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### **Siemens flags-off 'Ingenuity Tour' to boost technology adoption by SMEs in manufacturing**

- The Ingenuity Tour will demonstrate a comprehensive array of innovative products, solutions and services covering Electrification, Automation and Digitalization, as well as Customised Financing Solutions for the manufacturing segment
- The Tour will cover over 23 States and 120 cities across India over a period of 2 years
- Key verticals targeted include Automotive, Food & Beverages, Packaging, Machine Tools Capital Goods, Power, Pharma, Cement, Minerals and Metals

Siemens Limited flagged off and launched one of the largest industry initiatives, the 'Ingenuity Tour' from the iconic Kalwa factory located on the outskirts of Mumbai. The road show is mobilised by an 'Ingenuity Truck' which will cover 23 states and approximately travel more than 30000 kilometres.

On display is a comprehensive array of latest products covering Electrification, Automation and Digitalization from the fields of industry Software, Automation, Power Distribution, Drive Technology, Digital & Cloud services, Industrial Training as well as customised Financing solutions. The tour is targeted at various industry verticals and demonstrates the competitive advantage that can be gained by adopting innovative technologies and solutions.

"Siemens has been partnering the Indian manufacturing industry to become more agile, efficient, reliable and future-proof through our engineering, domain and digital know-how. Our focus is on helping our customers generate performance improvements across the entire value chain, from design to production and operations to maintenance. The Ingenuity Tour will bring our innovations live in action, right to the door step of our customers." said Ashish Bhat, Executive Vice President and Head of Digital Factory, Siemens Ltd.

Digital technologies are transforming our world. The 'Make in India' initiative aims to boost the contribution of the manufacturing sector from 15% to 25% of the GDP, by 2022. To support this massive growth, India will need an ecosystem comprising of Tier 1, Tier 2, as well as the Tier 3

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suppliers, with an elevated level of manufacturing performance and agility .

“Digitalization is a top management priority and the Ingenuity Tour will help us to engage and address challenges of our customers from various verticals and industry suppliers across the complete value chain. SMEs can utilize digitalization to address growing demands such as mastering increasing product and process complexity, reducing time to market, adapting to changing market requirements, deliver individualized products and secure continuous product improvement,” said, Bhaskar Mandal, Executive Vice President and Head of Process Industries & Drives, Siemens Ltd.

Digitalization promises lower costs, improved production quality, flexibility and efficiency, shorter response time to customer requests and market demands, and also opens up new and innovative business opportunities. Indian manufacturers have the unique opportunity to blend the availability of advanced manufacturing technologies with low cost of labour to create extraordinary competitive advantage. The need of the hour is for SMEs to take the lead in adopting new technologies and make it an integral part of their business strategies. Those that are successful in understanding the power of digitalization and harnessing it across their businesses will lead this new wave of growth.

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