

July 13, 2011

Brand Identity Manual Launched by Mr. Naik Implementation Companywide For Enterprise Value Sustainability

A new Brand Identity Manual that lays down comprehensive guidelines for all brand assets across the L&T Group was formally launched on July 12, 2011. Speaking on the occasion at the Board Room in Powai, Mr. A.M. Naik, Chairman & Managing Director, said that the launch of the new Manual represented a major milestone for the Company, providing a common brand usage platform for all businesses and enabling them to tap into our synergistic value.

Mr. Naik has taken personal interest in preparation of the Manual, and has contributed significantly at several stages of its development. Placing the Manual in the larger