

Ref No. 2663/21

16 July 2021

The Department of Corporate Services
BSE Limited
P. J. Towers, Dalal Street, Fort,
Mumbai 400001
(Scrip Code : 500245)

Kind Attention : Mr. Abhay Mungekar / Mr. Amol Hosalkar / Mr. Mangesh Tayde

Dear Sir,

Subject : Intimation under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Please see attached, a copy of the press release, the contents of which are self-explanatory.

Kirloskar Proprietary Limited, the owner of the trademark and copyright "Kirloskar" has granted necessary licenses to the Company for use of the same.

You are requested to take the same on record.

Thanking you,

Yours faithfully,
For Kirloskar Ferrous Industries Limited

Mayuresh Gharpure
Company Secretary

Enclosed : as above

Kirloskar's 'Limitless' mission transforms Kirloskar Oil Engines Ltd., Kirloskar Chillers Pvt Ltd., Kirloskar Pneumatic Company Ltd., Kirloskar Ferrous Industries Ltd., and Kirloskar Industries Ltd.

- Refresh exercise spans business vision, offerings, technology, brand articulation and employee practices
- Engineering-led businesses to transform into solution providers with customer-centricity being more important than ever

Pune, Friday, 16th July 2021: Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries have undertaken a refresh of their respective business vision. The refreshed vision is aligned with the need to be future-ready in a constantly evolving world and stems from the desire to enhance the experience throughout the customer journey.

The exercise involves not just a revitalisation of the businesses from robust, engineering-led firms to solution providers that lead today's transformed industrial landscape, but also being more customer-centric than ever before.

In line with our founder's vision of ensuring that all products are a step ahead of time, the companies will constantly innovate with an eye on the future.

The expanded vision implies a promise to all customers that their dreams can now be truly limitless and will be fulfilled.

The 'Limitless' vision will span over eight business areas, laying the foundation for aggressive plans in the B2C domain whilst continuing to power robust growth in the B2B companies. This will include large investments over two to three years across all business lines. This also involves infusion of new technologies, apart from new offerings including real estate and NBFC.

Radiant future

A refreshed brand identity and colours have been adopted as a part of this exercise. While the logo has elements of human-centricity and future-readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched. The values of **Innovative thinking, Empathy, Collaboration, Integrity, Excellence** and **Value-creation** will be deeply entrenched in the operations going forward.

The refreshed logo symbolises our transformation and the journey towards a 'Limitless' future. The 'i' combines a human icon and a forward-looking arrow that shows the progression and growth of the people impacted. It also indicates that the companies are future-ready and will always strive to satisfy the needs of the customers. The inspiration was drawn from the colour copper that naturally evolves every day. Hence, the copper patina colour palette has been used – from shiny browns, to darker browns, blues and finally greens. Teal is the final stage of this patina, that protects every element within it. This is the inspiration behind the colours of the identity you see today.

To strengthen their businesses, the companies are expanding their leadership. Industry veterans that have joined in the recent past include Mahesh Chhabria at Kirloskar Industries, Vimal Bhandari at Arka Fincap, Vinesh Jairath for the real estate business and K Srinivasan at Kirloskar Pneumatic. Industry veterans RV Gumaste, Sanjeev Nimkar and Avinash Manjul continue to lead Kirloskar Ferrous Industries, Kirloskar Oil Engines and Kirloskar Chillers respectively.

The legacy businesses have already embarked on their 'Limitless' journey by integrating new-age technologies and processes such as 3D printing, the Internet of Things, digitisation, artificial intelligence and so on. The benefits of these technologies are far reaching – from shrinking the time taken to bringing products to market to enormous cost savings.

Among the new consumer-facing businesses, there will be significant investment in the realty business Avante Spaces and Arka Fincap, the non-banking finance company (NBFC). Avante Spaces is developing the first of its land parcels based on customer-centric and future-forward principles. The business is looking at a mixed-development offering that includes retail and commercial space in smart buildings.

Arka Fincap was established last year as a subsidiary of Kirloskar Oil Engines and began operations with a seed capital of Rs 1,000 crore. It is focusing on structured term financing solutions for corporations and loans to MSME borrowers and the real estate sector. In three years, Arka Fincap will expand into retail lending and consumer finance.

Detailing the refresh, Atul Kirloskar, Executive Chairman of Kirloskar Oil Engines, said: “We have undertaken the journey towards becoming a fully integrated conglomerate. Our new vision keeps the changing needs of the customer in mind, reorienting us from manufacturing to solutions around it. We are going from a solid, engineering-driven firm to a future-ready firm, geared for an enhanced customer experience. We are looking at the adoption of new-age technology solutions and digitisation, a future-ready team that is exposed to the best people practices and recognises and rewards performance.”

Rahul Kirloskar, Executive Chairman of Kirloskar Pneumatic, said: “The customer is at the heart of everything we do, and we constantly evolve to exceed their expectations. We are now expanding our horizons and have made leaps from just products to solutions, to customer centricity and now to digital architecture. This change is reflective of our new philosophy to create better lives, better opportunities and a better tomorrow for our customers and for society.”

The conglomerate has been an integral part of India's industrial revolution. Now it will define the future.

Notes to editors:

Kirloskar Oil Engines Ltd.

Kirloskar Oil Engines Ltd. is a leader in the manufacturing of diesel engines, agricultural pump sets and generator sets with a sizable presence in international markets. Kirloskar Oil Engines Ltd. has a strong distribution network throughout the Middle East and Africa with offices in Dubai, South Africa and Kenya, and representatives in Nigeria. Kirloskar Oil Engines Ltd. specialises in manufacturing air-cooled and water-cooled engines, diesel generator sets across a wide range of power outputs (2.1 kW to 5200 kVA), diesel engines, diesel and electric pump sets, power tillers, specialised engines for fishing, among others. The Research & Engineering Facility of Kirloskar Oil Engines Ltd. ensures all engines and diesel generator sets are certified for stringent noise and exhaust emission norms. The company also offers engines that operate on alternative fuels such as bio-diesel, natural gas, biogas and straight vegetable oil. In the power generation segment, Kirloskar Oil Engines Ltd. is one of the largest selling genset brands in the world whereas the newly-entered railways power car business has already become the second largest player fuelling the growth of Indian Railways.

Kirloskar Chillers Private Ltd.

Kirloskar Chillers Private Ltd. has been at the forefront of HVAC technology in India since it commenced operations in 1996. For more than a decade after inception, it was the only company in India to manufacture centrifugal and screw chillers. Kirloskar Chillers Private Ltd.'s products are designed for a wide range of operating conditions and applications, from comfort air-conditioning to process cooling as well as low-temperature brine applications. In 2006, Kirloskar Chillers Private Ltd. was the first Indian chiller manufacturer to acquire AHRI certification for its products and the first to establish an AHRI-certified test facility in 2008. Kirloskar Chillers Private Ltd. has been a pioneer in ozone-safe and low-GWP, eco-friendly technologies in India.

Kirloskar Pneumatic Company Ltd.

Founded in 1958, Kirloskar Pneumatic Company Ltd. is the market leader in CNG systems and oil and gas refrigeration in India, enjoying a market share of over 60% in both business segments. Kirloskar Pneumatic Company Ltd. has a wide range of offerings that include air compressors, refrigeration compressors and systems, process gas systems, vapour absorption chillers and industrial gear boxes. It serves a range of sectors like oil and gas, steel, cement, cold chains, food and beverages, pharmaceuticals, railways, defence and marine. Kirloskar Pneumatic Company Ltd. has established technology partnerships with leading global companies. It is also steadily enhancing its leadership position in the gas compression segment while being the world's largest manufacturer of industrial gas compressors. Kirloskar Pneumatic Company Ltd. has received numerous awards for quality, innovation, merit, training programmes, HR and in-house communication excellence, among others.

Kirloskar Ferrous Industries Ltd.

Founded in 1991, Kirloskar Ferrous Industries Ltd. is India's largest castings and pig iron manufacturer. The company caters to various industry sectors, such as tractors, automobiles and diesel engines. The manufacturing facilities at Koppal, Hiriyur and Solapur have the unique capability of producing a range of products that include grey iron castings up to 300-kg pieces. The company also produces various grades of pig iron such as SG iron grade, basic steel grade and foundry grade. Kirloskar Ferrous Industries Ltd. is expanding its manufacturing capacities in pig iron and casting. The company has introduced a 3D printing facility, enabling fast development of new products and capability ramp-ups. The company has also started machining castings and added a coke manufacturing facility with waste-heat recovery power to be used in the foundry.

Kirloskar Industries Ltd.

Kirloskar Industries Ltd. is a public limited company on the Bombay Stock Exchange and the National Stock Exchange. The company was incorporated in 1978 and is engaged in wind power generation and has diversified into real estate development activities through its wholly owned subsidiary, Avante Spaces. The company also invests in securities of group companies and has rented out commercial spaces.

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