

July 13, 2011

Brand Identity Manual Launched by Mr. Naik Implementation Companywide For Enterprise Value Sustainability

A new Brand Identity Manual that lays down comprehensive guidelines for all brand assets across the L&T Group was formally launched on July 12, 2011. Speaking on the occasion at the Board Room in Powai, Mr. A.M. Naik, Chairman & Managing Director, said that the launch of the new Manual represented a major milestone for the Company, providing a common brand usage platform for all businesses and enabling them to tap into our synergistic value.



Mr. A.M. Naik, CMD, launches L&T's Brand Identity Manual, applauded by Mr. D. Morada.

Mr. Naik has taken personal interest in preparation of the Manual, and has contributed significantly at several stages of its development. Placing the Manual in the larger global context, Mr. Naik said a uniform brand identity was the hallmark of all global companies. It was essential therefore that L&T also subscribed to such a principle and adhered to it rigorously. He directed implementation companywide to enhance enterprise value.

The Manual has been developed by the Corporate Brand Management & Communications Department after extensive study of global best practices across industries and an intensive examination of the needs of our various businesses. Its scope extends over all current business brand applications, and is also designed to cater to any new businesses that the Company may enter into.

Hard copies of the new Brand Identity Manual will be provided to all IC heads, and will also be distributed in soft form and hosted on LNTscape next week.