**NK Minda and Ashok Minda Groups Unveil NEW CORPORATE Identities**

***Envision a Global and Diversified Outlook for the next decade***

**New Delhi, India, Monday, 2 January 2012;** NK Minda and Ashok Minda Groups, leading Indian auto component manufacturers, today, unveiled their new corporate identities. This was put into effect to indicate a more global and diversified outlook, for the groups, making their mark in new geographies, and diversifying into new businesses.

Over the last fifty odd years, the name 'MINDA' has been regarded as a committed name for service to its clients, partners, employees and stakeholders. Late Sh. S L Minda started the Minda Group, then a tiny enterprise, with the singular intent of entering India’s automotive industry, an industry that had just taken birth at that time. The original form of the existing ‘MINDA’ logo was instituted in 1958 and both the brothers have been using this logo.

Since then, both Groups have seen many changes and transformations to their present state. Today, as they stand on the brink of a global churn and rapidly evolving market realities, the two groups have decided to adopt new brand identities; to pursue opportunities in similar and diversified businesses, and carve their own niches.

The groups have evolved into vibrant market leaders, adding a diverse range of businesses to their core area of expertise. They have been aggressively making capital and R&D investments in growing businesses and actively looking at diversification. The introduction of new corporate brand identities is aimed to clearly express this transformation, as well as to further strengthen their respective corporate images.

The new logos, UNOMINDA (for NK Minda Group) and SPARKMINDA (for Ashok Minda Group), comprise of two components, the Visual and the Mnemonic. The Visual element of the logo – UNO MINDA & SPARK MINDA has equal prominence being given to UNO, SPARK and MINDA. The same MINDA styling represents continuity and stability. These Logos indicate a strong connect to our traditional and time honored values of placing customer needs paramount.

The baselines of both Groups are;

NK Minda Group - “THINK. INSPIRE. FLOURISH”

Ashok Minda Group - “POWERED BY PASSION”

On this significant occasion, Mr. Nirmal K Minda, CEO of NK Minda Group, says, “We are a very strong, traditional and stable company which values supplying excellent products to our clients. However, now, a new paradigm has emerged. We are expanding our wings, we are going global and we want to diversify into segments and businesses we had not imagined before. There is a huge potential in us waiting to be untapped. This necessitates emergence of a new identity, a new logo. UnoMinda, for us, signifies an organization where the culture of innovation will gain prominence. A name which will come to symbolize excellence benchmarks in bringing global technologies to Indian consumers.”

Mr Ashok Minda, CEO of Ashok Minda Group, adds, “This change is not just about physical environment or technology. This change goes deep within – it is a change in attitude, in mindset, in belief, in dreams, hopes and expectations. The rationale behind the new logo was to establish a bold brand, assess ability and to position our group as a customer-centric brand, with a global target audience. Passion is the fuel that powers us. It is the common and most vital ingredient in every endeavor of the group, for we truly believe that -If there is no passion, it’s not worth it.”

**About UNOMINDA (NK Minda Group)**

UNO MINDA (NK Minda Group), a technology leader in Auto Components Industry, is a leading supplier of proprietary automotive solutions to OEMs as Tier-1. It manufactures Switches, Horns, Lamps, Blow Molding Components, Electronics and Sensors, CNG-LPG Kits, Alloy Wheels, Air Filtration Systems, Seat Belts, Batteries, Die Casting Components, Wheel Covers and New JV Products like Cylinders, Steering Wheel with Airbags, Body Sealing & Fuel Caps for Original Equipment Manufacturers (OEMs). Start of Production for all New Product lines is planned for 2012. It is today a US$361mn Group and is rapidly expanding with increased market share in its product lines.

UNO MINDA is a global player in automotive sector with manufacturing facilities in Indonesia and Vietnam and Offices in Japan, Europe and China. It has 27 manufacturing plants in India and has JVs/Technical Agreements with world renowned manufactures such as Tokai Rika- Japan, Kyoraku –Japan, EMER – Italy, Roki - Japan Kosei - Japan, Faber-Italy, Toyoda Gosei-Japan, Torica-Japan, and JBM-India. Our continuous effort is to deliver high technology and quality products to our valued customers such as MSIL, TML, TKML, M&M, BAL, TVS, HHML, HMSI, HSCIL, VW, GMIL, FIPL, RNPO, IYM etc. For more information please visit [www.mindagroup.com](http://www.mindagroup.com).

**About SPARKMINDA (Ashok Minda Group)**

Ashok Minda Group is one of the leading manufacturers of automotive components for the OEM’s. The US $555 Million Group is catering to the leading two & four wheeler vehicle manufacturers in India & overseas markets including Europe, CIS & ASEAN countries. The Group has significant presence with 19 plants in India & 9 plants in overseas locations including Germany, Poland, Czech Republic, Indonesia, Vietnam, Uzbekistan & offices in Netherlands and Japan.

The Group is engaged in the manufacturing of three major Systems: –

1. Safety, Security & Restraint System (Ignition Locks / Door Locks / Immobilizers / Latches / Door Handles / Power Closer Systems & Window Regulators along with Zinc / Aluminum & Gravity Die-casting, Stamping and Surface coating.)
2. Driver Information & Telematics System (Instrument Clusters / Digital Clocks / Sensors / Gauges / Tank Units / Dash Board Assemblies / Wiring Harness, Couplers / Terminals / Junction Boxes / Relay Boxes / Steer Roll Connectors & Battery Cables).
3. Interiors System (Consoles / Ashtrays / Cup holders / Seat Headrest / Side Arms / Door Trims / Oil Housing / Tank Closure Modules / Back Panels / Glove Box / Air Ducts / Fans & NVH & Components).

The Group has a fully integrated state of the art in house Designing Cell, Tool Manufacturing, Manufacturing Engineering and Test labs facilities. All Group facilities are certified by ISO/TS-16949 & ISO-14001.

The Group is also actively involved and focused towards Corporate Social Responsibility. Under this initiative various programs at societal and business level are undertaken.

For more information please visit www.minda.co.in.

*Note: This document contains forward-looking statements of UNOMINDA (NK Minda Group) and SparkMinda (Ashok Minda Group), which are based on the beliefs, opinions and expectations of the companies’ management as the date of this press release and the companies do not assume any obligation to update their forward looking statements if those beliefs, opinions, expectations, or other circumstances should change, These statements are not the guarantees of future performance and involve risks and uncertainties that are difficult to predict. Consequently, readers should not place any undue reliance on such forward-looking statements.*

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