



PRESS RELEASE

Quippo brand rechristened as **Quippo** - Based on rationale, *"Equipped to Perform"*

New Delhi, February 2008: The Quippo group of companies, a global transnational corporation, which boasts of an asset base of over 200 MN USD and with a presence in more than seven diverse business verticals, today unveiled its new group corporate identity and will now be known as the **Quippo Group**. The Conglomerate is on course to trebling its asset base to US\$ 1 bn by 2012.

Quippo expresses "Equipped to Perform" as the rationale. The Quippo logo is modern and signifies continuous forward movement. It symbolizes the organization as a powerhouse of progress, impelled by its fundamentals of customer partnership, respect for people, integrity; stakeholders value enhancement, professional entrepreneurship & passion for excellence.

Mr. Sunil Kanoria, VCMD, Quippo Group, said, "Consolidation involves coming together as a group, leveraging on individual and collective strengths and working together. The group structure and formalizing it with a group identity is a step towards realizing our defined growth path." He explained, "As a new and emergent global transnational, Quippo is committed towards world class systems and processes and a 360-degree reputation as an Indian employer brand."

Mr. Ujval Aurora, Head-Corporate Communications, Quippo Group, said, " As of the 1st Feb 2008, the group marks an asset base of over 200 MN USD. As the communications strategist, my team conceptualized the entire process and it was exciting to direct this strategic initiative. The new identity reflects the new and emergent global India and a recognized leading employer brand. Quippo is now on course to become one of India's "most admired nationals".

He further added, "The new logo was strategically formulated to present a fresh, new and unique presence, and in creating the look we considered our history, culture and future growth. We want to leverage the brand further and communicate to our stakeholders."

Re-living the entire branding experience, Mr. Aurora said, "Adoption of a group identity for any organization is a challenging task and it has been an exciting and a rejuvenating experience. We will be unveiling a print campaign from this month (February)."

The Group, the identity and the logo were formulated after a couple of months' work of selecting and implementing a new brand identity. Following which Quippo Group had called for a creative pitch.

The new logo and brand was conceptualized by Fusion Advertising after an exhaustive research. The company also took inputs from various stakeholders at several focus group sessions held earlier this year. Global best practices and processes were followed in the group identity process.

About QUIPPO

Quippo is the country's largest equipment rental company, servicing the high growth verticals of Construction, Mining, Oil & Gas, Telecom, Energy and Asset Valuation & Auctioneering. It has an asset base in excess of 150 MN USD. In addition to having a state-of-the-art equipment/asset bank for construction and other capital-intensive sectors, Quippo has a large pool of fully trained operations and maintenance personnel spread across various sites in India.

Quippo, through its subsidiaries, is involved in the renting of towers to leading telecom operators of the country and has been a forerunner and driver of the shared infrastructure initiative in India. Its Oil and Gas subsidiary is in the business of renting on-shore drilling rigs to oil majors and providing associated services. It has a strategic tie up with a leading global service provider in the Oil and Gas business.

Other emerging businesses of Quippo include a JV with Henry Butcher, a company that provides plant and machinery valuation and conducts equipment auctions, and an energy rental business using small gas-based generators. These gas-based generators offer a cleaner and cheaper option for a combined power and heating or chilling solution. Quippo also has a JV with Larsen & Toubro and others for its equipment rental operations in the southern states of India. Quipo recently has also forayed into the mining sector with huge mining projects announced in coal, iron ore and bauxite fields as Quipo Mining Division.

For more information plz visit: www.quippoworld.com

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