

ALWAYS INSPIRING



The New Brand Identity

The old brand identity of Lanco had its roots in the Group's Ferro-alloy initiatives in the early nineties. The Organization's rapid growth and evolution subsequently and specially in expanding geographies, values and culture, naturally called for a more relevant and dynamic expression.

Months of rigour and a few thousand attempts later, the new Brand Identity was formed and firmed upon.

The Brand Identity Elements & their Significance:

The Font

- Strong, Solid, Simple – the Font is contemporary and easy to read
- Besides strength & solidity (of foundation and values) it signifies a certain boldness and youthful aggression

The Colour Red signifies

- Passion
- Power
- Energy
- Youth

The Lanco Edge



The Lanco Edge

The visual mnemonic in the shape of an upward moving arrow has been sub-branded as “The Edge” and represents the key differentiator for LANCO. The Edge is therefore the visual symbolization of the distinct value-advantage that LANCO offers to its stakeholders, partners and employees.

“**The Edge**” is aesthetically placed as the cross-bar of the alphabet “A” and integrates seamlessly with the rest of the logo

Yet it may be leveraged as an independent entity across internal communication, media innovations, as a symbol, and as a recurring element in various expressions representing the LANCO credo

The Tilt (of the Edge): Upward & Forward Progress

The Fine Edge: Sharp (Learning) Minds with Incisive Business Focus

Sharp (and Distinctive) Value addition on the focus area

Lanco’s drive of nurturing a breed of Quality People who fulfill the 3 dimensions of Leadership, Entrepreneurship and Ownership is also imbibed in the new identity.

- **Leadership:** The logo reflects the Lanconian drive in setting direction, influencing people positively and enabling processes
- **Entrepreneurship:** The logo represents the spirit of “dare to dream” and subsequently to fulfil the dream in a manner that allows excellence, accomplishment, innovation and change. Robust and dynamic, the entrepreneur is well equipped to make every business plan a success
- **Ownership:** The logo exudes confidence which stands for Lanco’s drive to make every Lanconian accountable in thought, word and deed. It represents an ‘only results’ attitude where the enterprise is above the individual

Overall this new Brand Identity signifies the coming of age of Lanco in a decisive and visionary manner.

Inspired to constantly make things better, we, at Lanco EPC, have renewed our responsibilities and are determined to provide the best value to our customers by bringing in the latest technology and the best practices.

Our Human Resources and Engineering excellence build large Super-Critical Thermal Power Projects and very complex Hydro Projects. Our expertise spans the entire Engineering, Procurement and Construction realm of Roads, Ports, Buildings, Bridges, Solar, Water, Oil & Gas.

With the experience of providing a wide range of 'concept to commissioning' solutions across India, Lanco EPC is now set to emerge as a leading EPC player globally.





It has been 25 years since we made a humble beginning. Inspiration is what is driving us all along in this journey, as we continue to make things better around us. Our existing portfolio of 9300 MW (under operation & construction) and 7000 MW under development - spread across 10 states of the country - is a glowing example of the value an independent power producer can bring on to the table. Today, we at Lanco Power, have renewed our responsibilities and are more inspired than ever before to move to the next level.

As we adorn a new identity, we are filled with a new inspiration to become a leading player in the Power Sector – across Hydro, Gas, Coal, Transmission, Distribution and Trading.

POV



VEER

Inspired to constantly make things better, at Lanco Solar, we are determined to become one of the largest integrated solar players in the world. Here, we bring in a unique proposition of an integrated solar business model. This model is built on our expertise in manufacturing (for Solar PV - Polysilicon, Wafer, Cells and Modules) , Global scale EPC execution (at ground-mounted Solar PV farms and Solar Thermals) and the development of global Solar Projects, Products and Systems.

Integrating across the entire solar value chain, we aim to deliver robust growth in the future by embracing proven technology and making solar energy affordable to everyone.

SOL



AR

Inspired to constantly make things better, we took a giant leap this year with the acquisition of Griffin mines. We have also emerged as the successful bidder for developing the Mahatamil coal block in Chhattisgarh. These initiatives have added over 2 billion tons of coal resources business in our portfolio surpassing many of our peers and providing fuel security for our thermal power plants.

Consolidating our position in the coal sector, we are scouting for opportunities to build our coal assets not only in India but also in Indonesia and the African region.

NATURAL R