

The General Manager  
Department of Corporate Services  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

February 26, 2014

Dear Sir,

**Re: Scrip Code – 532387**

In terms of the Listing Agreement, we are submitting to you the text of our press release.

**PRESS RELEASE**

**PRITISH NANDY COMMUNICATIONS UNVEILS ITS NEW BRAND IDENTITY**

To coincide with the release of their 25th film, *Shaadi Ke Side/Effects* starring Farhan Akhtar and Vidya Balan and releasing on 28th February, Pritish Nandy Communications Ltd has just unveiled their new brand identity. This new brand identity includes a sparkling new logo, a new symbol, new typography and an animated 3D film with a toolkit for multiple adaptations. The colors of the new brand identity however remain unchanged. PNC's original house colours, red, black and white have been retained for continuity and immediate recall.

The new brand identity celebrates the 4 cornerstones of PNC's ideology: Courage, Imagination, Passion and Excellence. The new symbol, the Nandi bull denotes these very qualities, even as it asserts the impassioned energy that drives one of the most successful creative ventures in the Indian motion picture space.



The new PNC brand identity will be seen across all media and with all 3000 prints of *Shaadi Ke Side/Effects* going out. It will be phased into PNC's popular social media streams immediately while a digital campaign will explain the ideas integrated into it.

The 3D animation has been done by Nupur Bhargava of Invisible Rabbit. The new logo and symbol were conceptualised, designed and executed organically at the PNC Design Studio. See the new 3D animated logo exclusively on the official PNC website: [www.pritishnandycom.com](http://www.pritishnandycom.com)

Yours truly,  
For Pritish Nandy Communications Ltd

Rupali Vaidya  
Company Secretary

