

## **Surya Roshni announces brand refresh, with a new logo and brand identity**

- *The new logo captures Surya's vision of transforming into a modern, innovative, progressive and stylish brand*
- *Ogilvy and Mather are Surya's creative partner in building its new brand identity*

**New Delhi, October 4, 2021:** It's big news! One of the most respected and trusted brands for Lighting, Home Appliances, Fans, Steel Pipes and PVC pipes in India, Surya Roshni has announced the launch of its new logo and identity as part of the ongoing refresh of the brand. The new logo capture Surya's vision of transforming into a modern, innovative, progressive and stylish brand.

Surya Roshni has emerged as a frontrunner in the Lighting & Consumer Durables and Steel Pipes & Strips industries, with a turnover of INR 5561 crores in 2020-21. Extensive consumer research done earlier this year showed that Surya is a strong, trusted brand.

Keeping customers at the centre of its business, it is now emphasizing invigorating its brand by changing the logo and brand identity. It will have a unified brand identity that stretches across all its businesses (Surya Roshni – the corporate brand, Surya - the mother brand, Surya Consumer Lighting, Surya LED Lighting, Surya Smart Lighting, Surya Professional Lighting, Surya Fans, Surya Appliances and Prakash Surya - the brand used by the Steel and PVC businesses), specifically ensuring strong connect & relevance for the consumer businesses of Lighting, Fans and Appliances.

The company has also onboarded Ogilvy and Mather as its creative partners to strengthen its value proposition in building a new brand identity.

**Commenting on the brand refresh, Mr. Nirupam Sahay, ED & CEO, Lighting & Consumer Durables, Surya Roshni, said,** "Surya's business has grown tremendously and evolved over the years. Now, as we prepare to celebrate our 50th anniversary in 2023, we felt it was time for a change in our logo and brand identity. We wanted to create a logo that is bold and impactful, one that stands for confidence and trust, and is modern but still rooted in our glorious past."

**Commenting on the partnership with Surya Roshni, Mr. Shouvik Roy, President & Head of Office, Ogilvy Delhi, said,** "We are delighted to partner Surya Roshni in their journey of transformation. The new brand identity is a first significant step in that direction. We are also gearing up for many key initiatives that will help cement Surya Roshni's place as a trusted brand that is confident of taking on the challenges in 2022 and beyond." -

The new brand logo will feature across all channels, including Advertising (TV, Print, OOH), Digital (Website, Facebook, Twitter, Instagram, LinkedIn etc.), Point of sale material (Flyers, banners, shelf strips, stands etc.), Packaging, Glow sign boards, Dealer signboards, Flex boards; and internal communication.

### **About Surya Roshni**

With a legacy built over close to 50 years, Surya Roshni is one of India's most respected and trusted brands for Lighting, Consumer Durables (Fans and Home Appliances), Steel Pipes, and PVC pipes.



Established in 1973 as a steel tube-making unit, the company later diversified into Lighting, PVC pipes and Consumer Durables. Over the years, the Delhi-based company has emerged as the 2nd largest Consumer Lighting brand, the largest manufacturer of GI pipes, and a frontrunner in the country's Consumer Durables and Steel Pipes and Strips industries.

With 21,000+ dealers and 250+ distributors countrywide for Steel Pipes and Strips; and 2,50,000+ retailers and 2,500+ dealers countrywide for Lighting, Surya possesses a robust Pan-India presence, including in rural and semi-urban areas. Besides, the company also has a strong global outreach with an export presence in over 50 countries.

Keeping customers at its core, Surya Roshni has transformed both the Lighting & Consumer Durables and Steel Pipes & Strips businesses as self-sustaining in terms of Profitability, Debt servicing & Growth. They are capable to win in their respective markets, with the help of their strong brands, extensive distribution network and loyal customers. The company achieved revenues of INR 5,561 crores in FY 2020-21. Surya will continue its journey as a modern, innovative, progressive and future-forward brand that delivers a wide range of products, with a razor-sharp focus on innovation and quality.