

20<sup>th</sup> February 2018

The National Stock Exchange of India Ltd  
Exchange Plaza  
Bandra-Kurla Complex  
Bandra (E), Mumbai – 400051

**Sub: Press Release – ‘Redington unveils its new Global Brand Identity’**

Dear Sir/Madam,

We are enclosing here with the press release made by the Company on the occasion of unveiling new Global Brand Identity.

Thanking you,

Yours truly,



M. Muthukumarasamy  
Company Secretary

Cc : BSE Limited  
Floor 25, Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400 001

## Redington unveils its new Global Brand Identity

**Chennai, 17<sup>th</sup> February, 2018:** Redington, the \$6 Billion distribution and supply chain giant for international brands in the IT and Mobility sectors, successfully unveiled its new global brand identity – a new logo and tagline – **'Seamless Partnerships'**. As a heritage brand, Redington is stepping into its 25<sup>th</sup> year from inception and the new branding builds on Redington's well-established reputation in the industry.

Established in Chennai in the year 1993, Redington is a well-known global brand having its operations across India, South Asia, Middle East, Turkey and Africa. With a strong network of 37,500 partners, Redington distributes more than 200 brands across 24 markets and has leadership position in most markets and brands.

The new brand identity reflects the core values of Redington as a contemporary and innovative company, which has developed its messaging strategy to reflect its evolution as a brand and its global role as one of the largest provider in the supply-chain solution industry. The new logo and tagline epitomizes the new direction that the company would like to take in the years to come.



Unveiling the impressive new logo and tagline, Redington's Managing Director, Mr. Raj Shankar, commented, *"I am proud to launch today our rejuvenated brand and visual identity that fully reflects what we stand for as an organisation. This is not a mere change of brand identity but a coming of age for Redington, a transformation that the company is engineering to take it to the next level. The new identity carries forward our core values on which our company is built – **adaptability, collaboration, know-how, objectivity, simplicity, transparency and trust.** We look to expand our horizons from being a 'Brand behind brands' to a platform that enables **'Seamless partnerships'**. Redington is committed to do everything to achieve its ultimate goal of being the preferred company for connecting buyers and sellers. Re-emphasizing the word 'Preferred' as in a competitive world, Redington wants to build and grow lasting partnerships."*

The new logo of Redington symbolizes synergy – while the existing colour green has been retained, different shades have been introduced as well, keeping in mind the ever-expanding portfolio and services of the company. It represents the synergy and oneness that Redington possesses as an organization - be it with vendors, customers, team, the environment, technology and the ecosystem within its circle of influence. The latticed geometric design depicts technological innovation as well as simplicity in complexity. The symmetrical form shows harmony between Redington and the other organizations that it collaborates. The energy is depicted in the reverse white lines, also representing the common thread of Redington's philosophy and spirit running through the organization towards a common good.

The new tagline – 'Seamless Partnerships' – illustrates the way Redington does business and where the brand wants all its energies to be aligned upon. Creating enormous value to the brands

and partners that it handles and transforming from end-to-end supply chain management to a slew of services like marketing, data driven intelligence, solutions and consultancy.

Redington, which has a strong distribution base prides on the trust that it enjoys among not only its customers but also the vendors whose brands it distributes. Some of Redington's brand and vendor relationships have been existent for decades.

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**Note to Editors:**

**About Redington:**

Redington provides end-to-end supply chain solutions for all categories of Information Technology products and Mobility products to over 200 brands and has made significant investments in Services including Logistics, Support services, Cloud solutions, Digital print services and 3D Print services. As a group, Redington is present in India, Middle East, Africa, Turkey, Sri Lanka, Bangladesh, Singapore and CIS countries.

Through its subsidiaries both in India and overseas, Redington has 80+ Sales offices, 195+ warehouses and 350+ owned and partner service centres. A team comprising of over 4800+ highly skilled and committed professionals who help the Company deliver its products and services to our valuable partners across the various geographies we are present. The team is supported by robust IT & Communication infrastructure connecting all the locations of the company and a state of the art ERP. Redington has built its business on very strong ethical and commercial fundamentals, which has not only helped it to consistently exceed the industry growth rate, but has also enabled it to firmly establish itself as the "partner of choice" for most of its vendors and business partners. A compounded annual growth rate of 17% over the past 10 years (since listing) has enabled Redington generate a revenue of over Rs. 41,156 crores during fiscal 2016 – 17, underlining the very strong foundation and prudent practices on which the company's business practices have been built.

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**For media queries, please contact:**

Gayathri Pradeep | [gayathri.pradeep@perfectrelations.com](mailto:gayathri.pradeep@perfectrelations.com) | +91 9566064809  
Shriya Rajagopalan | [srajagopalan@perfectrelations.com](mailto:srajagopalan@perfectrelations.com) | +91 9962276001

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