

February 7, 2018

The Manager, Listing Department, BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400 001	The Manager, Listing Department, National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra-Kurla Complex, Bandra-East, Mumbai- 400 051
Ref: - Scrip Code: 532953	Ref: - SYMBOL: VGUARD

Sub: - Intimation on unveiling of New Brand Identity - reg.

Dear Sir / Madam,

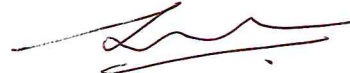
We inform that V-Guard Industries Ltd., (the Company) today unveils its new identity and announces its new vision for the brand. The new identity marks the evolution of the 40-year-old Company into a new-generation, technology drive smart organization. The Company has embarked on a journey to create thoughtful products that will impact the lives of its consumers in an intelligent way and the new brand identity and logo are testimony to the Company's commitment in this endeavour.

As part of the brand evolution, the Company unveils a new logo in a sleek black and royal gold colours cueing modernity and premium values. It has also transformed its key symbol, the Kangaroo into a more agile, contemporary entity that embodies innovation and progressiveness. The brand also unveiled new tag line, 'Bring Home A Better Tomorrow', aligning to the promise of delivering thoughtful products and experiences to its consumers, for a better tomorrow.

The exchange is requested to take the information on record and disseminate the same on the website.

Thanking you

For V-Guard Industries Ltd.



Jayasree K
Company Secretary



V-GUARD INDUSTRIES LTD.

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