

June 6, 2019

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400001.

**National Stock Exchange of India Ltd.,**  
Exchange Plaza, C/1, G Block,  
Bandra - Kurla Complex, Bandra (E),  
Mumbai - 400051.

**Scrip ID:** KPITTECH  
**Scrip Code:** 542651

**Symbol:** KPITTECH  
**Series:** EQ

**Kind Attn:** The Manager,  
Department of Corporate Services

**Kind Attn:** The Manager,  
Listing Department

**Subject:** - Press release.

Dear Sir / Madam,

Please find enclosed a press release for your ready reference and further dissemination purpose.

Request you to acknowledge receipt of the same.

Thanking you.

Yours faithfully,

For **KPIT Technologies Limited**  
(Formerly KPIT Engineering Limited)



Meghana Phadnis  
Authorised Signatory



**Encl.:-** As mentioned above.

## KPIT Unveils its New Visual Brand Identity

*The new visual identity draws inspiration from KPITs' technology solutions that runs in millions of vehicles around the world. It also reflects passion of people at KPIT who are in the pursuit of making mobility cleaner, smarter and safer.*

**Pune, 6<sup>th</sup> June 2019:**

KPIT Technologies, a global technology leader in automotive engineering and mobility solutions, unveiled its new visual brand identity.

The new visual identity draws inspiration from KPITs' technology solutions that runs in millions of vehicles around the world. It also reflects passion of people at KPIT who are in the pursuit of making mobility cleaner, smarter and safer.

At the heart of the new visual identity is an interconnected and responsive graphic system that represents KPIT's ubiquitous technology solutions. Anchored in this graphic system is the KPIT logo that manifests in both dynamic and static ways and is a distillation of the design system. There are other elements to the visual identity framework like signature style photography, typography, tone and brand colors.

**Kishor Patil, CEO & MD of KPIT** said - "The new visual identity is a significant step towards establishing our leadership as a leading technology partner for the automotive and mobility ecosystem. It resonates with our vision, "Reimagining mobility *with YOU* for creation of a cleaner, smarter, safer world". It truly represents the work we do, talent and passion that our team brings to deliver the best of technologies to our customers, partners and the ecosystem."

Worlds leading design studio, Pentagram , its partners Jody Hudson-Powell and Luke Powell , consulted KPIT in developing this new visual identity.



[Watch KPIT Brand Unveil Video](#)

Visit [www.kpit.com/TheNewBrand](http://www.kpit.com/TheNewBrand) to explore the story behind the new visual identity.

#### About KPIT:

KPIT is a global technology company with software solutions that will help mobility leapfrog towards autonomous, clean, smart and connected future. With 6000+ Automobelievers across the globe, specializing in embedded software, AI & Digital solutions, KPIT enables customers accelerate implementation of next generation mobility technologies . With development centers in Europe, USA, Japan, China, Thailand and India – KPIT works with leaders in mobility and is present where the ecosystem is transforming

#### Media Contacts

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