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Tata Elxsi and Brash Brands partner to offer brand consultancy and integrated design services

Bangalore, 4 December 2012: **Tata Elxsi**, India's leading design company and **Brash Brands**, UAE's leading brand consultancy, announced a major strategic partnership to deliver full service brand consultancy and integrated design services in India and other key international markets including GCC and Asia.

Through this exclusive partnership, Tata Elxsi will build Brash Brands' business in India and Brash Brands will represent Tata Elxsi's portfolio of design services throughout its international offices such as Dubai, Abu Dhabi, Saudi Arabia, Qatar and Singapore. The relationship's first combined service will be to set up joint operations in Bangalore to address brand development and consultancy services in India, and target product design, signage and way finding markets in the GCC and Asia.

Commenting on the partnership, **John Brash, Founder & CEO** of Brash Brands said: "This is a big step for our organization and it vindicates our business strategy. We don't want to be the biggest - we just want to offer our enterprise clients excellence to realize the potential of their brands. Tata Elxsi understands the power of this proposition and the need for excellent brand development services in India. Through this strategic partnership we are both committed to offering a set of high quality, focused services that will change the nature of brand consultancy in India and our international markets."

Madhukar Dev, Managing Director & CEO of Tata Elxsi said "Brash Brands offers a best in breed service that fully complements our own. This partnership enables us to provide our customers a unique set of full-service offerings initially targeted at India, Dubai, Abu Dhabi, Saudi Arabia, Qatar and Singapore."

About Brash Brands

Brash Brands helps its clients create and build stronger brands in order to drive commercial value. The consultancy benefits from a wide selection of capabilities and industry experience across a variety of sectors, with particular strengths in: transport & logistics; IT & networks; real estate, infrastructure and municipal services; welfare & education; hospitality and industrial companies. (www.brashbrands.com)

Clients include Enterprise Qatar, Msheireb Properties, Emaar, dnata, Royal Jet, aabar, Mubadala, dewa, Majid Al Futtaim Properties, Emirates Steel, BP and India Gas Solutions

About Tata Elxsi

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions.

A part of the $ 100 billion Tata group, Tata Elxsi addresses the communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 3500 employees and a network of design studios, development centers and offices worldwide. Key services include embedded product design, industrial design, animation & visual effects and systems integration. (www.tataelxsi.com)

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Industrial design

The Industrial Design (ID) division helps customers develop winning brands and products by using design as a strategic tool for business success.

ID's expertise extends across research & strategy, branding & graphic design, product design, packaging design, UI design, retail design & signage, transportation design, design engineering and manufacturing support. An in-depth understanding of consumers and rapidly changing market dynamics, backed by a multi-disciplinary design team, enables ID to service a broad spectrum of industries.

ID has supported the launch of multiple brands and products across the world. It has to its credit several international awards and patents for design and innovation.

Media Contact:

Tata Elxsi

Hari Balan
Marketing Communications
info@tataelxsi.com

Rahul Sachdev
Marketing - ID
info@tataelxsi.com

Rediffusion/Edelman:

Harry Pinto
Contact No: +91 9731901188
Harry.Pinto@edelman.com

Lina Gokarn
Contact No: 9699341009
Lina.Gokarn@edelman.com