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Lumax unveils new brand identity

L-R: Lumax Industries' managing director Deepak Jain, chairman DK Jain; CEO Vineet Sahni; and managing director Anmol Jain.

Automotive lighting and gearshift lever major Lumax of the DK Jain Group has revealed its new logo and the newly launched visual brand identity.

The new logo, christened with the 'WinteGreat wheel' will be the guiding star and stands for Winning, Integrity, Integration and Greatness. According to Lumax, the blades of the 'WinteGreat wheel' symbolise confidence, dynamism, passion and commitment for accelerated growth.

The handcrafted Lumax typeface's colour wheel has its own significance. Red, the colour of passion and energy, has always been the flagship brand's colour; orange for warmth and positivity; and purple for heritage and stability.

The DK Jain Group, which has a strong market presence and seven decades of heritage, is a leading component supplier in the Indian automotive industry and manufactures lighting



modules, frame chassis, integrated plastic modules, gear shift lever, intake systems, seat frames and mechanisms.

With a market share of 60 percent in automotive lighting solutions and gearshift levers, Lumax is the preferred supplier to almost all the leading OEMs in India. The Group with a sales turnover of more than Rs 2,500 crore, has nine partnerships with leading companies in the global automotive industry and 14 companies spread across seven states in India.

Commenting on the brand relaunch, chairman 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.”