

WEL /SEC/2023

July 17, 2023

To,

| | |
|--|---|
| BSE Limited 1 st Floor, Rotunda Bldg, Dalal Street, Fort, Mumbai - 400 001. Scrip Code: 532553 | National Stock Exchange of India Limited Exchange Plaza, C-1, Block-G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051. NSE Symbol: WELENT |
|--|---|

Dear Madam / Sir,

Subject - Welspun rises to the Power of Limitless Possibilities with its new Brand Identity.

Welspun, one of India's fastest growing global conglomerates has unveiled its new brand identity.



The new Brand Identity has been created to recognise and cherish Welspun's hallmark story of bold expansion and growth built upon its strategic diversification forays to deliver next level opportunities, value and experiences. The new symbol christened 'The Exponent' is designed as an elevated degree at the end of the modernised wordmark to signal both the history and the future. The umbrella brand holding the wider portfolio built over the years through remarkable organic and inorganic growth has been christened as Welspun World.

Commenting on its high profiled step-up of the Brand, Mr. B.K. Goenka, the Chairman of the Welspun Group, said: "In an ever-evolving business landscape, Welspun recognizes that driving exponential growth transcends mere intentions. True growth emerges from seizing groundbreaking opportunities that empower individuals, foster flourishing businesses, and cultivate a sustainable planet. It stems not only from executing tasks with precision but also from undertaking initiatives that genuinely make a difference. We realised that our brand step-up had to be authentic for it to be a powerful influence on our people, businesses and communities. Our core lay in Welspun's audacious journey of transformative achievements in the past, as well as its resolute dedication to embracing the boundless opportunities that await. Guided by this indomitable spirit, the company wholeheartedly embraces change, ready to fearlessly venture into uncharted territories and conquer the challenges that tomorrow brings."

The new logo, featuring a double tick, symbolizes the company's dedication to both "doing things right" and "doing the right things." It represents Welspun's exponential growth, unyielding pursuit of excellence, relentless drive for ingenuity, leveraging cutting-edge technology and talent. The logo embodies Welspun as a force that empowers positive change for people, businesses.

The above information is being released to the media simultaneously.

Please take the above information on record.

Thanking You.

For **Welspun Enterprises Limited**

Nidhi Tanna
Company Secretary
ACS - 30465

Welspun House, Kamala City, Senapati Bapat Marg, Lower Parel (W), Mumbai 400013, India
T: +91 22 6613 6000 / 2490 8000 | F: +91 22 2490 8020
E-mail: companysecretary_wel@welspun.com | Website: www.welspunenterprises.com

Registered Address: Welspun City, Village Versamedi, Taluka Anjar, District Kutch, Gujarat 370110. India
T: +91 28 3666 2222 | F: +91 28 3627 9010

Corporate Identity Number: L45201GJ1994PLC023920