

Punj Lloyd unveils new Corporate Identity New logo to represent synergies of operations

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Engineering & Construction major, Punj Lloyd has unveiled its new corporate identity as a part of the re-branding initiative for the entire group. The new brand identity signifies Punj Lloyd's evolution as a global energy and infrastructure services provider, especially in the light of its recent international acquisitions.

Punj Lloyd had recently acquired Singapore-based Sembawang Engineers & Constructors Limited, a 24-year-old company, and another British company, Simon Carves, a petrochemical giant with a heritage of over a century.

Speaking on the new identity, Punj Lloyd Chairman, Atul Punj explained, "This initiative has helped us create a strong, unified branding platform for the group. All our companies will now be united under a common identity and vision framework".

The services provided by the group as a whole are complementary to each other and will present the group as an integrated EPC (engineering, procurement and construction) service provider with offerings across the globe.

The new logo of the company shows two links enclosed in a 3 dimensional ellipse. Based on the idea of synergy - different entities working together to create a whole that is larger than the sum of its parts - the two links represent the strong relationships between the different companies within the group, as well as the enduring relationships that Punj Lloyd shares with its many stakeholders," Mr Punj added.

The vibrant blue of the logo depicts stability, safety and scale. The vignette in the blue represents the natural elements of the environment like air and water – symbolizing the commitment of Punj Lloyd to the environment and its consistent efforts to protect it.

Using Helvetica Neue as its typeface, the logo projects to the viewer a crisp, clear letterform and a modern character.

The entire rendition of the logo is futuristic, creating a contemporary persona for the brand that is relevant across geographies and cultures. The re-worked brand identity has been developed by Bangalore-based agency, Ray+Keshavan (R+K).

About Punj Lloyd Limited

Punj Lloyd, listed on BSE and NSE, is amongst the largest engineering and construction companies in India providing integrated design, engineering, procurement, construction and project management services for energy and infrastructure sector projects with operations spread across many regions in the Middle East, Caspian, Asia Pacific, Africa

and South Asia. Recently, Punj Lloyd has entered into a joint venture with Swissport International, a world leader in the ground handling industry. Further information about the Company is available at www.punjllloyd.com.

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