

Siemens showcases latest technologies to build cities of the future at the Indo-German Urban Mela, Mumbai

Aimed at creating cities that are environmentally-sustainable, the solutions promise a better quality of life to the city's residents.

Siemens Ltd. is showcasing for the first time its unparalleled portfolio of technology solutions aimed at creating environmentally-sustainable cities that offer better quality of life to its residents. The solutions will be showcased at the Siemens pavilion at the Indo-German Urban Mela to be held in Mumbai's Cross Maidan from April 13 to April 22, 2012.

Members of the public can experience solutions such as smart grid, complete mobility, intelligent buildings, traffic management, public space security, water, port and airport solutions. These solutions and their benefits are being demonstrated through innovative and interactive formats like a City Simulation game, touch-screen kiosks and expert dialogues. Eminent panelists, during the course of the 10 day period, will also discuss the various challenges faced by Mumbai and the sustainable solutions to these challenges.

The City Simulation Game is an interactive group exercise. It aims to increase appreciation of interdependence and systems thinking. It also demonstrates the complexity of cities and the need for accurate information. By observing the impact of decisions on a broader system – in this instance a hypothetical city – participants realize the need to collaborate when solving the complex problems facing our society today.

A "Mega Trends" video gives the visitor a broad introduction to Siemens through its depiction of current global mega trends and Siemens' approach to helping city authorities overcome the effects of these. It reflects how technology can help to cope with mega trends such as demographic change and climate change. The "Living Cities" video gives the viewer an impression of the future technologies in the areas of Smart, Safe, Mobile and Green city solutions.

Indian cities are facing big challenges for the environment, economy and quality of life. According to Mckinsey Global Institute: India's urban awakening: building inclusive cities, sustaining economic growth report, sustainable technology and infrastructure solutions are needed to overcome the challenges. The report says that by 2030, the population of India's cities will increase to 590 million, and by then India will have 68 cities with over one million

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population. It also says that Greenhouse gas (GHG) emissions in India's cities are being expected to increase from 230 million tons of CO₂ in 2005 to nearly 1.6 billion by 2030.

Siemens' extensive range of products and services provides answers to urban challenges in the areas of transportation, buildings, energy supply, safety and security, water and health care. Siemens understands the unique needs of cities and offers cities customized products and services.

Siemens recently won an order from the Maharashtra State Electricity Distribution Company Ltd. (MSEDCL) to modernize MSEDCL's electricity distribution management system. Apart from improving reliability of the distribution network and minimizing distribution losses, the solution is a major step forward towards Smart Grid. It has in the past few months, it has won India's largest cargo handling system contract from Delhi Cargo Service Centre; a contract from Jaypee Sports to implement the electronics and IT system at India's first F1 track; and electrification of the Chennai Metro and Kolkata Metro.

About Siemens Ltd.:

Siemens Ltd., in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. Siemens in India including Siemens Ltd. comprises 14 legal entities, is a leading powerhouse in electronics and electrical engineering with a business volume aggregating about Rs. 12,000 crore. It operates in the core business areas of Industry, Infrastructure & Cities, Energy and Healthcare. It has a nation-wide sales and service network, 21 manufacturing plants and employs about 18,000 people.

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