the two new units to support all Volkswagen Group brands present on the Indian market
- › Digital developments are cornerstones of ŠKODA's growth strategy in India

Mladá Boleslav /Gurugram/Pune, 30 January 2020 – ŠKODA AUTO has founded its fourth ŠKODA AUTO DigiLab unit, in the Indian city of Pune. ŠKODA AUTO DigiLab India ([www.skodaautodigilab.com/en/india](http://www.skodaautodigilab.com/en/india)) will support the core business of ŠKODA AUTO Volkswagen India Private Limited by developing digital and mobility solutions. In addition, a dedicated software development centre has been established by Volkswagen IT Services India Private Limited with offices in Gurugram and Pune to support ŠKODA AUTO's IT requirements globally and develop digital solutions. The services, content and mobility solutions developed by the two new organisations will benefit all Volkswagen Group brands in India. Both activities constitute the INDIA 2.0 project - A ŠKODA AUTO led market strategy for the entire Volkswagen Group in the Indian market.

ŠKODA AUTO CEO, Bernhard Maier, explains, "With ŠKODA AUTO DigiLab India, we are consistently expanding our global network. India is among the innovation drivers when it comes to digitalisation. The average age of the population will be just 29 years in 2025. The majority of our customers in India have grown up with smartphones and expect tailor-made mobility services and seamless connectivity in the car. This is exactly what we are undertaking at our new ŠKODA AUTO DigiLab India in partnership with local high-tech companies."

Gurpratap Boparai, Managing Director of ŠKODA AUTO Volkswagen India Private Limited, added, "With the new digital services and mobility solutions provided by ŠKODA AUTO DigiLab India and our dedicated Software Development Centre in Gurugram and Pune, we want to create a diverse digital ecosystem for our customers. Just like the other members of ŠKODA AUTO's growing global innovation network, ŠKODA AUTO DigiLab India will also develop mobility solutions and services – always striving to offer real added value for the customer. ŠKODA AUTO DigiLab India may also support ŠKODA AUTO's core business globally with new technologies and digital solutions."

### **New IT units make use of the subcontinent's leading digital competence**

The ŠKODA AUTO DigiLab India team will join forces with technology companies and promising start-ups in the country, in turn promote the country's intellectual capital, strengthen the local talent pool, and connect the industry with local start-ups to expand India's position within the global IT industry.

ŠKODA AUTO DigiLab India aims to make use of the immense potential the subcontinent has to offer as a global market leader in software and technology. By working on digital development projects and delivering



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 2 of 3

solutions tailored to the Indian market, ŠKODA AUTO DigiLab India supports the Group's core business in India. Wherever possible, other ŠKODA markets will also benefit from these developments. To this end, ŠKODA AUTO DigiLab India will be working closely with the car manufacturer's innovation hubs in the Czech Republic, Israel and China.

The dedicated Software Development Centre with offices in Gurugram and Pune, has been set up as a part of Volkswagen IT Services India Private Limited, is also taking advantage of the country's huge IT potential, supporting the IT departments of both ŠKODA AUTO and Volkswagen Group. The centre develops program applications and digital solutions that create an even more diverse customer experience for car buyers in India and is working for all of the Volkswagen Group brands present on the Indian market.

## **Digitalisation is an integral part of the INDIA 2.0 project led by ŠKODA AUTO**

The ŠKODA AUTO DigiLab in Pune is an integral part of the India 2.0 project led by ŠKODA AUTO, whereas the Volkswagen Group confirmed investments of around one billion euros. ŠKODA has consistently established its innovation hubs in important markets and high-tech regions. ŠKODA AUTO DigiLab in Prague was the first of the now four centres, which opened at the beginning of 2017. The first spin-off followed in January 2018, commencing operations in the Israeli IT hotspot of Tel Aviv as a joint venture between the Prague-based ŠKODA AUTO DigiLab and the local importer Champion Motors. The third hub in China joined the team in April 2019 and has since been testing digital prototypes and mobility services for Chinese market. These agile business organisations, which function as start-ups in the IT industry, allow ŠKODA to sustainably strengthen its expertise in both innovation and digital development.

### **Further information:**

Tomáš Kotera  
Head of Corporate Communications  
[tomas.kotera@skoda-auto.cz](mailto:tomas.kotera@skoda-auto.cz)  
T +420 326 811 773

Martin Ježek  
Spokesperson for Digitalisation  
[martin.jezek4@skoda-auto.cz](mailto:martin.jezek4@skoda-auto.cz)  
T +420 730 865 258

### **Media images:**



**ŠKODA**  
AUTO DigiLab  
India

**ŠKODA AUTO DigiLab India**  
ŠKODA AUTO DigiLab India Logo.

[Download](#)

Source: ŠKODA AUTO



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 3 of 3

**ŠKODA** AUTO DigiLab India

**ŠKODA AUTO DigiLab India**

ŠKODA AUTO DigiLab India Logo.

[Download](#)

Source: ŠKODA AUTO

## ŠKODA AUTO

- › is this year celebrating 125 years since the company was founded during the pioneering era of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ and KODIAQ.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs approximately 42,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.