



PRESS RELEASE

Issued by Corporate Communications Department
LARSEN & TOUBRO LIMITED
L&T House, Ballard Estate, Mumbai 400 001

Tel: 22685786 (Direct), 22685656 Ext: 772/851
Fax: 91-22-22685607/ 8
E-mail: jkp-ccd@lth.ltindia.com

L&T - India's Superbrand

Mumbai, September 9, 2005: L&T officially acquired the status and aura of a Business Superbrand. At a 'Tributes Function' in Mumbai yesterday, Mr. J. P. Nayak, President (Machinery & Industrial Products) and Member of the Board, was presented a trophy by 'Superbrands India' - the Indian affiliate of a global body devoted to promote the discipline of branding. L&T is now part of an elite group of companies that have been acknowledged as brands that continuously and consistently keep pace with customer expectations. The award culminates a rigorous selection process by an eminent brand council which studied 854 brands in 82 product categories.

L&T now features in a prestige volume - the 'Superbrands Book' released yesterday. Two richly illustrated pages in this volume trace L&T's unique history, and highlight its achievements and core brand values. L&T also has the right to feature the 'Superbrands' logo in all forms of communication.