KPIT

September 10, 2013

The Manager,
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th floor,
Plot No. - C/1, G Block,
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400051.

Ref: KPIT / Series: EQ

Dear Sir/Madam

Sub. : Press Release

Please find enclosed a Press Release titled "KPIT adopts new brand and visual identity".

Kindly take the same on your records.

Thanking you.

Yours faithfully,
For **KPIT Technologies Limited** (formerly KPIT Cummins Infosystems Limited)

Sachin Chipade
Manager - Secretarial

Encl: A/a

KPIT Technologies Limited

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KPIT adopts new brand and visual identity

Unveils new logo and brand name, reaffirms technology centricity and expertise

September 10, 2013, Pune, India: KPIT (BSE: 532400, NSE: KPIT), one of the fastest growing IT consulting and product engineering solutions and services providers to automotive & transportation, manufacturing, and energy & utilities corporations, today unveiled its new brand and visual identity with a new logo and name. The new logo signifies the Company's evolution into an organization that creates and delivers distinctive and innovative technology solutions to its focus industries. On July 12, 2013, the Company had announced a change in its name from 'KPIT Cummins Infosystems Ltd' to **"KPIT Technologies Limited",** with effect from July 25th, 2013, as part of the rebranding initiative.

The addition of the word **'Technologies'** reiterates KPIT's established expertise in creating a technological edge through its vast portfolio of solutions and services. The new brand name emphasizes the work KPIT performs at the forefront of technologies and processes to help global corporations become efficient, integrated and innovative enterprises.

Commenting on the new brand identity, **Ravi Pandit, Chairman & Group CEO, KPIT said**, "The new name and logo mirror the progression of KPIT into a leading creator and provider of strong technology solutions. It is ready to take on future challenges and move faster toward achieving its goal of reaching the milestone of $1bn in revenue by 2017." He further added, "The new brand identity highlights our current engagements as strategic partners to our customers, the way we create and deliver innovative solutions and technologies through Value Harvesting℠, thereby generating the greatest possible business value for our customers. We are prepared for our new journey with renewed passion and focus to achieve our goals."

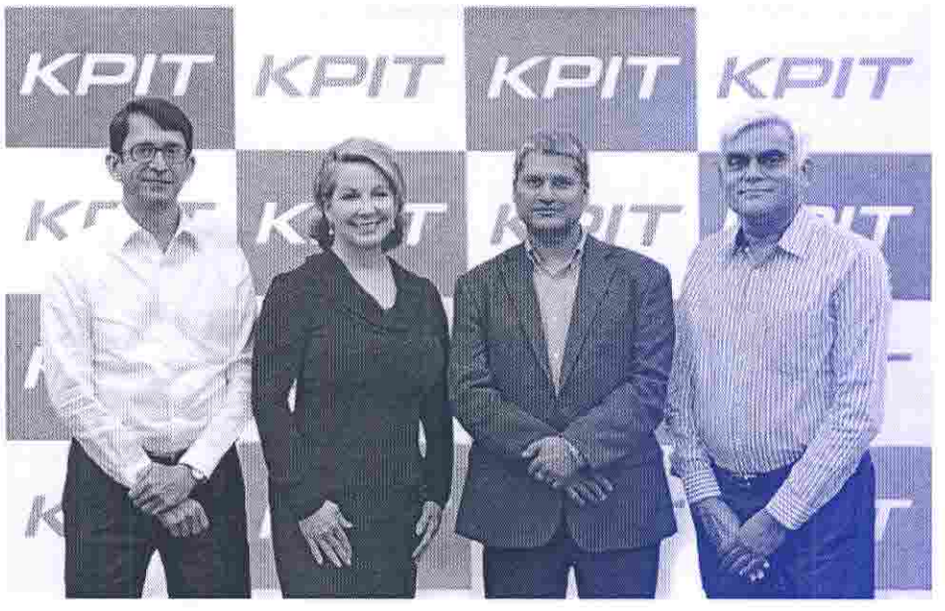
Melissa Womack, Head Global Corporate Marketing, KPIT said, "Our new visual identity represents the transition of KPIT into a new phase of growth. We were looking for a logotype that not only represented the aspirations and global nature of the company but also retained its traditional core values of customer centricity, integrity and sharp focus on select industries."

About KPIT's new visual identity

The new KPIT logo is bold and modern with a right slant and rounded letters, representing the Company's deep industry expertise and honors its desire to keep moving forward. The more vibrant, contemporary and dynamic typeface mirrors its passion for progress. Its new bright blue color represents depth, stability, knowledge, solidity, and optimism. The new look highlights the growth of KPIT, how it partners with customers on transformational engagements and reflects its global presence.

Picture 1: KPIT leadership at the new logo unveiling. From L to R: *Ravi Pandit, Chairman & Group CEO; Melissa Womack, Head - Global Corporate Marketing; Pankaj Sathe, Chief People & Operations Officer; and Kishor Patil, CEO & Managing Director.*

KPIT Technologies Limited



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About KPIT Technologies

KPIT Technologies, one of the fastest growing global IT consulting and product engineering partners, is focused on co-innovating domain intensive technology solutions for corporations, specializing in automotive & transportation, manufacturing, and energy & utilities. A leader in technology solutions and services, KPIT currently partners with 180+ global corporations including Original Equipment Manufacturers (OEMs), semiconductor companies and Tier 1 companies. For more information, visit www.kpit.com.

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