

Mumbai, June 5, 2018

Siemens brand campaign showcases impact on enterprises and society through Innovation and Digitalization

- **‘Ingenuity for Life’ campaign focuses on industry-specific solutions across three key verticals including Automotive, Pharmaceuticals and Cement**
- **Campaign highlights Siemens’ role in fulfilling aspirations of enterprises and society**

Siemens India’s roll out of the new brand campaign ‘Ingenuity for Life’ focuses on engineering expertise, entrepreneurial spirit and the power of innovation to fulfill the aspirations of the society. The latest campaign showcases how the brand’s technology is shaping India’s ingenious future.

“Our leadership in the areas of electrification, automation and digitalization, helps us improve the lives of people today and create lasting value for future generations. The campaign touches upon how Siemens creates benefits for customers and society in this era of digitalization. Ingenuity for life gives us immense pride and unifies us to deliver real what matters for the society,” said Sunil Mathur, Managing Director and Chief Executive Officer, Siemens Limited.

This campaign focuses on industry-specific solutions across three key verticals Automotive, Pharmaceuticals and Cement and how it transforms lives.

Story 1 - When technology helps produce affordable vehicles for all (Mahindra & Mahindra Limited)

The first story is about how Mahindra & Mahindra uses a proven strategic project approach for precision manufacturing. Siemens’ digitalized platform for Mahindra translates market requirements into a viable vehicle platform, increasing the number of product launches, reducing time taken for new product launches, improving cross-discipline collaboration and enhancing program visibility.

Video and Story-Link: <https://www.siemens.com/in/en/home/company/topic-areas/ingenuity-for-life/mahindra.html>

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Story 2 - When technology helps build infrastructure while saving energy and cost (Wonder Cement)

The second story is about how Siemens delivered an optimization solution to improve quality and sustainability at Wonder Cement's Greenfield plant in Nimbahera, Chittorgarh district, Rajasthan. The Siemens CEMAT Automation software that is installed at Wonder Cement includes the Process Optimization solutions that use actual plant data to make precise predictions about quality parameters.

Video and Story-Link: <https://www.siemens.com/in/en/home/company/topic-areas/ingenuity-for-life/cipla.html>

Story 3 - When technology helps make superior quality medicine available to more, for less (Cipla Limited)

The third story is about Cipla deploying the use of SIMATIC PCS7 system developed by Siemens in its manufacturing facility. The process control system plays an important role for Cipla in facing challenges like flexible manufacturing, quality control, regulatory compliance, time to market etc.

Video and Story-Link: <https://www.siemens.com/in/en/home/company/topic-areas/ingenuity-for-life/wonder-cement.html>

YouTube - <https://youtu.be/ZSQGBBvKqIY>

Facebook - <https://www.facebook.com/SiemensPayItForward/videos/1846539175385695/>

The campaign will be communicated through positive, real-life impactful communications across channels and media (Out of Home Advertising - Hoardings/Billboards across key cities with focus on airports, digital media – online banners and social media)

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