

Date: 16th September, 2024

The Secretary
The BSE Limited
Phiroze Jeejeebhoy
Towers,
Dalal Street
Mumbai – 400 001
[Scrip Code:517146]

The Manager
National Stock Exchange of India
Ltd
Exchange Plaza, 5th Floor,
Plot No.C/1, G Block,
Bandra Kurla Complex, Bandra
Mumbai – 400 051
[Symbol: USHAMART]

Societe de la Bourse de
Luxembourg
35A Boulevard Joseph II
L-1840, Luxembourg
[Scrip Code: US9173002042]

Sub : Press Release - Usha Martin unveils New Logo | Embarks on a Transformative Journey

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we would like to announce that Usha Martin Limited ('the Company') has unveiled its refreshed brand identity/logo worldwide on 16th September 2024. The Company is embarking on a transformative journey with a fresh new identity.

In this regard, please find enclosed a Press Release titled "Usha Martin unveils New Logo | Embarks on a transformative journey" issued by the Company.

We hereby further confirm that there is no change in the nature of business or services provided by the Company & its group except relaunching of the Brand with new logo and tagline.

The Press Release along with the Brand Film is also being made available on the website of the Company i.e. www.ushamartin.com.

This is for your information and record.

Thanking you,

Yours faithfully,
For Usha Martin Limited

Manish Agarwal
Company Secretary & Compliance Officer

Encl : as above



Usha Martin unveils New Logo | Embarks on a Transformative Journey



Kolkata, September 16, 2024: Usha Martin Limited (NSE: USHAMART, BSE: 517146, Luxembourg SE: US9173002042), a leading specialty wire rope solutions provider globally, embarks on a transformative journey with the unveiling of a fresh new identity. Over the past few years, Usha Martin has consistently pushed boundaries to become one of the world's leading manufacturers and innovators of high-performance wire ropes used in critical applications across various industries. As the Company has expanded its capabilities, the brand needed to evolve to better represent who Usha Martin is today.

The new logo signifies two fundamental strengths of the Usha Martin brand. The engineering capabilities are represented through a hexagon, symbolizing the cross section of a wire rope, and the endeavour for constant growth, excellence, and innovation is illustrated through an upward arrow. The new design is modern, dynamic, and reflects Usha Martin's commitment to engineering excellence and progressive growth. The Company has now established a unified identity for Usha Martin and its subsidiaries/JVs, ensuring a consistent and recognisable experience. This transformative journey reinforces the Company's ability to deliver exceptional products and services with a stronger and well-integrated global team.

The tagline **“Engineered to Transform”** speaks to Usha Martin's role as a catalyst for progress. The Company recognises its critical role in the success of the end-industries it serves – including oil and gas, renewable energy, construction, elevators, mining, fishing, and ports, among others. Usha Martin is transforming how people move, how energy is consumed, and how infrastructure is built for tomorrow. The Company is focused on creating impactful solutions that help customers stay ahead of the curve and empower progress for industries worldwide.

Commenting on the development, Mr. Rajeev Jhavar, Managing Director of the Company said, *“This is an exciting time for Usha Martin as we unveil a new logo that reflects both our transformative journey and our engineering expertise. The new identity symbolizes our commitment to innovation and our relentless pursuit of excellence. This evolution will further help us strengthen our position as a leading global player in the wire rope industry. We are dedicated to driving transformation in the industries we serve and continuing to deliver cutting-edge engineering solutions that empower our customers to achieve their goals.”*



BEFORE



AFTER



As Usha Martin embraces this transformation in its visual identity, the Company’s dedication to delivering world-class products and services remains as strong as ever. While the appearance may evolve to better reflect the Company’s values and vision, the core commitment to excellence continues to be the foundation of its operations. This brand refresh is not merely about updating the image – it is about strengthening the connection with stakeholders and enhancing the value delivered to the industries the Company serves.

[Click here to watch the film which unveils our brand transformation.](#)



About Us:

Established in the year 1960, Usha Martin is a leading global and India's No. 1 specialty steel wire rope solutions provider. The Company is also engaged in the manufacturing of high-quality wires, low relaxation prestressed concrete steel strand (LRPC), bespoke end-fittings, accessories and related services.

Usha Martin's wire rope manufacturing facilities in Ranchi, Hoshiarpur, Dubai, Bangkok and UK produce the widest range of wire ropes that find application in various industries across the world. All of the company's facilities are equipped with the latest state-of-the-art high-capacity machines to manufacture world-class products.

Usha Martin's global R&D center located in Italy is actively engaged in designing of wire ropes and uses proprietary design software to develop products that are the best in class. The Company also has an extensive and dedicated network of distribution centers located across the globe.

Corporate Identification No: L31400WB1986PLC091621
Regd. Office: 2A, Shakespeare Sarani, Kolkata – 700 071, India

For more information, please visit www.ushamartin.com OR contact:

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