

Name change from Reliance Energy Ltd to Reliance Infrastructure Ltd

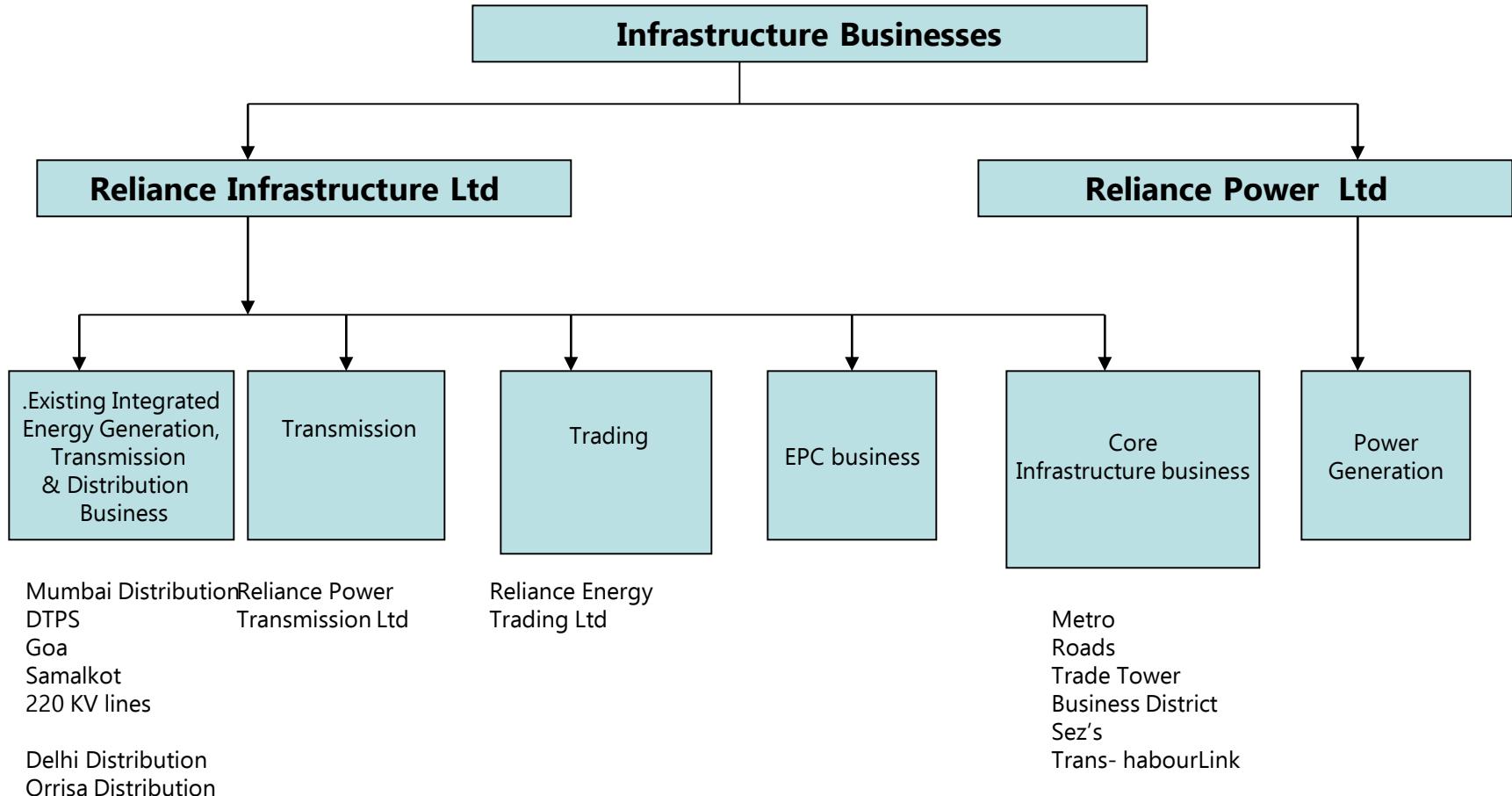
Brand Usage for different businesses under Reliance Infrastructure

08 May,2008

The flow of the presentation

- ❑ Defining our infrastructure space
- ❑ Guiding principles for Brand usage for different infrastructure businesses
- ❑ Company name and Brand usage for different infrastructure businesses
- ❑ Examples of Letterhead (LH) , Visiting Card (VC) and office signage for each business
- ❑ Website

Our Infrastructure space



The New Brand Architecture

- ❑ Before the company name change the brand architecture that existed was homogenous where the company name and brand name were same. After the name change a heterogenous brand architecture has emerged where the company name and brand name may or may not be the same.
- ❑ The slides that follow provide the details.

Guiding principles for Brand usage

- ❑ **Reliance Power** brand will be used for generation side of the power sector business (exception being the current generation assets i.e. Dahanu, Goa and Samalkot power stations).
- ❑ **Reliance Energy** brand will be used for all those businesses which deal with electricity post-generation : these include transmission, trading and distribution. It will also be used for the current generation assets i.e. Dahanu, Goa and Samalkot power stations.
- ❑ **Reliance Infrastructure** brand will be used for EPC business and the Core infrastructure businesses.

For each businesses the details follows

1.Existing Integrated Energy Generation, Transmission & Distribution Business- Brand and Company Usage

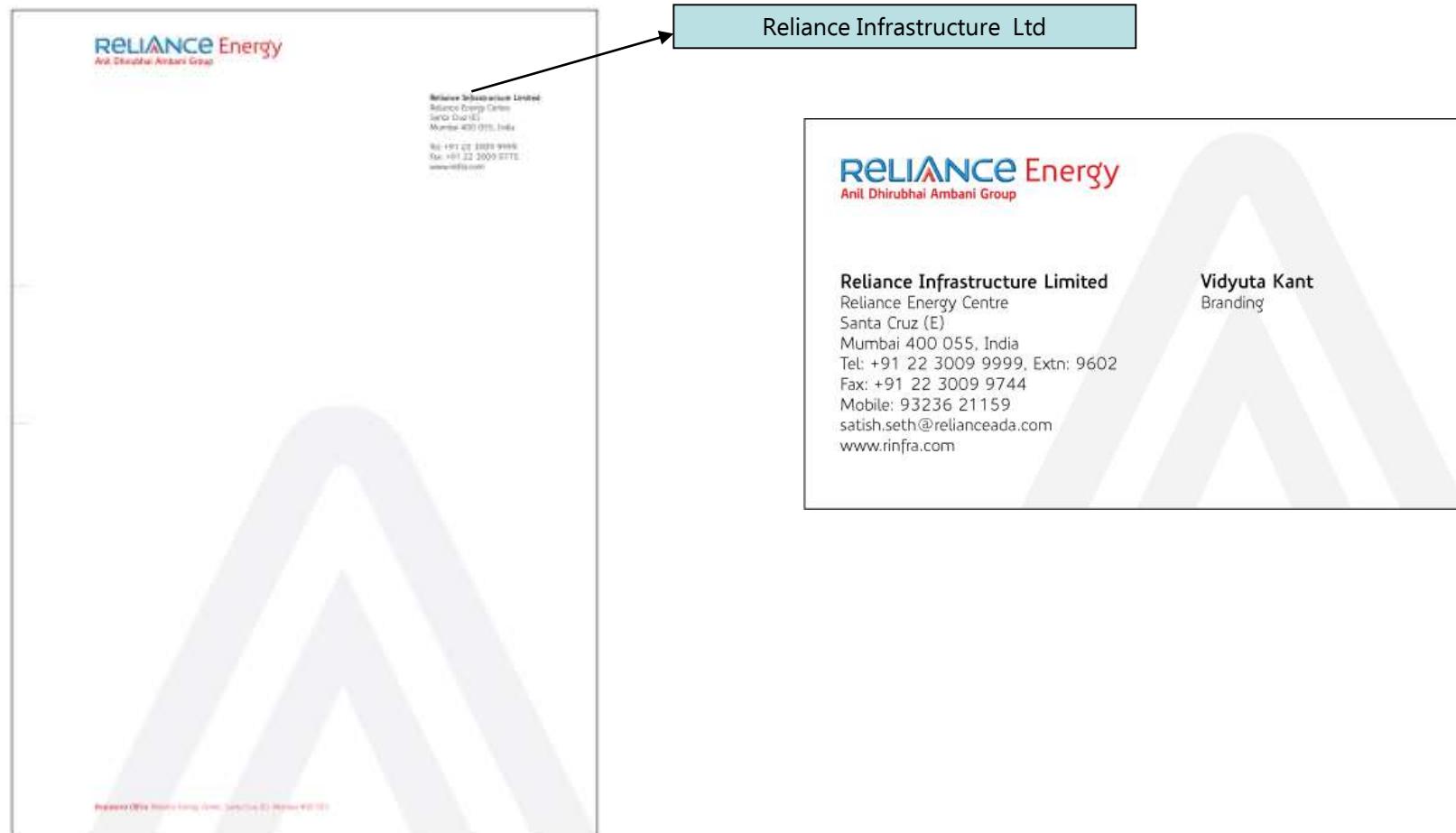
- Mumbai Distribution Business
 - Brand Name :- Reliance Energy
 - Company Name :- Reliance Infrastructure Ltd

Existing Integrated Energy Generation, Transmission & Distribution Business – Brand and Company Usage

- ❑ Dahanu Thermal Power Station
 - Brand Name :- Reliance Energy
 - Company Name :- Reliance Infrastructure Ltd
- ❑ Goa & Samalkot Power Station
 - Brand Name :- Reliance Energy
 - Company Name :- Reliance Infrastructure Ltd
- ❑ 220 KV lines
 - Brand Name :- Reliance Energy
 - Company Name : Reliance Infrastructure Ltd

Existing Integrated Energy Generation, Transmission & Distribution Business – Brand and Company Usage

Examples of visiting card and Letterhead



Existing Integrated Energy Generation, Transmission & Distribution Business – Brand and Company Usage

Example of office signage



This signage is applicable for the Corporate office and all other offices like Divisional offices, Customer care centres, Receiving stations and Substations etc for Mumbai Distribution Business as well as Dahanu, Samalkot, and Goa power stations

Please get in touch with us for implementation .

2. Transmission – Brand and Company Usage

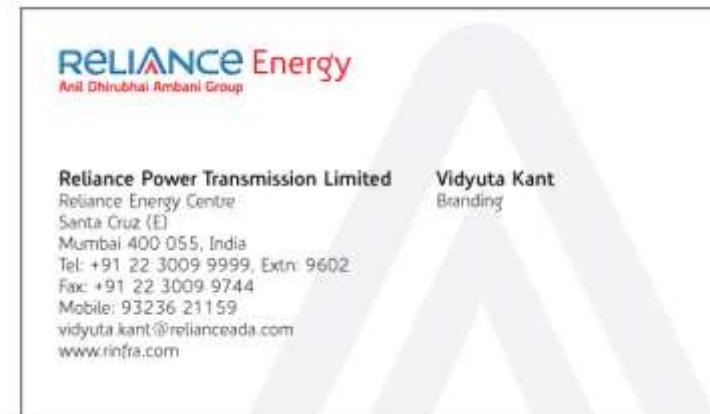
- ❑ Brand Name : Reliance Energy
- ❑ Company Name : Reliance Power Transmission Ltd

Transmission – Brand and Company Usage

Examples of visiting card and Letterhead



Reliance Power Transmission Ltd



Transmission – Brand and Company Usage

Example of office signage



Please get in touch with us for implementation .

3. Trading – Brand and Company Usage

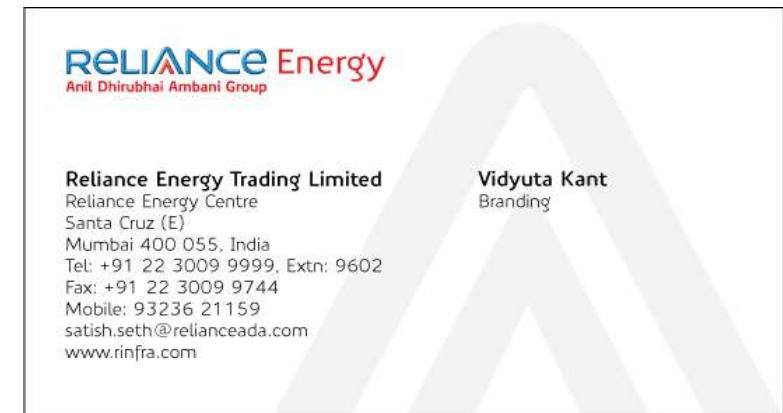
- ❑ Brand Name : Reliance Energy
- ❑ Company Name : Reliance Energy Trading Ltd

Trading – Brand and Company Usage

Examples of visiting card and Letterhead



Reliance Energy Trading Ltd



Trading – Brand and Company Usage

Example of office signage



Please get in touch with us for implementation .

4. EPC Business- Brand and Company name usage

- ❑ Brand Name : Reliance Infrastructure
- ❑ Company Name : Reliance Infrastructure Ltd

EPC Business- Brand and Company name usage

Example of visiting card and Letterhead



Reliance Infrastructure Ltd

RELIANCE Infrastructure
Anil Dhirubhai Ambani Group

Reliance Infrastructure Limited
Reliance Energy Centre
Santa Cruz (E)
Mumbai 400 055, India
Tel: +91 22 3009 9999, Extn: 9602
Fax: +91 22 3009 9744
Mobile: 93236 21159
satish.seth@relianceada.com
www.rilta.com

Vidyuta Kant
Branding

EPC Business- Brand and Company Usage

Example of office signage



This signage is applicable for the offices which only or predominantly house the EPC and/or Core Infrastructure business teams.

Please get in touch with us for implementation .

5. Core Infrastructure businesses- Brand and Company name usage

- ❑ Brand Name : Reliance Infrastructure
- ❑ Company Name : Reliance Infrastructure Ltd

- ❑ Please note that this presentation explains the Brand and Company name usage for companies that have Reliance as part of their company name. For companies that do not have Reliance as part of their company name nothing changes as of now and everything remains as it is.
- ❑ For example DS Toll Road Ltd where the company name does not have Reliance as a part of its name. Nothing changes as of now and everything remains the same for DS Toll Road Ltd. For the Mumbai Metro One Pvt Ltd on the other hand the brand name will be Reliance Metro and the brand identity for the same is being developed. Similarly on case to case basis the brand name and identity for other business will get developed.

Core Infrastructure businesses- Brand and Company name usage

Examples of visiting card and Letterhead



Reliance Infrastructure Ltd



Core Infrastructure businesses- Brand and Company name usage

Example of office signage



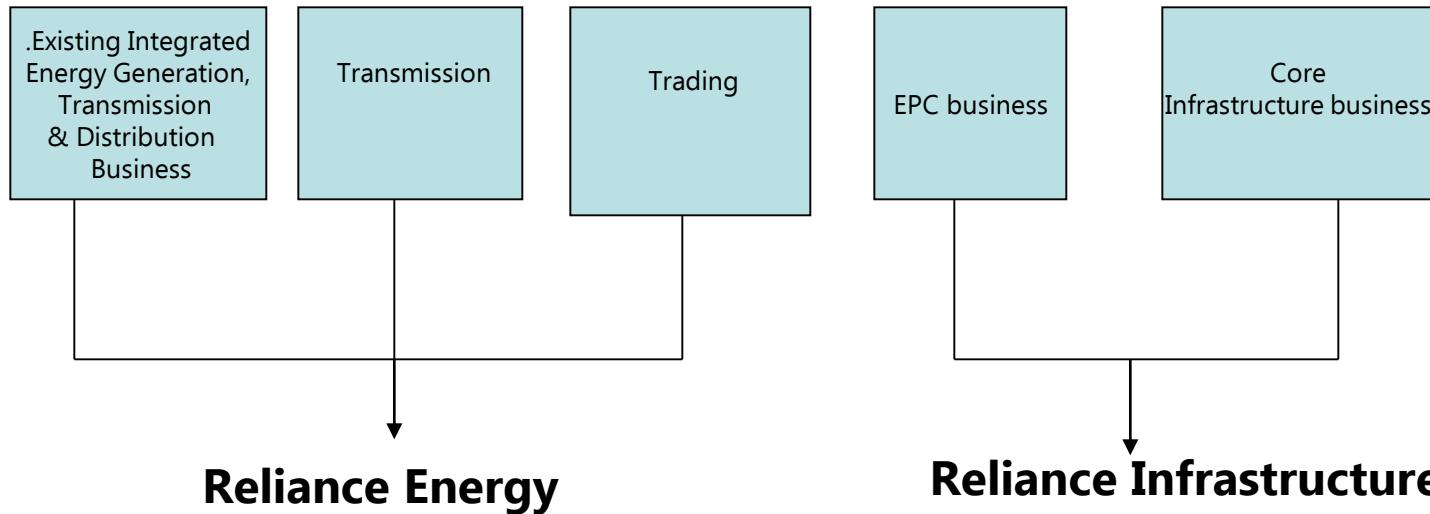
Please get in touch with us for implementation .

Website

- The website for Reliance Infrastructure Ltd will be [rinfra.com](#) which will appear on the cards and letterheads
- Following domains have been registered which when used will land on the [rinfra.com](#) website
 - [rinfra.com](#)
 - [Relianceinfra.co.in](#)
 - [Reliance-Infrastructure.com](#)
 - [Reliance-infrastructure.org](#)
 - [Reliance-infrastructure.biz](#)
 - [Reliance-infrastructure.info](#)
 - [Reliance-infrastructure.co.in](#)
 - [RelianceInfra.net](#)
 - [rinfra.co.in](#)
- The [rel.co.in](#) will also land on to [rinfra.com](#) website

PowerPoint Template

- ❑ The power point template to be used by the respective businesses shall use the respective brand name in the template as indicated below



Delhi and Orrisa Distribution Businesses

- ❑ Delhi Distribution Businesses
 - Company Name : BSES Rajdhani Power Ltd/ BSES Yamuna Power Ltd
 - Brand Name : BSES
 - There is no change for Delhi Distribution business hence everything remains the same
- ❑ Orrisa Distribution Business
 - Company Name : WESCO, NESCO, SOUTHCO
 - Brand Name : BSES
 - There is no change for Orrisa distribution business hence everything remains the same

For Clarifications

- ❑ Please get in touch with Vidyuta Kant at vidyuta.kant@relianceada.com or +919867761236

Thank you

8th May, 08, 2008