

Siemens Limited strengthens its brand appearance: “Ingenuity for life”

- **New brand claim "Ingenuity for life" sums up what Siemens stands for: engineering expertise, genius, innovation and a sense of responsibility**
- **Brand claim launched strengthening its positioning with a new brand appearance in India**

Siemens Limited launched its new Brand Claim Ingenuity for life in India. Siemens is strengthening its positioning with a new brand appearance, whose central component is the claim “Ingenuity for life.” This claim will appear under the Siemens logo, whose design and color will remain unchanged. Siemens is combining its logo with a slogan. “Ingenuity for life” sums up what Siemens has stood for ever since its founder produced his trailblazing inventions: engineering expertise, genius, innovation and a sense of responsibility.

“Ingenuity for life is the unique combination of engineering, genius and innovation combined with our role to create value for customers, employees and society. For me, ‘ingenuity’ means engineering expertise, entrepreneurial spirit, the power of innovation and the willingness to give our best for society on a daily basis. ‘For life’ means that, in every generation, we at Siemens create long-term value – for the individual customer, employee and citizen as well as for society as a whole. Siemens combines its strengths in the areas of electrification, automation and digitalization with engineering expertise and the power of innovation to deliver Ingenuity for life. Ingenuity for life is what holds us together and unifies us. It gives us pride”, said Sunil Mathur, Managing Director and Chief Executive Officer, Siemens Limited.

Siemens Ltd.

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Siemens has been a technology leader and a long standing partner to India's infrastructure growth. In the ever changing economic environment customers in India require new solutions. In addition in this era of digitalization the scale of the challenges and opportunities requires more than engineering and innovation in the traditional sense. The campaign shows how the brand's technology impacts society and how Ingenuity is shaping India's future. One story is on how Siemens supports Northern Region Load Dispatch Center monitor and control grid operations through Spectrum Power network control system and SCADA/DMS. The other story is on Siemens integrated mobility systems that ensure high capacity utilization and availability for Rapid Metro Gurgaon Limited.

With the strengthening of its global brand appearance and the related positioning, Siemens will be emphasizing its focus on electrification, automation and digitalization. High-quality products, innovative strength and reliability were the company's core values in the days of Werner von Siemens, and they remain its core values today. Siemens Limited will launch the Ingenuity for life campaign in India 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, social media, YouTube and special properties, DTH - Tata Sky advertising, cinema advertising during high occupancy).

Reliable power ensures not shutdowns, only startups:

<http://www.siemens.com/in/en/home/company/topic-areas/ingenuity-for-life/smart-grid-solutions.html>

Youtube video:

<https://www.youtube.com/watch?v=wYpEiEvAhdE&index=1&list=PLC8179FF3119BE/>

Facebook: <https://www.facebook.com/SiemensPayItForward/?fref=ts>

Twitter: <https://twitter.com/siemensindia>

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Siemens Limited focuses on the areas of electrification, automation and digitalization. It is one of the leading producers of technologies for combined cycle turbines for power generation; power transmission and distribution solutions; infrastructure solutions for Smart Cities and transportation; automation and software solutions for industry, and also supplier of healthcare equipments. Siemens Ltd. has 22 factories located across India and a nation-wide sales and service network. Siemens Limited, in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. As of September 30, 2015, Siemens Limited had Revenue of INR 106,728 million and 10,168 employees.