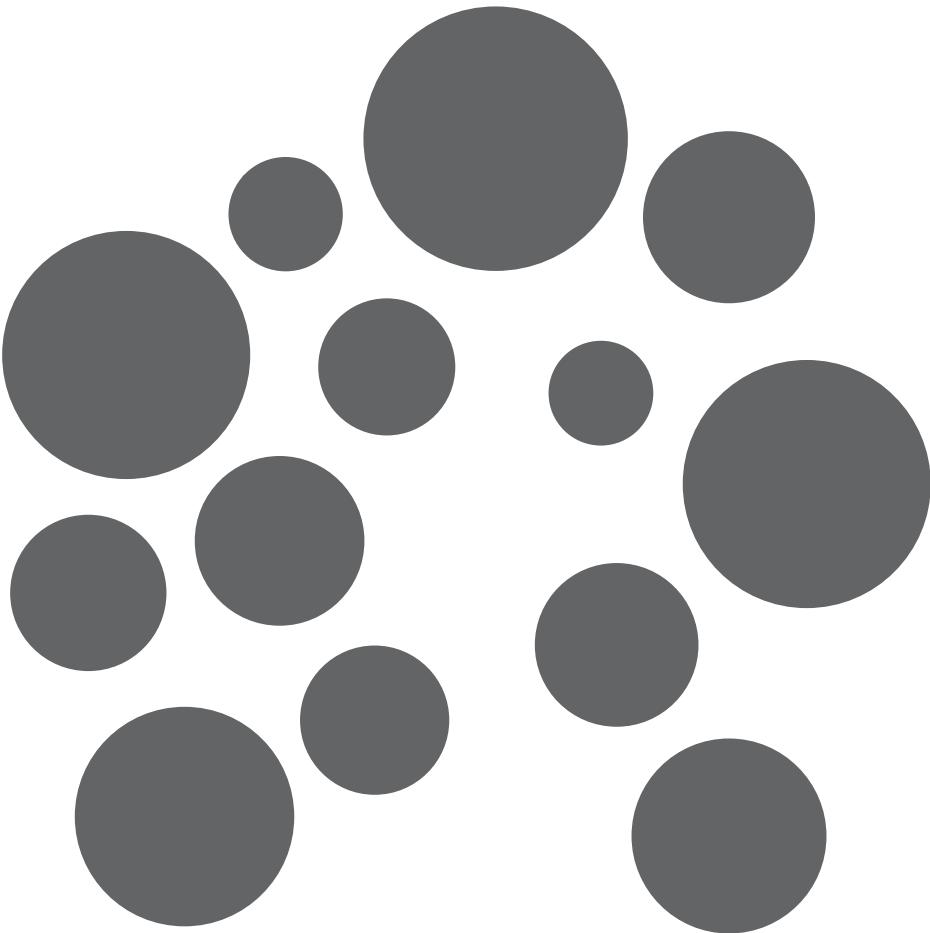
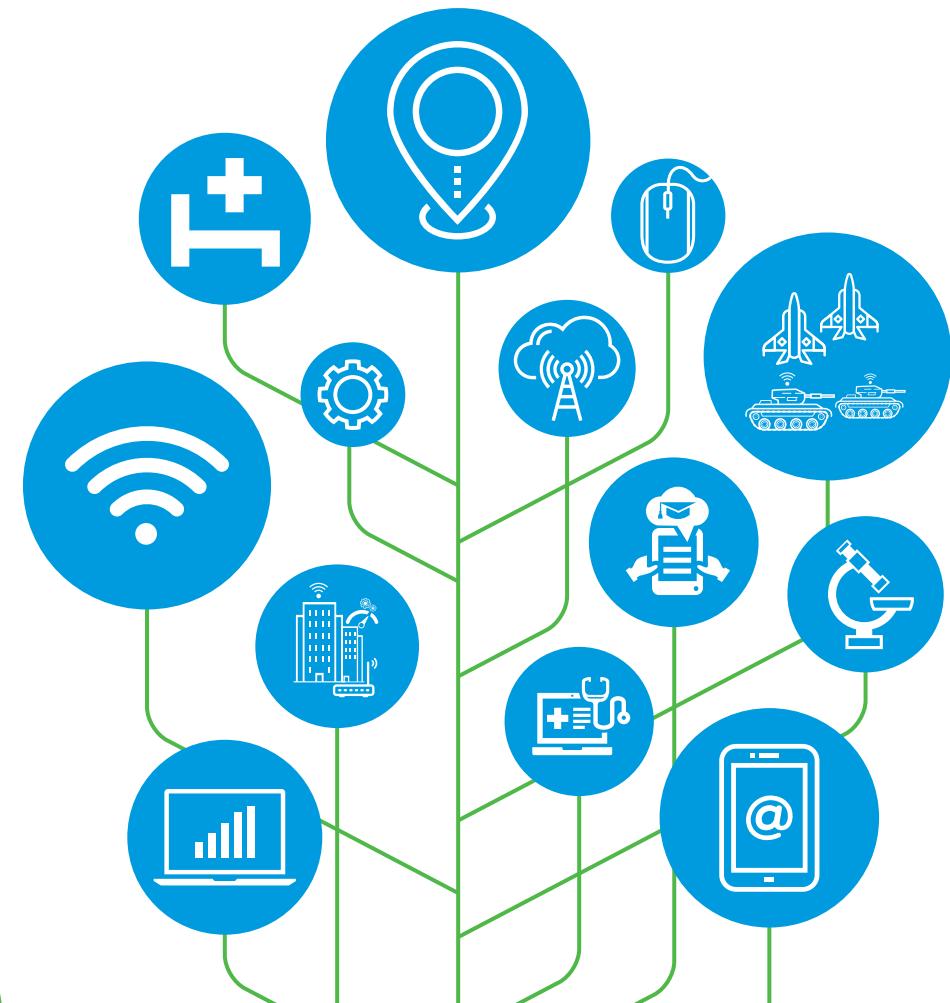
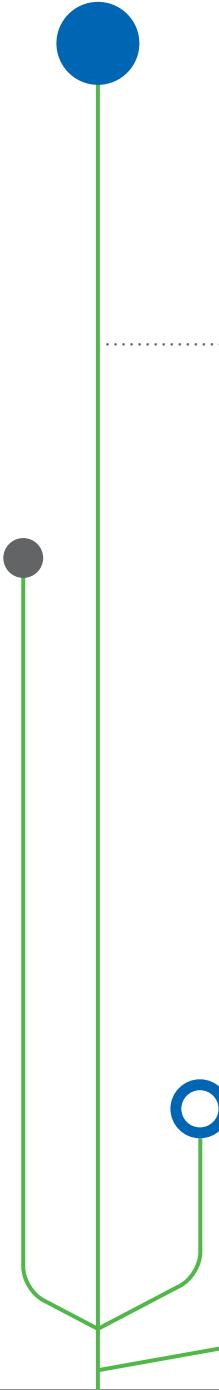




Transforming
Everyday Living
by Delivering
Smarter Networks







The Story of Transformation

As a global technology leader, Sterlite Tech's purpose is to Transform Everyday Living by Delivering Smarter Networks.

We Design, Build and Manage broadband networks for key customers - Global Service Providers, Smart Cities, Rural Broadband and Large Enterprises such as Defence.

We are the only company in the world to have integrated Silicon-to-Software offerings of Optical Communication Products, System and Network Integration Services and Telecom Software.

We are an innovation and research driven company. Our scale is supported by our three key pillars of Technology and Innovation, Exponential Customer Engagement and extremely strong Talent and Culture.

Since its inception in 1988, Sterlite Tech has transformed with changing times. The company initially focused on the cables business with vertical integration in copper and aluminium business, as both metals were the key raw materials for telecom cables back then.

By 2000, with the emergence of the internet, both the optical fibre and the metals business had become sizeable, and the company decided to demerge the company into Sterlite Industries and Sterlite Optical Technologies Ltd.

Since then, the company has invested strongly in optical communication technology development and has crossed the running capacity of over 30 million fibre km, posting a growth of almost 1,000 times since inception, with planned expansion to 50 million fibre km. With the acquisition of Elitecore Software in 2015, and demerger from the power business in 2016, Sterlite Tech has constantly transformed itself from a manufacturing play to an integrated Silicon-to-Software capability specialty business model in the Indian and global markets. And this continuous evolution towards the creation of smarter digital infrastructure has brought about a transformation in the everyday living experiences of citizens, everywhere.





SECTION 1

The Brand

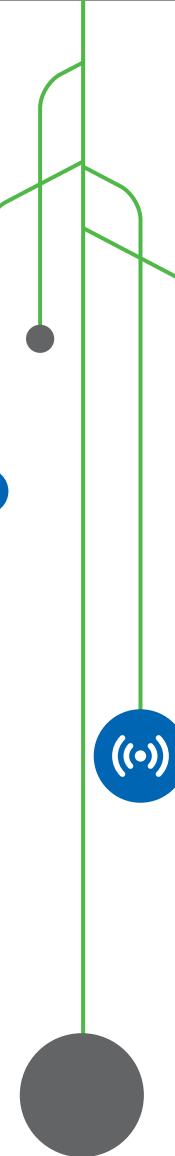
1.1	Importance11
1.2	Our Brand11
1.3	Perception11
1.4	Understanding Brand Sterlite Tech12
1.5	Our Journey So Far13
1.6	Our Purpose14
1.7	Our Values15
1.8	Our Behaviours16
1.9	Stakeholders' Experience of Brand Sterlite Tech17
1.10	Experience Standards18
1.11	Where To Begin?20
1.12	How To Begin?21

SECTION 2

Logo

2.1	The Story Behind Our Logo23
2.2	Decoding Our Logo24
2.3	Isolation Area Around Logo26
2.4	Minimum Size27
2.5	Brand Palette28
2.6	Typeface30
2.7	Font Variations31
2.8	Usage on Different Backgrounds32
2.9	Logo Usage in Video Collaterals34
2.10	Usage on Material (Paper)36
2.11	Logo Do's & Don'ts38
2.12	Usage on Video Collaterals40

2.13	Logo Positioning in Stationery42
	Letterhead, Visiting Card, Envelope	
	Employee ID Card, Pencil & Pendrive	
	Corporate Cap & Keychain, Flag,	
	Paper Bag, Mug, Jacket Folder,	
	Notepad, CD & CD Cover	
2.14	Presentation Template50
2.15	Certificate Template52
2.16	SOP Template54
2.17	Editorial Stylesheet55
2.18	Welcome Announcement Template55
2.19	Press Release56
2.20	Usage of the Runner58
2.21	Logo Usage in Events60



INDEX

SECTION 3

Colour Palette

3.1 How to Use Flat Colours as Background64
3.2 How to Use Radial Gradients as Background66
3.3 How to Use Linear Gradients as Background68
3.4 Usage Examples of Background Colours69

SECTION 4

Logo Usage

4.1 Collaterals Poster, Standee, Brochure, One Pager Product Datasheet, Case Study, Whitepaper, Blog71
4.2 Website76
4.3 Email Signature77
4.4 Press Advertisement78
4.5 Uniform & T-shirt79
4.6 Packaging80
4.7 Sterlite Tech Vehicles81
4.8 Social Media Twitter, YouTube, LinkedIn82

SECTION 5

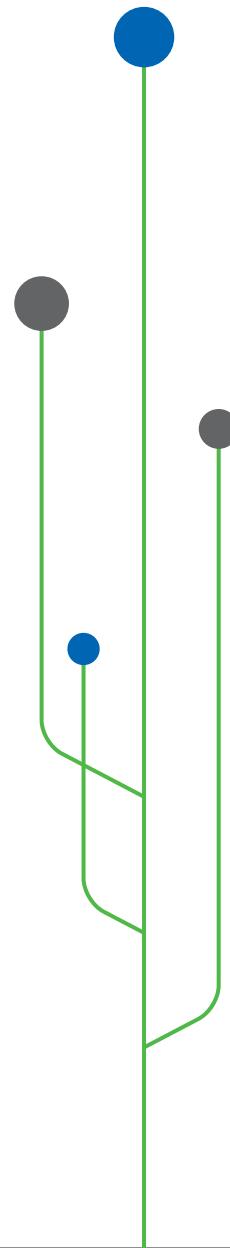
Sub-brands

- | | |
|-------------------------------|-------|
| 5.1 Sub-brand Logo Guidelines | ...84 |
| 5.2 Understanding Sub-brands | ...85 |

SECTION 6

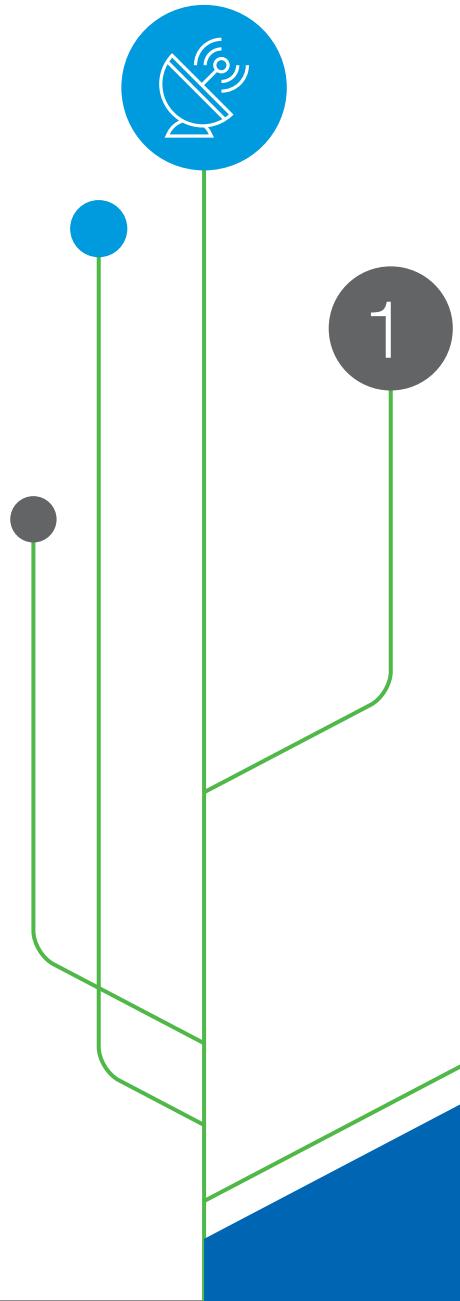
Co-branding Guidelines

- | | |
|--|--------|
| 6.1 Logo Usage |87 |
| 6.2 Joint Logo Application |90 |
| 6.3 Multiple Logo Application |91 |
| 6.4 Sterlite Tech-led Logo Application |92 |
| 6.5 Partner Brand-led Logo Application |93 |
| 6.6 Incorrect Logo Usage |94 |





The Brand



1.1 Importance

Improves recognition, creates trust, supports advertising, builds financial value, inspires employees and generates new customers.

The most profitable companies, small and large, have a single thing in common. They have established themselves as leader in their particular industry.

1.2 Our Brand

Brand is a personality that is internalised by each and every employee. We believe in building smarter networks that transforms everyday living experiences of individuals.

At Sterlite Tech, our brand is a promise to our stakeholders to fulfil their vision.

1.3 Perception

We aspire to be a techno-innovative company that transforms everyday living by delivering smarter networks. When our stakeholders believe in our efforts, our reason for existence will be successful.

To achieve that goal, we require active and purposeful brand management by defining our aspirations.

1.4 Understanding Brand Sterlite Tech

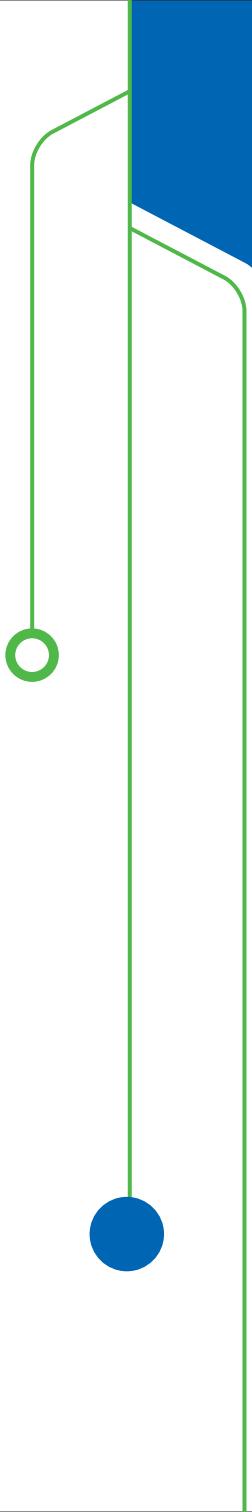


Our Brand is our Personality, our Personality is our Brand

The brand Sterlite Tech, since 1980s, had a strong ‘Hero’ archetype – with the core talent of being competent and courageous. With the corporate transformation towards design, build and manage capabilities for development of smarter digital infrastructure globally, we transformed into a Hero-Sage brand.

A Sage brand understands the world and its stakeholder through deeper diagnosis and understanding. It simplifies difficult tasks and brings value to the external world. At the same time, this “Thinker-Sage brand” needs to seamlessly roll up its sleeves, and be the “Doer-Hero brand”.

The new age Sterlite Tech uses technology, research & development to better everyday living and bring about a positive impact in the society. Thus, our purpose is born – Transforming Everyday Living by Delivering Smarter Networks.



The company began operations as the first in India to manufacture copper based jelly-filled telephone cables in 1988.

Started with optical fibre annual capacity of 40,000 km in 1995. Since then, we have invested strongly in our technology development and research capabilities.

We pursued and showcased our unique ability to trail blaze across industries even in tough and challenging times.

Today, we are India's only integrated smarter digital infrastructure company with a pure-play telecom focused business that develops and delivers optical communication products, network and system integration services and OSS/BSS software solutions. We have sales network in six continents.

The Company has manufacturing presence in India, China & Brazil. Sterlite Tech has a very strong focus on innovation and research. Our Centre of Excellence in Aurangabad focuses on core research on optical fibres, while our Centre for Smarter Networks in Gurgaon is an innovation lab that focusses on applied technology and research on broadband networks. At the same time, Sterlite Tech Academy focuses on skilling of 1000s of semi skilled manpower in telecom networks.

1.5 Our Journey So Far

From Smarter Cables to Smarter Networks

1.6 Our Purpose

Cultural Fuel

People today are eagerly adopting technologies that help them live everyday better.

Brand Conviction

What is good today will become obsolete, and we believe smarter technological solutions can transform our everyday living. Our definition of 'smarter' will always remain in reference to what is in existence at that point in time.

Our Purpose For Existence

“Transforming Everyday Living by Delivering Smarter Networks”

Our Business

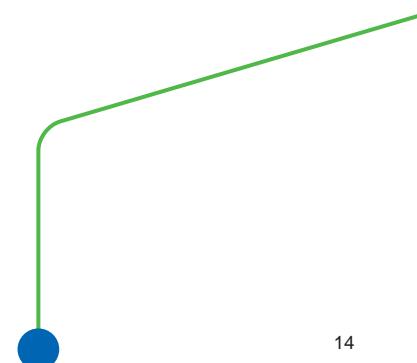
Design, Build and Manage Broadband Networks

Our Offerings

Integrated Silicon-to-Software offerings, which include Optical Communication Products, System and Network Integration Services and Telecom Software

Our Enablers

Talent and Culture, Research and Technology, Customer Engagement



1.7 Our Values



Promises Delivered



Hunger To Learn



Respect, Empathise



Keep It Simple

Promises Delivered - We take our commitments to our stakeholders, clients and the society very seriously. We do not make promises to please, but because we mean it. And once promised, we plan thoroughly and execute flawlessly through processes, every time. After all, only if we deliver on our promises will we deliver as Sterlite Tech.

Hunger To Learn - Unfamiliarity doesn't deter us. It makes us more hungry. We don't turn back. We go deeper. We learn. We strive to explore and understand things beyond our comfort. Which is why a constant drive to knowing more, bettering ourselves and continuously enhancing our capabilities & sharpening our expertise is what makes a Sterlitean.

Respect, Empathise - We believe that when we empathise with our fellow colleagues and partners, we can create magic. This is core to our business. Understanding people, processes, highs & lows helps us move forward. After all, we are in the business of transformation and that starts with respect.

Keep It Simple - We use common sense more often. No speed without direction. No running through processes in a mechanical fashion. Great work-life balance can be achieved if internal processes / bureaucracy are simplified, things are kept simple and done right the first time.

1.8 Our Behaviours

Better Everyday

Encourage Open Communication

Collaborate with Others

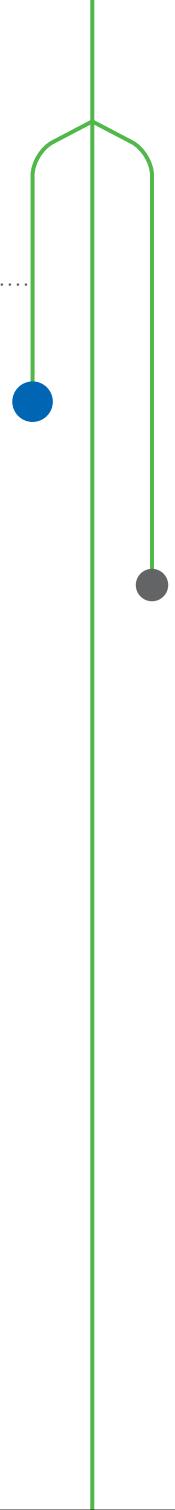
Structured Planning

Committed to Excellence

High on Responsiveness

Simplicity

Treat People with Respect



1.9 Stakeholders' Experience of Brand Sterlite Tech

Our interactions with the external ecosystem and vice versa defines Sterlite Tech's brand experience. This experience should be able to create:

Value beyond expectation – Our incomparable quality should exceed customers' expectations

Comfort – We should make customers life easier and effortless through our understanding approach

Understand criticality – Our approach should meet customers' needs by adding value and meaningful solutions to their problems

Knowledge partners – Customers' experience should transform their world for better with our knowledge and consultative approach

All our stakeholders - customers, investors, policy makers, government authorities & media - should have a delightful brand experience based on above parameters.



1.10 Experience Standards

Communication

Solutions

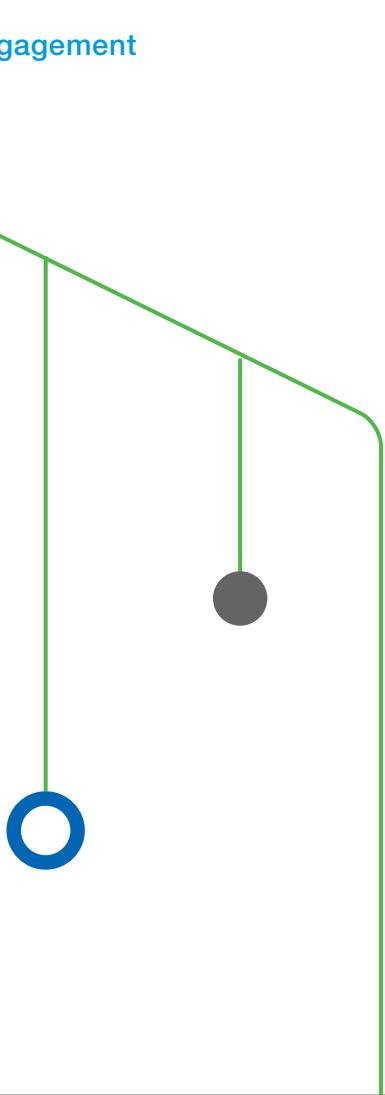
Customer Engagement

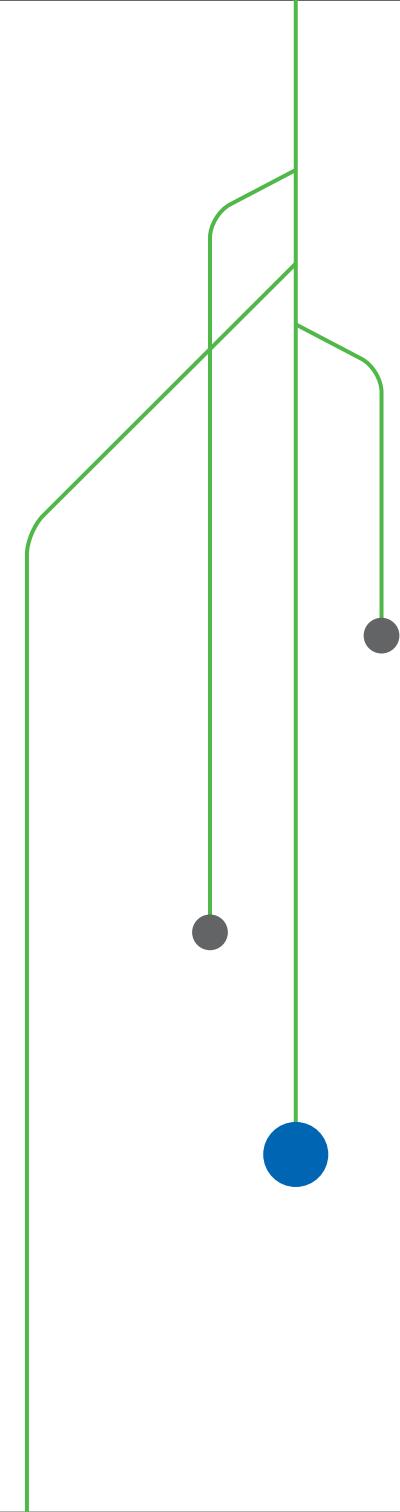
Communication

Easy – Use easy to understand language and visuals

Consultative – Provide professional advice to help our customers

Relevant – Be meaningful to customers





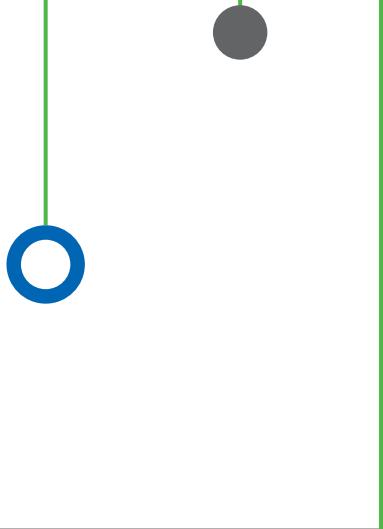
Solutions

- Unique** – We lead the way with solutions uniqueness
- Solution Provider** – We provide integrated end-to-end solutions
- Excellence** – We are the only company in the world to provide unified Silicon-to-Software offerings
- Innovators** – We innovate as per customers' need and problems

Customer Engagement

- Trusted and Reliable Partners** – Customers should feel we are their long-term partners
- Respect, Empathise** – We should respect customers' approach
- Friendly Gestures** – Easy going and friendly approach
- Excellent Listeners** – We must understand and anticipate customers' needs.

1.11 Where to Begin?



This book outlines the elements that need to be articulated as Sterlite Tech brand. This manual contains tools that will help you in understanding the visual expression and how the brand collaterals should be delivered.

As the storyline is determined by every individual, this book will guide you to visually represent your thoughts and make them powerful and inspiring within the world of Sterlite Tech.

1.12 How to Begin?



Creating design as per audience

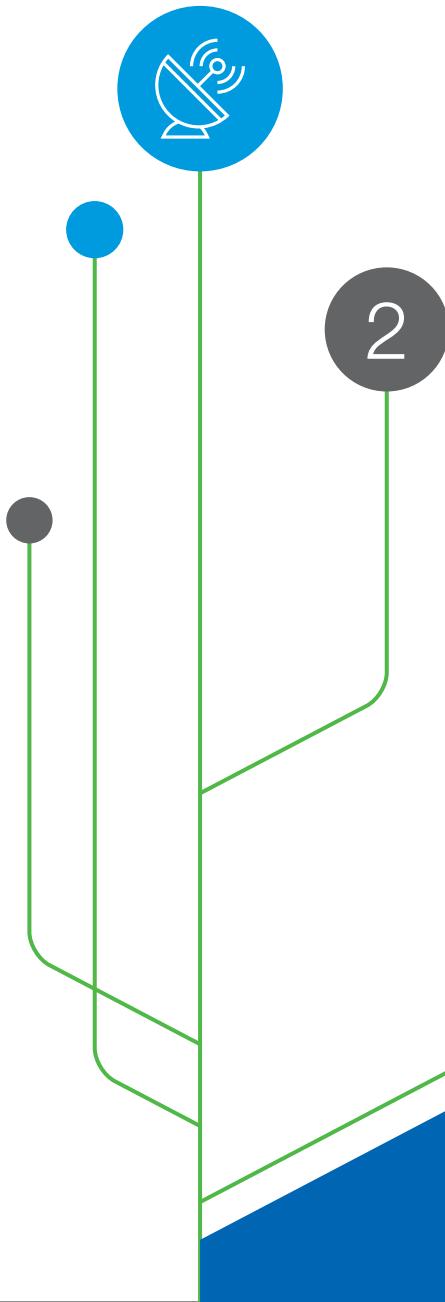
Once you know your audience, all communications and channels will be decided based on it. What you would like to convey and how you would like to convey will be supported by the design system which will further empower your communication to reach the audience.

Building Brand Recognition

The new Sterlite Tech brand identity talks about transformation which looks bold, surprising and aims towards nation building. We intend to carry forward our brand equity with new identity, strengthening our recognition and trust among our stakeholders.

Forward-thinking design system

Understanding that technology changes continuously and only constant is change, we have built up vibrant and forward-thinking design system which is a flexible tool in building communications that are lively and zestful.



Sterlite Tech Logo

2.1 The Story Behind Our Logo

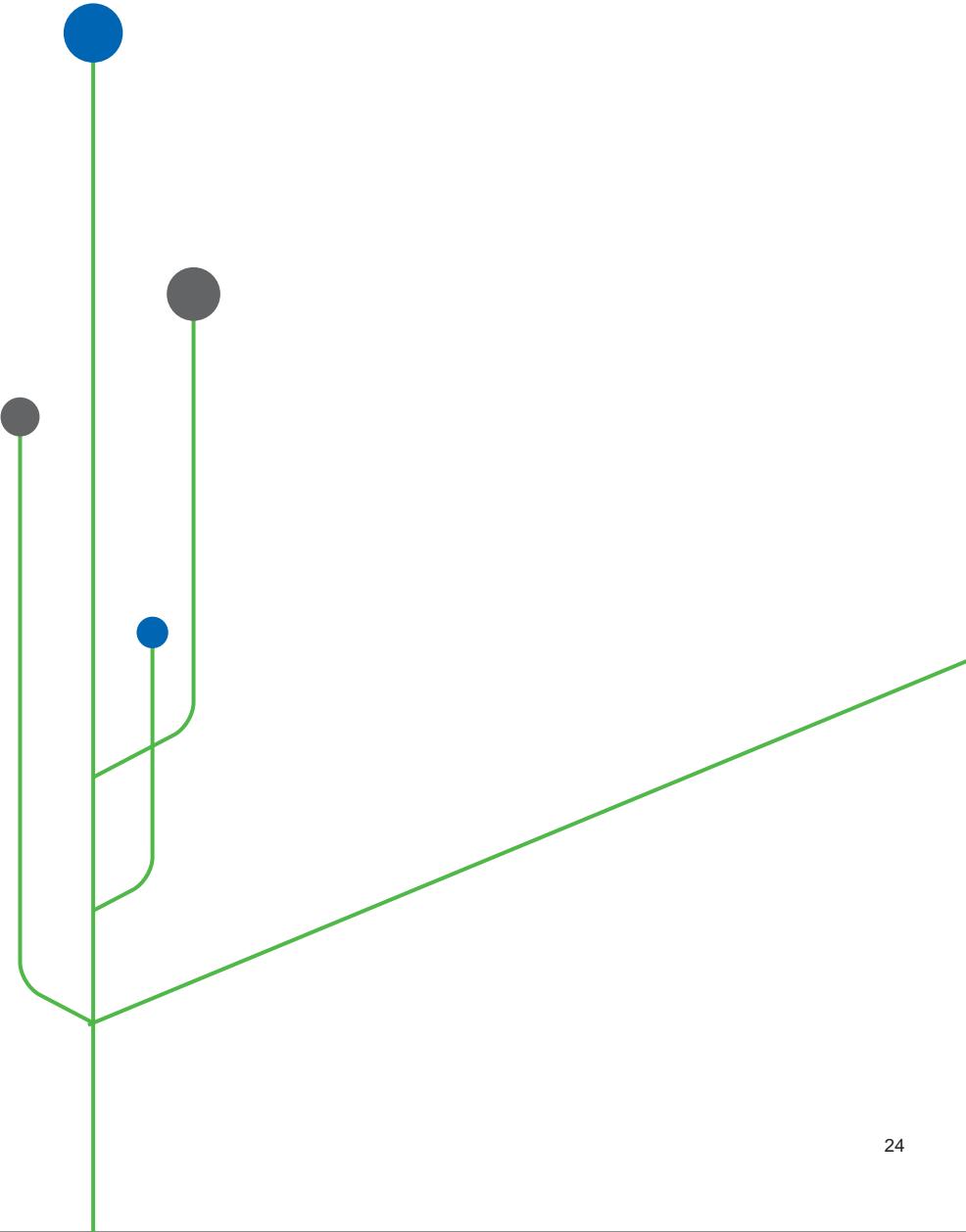
Our mission is to transform the world connects and communicates.

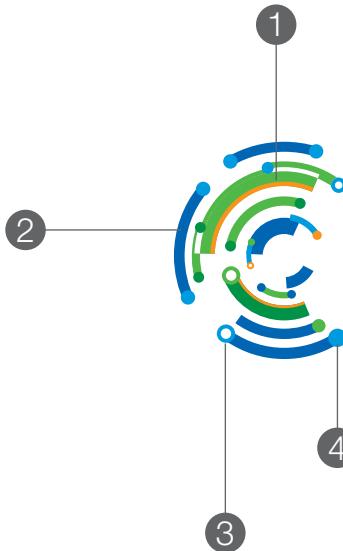
And this philosophy is reflected in our logo as well, which is inspired by the rotation of the Earth. The monogram has been designed in the shape of a globe signifying constant motion and change. Its seamless multilayered connectivity exudes our innovativeness, futuristic approach and a certain command over the category. The logo is made up of various hollow and solid circles that are symbols of technology and connectivity, and resembles the shape of our optic fibre cables. The font has a certain thickness and solidity to it along with sharp edges, which is representative of our progressiveness, confidence and drive.

Our logo is our most valuable asset and to ensure legibility, it must be kept sacrosanct at all times.

2.2 Decoding our Logo

This logo design encapsulates Sterlite Tech with an inspiration from nature itself. The monogram represents the Earth rotation as the natural motion and transformation we experience while delivering the same to all our stakeholders. This logo best defines our reason for existence and our pride in enabling global transformations towards the digital age through Smarter Networks.





Sterlite Tech

1. Layers of network

The various network layers of the monogram are optic fibre cables made to look like a globe. These layers end in hollow or solid circles that symbolise never-ending connectivity and advanced technology.

2. Circular lines

The circular lines represent end-to-end fibre solutions for smarter communication networks. It forms a hub-like structure that connects businesses, homes and people all over the globe.

3. Hollow dots

The hollow dots create loops, which stand for infinite connectivity and an openness towards change. They also represent an entry point or inlet for communication. The hollow dot over the letter 'i' reflects connectivity with Wi-Fi.

4. Solid dots

These dots close the circular lines, which means that the information received from the hollow dots has been processed at high speed. In short, they depict an advanced form of technology.

2.3 Isolation Area Around the Logo



There is fair amount of breathing space between the letters, words, and between the globe mnemonic and the name, which should be followed at all times. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

It is mandatory to maintain a bleeding space of 'x' area

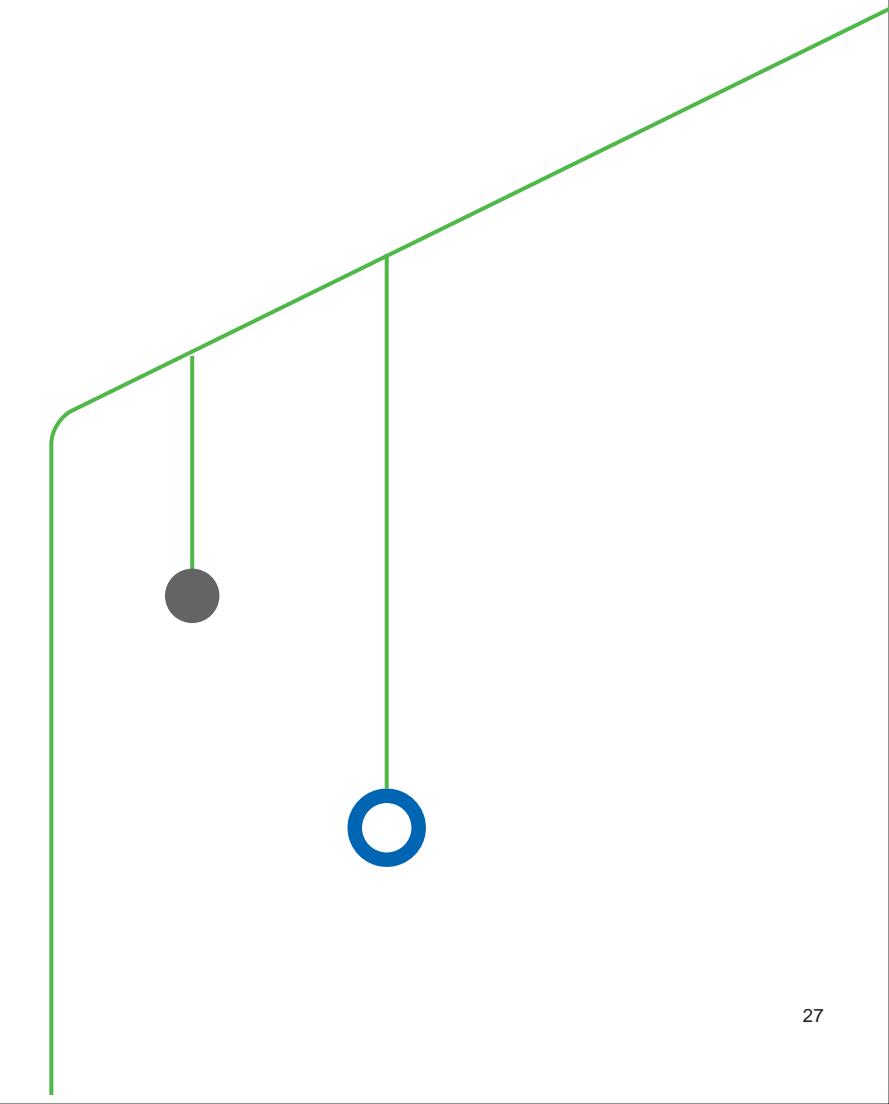
before the logo (i.e. globe mnemonic), 'y' area after the end and 'z' area above and below the complete logo where 'x', 'y' and 'z' can have different measurements according to the available real estate where the logo will be used upon.

This space should be free of any type or graphic element for maximum visibility.

2.4 Minimum Size



The minimum size of the logo is '3' cm in width and '0.8' cm in height. Scale and proportion should be determined by the available space, aesthetics, function and visibility.



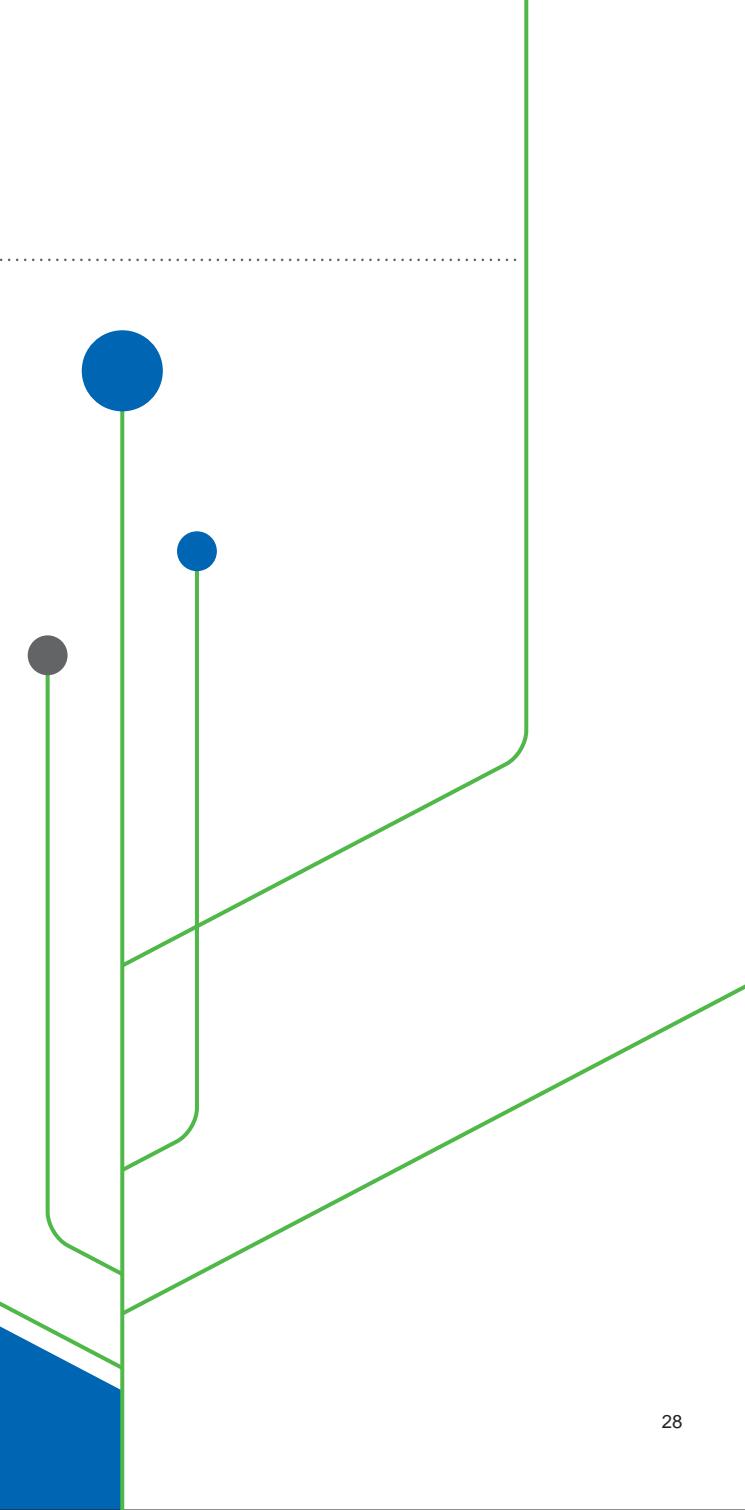
2.5 Brand Palette

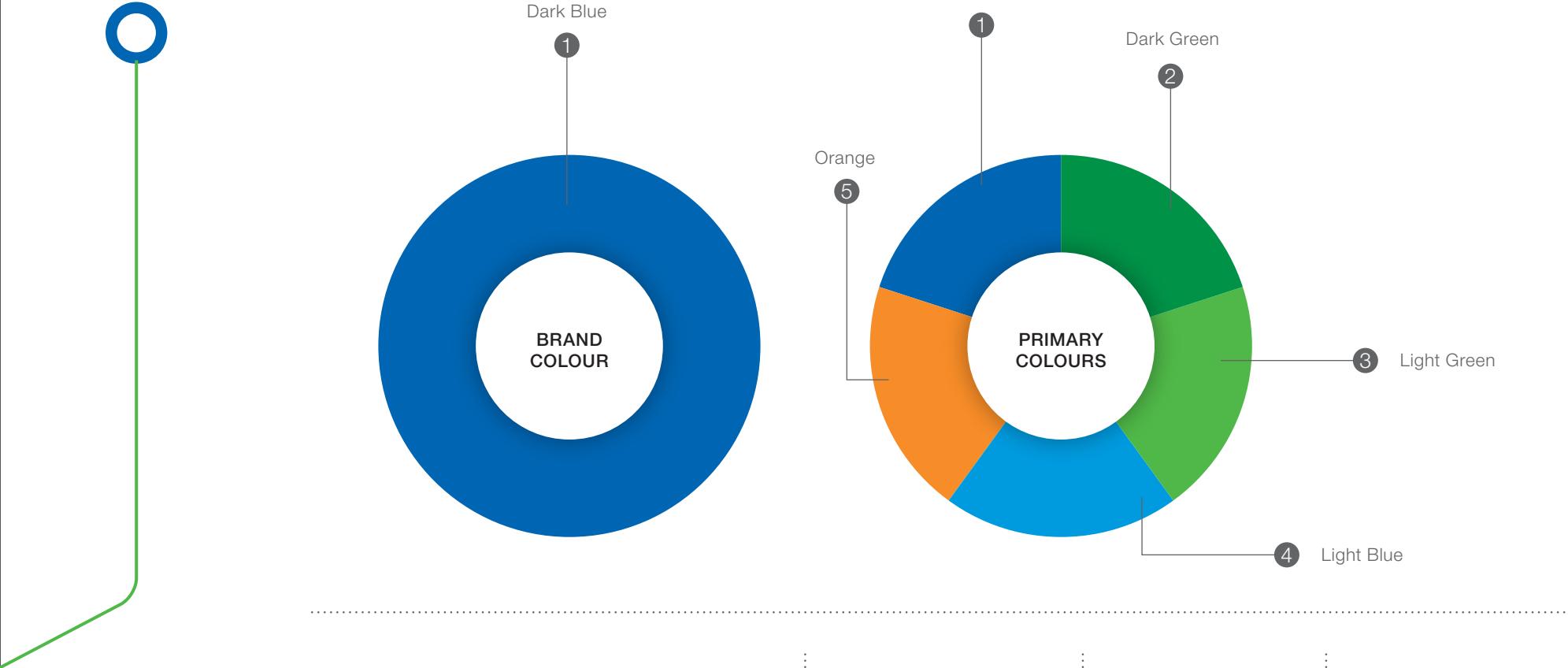
Colour is a chromatic and tangible funnel of our brand values. Our primary brand palette comprises of two key colours:

- A. Shades of blue (dark & light) - Denotes trust, faith and intelligence
- B. Green - Adds freshness, life and energy to the logo

Colours form the primary impression and build a strong recognition for the brand. They were chosen to convey that we are a vibrant, forward-looking company. Hence, they should be used with care as per the given ratios alongside across all mediums, without diluting its essence.

In all print communication, the primary brand colour will be blue (in the given ratio), followed by the secondary colours of the logo as mentioned in the visual alongside. The colours or ratios should not be tweaked or mixed.





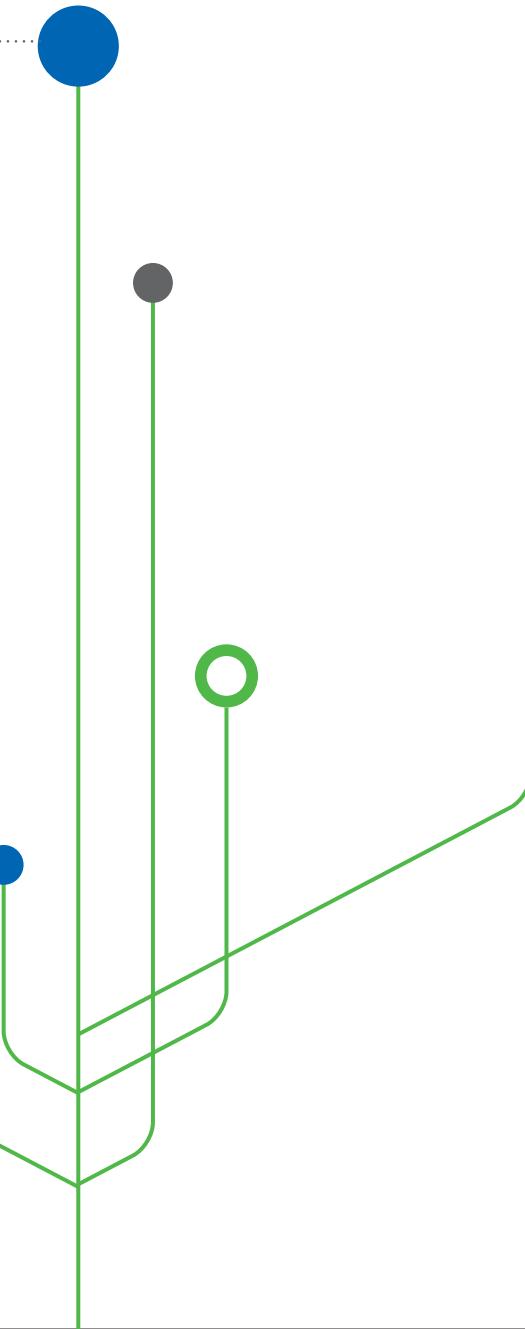
	C	M	Y	K	R	G	B	Pantone Shades	Web Codes
1 Dark Blue	100	60	0	0	0	102	179	300C / 300U	#0066b3
2 Dark Green	100	0	100	0	0	146	71	355C / 355U	#009247
3 Light Green	70	0	100	0	80	184	72	802C / 802U	#50b848
4 Light Blue	100	15	0	0	0	155	223	2925C / 2995U	#009bdf
5 Orange	0	50	100	0	247	148	29	1495C / 130U	#f7941d

2.6 Typeface

The base font used for the logo creation for Sterlite Tech is "Helvetica Neue 75 Bold" modified with forward cuts, slightly italicised for moving in the forward direction. You have to play around with fonts parameters for exact match.



Helvetica Neue 75 Bold



2.7 Font Variations

Helvetica Neue CE 25 Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 26 Ultra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 36 Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue CE 96 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

2.8 Usage on Different Backgrounds

① White Background



② Black & White



③ Reverse - Dark Blue Background



④ Reverse - Black & White



⑤ Greyscale



⑥ Greyscale with background





2.9 Usage in 3rd Dimensions (3D)



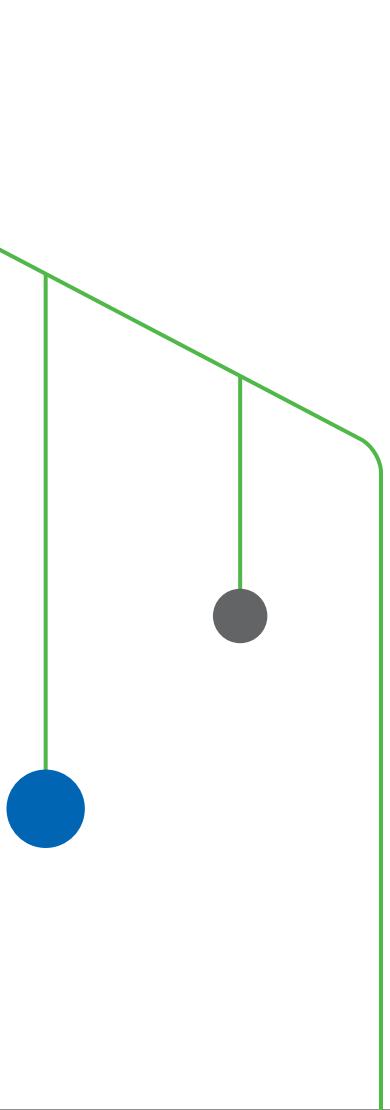


The 3D logo are used across office premises, events and various other on-ground activations.

The base of the logo should be created in a way that carves the logo out and makes it more prominent, giving it a 3D effect.

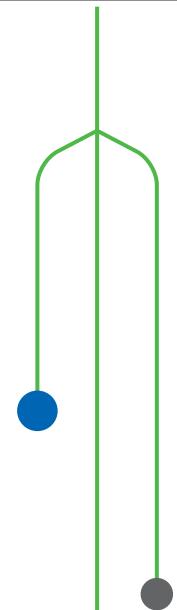
The BG material should have a similar colour to the logo and the shades should be decided basis the provided pantone shades.

2.10 Usage On Materials (excluding paper)



Embossing, Engraving or Printing

Utmost care should be taken to correctly replicate the logo as depicted alongside while embossing, engraving or printing it on non-paper elements like leather, wood, metal, etc. The form and size should not be altered, stretched or modified. The isolation space specified in the manual should also be considered in this process. There should be no added fixtures like decorations or accessories, graphic, or any element, which distorts the logo.

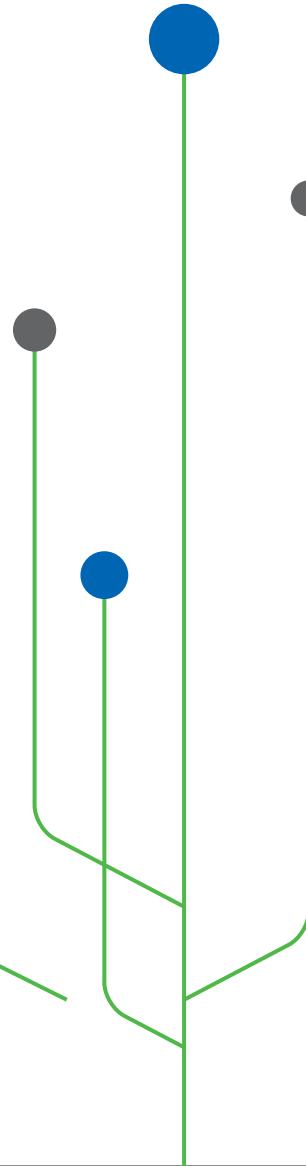


To assist you, a few real-life examples of the logo on other materials have been given alongside. The quality of the raised surfaces of the embossing, engraving or printing should match with the examples listed.

2.11 Dos & Dont's

Correct and consistent use of the logo
is essential to maintain our corporate identity. Incorrect reproduction of the
logo will undermine the efforts of
Sterlite Tech to portray a unified and uniform image and can negatively impact
the integrity of the brand.

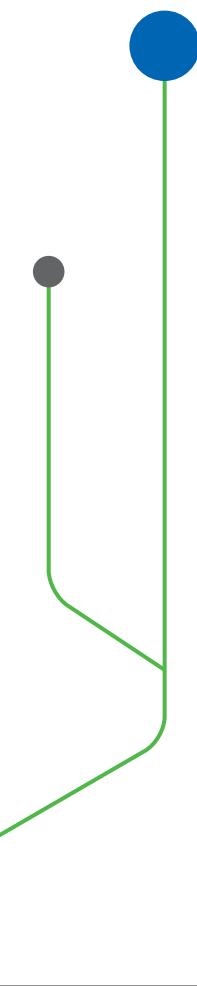
- Competing background colours and additional design elements are to be avoided, as they will interfere with the clarity of the logo.
- The logo should not be placed against a chaotic visual as it may go unnoticed
- It should not be too small or too huge



Dos



Dont's



2.12 Usage On Video Collaterals

In all videos, Sterlite Tech's logo should be used at the beginning and throughout the video logo should be showcased on top or bottom right hand side corner.

All videos should end with the logo with our purpose of "Transforming Everyday Living by Delivering Smarter Networks".

Do not create logo & use animation without the approval from the Sterlite Tech Brand Team.

Resolution should not be less than 300dpi.

Throughout



Beginning



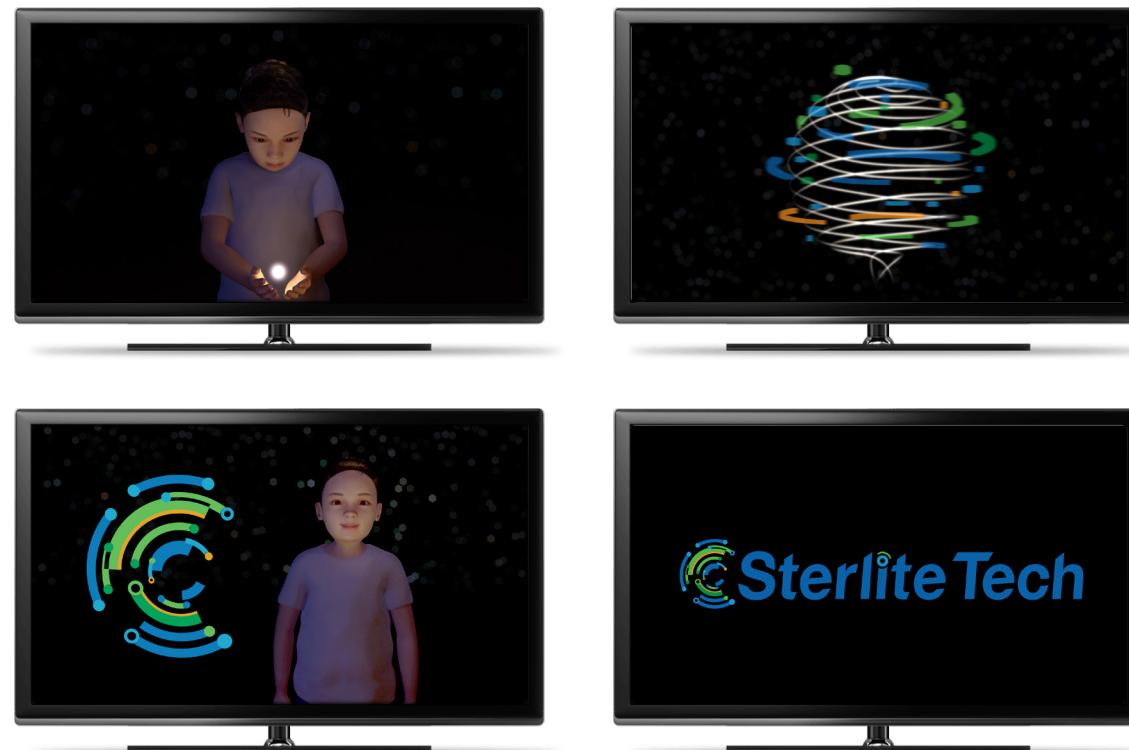
End



Logo Animation

The animation shows a little boy with cupped hands holding a source of light. Streams of light (signifying optical fibres/networks) emerge out of his hands as the boy looks with wonder. The light-streams form into the shape of a globe (signifying global network growth and connectivity).

The globe is then transformed into the Sterlite Tech logo elements. The boy smiles as the logo elements are formed (signifying positive transformation). Then our logo Sterlite Tech text appears, with the boy merging/fading into the "i" of Sterlite Tech (signifying how Sterlite Tech is improving/impacting lives with its technology).



2.13 Logo Positioning In Stationery

Sterlite Tech's visual communications should be extended to all plant, office stationeries and collaterals.

While designing these, one needs to be careful of not using the logo below the minimum logo dimension. Wherever necessary, one should use the complete brand footer.

1 Letterhead

The size of the grid present in Sterlite Tech's logo is the distance from the page's edge to the address band.

The distance between various objects within the letterhead is as shown on the right.

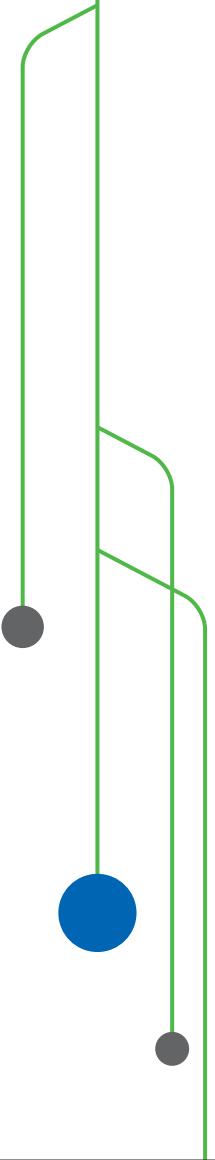
Key elements are mentioned below:

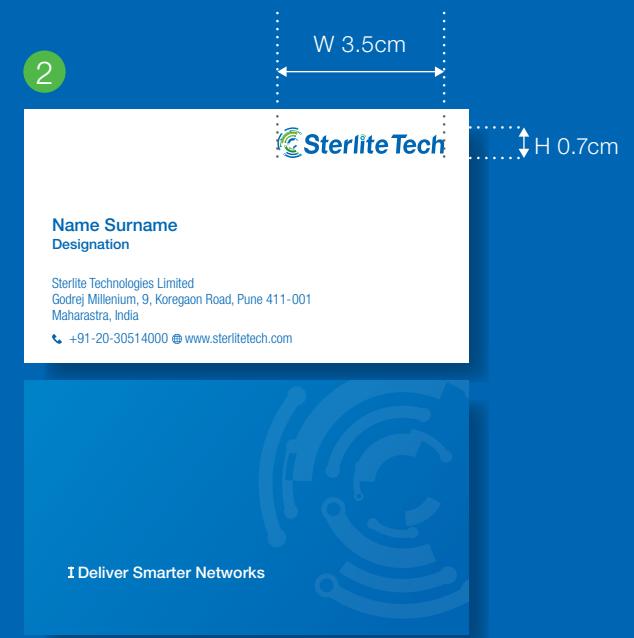
- Branch address should be on the top right-hand side
- Registered address is mandatory below the footer

2 Visiting Card

The illustration alongside explains the placement of elements to be followed while designing Sterlite Tech's visiting card:

- Limit for the name and designation should not exceed one grid space from the logo
- The logo must be placed on the top right-hand corner only
- The fonts, placement, spacing or alignment should not be altered
- The address should occupy only three lines
- All phone and fax numbers should contain Country/STD codes
- Only the globe mnemonic should appear in watermark on the backside
- The tagline - **I Deliver Smarter Networks** - must appear on the bottom right side





③ Envelope

The illustration alongside explains the placement of elements to be followed while designing Sterlite Tech's envelope:

- Logo should be on the top left corner of the envelope
- Watermark of the mnemonic to be placed on the right side of the envelope
- Runner should be placed at the bottom, along with our registered address

④ Employee ID Card

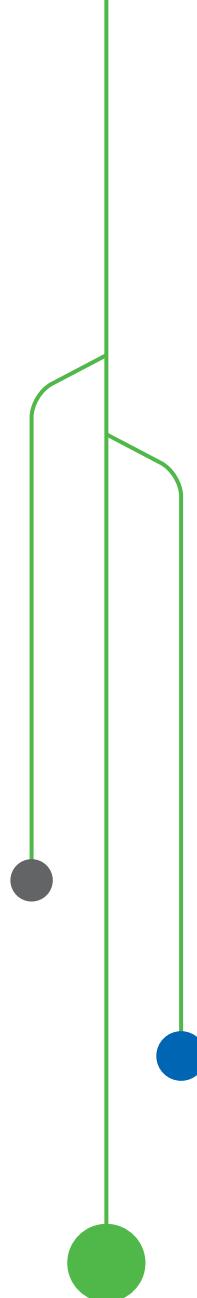
- The picture should come inside the given space
- The mnemonic should be used as depicted in the visual

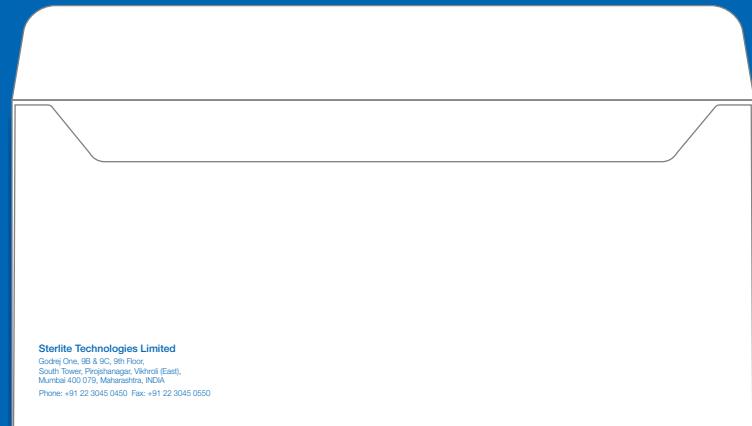
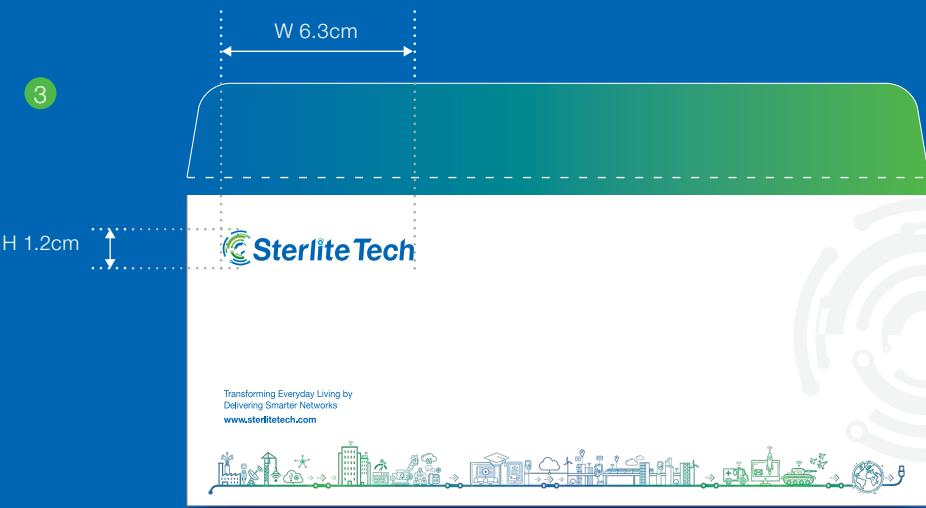
⑤ Pencil & Pen Drive

- The minimum logo size of 3cm should be maintained strictly
- Do not break the logo

⑥ Corporate Cap & Key Chain

- Only the logo should be used in the front of the cap
- The logo should not be stretched or skewed in a manner that will make the logo look blotched up.





7 Flag

- The logo needs to be placed on both sides of the flag
- The shade of the material should not overpower the logo in any way
- The logo should not be inverted and used as depicted in horizontal and vertical options only

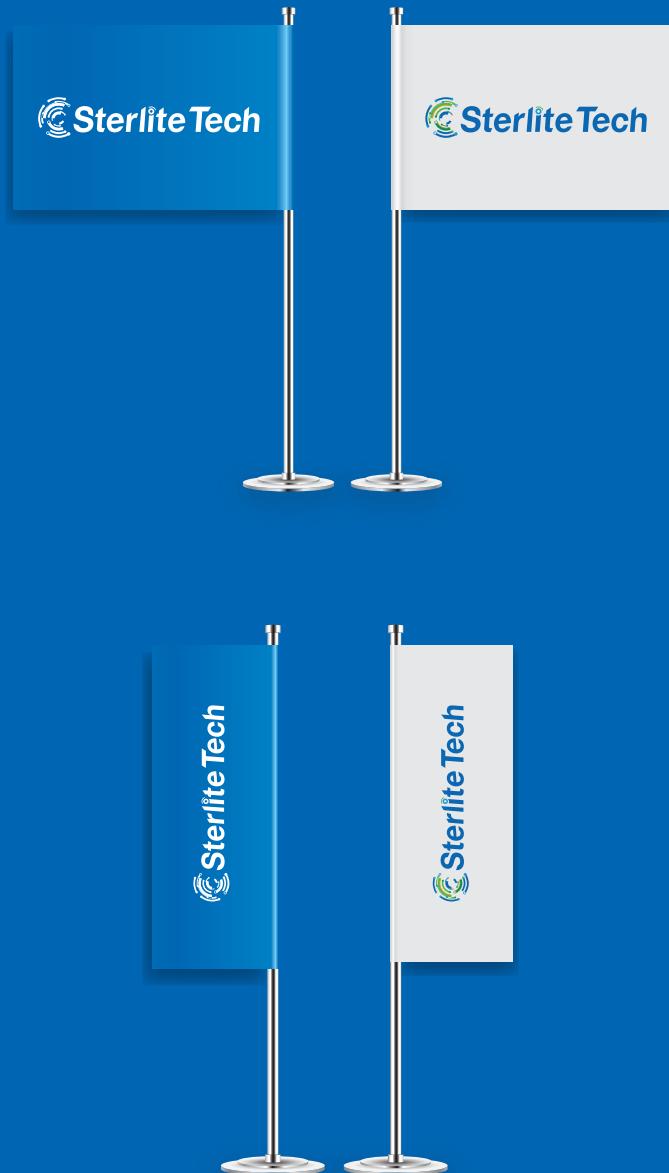
9 Paper Bag

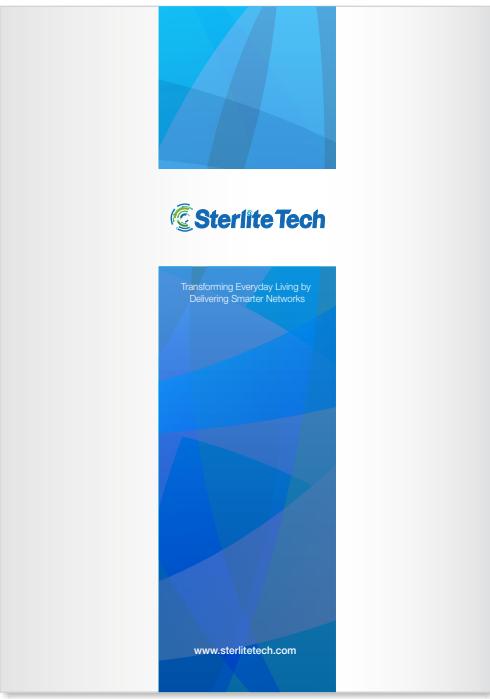
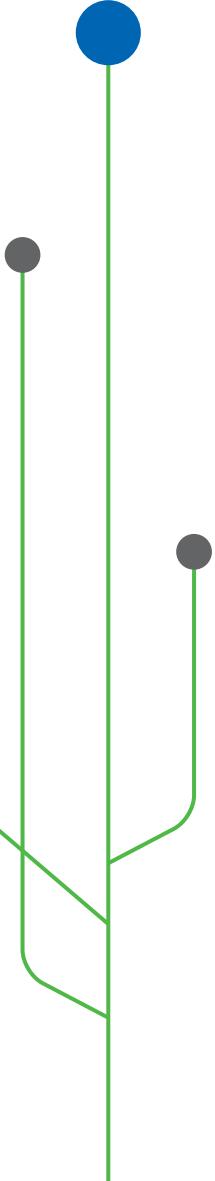
- The logo needs to be placed on both sides of the bag
- The shade of the material should not overpower the logo in any way
- The logo should not be inverted

8 Mug

- The logo should be printed in its original colours and 300 dpi resolution only
- The description and visual should clearly cover the entire space
- The complete runner should cover 360-degree of the mug as shown in the visual







10 **Jacket Folder**

- The logo should be printed in its original colours and 300 dpi resolution only
- All jacket folders should have purpose and website details

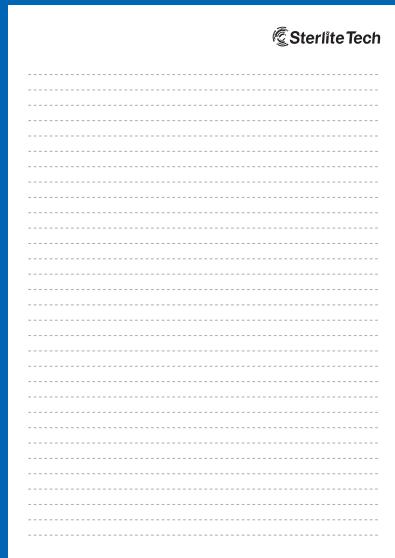
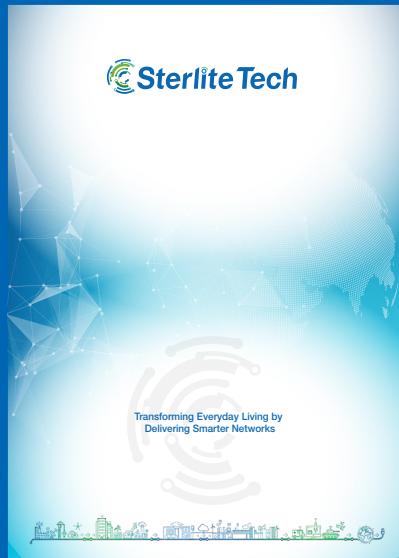
11 **Notepad**

- The logo should always be placed at the top, either in centre or right-hand corner
- The runner should be used entirely and should not be cut in any manner

12 **CD & CD Cover**

- Should have the logo and runner in entirety
- The logo should not get cut due to the cavity on the CD

*Design adaptation can change as per the event theme

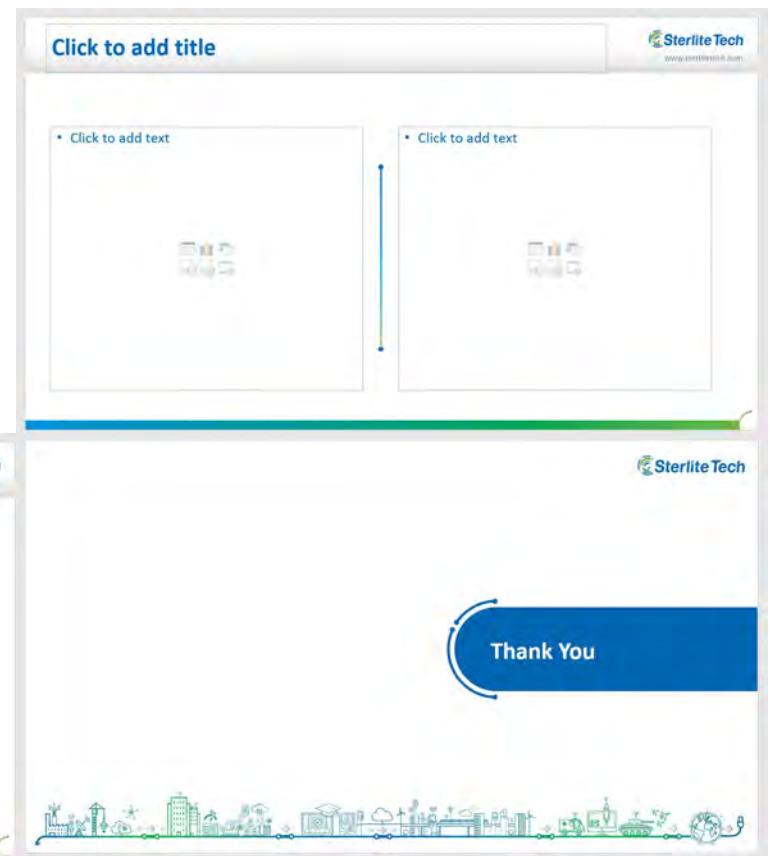
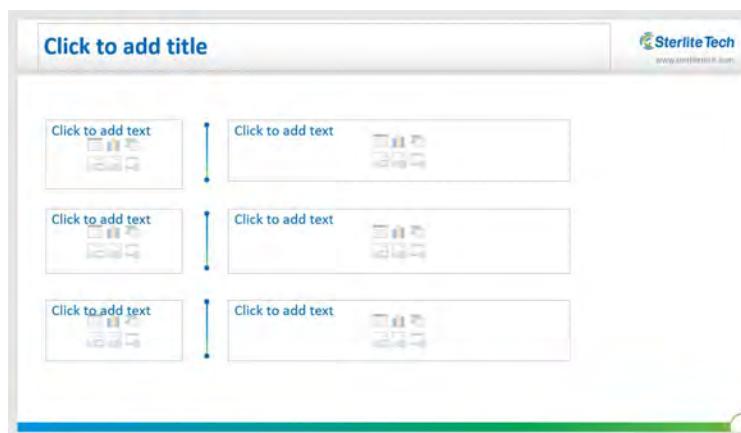


2.14 Presentation Template

While creating presentations, the use of multiple diagrams and charts cause inconsistency in the overall look of the presentation. Hence, the templates created and set as default on MS powerpoint is to be used for consistency while making presentations.

Same dimensions as set by default to be used and not changed for any of the four templates.

The illustration alongside explains the mandatories to be considered for our PPT templates.



Font Guideline

General Guidelines

A. Headline

1. Font type: Calibri (Body)
2. Font size: 30

B. Content

1. Font type: Calibri (Body)
2. Font size: 20

C. Slide No.

1. Font type: Calibri (Body)
2. Font size: 9

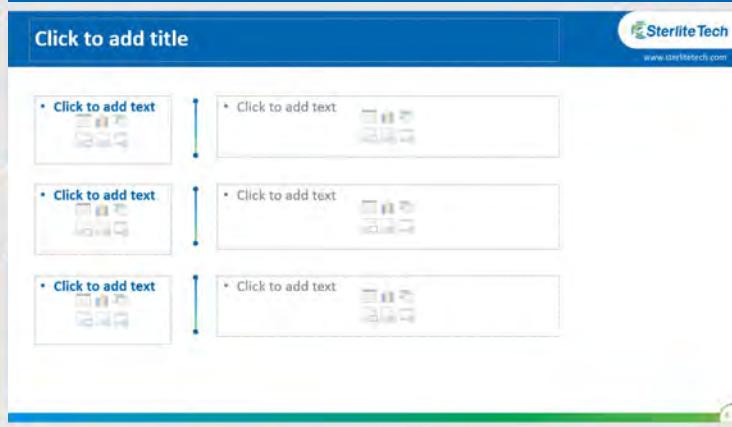
A. Headline should not exceed the header area

B. Content should not overlap the demarcators

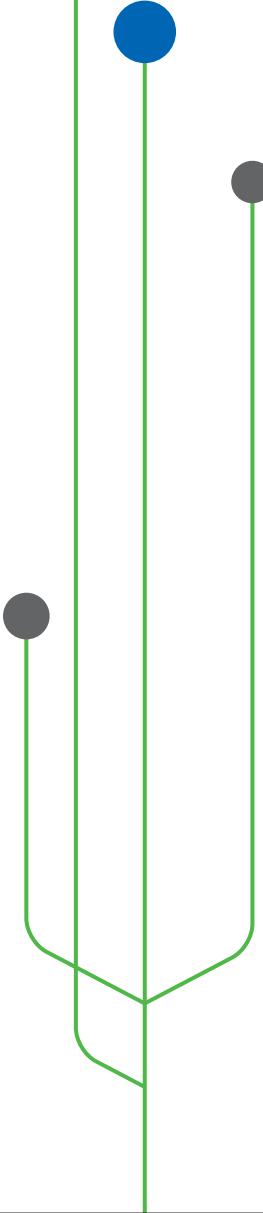
C. Slide number to be placed inside the arc at the bottom right corner

D. Adhere to the prescribed font size and style

E. Content or image should not exceed the slide area

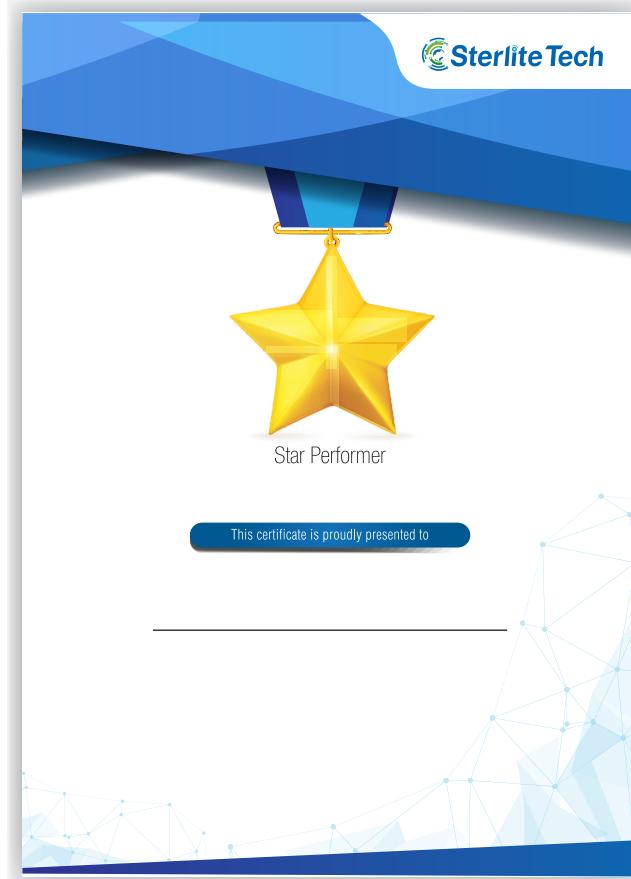


2.15 Certificate Template



Only the templates with HR department should be used for any certificate.

Please ensure name of the concerned is written on the grid provided in the certificate followed with the event and achievement description.

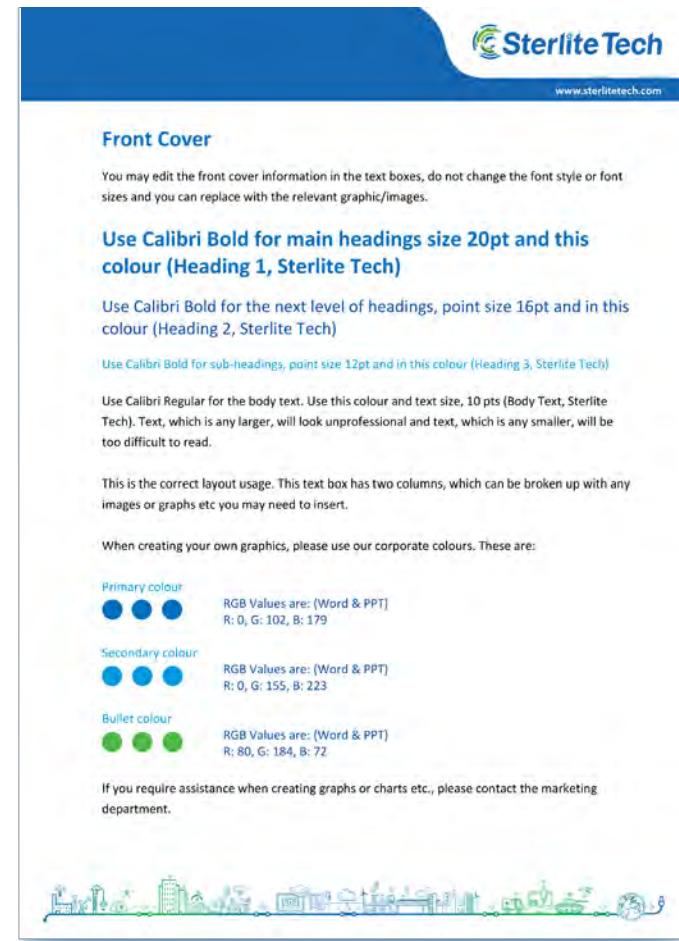




2.16 SOP Template

Logo and Runner are mandatory in SOP template with below guidelines

- **Headline:** Calibri 20pt
- **Sub-heading:** Calibri 16pt
- **Pointers:** Calibri 10pt



2.17 Editorial Stylesheet

Please refer to the following guidelines when creating any written material – email, presentations, brochures, articles, case studies, video subtitles etc

- Refer to the company as Sterlite Tech and not Sterlite or STL
- Use British English, except in the case of any patented product names and when reaching out to US customers (eg, fibre, not fiber centre, not center)
- When in doubt, refer to The Economist's style guide (Pg 143 onwards) ("<https://bordeure.files.wordpress.com/2008/11/the-economist-style-guide.pdf>")
- Use 'smarter' networks not 'smart' networks
- Use either sentence case or title case – do not mix the two styles in any one document
 - Sentence case – Sterlite Tech is a global technology leader in smarter digital networks (only the starting word and proper nouns are in upper case)
 - Title case – Sterlite Tech is a Global Technology Leader in Smarter Digital Networks (only the articles, prepositions and conjunctions are lower case)

2.18 Welcome Announcement Letter

Welcome announcement letter has been prepared for welcoming new joinees as well as announcement of promotions

- Same dimensions of photo as mentioned below needs to be followed
- Text should be within the box as demarcated in the template



2.19 Press Release

Font & Size

Font family : Garamond
Headline size : Bold 24pt
Strapline/shoulder size : Bold & Italics 12pt
Content : 12pt
Caption : Bold 12pt

- Press Release should always have the same address as the Cityline
- Registered address and CIN number below the runner
- Complete runner to be used at the bottom
- Boilerplate is placed at the end of the Press Release content and current boilerplate is updated as on Q3FY17, post approval from the CEO
- Communications and Investor Relations contact details, should be placed below the boilerplate in the press release
- Forward-looking statement is used in all financial, legal and relevant corporate announcements in Italics



Sterlite Tech

PRESS RELEASE

FOR IMMEDIATE DISSEMINATION

Sterlite Tech posts 63% net profit growth in Q3FY17; sales cross 100 countries

- Strong operating performance with Revenue up 23% and PAT up 63% vs Q3FY16
- Robust organic growth in international business, exports up 74% vs Q3FY16
- Highest ever order booking in a quarter for product business over Rs 1,000 crore

Pune, India – January 18, 2017: Sterlite Technologies Ltd [BSE: 532374, NSE: STRTECH], a global technology leader in smarter digital infrastructure, posted strong operating performance in Q3FY17. With over 130 patents in optical communication products, system & network integration services and software solutions, Sterlite Tech posted the highest ever EBITDA at Rs 145 crore, up by 26% Y-o-Y. Revenues were up by 23% and PAT up by 63% this quarter, as compared to the corresponding quarter, last year.

With strong organic growth in international business, Sterlite Tech crossed the milestone of transforming digital infrastructure in over 100 countries. The company achieved highest ever fibre volumes, and exited Q3 with optical fibre sales at annualised run rate of over 27 million km. The quarter also saw highest order booking in the products business at Rs 1,000 crore.

Financial Highlights for Q3FY17 (Consolidated - All figures are in Ind AS & Rs crn)

Sterlite Tech has posted strong business growth with annual revenue and EBITDA growing at a CAGR of 28% and 36% respectively, over the past four years. For this quarter, major financial highlights were:

- Quarterly revenues at Rs 732 crore, up 23% vs Rs 596 crore Y-o-Y.
- Highest ever EBITDA at Rs 145 crore, up 26% vs Rs 116 crore Y-o-Y.
- Profit After Tax stood at Rs 49 crore, up 63% vs Rs 30 crore Y-o-Y.
- International sales increased to Rs 284 crore in Q3FY17 from Rs 163 crore in Q3FY16. Currently, exports are contributing to 39% of revenues.
- The ROCE of the business stood at 22% and ROE at 25%

Particulars	Q3FY2017	Q3FY2016	% Growth
Revenue	732	596	23
EBITDA	145	116	26
PAT	49	30	63

Registered Address: E1, MIDC Area, Wai, Aurangabad - 431136, Maharashtra, INDIA, CIN - L31300MH2000PLC269261

Sterlite Technologies Ltd
Godrej Millennium,
8, Koregaon Park, Pune 411 001,
Maharashtra, India
Phone: +91 20 30514000
Fax: +91 20 30514113
www.sterlitech.com

Sterlite Technologies Ltd
Godrej Millennium,
8, Koregaon Park, Pune 411 001,
Maharashtra, India
Phone: +91 20 30514000
Fax: +91 20 30514113
www.sterlitech.com

Elaborating on the Q3 performance, **Dr Anand Agarwal, CEO, Sterlite Technologies**, said, “Our strong quarter is a testimony to our commitment of delivering the best solution through our end-to-end smarter network offerings. Since optical fibre is the key to building digital infrastructure, we are witnessing strong demand globally, for both our products and optical-fibre based smarter network solution offerings. We foresee this growth in demand to continue.”

Sharing his vision for the company, **Pravin Agarwal, Vice Chairman, Sterlite Technologies**, said, “Globally, broadband is being considered a human right and governments are taking focused measures and spends to bring high-speed broadband to their citizens. We aim to remarkably transform the global digital infrastructure through our smarter network capabilities.”

Business & Operational Highlights

- Sterlite Tech rolled out Gandhinagar Smart City Services at the hands of Hon'ble Chief Minister of Gujarat, Shri Vijay Rupani in December 2016.
- Honoured with the ‘Broadband Infrastructure Leader Award’ at the Telecom Leadership Forum.
- Improved its position from ‘Niche to Visionary’ in the Gartner Magic Quadrant for Integrated Revenue and Customer Management for its software offerings
- Won two Gold Frost & Sullivan India Manufacturing Excellence Awards in 2016.
- Granted two patents in the USA and one patent in India. These patents consolidate the Company’s entry into strategic domains of specialty fibre and sensory cables.

About Sterlite Technologies:

Sterlite Technologies Ltd [BSE: 532374, NSE: STRTECH], is a global technology leader in smarter digital infrastructure. With a pure-play telecom focused business that develops & delivers optical communication products, network & system integration services and OSS/BSS software solutions, Sterlite Tech has sales network in six continents. The Company has manufacturing presence in India, China & Brazil, and aims to transform everyday living by delivering smarter networks. With a strong portfolio of over 130 patents, Sterlite Tech is home to India's only Centre of Excellence for broadband research. Projects undertaken by the company include intrusion-proof smart data network for the Armed Forces, rural broadband for BharatNet, Smart Cities' development, and establishing high-speed Fibre-to-the-Home (FTTH) networks.

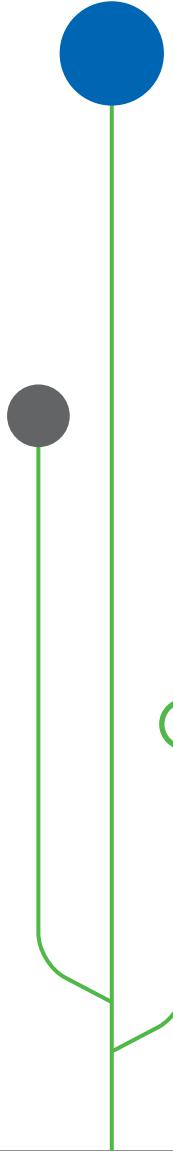
For more details, visit www.sterlitech.com

For details, contact:	
Corporate Communications	Investor Relations
Sumedha Mahorey Manager – Corporate Communications Phone: +91. 22. 30450404 Email: sumedha.mahorey@sterlite.com	Vishal Aggarwal Head – Investor Relations Phone: +91. 20. 30514000 Email: vishal.aggarwal@sterlite.com

Registered Address: E1, MIDC Area, Wai, Aurangabad - 431136, Maharashtra, INDIA, CIN - L31300MH2000PLC269261

57

2.20 Usage of the Runner



The 'Runner'(means footer placed at the bottom of word document), i.e. the outline of a cityscape is a crucial part of Sterlite Tech's brand identity. It depicts the various industries and segments that Sterlite Tech caters to. Hence, it must appear in the communication materials like envelopes, leaflets,

brochures, presentation, templates and other stationery elements wherever possible. However, it should appear on the back page of all the above-cited elements, below the logo and the company address. No other design, image or text must be printed on the back page where the runner is placed.



The various sectors of the society that Sterlite Tech caters to are depicted in the above runner:

Manufacturing units – Sterlite Tech's optical fibre are used in various manufacturing units to make optical fibre cables that contribute towards broadband infrastructure development.

FTTH Business – Optical fibre cable produced by Sterlite Tech with its advanced technology helps bring fast internet connection to each and every household.

Online Applications – With fast broadband connectivity enabled by Sterlite Tech's optical fibre cables, it is easier connecting each and every Indian to the internet.

Education institutes – Sterlite Tech helps different gram panchayat schools with e-education opportunities through its virtual classroom programmes.

Smart City – Sterlite Tech has proudly partnered the Indian Government's Smart City initiative and successfully completed various projects in different parts of India.

e-medicine – With internet on your fingertips, it is now easier to get access to the best of medical services enabled by Sterlite Tech's optical fibres.

Defence – Sterlite Tech caters to the Indian defence sector in the creation of smarter networks in zero network zones of Jammu & Kashmir.

Sterlite Tech strives to transform everyday living across all sectors of the society through its smarter networks.

2.21 Logo Usage In Events

Where event logo needs to be prominent

- Sterlite Tech logo should occupy 40% of the space whereas event logo should occupy 60%
- Any tagline created for the event logo should be in Helvetica font only



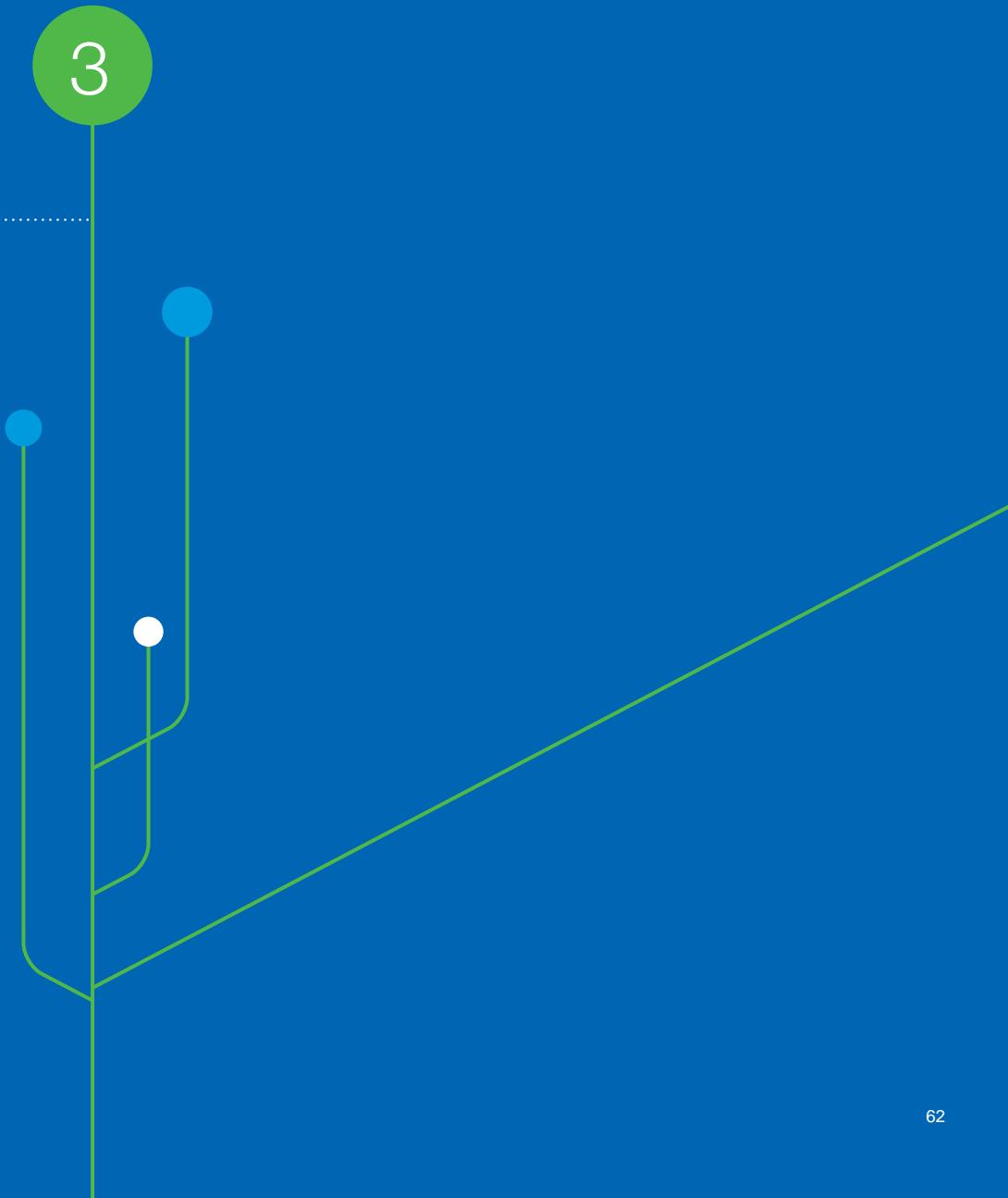
Where both the logos need to be given equal weightage

- Equal weightage should be given to Sterlite Tech and partner logo as shown here
- Any tagline created for the event logo should be in Helvetica font only



Sterlite Tech Colour Palette

3



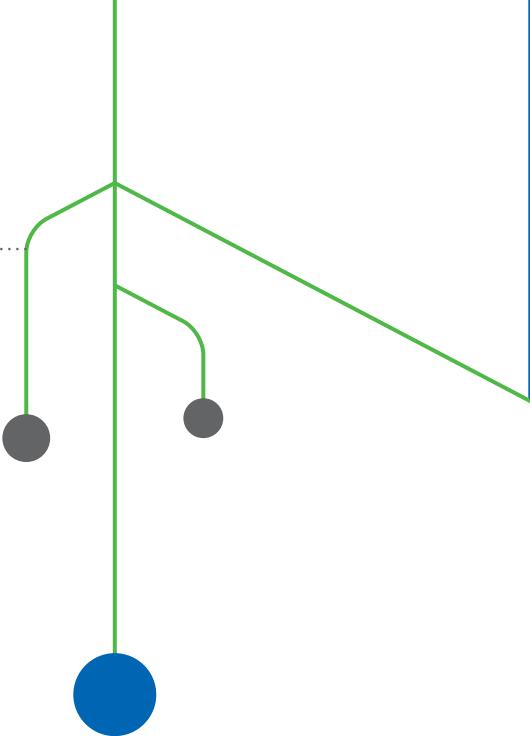


Consistency is the key while building a valuable brand. Repetition of the fonts, colours and style helps to make a brand not only recognisable but seemingly trustworthy. To enable this identification & association, the primary colours of our logo are important. They consist of blue, green and orange shades.

The ratios of the colours used in the logo have been provided in this section. When used correctly and consistently, they arrive at our unique logo.

All communication elements need to adhere to these colour guidelines.

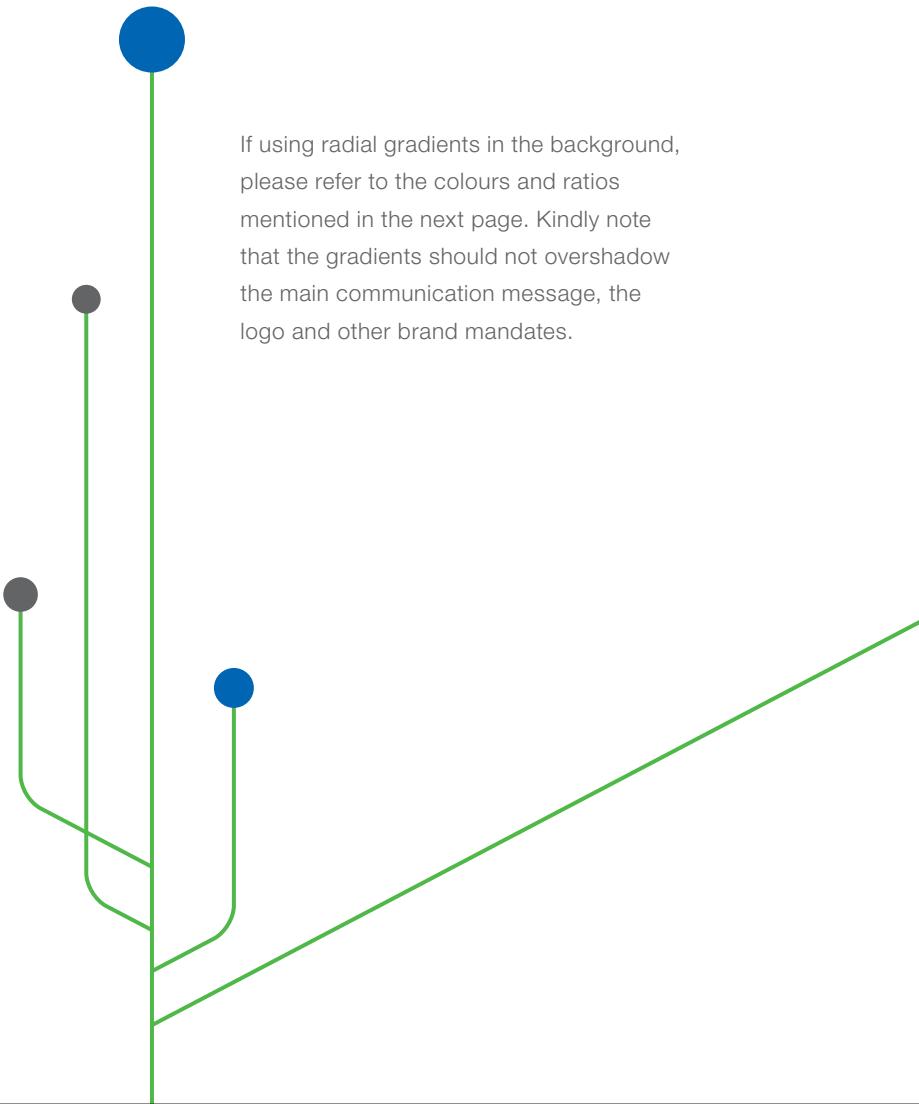
3.1 How to Use Flat Colours as Background



	C	M	Y	K	R	G	B	Pantone Shades	Web Codes
① Dark Blue	100	60	0	0	0	102	179	300C / 300U	#0066b3
② Dark Green	100	0	100	0	0	146	71	355C / 355U	#009247
③ Light Green	70	0	100	0	80	184	72	802C / 802U	#50b848
④ Light Blue	100	15	0	0	0	155	223	2925C / 2995U	#009bdf
⑤ Orange	0	50	100	0	247	148	29	1495C / 130U	#f7941d



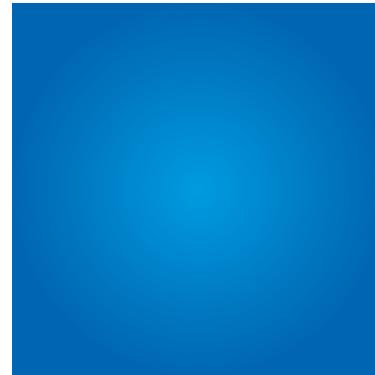
3.2 How to Use Radial Gradients as Background





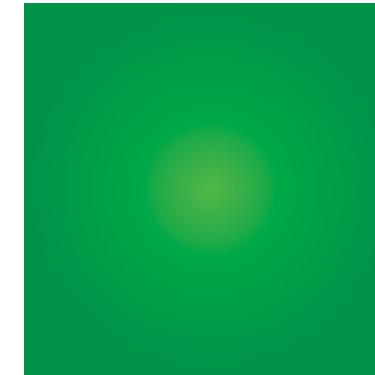
Light Grey to Dark Grey

C 0	C 0
M 0	M 0
Y 0	Y 0
K 10	K 30



Light Blue to Dark Blue

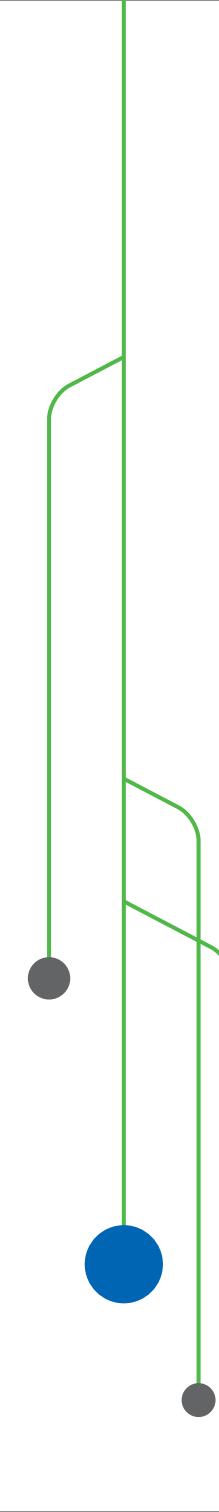
C 100	C 100
M 15	M 60
Y 0	Y 0
K 0	K 0



Light Green to Dark Green

C 70	C 100
M 0	M 0
Y 100	Y 100
K 0	K 15

If using radial gradients in the background, please refer to the colours and ratios mentioned alongside. Note that the gradients should not overshadow the main communication message, the logo and other brand mandates.





Light Grey to Dark Grey

C 0	C 0
M 0	M 0
Y 0	Y 0
K 10	K 30



Light Blue to Dark Blue

C 100	C 100
M 15	M 60
Y 0	Y 0
K 0	K 0

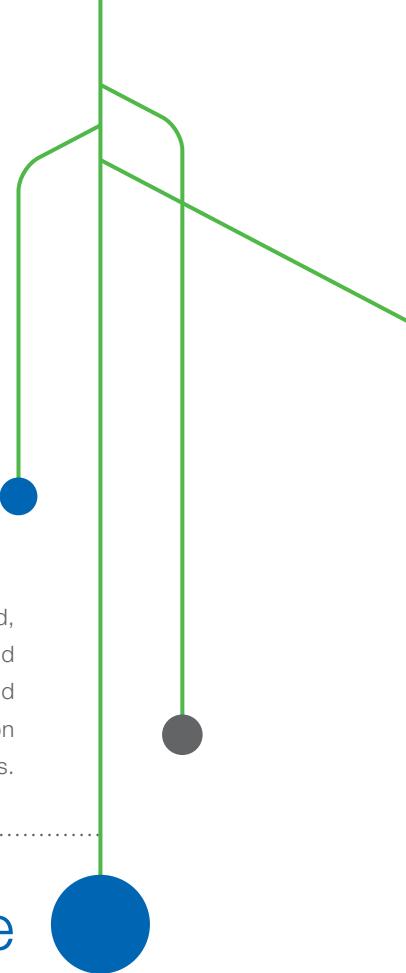


Light Green to Dark Green

C 70	C 100
M 0	M 0
Y 100	Y 100
K 0	K 15

If using linear gradients in the background, please refer to the colours and ratios mentioned alongside. Kindly note that the gradients should not overshadow the main communication message, the logo and other brand mandates.

3.3 How To Use Linear Gradients As Background



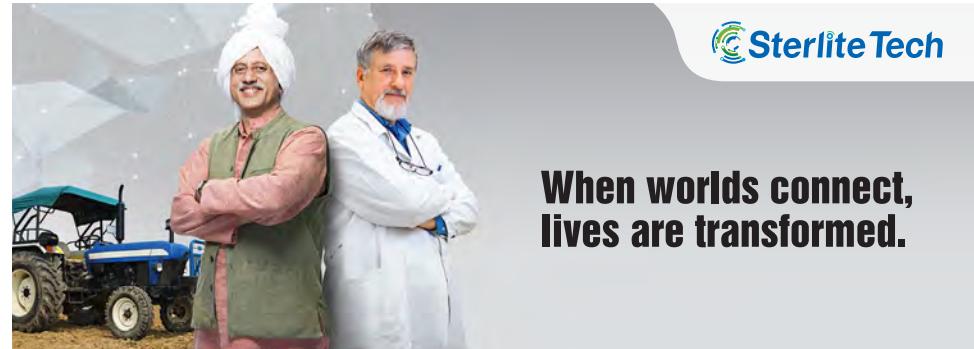
3.4 Usage Examples of Background Colours

The following samples depict how to use radial and linear gradients as backgrounds in layouts. Please refer these while creating communication.

A. RADIAL GRADIENT

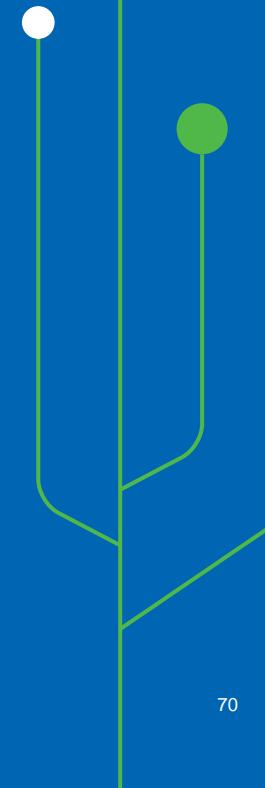


B. LINEAR GRADIENT



Sterlite Tech Logo Usage

4



4.1 Logo Usage in Collaterals

A. Poster

While designing posters, Sterlite Tech's logo should always be on the right hand corner of the layout, and it should always be included in a white patch. This ensures that the logo stands out in the layout.

The width and height of the white patch should be 17cm x 4cm, while the width of the logo inside the band should be 12.5cm.

The above mentioned proportion should always remain consistent in every poster. The image can occupy up to 40% of the space, while the text can occupy 20-30%

space.

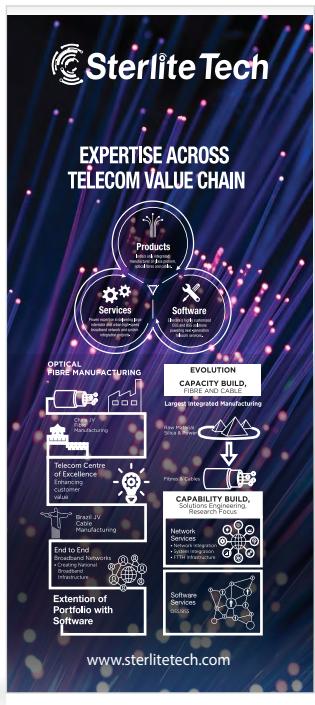
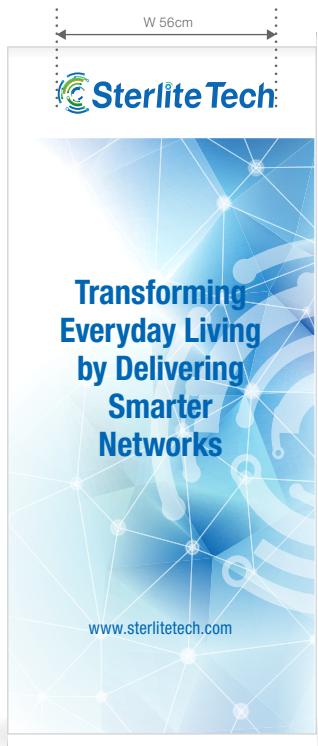
Care should be taken to maintain enough breathing space between all the elements.

At no point, should the logo be overshadowed by any other design or text element.

The font size of the heading should not be more than 40pt.



B. Standee



In standees, the logo should be placed at the top centre position and in banners, it should be on the top right corner. The logo should be placed for maximum visibility and visual impact.

The key visual in standee can occupy 30-40% of the space, while the text can occupy 20-30%.

The key visual in banner can occupy 40-50% of the space, while the text can occupy 20%.

In case the standee is slightly taller, the white patch can be increased up to 15% of the standee height and the logo size can be appropriately increased. Same regulations apply for a bigger banner size as well.

Logo sizes for standee and banner are mentioned as the below.

C. Banner



D. Brochure (Front & Back)



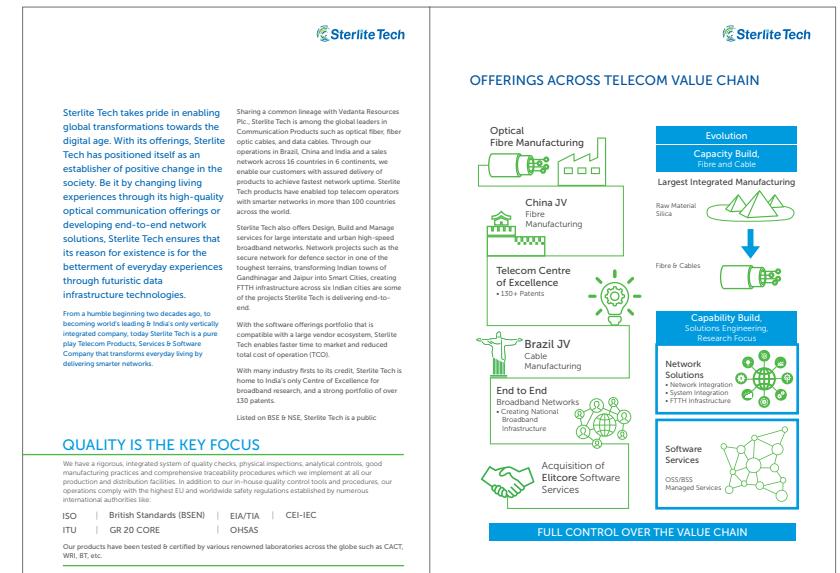
The key visual in leaflet can occupy up to 60% of the space while the text can occupy the rest of the space. However, the layout should not appear too cluttered.

Logo size to be followed is 6.7cm width and 1.2cm height. The font size of the heading should not be more than 24pt.

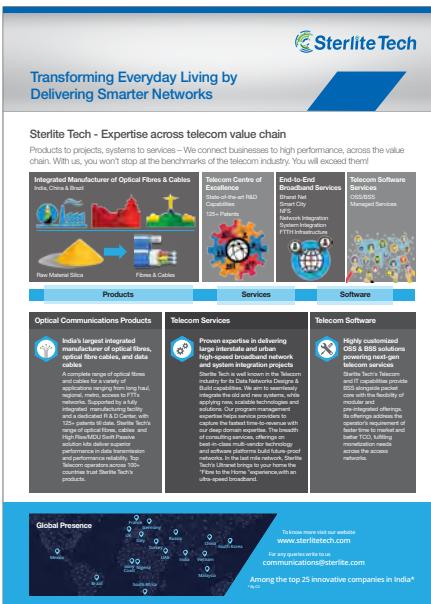
In case of a leaflet, the logo must appear on every page. It should be placed on the top right-hand corner inside the white patch.

On the inside pages, the logo can appear on either of the page, but should remain on the top right corner. The last page of the leaflet should contain the logo, website address and the office address on a white band. Here, the logo need not necessarily feature on the top right corner. It can be aligned to the left side and midway as shown alongside.

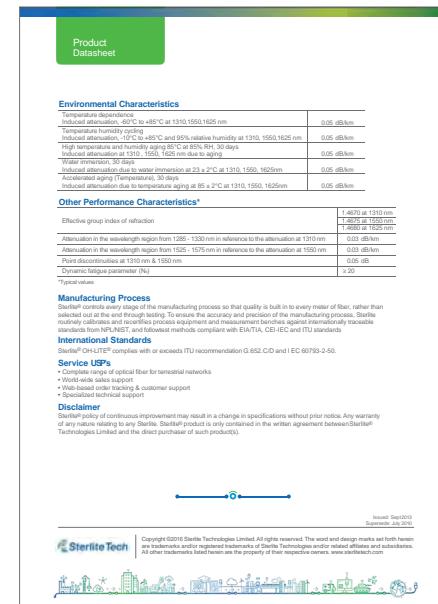
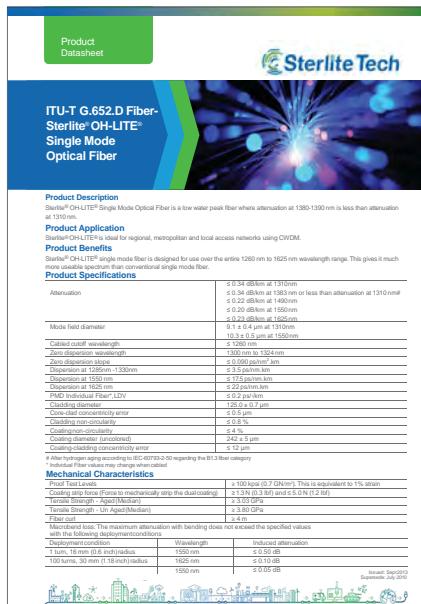
Inside Pages



E. One Pager



F. Product Datasheet (Front & Back)



In one pager, product datasheet, whitepaper and case studies, logo must appear on top right-hand corner, with the purpose statement below our logo with left alignment as shown in the visual. In one pager, text should not be more than 30-40% and 60-70% should be infographics.

In product datasheet, whitepaper and case study, left-hand side block should be used to specify the name of the document as shown in the visual.

Demarcation Tags

Green	Product Datasheet
Blue	Case Study
Grey	White Paper

Every page of datasheet, whitepaper and case study should carry our runner at the end of the page. Closure of documents should have our logo on bottom left-hand side with copyright disclaimer on right-hand side. In blog, our logo should appear on bottom right-hand side in all pages.

G. Case Study

Sterlite saves 60% packaging cost through returnable steel drums

Traditionally, wooden drums are used to transport power conductors & cables in India. To pack 1 MTR of conductor in a wooden drum, about 0.6 million trees are cut. To address this, Sterlite Technologies developed a returnable steel drum packaging & transportation of its products. This initiative has helped save 32,000 trees in a year and slashed packaging cost by a whopping 60%. Sterlite Technologies, an end-to-end power solutions provider, is the 7th largest supplier of power cables and power products & services globally. Their company was facing transportation challenges for its power conductors.

Sterlite's returnable steel drums are weather resistant, less prone to damage, and easily transportable at site as compared to wooden drums. They are recyclable, they have a scrap value as well.

and cables products due to wooden drums which are used for packaging. These products are sensitive to damage during handling, storage and shipping. To ensure product performance to the extent that replacement parts are needed, Sterlite had to replace old product lines, resulting cost of drums and increased packaging weight had generated the need to address the issue immediately.

to shift packaging material from wood to steel with returnable model wherein, detailed study analysis, and trials were conducted in the presence of major customers. After many trials and inspection, the company's major customers - PGCL, approved the returnable steel drum packaging model followed by private companies like Adani & Essar. Thus, all the products are now moved to steel drum returnable model.

H. White Paper

Technical Considerations for Supporting Data Rates Beyond 100 Gb/s

Abstract

As optical demands continue to grow, supporting data rates beyond 100 Gb/s will be required to increase optical channel capacity and support higher-rate client interfaces. Video, cloud, and data center interconnect applications are driving the demand for growth in both metro and long haul traffic. Internet and due-to-loop (DTT) traffic are also contributing factors of bandwidth to consumers, while enterprise and telecom sectors, including Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS), are also contributing to the impact on enterprise bandwidth. Underlying both of these trends is the need to provide significant amounts of noise ratio conditions are required.

Introduction

Driven by the escalating bandwidth requirements of Internet video,

activities, and the availability of new transceivers, optical fiber technology. Standardizing a new data rate requires standards for optical transceivers, optical fibers, and connectors, as well as the details of an optical transceiver implementation. It is important to note that the industry needs a new client rate at the same time. For the 100 Gb/s data rate, the International Telecommunication Union – Telecommunication Sector (ITU-T) provided the optical transmission unit 4 (OTU4) frame, and the Optical Transport Forum (OTF) standardized the polarization-multiplexed quadrature phase-shift keying (PM-QPSK) transceiver.

Figure 1: Various applications are helping to annual growth in Bandwidth demand

Enterprise Cloud	55%	RELEASE OF SHIFT TO 100Gb/s
Mobile LTE/Wi-Fi	720%	SHIFT TO 4K ULTRA HD VIDEO
Business Computing	320%	INCREASE IN MOBILE TRAFFIC
Residential Triple Play		

I. Blog

People Excellence & the Art of HR

As an HR professional, I have always believed in the four fundamentals (People & Performance, Training & Development, Legal Protection & Planning) that help add value, sustain business performance and reduce risk.

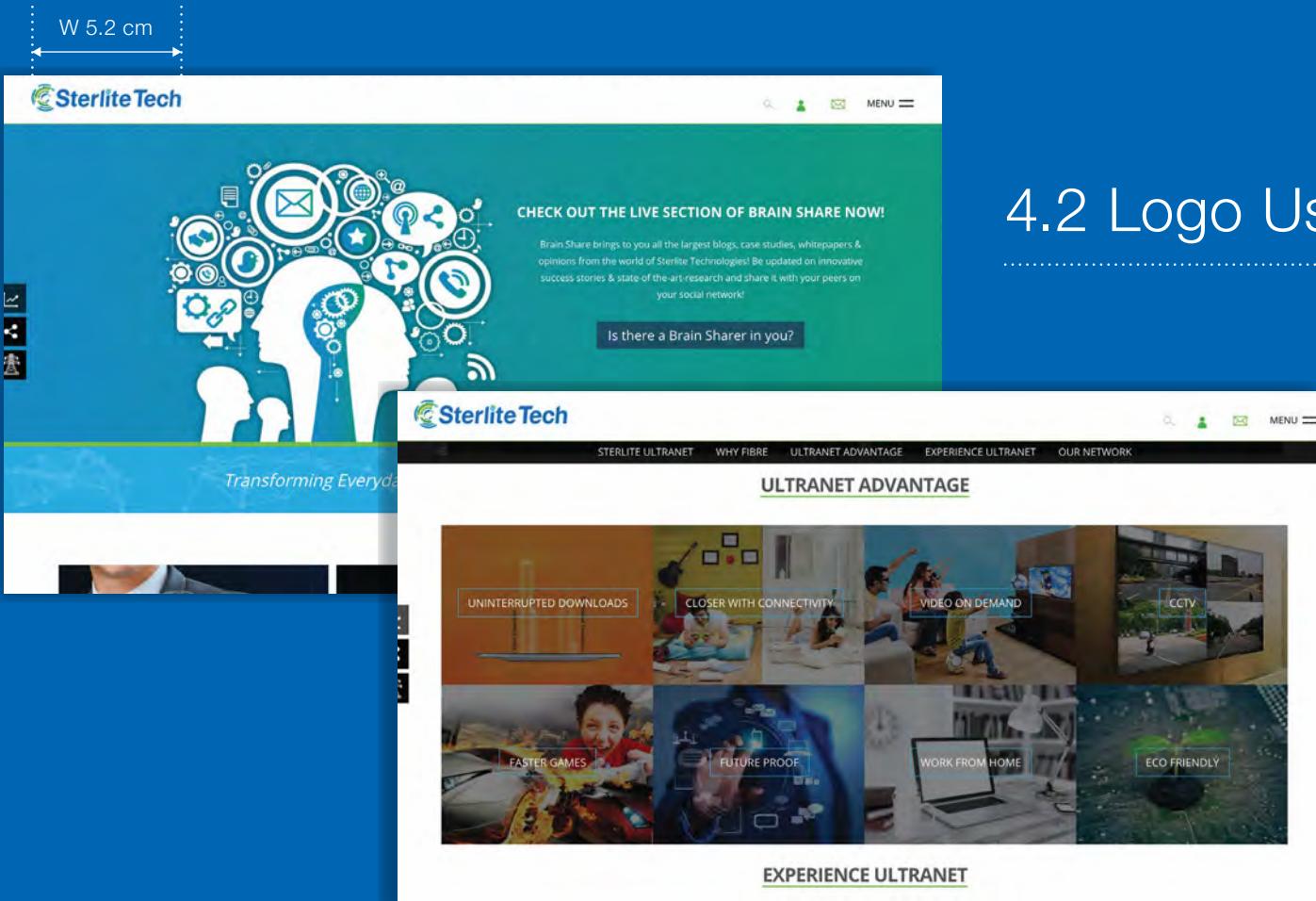
Strategic HR planning is an important component of strategic HR management. It links HR management directly to the strategic plan of your organization. Most mid- to large-sized organizations have a strategic plan that guides them in successfully meeting their mission and vision. A complete financial plan to ensure they achieve organizational goals and objectives with the resources available.

The transceiver implementations use coherent detection and digital signal processing which allows amplitude, frequency and phase to be exploited. Higher data rates is driven by market demand, standardization

years have grown into the role of people management, the capability to lead from the front and manage the day-to-day operational and operational activities.

The long-term success and financial performance of an organization is related directly to talent, motivation, commitment and the well-being of its employees. A primary way the HR department adds value to an

sterlitech.com



4.2 Logo Usage on Website

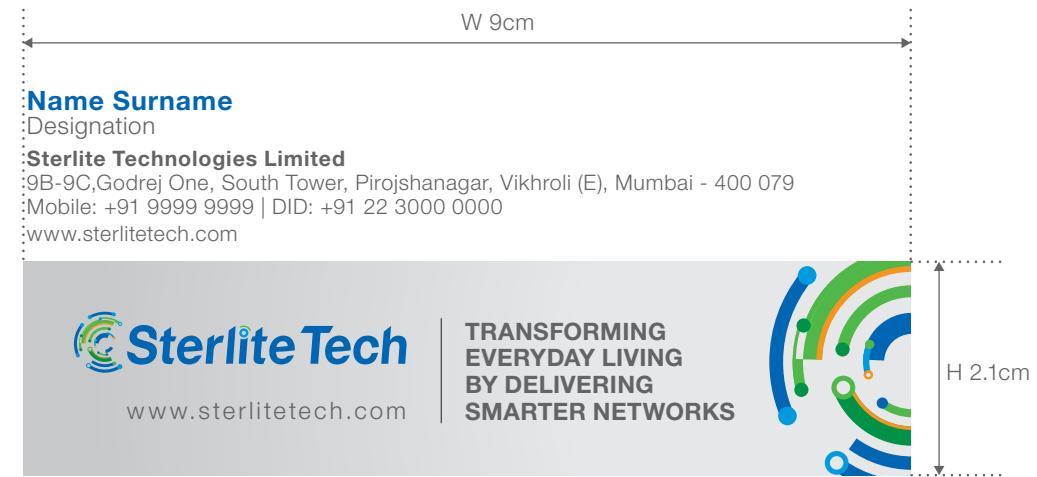
On a webpage, the logo of Sterlite Tech should occupy the top left corner. The size of the logo should be 10% of the total height of the page.

4.3 Logo Usage in Email Signature

The logo should be a part of every employee's signature in their official emails. It should appear below their name designation, address & contact numbers.

The logo, website address and tagline are placed in a rectangular box comprising of the primary colours i.e. blue and white, or grey (with gradient).

The wired network also appears as a standalone visual element inside the box.



Name Surname
Designation
Sterlite Technologies Limited
9B-9C,Godrej One, South Tower, Pirojshanagar, Vikhroli (E), Mumbai - 400 079
Mobile: +91 9999 9999 | DID: +91 22 3000 0000
www.sterlitetech.com



4.4 Logo Usage in Press Advertisement

The logo in press advertisements should be placed strictly on the top right corner of the layout, inside the white patch. The key visual, if stretching from edge-to-edge should not interfere with the logo space. The headline, subhead and body copy have to be left aligned, exactly below the logo.

If there are tables or graphs or any infographics to be included, they can appear below the main messaging.

The key visual can occupy upto 40% of the space. Logo size to be followed is 11.3cm width and 3cm height. The font size of the heading should not be more than 38 pt and the body copy should not be more than 12pt.

The layout includes dimensions: W 8cm (width of the white box), W 11.3cm (width of the entire page), and H 3cm (height of the white box).

Sterlite Tech

**When worlds connect,
lives are transformed.**

Sterlite Tech: Transforming Everyday Living by Delivering Smarter Networks

Farmers with engineers, businesses with scientists, homemakers with health practitioners – when people connect with worlds outside their own, they make the future happen. Sterlite Tech is making such connections possible by providing industries in every sector with best-in-class optical-communication products, solutions and services. Because in a connected world, lives are transformed every day.

Connect with us at www.sterlitech.com.

**STERLITE TECHNOLOGIES LIMITED
(CIN:L3130DMH2000PLC296281)**

STANDALONE FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 30, 2016

(Rs. in Crores except per share data)

S. No.	Particulars	Quarter ended June 30, 2016	Quarter ended June 30, 2015	(Unaudited)	(See Note 2)
1	Total Income from operations	752.46	433.97		
2	Net Profit / Loss for the period (before Tax, Exceptional and/or Extraordinary items)	45.07	59.69		
3	Net Profit / Loss for the period before tax (after Exceptional and/or Extraordinary items)	48.91	59.69		
4	Net Profit / Loss for the period after tax (after Exceptional and/or Extraordinary items)	33.95	40.60		
5	Total Comprehensive Income for the period (Comprising Profit/(Loss) for the period (after tax) and Other Comprehensive Income (after tax))	33.39	40.29		
6	Equity Share Capital	79.00	79.81		
7	Earnings per share (in Rs. 2/- each) (after continuing and discontinued operations): Face (Rs. Rs.)	0.84 0.83	1.03 1.01		

Additional Information on consolidated result (Not audited or reviewed by statutory auditors):

S. No.	Particulars	Quarter Ended June 30, 2016 (Rs. in Crores)	Quarter Ended June 30, 2015 (Rs. in Crores)
1	Total income taxes (consolidated)	96.36	465.39
2	Net Profit for the period (before Tax, Exceptional and/or Extraordinary items)	57.68	56.30
3	Net Profit for the period (before tax (after Exceptional and/or Extraordinary items))	57.68	56.30
4	Net Profit for the period after tax and minority interest (after Exceptional and/or Extraordinary items)	40.65	31.14
5	Total Comprehensive Income for the period (Comprising Profit for the period (after tax) and Other Comprehensive Income (after tax))	40.65	30.83

PERFORMANCE GROWTH YoY

REVENUE 22% EBITDA 21% PROFIT 30%

1. The Company has adopted Indian Accounting Standards (Ind-AS) with the transition date of April 1, 2015. Accordingly, the financial results for the quarters ended June 30, 2015 and June 30, 2016 have been prepared in accordance with the recognition and measurement principles laid down in Ind-AS 34 "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 read with the rules and regulations made thereunder and in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Circular dated July 5, 2016.

2. The Ind-AS results may be higher than the results under Ind-AS 34 as Ind-AS 34 has been adopted after making necessary changes to the accounting policies as required by Ind-AS 34 and the applicable Indian GAAP.

3. From April 1, 2016, the Company has changed the accounting policy for revenue recognition on telecom software, wireless software, license software, license sale and related services to percentage of completion method from the earlier method of recognizing products sale based on delivery of services based on milestones achieved as per terms and conditions of the specific customer contracts. The above change has been applied retrospectively as required by Ind-AS 1. As a result, the revenue and profit before tax for the quarter ended June 30, 2016 are higher by Re. 452 crores and lower by Re. 8.07 crores respectively. There is no impact of the above change on the results for the quarter ended June 30, 2015.

Note: The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Financial Results are available on the Stock Exchange websites www.bseindia.com & www.nseindia.com and Company website (www.sterlitech.com).

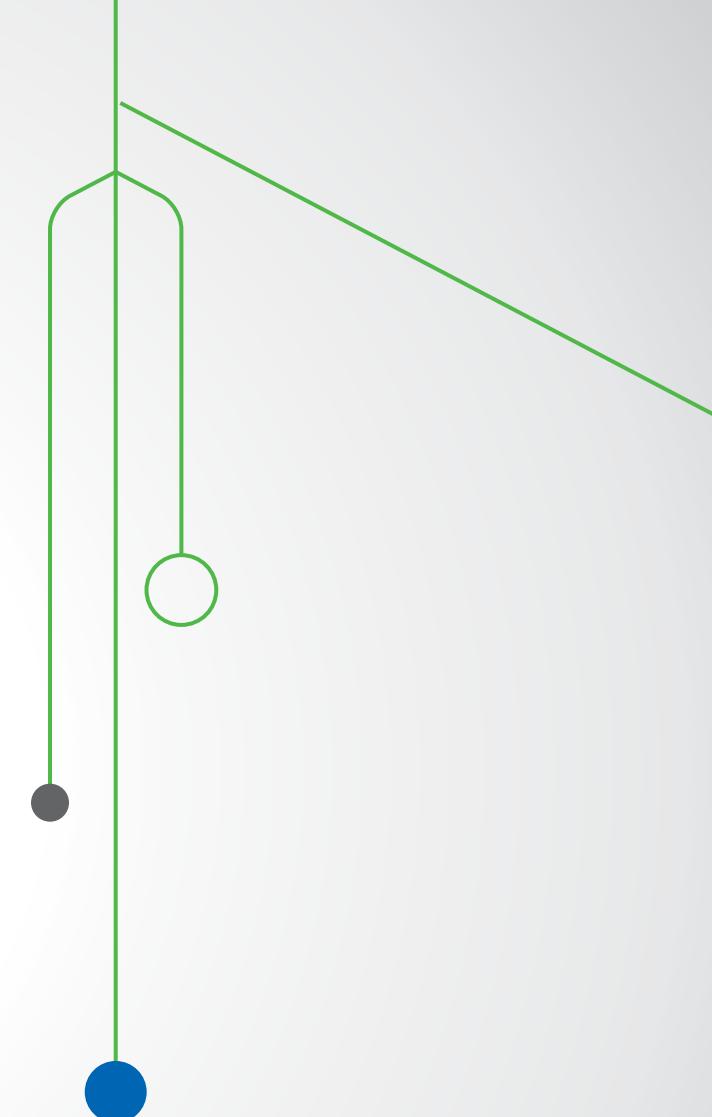
Registered office: Sterlite Technologies Limited, E.1, MIDC Industrial Area, Wai, Aurangabad, Maharashtra, India - 431 156, www.sterlitech.com, Telephone: +91-240-2554400, Fac: +91-240-254598.

4.5 Logo Usage in Uniform & T-shirt

In promotional elements such as T-shirts or uniforms, the logo can appear above the pocket area to be clearly visible. No other visual element can be included in any part of the shirt or uniform whereas in T-shirts "I Deliver Smarter Networks" along with the website should appear at the back of the T-shirt. The colour of the shirt or uniform needs to be in lighter shade, so that the logo is distinctly noticeable.



In any packaging element, the logo should appear on all sides of the pack. The logo needs to be big enough to be visible and stand out amidst all other visual elements as shown in the sample below.



4.6 Logo Usage in Packaging



4.7 Logo Usage in Sterlite Tech Vehicles

In promotional vehicles like vans or buses, the logo needs to be placed on the front glass and either sides of the vehicle.

Logo size to be followed is 60cm width and 11cm height. It should be prominent enough to be read from a distance.

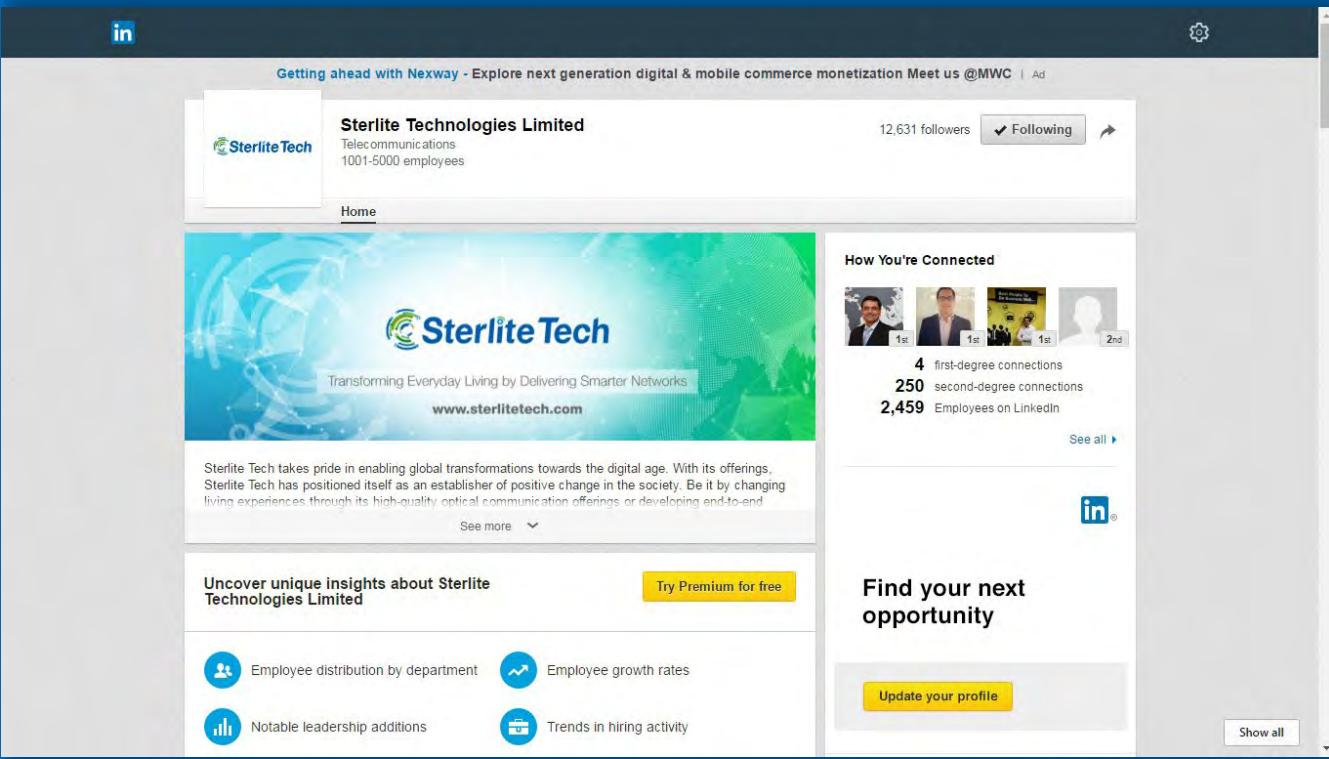
4.8 Logo Usage in Social Media

A. Twitter Home Page



B. YouTube Home Page





C. LinkedIn Home Page

Sterlite Tech Sub-brands

5.1 Sub-brand Logo Guidelines

While creating the logo for these sub-brands, the parent brand needs to be prominent. In all circumstances, Sterlite Tech will be the prominent brand followed by the sub-brand.

Key pointers:

- Sub-brands should be mentioned below Sterlite Tech as shown in all the three logos.
- Individually Sterlite Tech Academy, Sterlite Tech Foundation and Elitecore can not be used without the parent logo.
- The font to be used for sub-brand logos are Helvetica Neue.
- The sub-brand logo text has a certain thickness to it, along with sharp edges, representing progressiveness, confidence and drive.

5.2 Understanding Sub-brands

Currently, Sterlite Tech has three sub-brands that caters to different sectors.

1 Sterlite Tech - School

Sterlite Tech School believes that technology can change the education landscape of our country. Through 'Viable Technology' as virtual class room Sterlite Tech aim to mitigate the effects of unavailability of teachers as well as of their dismal quality.



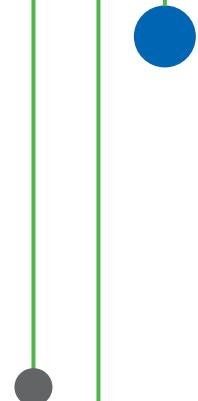
2 Sterlite Tech - Academy

Sterlite Tech Academy aims at creating a skilled talent pool of Smarter Network professionals in India to enable the creation of smarter data networks for Digital India, Smart Cities and 4G rollout.



3 Sterlite Tech - Foundation

Sterlite Tech Foundation looks at holistically integrating the organisation's core business with the social and environmental concerns of our communities. This, in turn, helps give an impetus to economic development and improves the living standards of community members and society.



Co-branding Guidelines

6

6.1 Logo Usage

Brand Logo

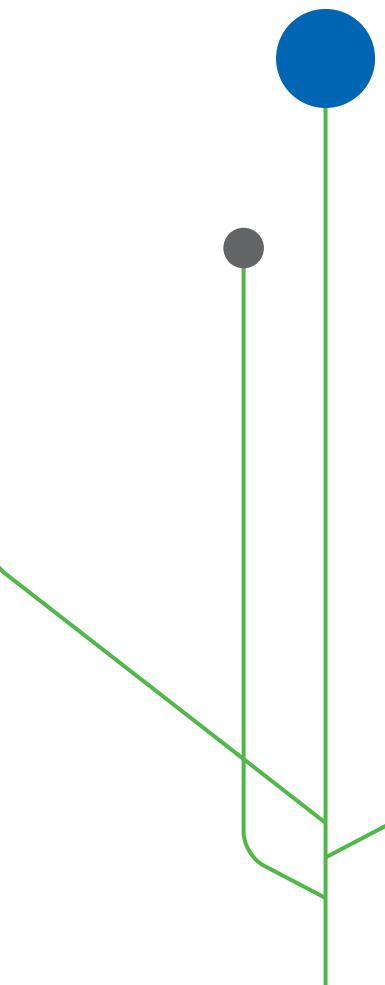


Our mission to build smarter networks that transforms everyday living is reflected in our logo. It defines the interconnectivity and ubiquitous nature of communication networks that are changing the world.

Co-Branding



Co-branding with Sterlite Tech makes your brand more influential. The strength of this relationship and the customer benefit is shown through use of both the partner and brand logo. Any usage of Sterlite Tech must be reviewed and approved by Sterlite Tech's marketing managers.



Brand Logo

“**Joint Communications**” include any communication sent to our customers that share a common message and responsibility. This is a type of Co-Master branding.

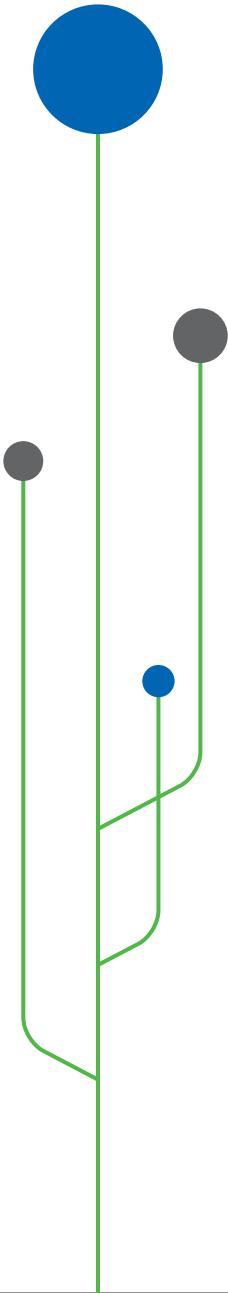
These communications feature:

- A neutral visual identity
- Both logos are displayed at the same relative size and placement

Sterlite Tech-led co-branding: Where two corporate logos are present but Sterlite Tech corporate logo is the dominant one and the other corporate logo is secondary to the lead logo. This is often accompanied by a short phrase that defines the role played by the secondary brand.

Partner-led co-branding: Where two corporate logos are present but the partner corporate logo is clearly leading and is the dominant one and the Sterlite Tech corporate logo is secondary to the lead logo. This is often accompanied by a short phrase that defines the role assigned to Sterlite Tech.

Use of Sterlite Tech’s corporate logo must be reviewed and approved by its Marketing Managers.



Joint
Sterlite Tech-led
Partner-led

Partner Logo	Sterlite Tech Logo	Visual Identity
XYZ	 Sterlite Tech	Equal Prominence to be given to both logos
<small>In Collaboration With</small> XYZ	 Sterlite Tech	Primary position to be given to Sterlite Tech
XYZ	 Sterlite Tech	Primary position to be given to Partner logo

6.2 Joint Logo Application

Where to use the logo?

Location is key. In mutual communications, both logos should be the same relative size and placed at an equal level. The look and feel of the communication should project a neutral identity. They cannot use the fonts, photography, colour palette, and graphics of any of the third-party brands involved.

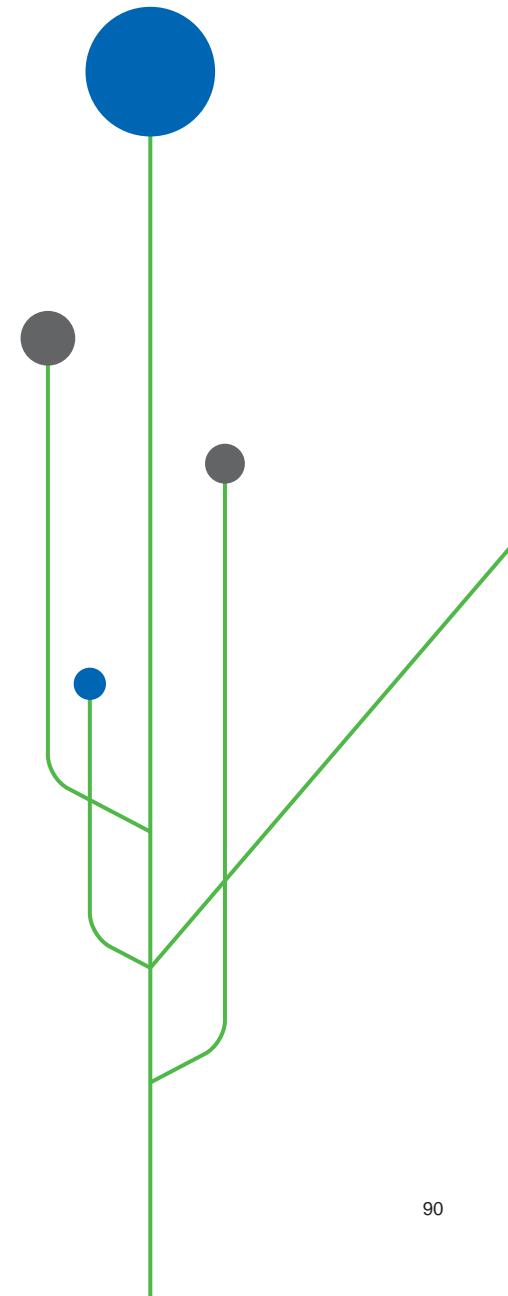
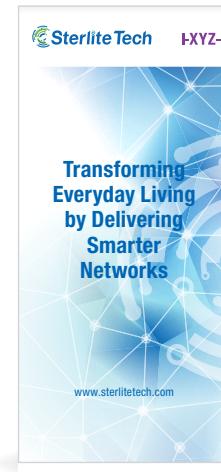


Emailer



Press Advertisement

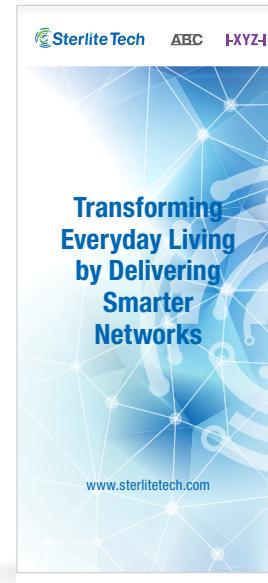
Standee



Emailer



Standee



Press Advertisement



6.3 Multiple Logo Application

Where & how to use multiple logos?

Please use Sterlite Tech logo as shown in the examples at top for “mutual communications” (describes a mutual offering or co-developed solution). Sterlite Tech and its partner must agree that the communication should be mutually delivered. The message is from both the partner brand and the main brand, and hence the visual identity should be neutral. Each logo should be equal in size and placement.

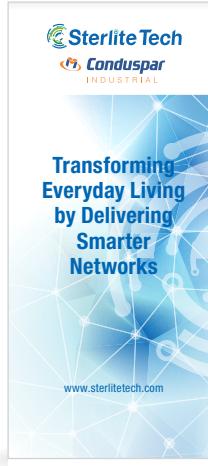
When one or more third-party corporate logos must be used, the logos should be listed in alphabetical order.

All logos should be displayed at the same relative size and placed in signature position. No single corporate logo should overpower any other entity’s logo.

6.4 Sterlite Tech-led Logo Application

Where to use the logo?

Location is key. In mutual communications, both logos should be of the same relative size. However, the Sterlite Tech logo should be clearly leading and should be in the primary position.



Standee



Emailer



Press Advertisement

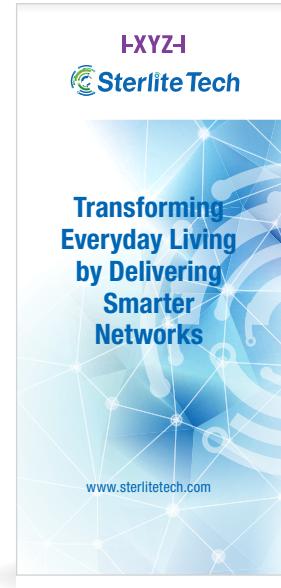
Emailer



Press Advertisement



Standee



6.5 Partner Brand-led Logo Application

Where to use the logo?

In mutual communication, both logos should be of the same relative size. However, the partner-led logo should appear as leading and should be in the primary position.

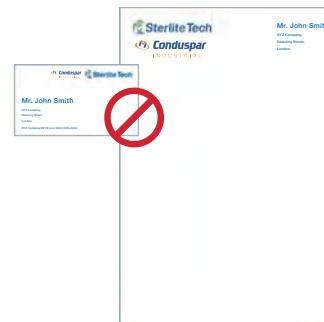
6.6 Incorrect Logo Usage

On Electronic Items & Merchandise



Do not apply the Sterlite Tech corporate logo to products, packaging, raw materials or devices manufactured by the partner company, unless specifically allowed under another contractual agreement with Sterlite Tech.

On Business Credentials



Do not use the Sterlite Tech logo on Business cards, email signatures along with any other partner brand logo, unless specifically allowed under another contractual agreement with Sterlite Tech.

Do not use the Sterlite Tech logo on letterheads along with any other partner brand logo, unless specifically allowed under another contractual agreement with Sterlite Tech.

DON'T MAKE NEW LOGOS 	DON'T DISTORT / SKEW 	DON'T ADD GARISH EFFECTS 	DON'T CHANGE PROPORTION OF LOGO ELEMENTS 
DON'T ALTER THE SIZE RELATIONSHIP OF THE LOGO ELEMENT 	DON'T ALTER COLOUR ARRANGEMENT 	DON'T ALTER ELEMENT PLACEMENT 	DON'T USE LOGO IN A SENTENCE  is a great place.
DON'T USE LOGO IN LOADING SEQUENCE 	DON'T SPLIT LOGO 	DON'T STAGE COLOUR LOGO IN COLOUR OR GRADIENT BACKGROUND 	DON'T STAGE LOGO IN CONTRASTING BACKGROUNDS 



For any queries related to Sterlite Tech's brand guidelines
and template usage, please connect with Brand Team

Visit us at
www.sterlitetech.com



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