

### ***Nippo Unveils its New Brand Identity in its Golden Jubilee Year***

Indo National Limited incorporated in 1972 as a joint venture between visionary entrepreneur Mr. P. Obul Reddy and Matsushita Electric Industrial Co., Ltd. of Japan. INL unveiled a new Nippo Brand Logo, the new revamped Logo represents Indo National Limited's new Brand Identity in its 50<sup>th</sup> Year. All New Nippo logo is more youthful, more contemporary to excite its Core Consumers and to get more consumers into its Current and Future Categories. "This year marks Nippo's Golden Jubilee Anniversary. And, along with celebrating 50 years of existence, we are now entering a new and exciting phase. We have advanced far ahead of our core and are now ready to dive into new India's opportunities," says Mr. Aditya Reddy, Joint Managing Director. Mr. Dwaraknath Reddy, Managing Director, delightfully added, "Having been through the journey of INL through the decades, I am elated that we are celebrating 50 years. I am looking forward to seeing Nippo enter an exciting phase and reach new heights."

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