

Press Release

`Minda Industries Limited is now `UNO Minda Limited`

Also launches new brand positioning, `Driving The New`

New Delhi, 15th July 2022: Minda Industries Limited (MIL) announces that it has changed its name to UNO Minda Limited effective 14th July 2022 to reflect the unique legacy and identity of the company as a leading Indian Auto Component group, 'driving the new' in solutions and value in the product, technology and processes across customers, consumers, distributors, partners and employees.

This renaming initiative will further **strengthen and unify the brand UNO Minda**. Aligning the legal entity name with product branding will not only help in **ensuring uniformity and consistency** at all levels but will also give the brand, the much-needed **uniqueness and distinctive brand identity**.

Incepted in 1958, the Group now has a rich legacy of over **6 decades of trust and relationships**, built on **high quality and advanced technology products and solutions**. The initiative will also help in protecting the Group's legacy and products from any potential infringement, by bringing **clarity and clear differentiation among stakeholders**.

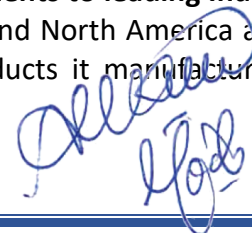
Alongside the corporate name change, the Company also unveiled their new Tagline which is "**DRIVING THE NEW**". UNO Minda is in the driving seat when it comes to breaking conventions, driving changes and finding new ways to add value to what we do. Driven by innovation, we believe in ushering in what is new, what is next.

The new positioning not only represents our core values but also strengthens our position as leaders in the futuristic technology and innovation space.

Mr Nirmal K Minda, CMD, UNO MINDA Group said, *"The name change to UNO Minda Ltd and the new tagline showcases the renewed sense of purpose, energy, and enthusiasm of all its employees, partners and customers. We envision that the name change and the new tagline will further strengthen the brand's identity as a company that constantly drives the new in providing progressive, refreshingly new and best in class solutions to its customers across its product portfolio. The company believes in creating value for everyone associated with them through constant care, innovation and technological advancement."*

About UNO Minda Limited:

UNO Minda Limited (formerly Minda Industries Limited) is a **leading global supplier of proprietary automotive solutions and systems to OEMs** as Tier-1. **Incepted in 1958**, It is one of the leading manufacturers of automotive switching systems; automotive lighting systems; automotive acoustics systems, automotive seating systems and alloy wheels in India. It manufactures and supplies over **30 categories of automotive components to leading Indian and international OEMs** based in India, Asia (without India), South and North America and Europe. It has a leadership position in India in almost all the products it manufactures.



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Technology and innovation are the two strong pillars of the organisation, on the basis of which it has continued to lead the emerging trends in the automotive sector, over the past few decades.

The Group is a global player in the automotive sector with overseas manufacturing facilities in Indonesia, Vietnam, Spain, and Mexico, as well as R&D Centres in India, Germany & Spain. It has **over 72 manufacturing plants globally** and has JVs/Technical Agreements with world renowned manufacturers from Germany, Korea, Japan, Italy and Taiwan

For more information about the Group and its businesses, please visit the website at <http://www.unominda.com>

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