



Kalyani Group unveils new ‘Corporate Identity’

Pune, November 25, 2005: The \$1.50 billion **Kalyani Group**, leader in the auto component sector in India, today unveiled its new corporate identity. The new identity reflects the Kalyani Group’s global stature and its leadership position in the various businesses, products, and country’s it operates in. The logo and the base line encapsulates the essence of the Kalyani Group ‘brand’ and reflects the long-term vision and strategic uniqueness of the group. The tagline ‘Driving Innovation’ signifies the Group’s Conviction, Courage and Commitment to unending Excellence in Manufacturing, and our customers through a focus on Innovation.

The disk in the new identity represents the world. The stroke of ‘K’ stands for Kalyani Group. It also gives a feeling of vision, at a subliminal level. It is international in its look and feel as well as visually rich, denoting high technology and innovation. Blue shows confidence, solidity & strength and gives the group a contemporary look.

All group companies viz. **Bharat Forge Ltd** (the flagship company of the Kalyani Group), CDP Bharat Forge GmbH, Bharat Forge Aluminiumtechnik GmbH, Bharat Forge America, Bharat Forge Kilsta AB, Bharat Forge Scottish Stampings, Automotive Axles, Kalyani Steels, Kalyani Carpenter Special Steels and Kalyani Lemmerz will henceforth sport the new logo.

Highlighting the significance of the change in Identity, Mr. Baba Kalyani, Chairman of the Kalyani Group said, “Inovation has always been a driving force at Kalyani. It is something that has always been inherent in our corporate culture, our processes and our values. This spirit will now be reflected through our new identity – a constant, unending commitment to excellence and innovation”.

He further added, “The Group today has manufacturing facilities spread across the world and supplies to almost all auto OEMs and Tier I companies around the world; therefore the need for an identity change to reflect a modern and global image for the brand and to be perceived as Not Suppliers but ‘Business Partners.’”

The new identity arrives at a time when the Kalyani Group has successfully metamorphosed into world-class producer of auto parts. A group that is revolutionary in its thinking & approach, a truly futuristic and global brand. The new visual identity builds association with the core values of the group such as conviction, courage, commitment to excellence & innovation and belief in using mind power. It brings synergy across group companies.

About the Kalyani Group

Kalyani Group, established in mid 1960s, is a leading Indian industry house today with interests in forgings, auto parts, steel and other areas. The Group currently has operations in eight countries around the world. The annual turnover is \$1.5 billion and market capitalization of its listed entities exceeds \$3 billion. Guided by visionary leadership of **Mr. B. N. Kalyani**, Group Chairman, with strong emphasis on market leadership through technology and its 8500-strong human resources, it is emerging as India’s first MNC in manufacturing industry.

Success story of **Bharat Forge Limited (BFL)**, flagship company of the Group, bears a testimony to this. Other companies in the Group include subsidiaries of Bharat Forge viz. CDP Bharat Forge GmbH, Bharat Forge Aluminiumtechnik GmbH, Bharat Forge America, Bharat Forge Kilsta AB, Bharat Forge Scottish Stampings, Automotive Axles, Kalyani Steels, Kalyani Carpenter Special Steels and Kalyani Lemmerz.