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RS 2500 CRORE LUMAX DK JAIN GROUP UNVEILS NEW BRAND IDENTITY

Leading Indian automotive components player Lumax, DK Jain Group, with a turnover of Rs 2500 crore has revealed its new logo and the newly launched visual brand identity. 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.

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 has nine Partnerships with leading companies in the global automotive industry, having 14 entities spread across 7 states of the country.

Commenting on the new development, 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.”

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 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 organisation’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.