

Ref: LATL:CS:PR:2017-18

**LUMAX** 

Dated 09-11-2017

The National Stock Exchange of India Ltd.  
Listing Department  
Exchange Plaza, C-1 Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai-400051

BSE Limited  
Department of Corporate Services  
1<sup>st</sup> Floor, Rotunda Building  
P.J. Towers, Dalal Street, Fort  
Mumbai - 400 001.

**Company Code – LUMAXTECH**

**Company Code – 532796**

Sub: **Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.**

Dear Sir,

Pursuant to captioned Regulation of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Press Release relating to the launch of new brand identity of Lumax DK Jain Group.

This is for your information and record.

Thanking you,

Yours faithfully,  
For **LUMAX AUTO TECHNOLOGIES LIMITED**

  
**SWAPNAL PATANE**  
**COMPANY SECRETARY**

CIN: L31809MH1881PLC025519

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**DK JAIN**  
**GROUP**

**Lumax DK Jain Group launches New Vision; Unveils New Brand Identity; Rearticulates its Values**

**Gurugram, November 8, 2017: Lumax, DK Jain Group,** revealed its new logo and the newly launched visual brand identity that epitomises its journey and serves as the torchbearer of future growth and aspirations. The logo, christened with the 'WinteGreat wheel' will be the guiding star, the philosophy that powers the path to build a lasting and admired business - stands for Winning, Integrity, Integration and Greatness. The blades of the 'WinteGreat wheel' symbolise confidence, dynamism, passion and commitment for accelerated growth. The 'WinteGreat wheel' will always remind how to reach the goal. **Respect, Integrity, Passion and Excellence** as the core values, form the soul of the organization, enshrined in the very heart of the 'WinteGreat wheel' in the form of a prism.

The DK Jain Group has a strong market presence and its reputation rests on a bedrock of seven decades of heritage. It is a leading player in the Indian Automotive industry and a provider of a wide range of automotive solutions. Its new vision – "Building an admired high performance global organisation in whom all stakeholders have absolute trust," will give further thrust to the growth.

The Lumax typeface has been handcrafted and enhanced while retaining its character and legacy of trust and high performance. Red is the colour of passion and energy. It has always been the flagship brand's colour and takes pride of place in the group brand's new logo. Orange symbolizes warmth and positivity, in keeping with the organization's kind and optimistic ethos. Purple stands for heritage and stability. It lends balance to the power and movement of the more dominant colours.

The serif typeface, custom crafted for the DK Jain Group, is timeless in its elegance, in keeping with the heritage of the organization. Its understated character evokes a humility of spirit reflective of the persona of the founders.

Commenting on the relaunch Chairman Mr D K Jain said, *"We have grown our business significantly over the last several years, our brand relaunch represents the natural evolution of that transformation. The release of the new visual identity marks a significant milestone and start of a new era for our group, illustrating our purpose and vision for the future. We are excited and committed to establish our new brand and strengthen our position in the Indian automotive market and proudly continue our legacy of over seven decades."*

**About DK Jain Group**

**Lumax, DK Jain Group** a leading player in the Indian Automotive industry is a provider of a wide range of automotive solutions (Lighting Module, Frame Chassis, Integrated Plastic Modules, Gear Shift Lever, Intake systems, Seat Frames & Mechanisms etc). With a market share of 60% in automotive Lighting solutions and Gear Shift levers, Lumax has been the preferred supplier to almost all the leading OEMs in India. The group with a sales turnover of more than INR 2500 crores, has 9 Partnerships with leading companies in the global automotive industry, having 14 entities spread across 7 states of the country.

Website: [www.lumaxworld.in](http://www.lumaxworld.in)

**Lumax: For further information please contact**

**Company Contact:**

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*Communications Inc.*

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