

Siemens empowers SMEs with technology solutions

- **Launches 'Siemens Productivity Tour', a mobile road show covering 204 locations in 86 cities**
- **It will highlight innovative technologies for productivity and efficiency improvement**
- **Verticals targeted include automotive, medical, aerospace, power, F&B, packaging, textile, printing and pharmaceutical industries**

Siemens Industry Sector unveiled the 'Siemens Productivity Tour', a nation-wide, multi-city mobile road show aimed at empowering small and medium manufacturing enterprises across India with technologies for productivity and efficiency. Targeted primarily at automotive, medical, aerospace, power, F&B, packaging, textile, printing and pharmaceutical industries, this road show will cover 204 locations in 86 cities across India. Through this 'Productivity tour', Siemens aims to raise awareness among the SMEs about the definite competitive advantage that can be gained by adopting innovative technologies and solutions

According to FICCI, Indian manufacturing segment houses over 26 million MSME units that employ around 59 million people. However today, the Indian MSME sector contributes only 8% to the GDP, as compared to that of China, where the contribution is almost 60% of the GDP.

Despite its enormous size, the sector is yet to realize its true potential. One of the reasons is the lack of technology penetration beyond industrial hubs in and around large cities. As the economy is going through testing times, it is becoming increasingly difficult to sustain the high growth rates without embracing cutting edge tech-

nology that can optimize energy efficiency and productivity.

Commenting on this launch, Mr. Bhaskar Mandal, Executive Vice President and Sector Cluster Lead - Industry Sector, Siemens South Asia, said, "It is imperative for manufacturers, especially the SME sector to adopt the latest technologies that enable them to improve productivity, enhance flexibility, optimize costs and increase profit margins. Proven technologies from Siemens can help these industries accelerate their growth and thus gain a competitive edge globally."

On display inside the trailer will be innovative products ranging from variable frequency drives, servo motors, servo drives, motion controllers, CNCs and engineering framework for automation and drive technology.

- SINAMICS V20
- SINAMICS G120
- SINAMICS G120D
- SINAMICS S
- SINUMERIK 808D
- SINUMERIK 828D
- SIMOTION
- Totally Integrated Automation

This road show will showcase how industrial processes can be optimized to achieve flexible, future ready, and highly productive integrated systems. Using videos and live technical demos, the road show will also demonstrate transparent energy flows and energy-saving potential using Siemens electric drive systems, motors and automation technologies.

Starting from Delhi, the first leg of the 'Productivity tour' will cover 14 cities of northern India namely Lucknow, Rudrapur City, Haridwar, Yamunanagar, Chandigarh, Hoshiarpur, Amritsar, Ludhiana, Panipat, Alwar, Ajmer, Jodhpur, Dewas and Bhopal.

For more information, visit www.siemens.co.in/productivitytour

Contact for journalists:

Siemens Ltd., Media Relations

Viswakumar Menon, phone: +91 22 3967 7537, 3967 7000

E-mail: vk.menon@siemens.com

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 12 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, 23 manufacturing plants and employs about 19,000 people. Further information is available on the Internet at: <http://www.siemens.co.in>.

Forward-looking statements:

"This document contains forward-looking statements based on beliefs of Siemens' management. The words 'anticipate', 'believe', 'estimate', 'forecast', 'expect', 'intend', 'plan', 'should', and 'project' are used to identify forward-looking statements. Such statements reflect the company's current views with respect to the future events and are subject to risks and uncertainties. Many factors could cause the actual result to be materially different, including, amongst others, changes in the general economic and business conditions, changes in currency exchange rates and interest rates, introduction of competing products, lack of acceptance of new products or services, and changes in business strategy. Actual results may vary materially from those projected here. Siemens does not intend to assume any obligation to update these forward-looking statements."