

Alstom Launches its Brand campaign to Celebrate Rail as the Beating Heart of India's Growing Economy

- **#TakingIndiaPlaces showcases Alstom's contribution in driving India's growth with transformative and sustainable mass-mobility solutions**

20 September 2023 – Alstom, a global leader in smart and sustainable mobility, today unveiled its first brand campaign in the country, titled 'Taking India Places.' The campaign will include the [launch of a film](#) that highlights the role trains have played in touching lives and transforming businesses, and Alstom's contribution in it. #TakingIndiaPlaces is a 360°, digital-first campaign, that celebrate India's growth into an intellectual and economic powerhouse enabled by the rail for more than a century, and Alstom's journey that is intertwined with India's rail revolution.

The target audience for the campaign is in the age group of 14-80 years. The campaign pre-buzz engagements began from 13 September with Alstom India employees sharing their #TakingIndiaPlaces experience. It has already garnered 27K+ engagement and 67K+ impressions organically on LinkedIn. While the campaign will entail several engagements on social media, it also includes employee and influencer engagement, activations and branded content placements to further the reach. The film is narrated by the legendary Shammi Narang, former news anchor for Doordarshan television and the familiar voice behind in-train and in-station announcements for several metro lines across the country.

Speaking about the launch of the campaign, **Olivier Loison, Managing Director of Alstom India** said, "Alstom is all about Sustainable Mobility. It reflects in our products and solutions and in our brand promise, 'Mobility By Nature'. Given our contribution in India for the last several decades, a hyper local brand campaign was much needed to celebrate our journey and the way forward."

He further added, "This campaign embodies the spirit and aspiration for progress, of every Indian, and as we go places, we achieve more. India has been taking giant strides towards technological progress and self-reliance, with Rail being its key driver. By enabling India's neural network of rail with the best of talent in engineering, technology and innovation, Alstom will continue to play a part in #TakingIndiaPlaces."

Campaign Purpose

Alstom has been at the forefront of introducing several breakthrough technologies in India with world-class rolling stock, rail equipment, signalling, services and infrastructure. With an extensive footprint of 6 manufacturing facilities, 5 engineering centres and over 12,500 employees in India, the company has played an integral role in the modernization and paving the way for greener transportation. The first-ever brand campaign for Alstom in India is designed to drive recall for the company's contribution in towards India rail revolution over several decades. It is also aimed to celebrate the passion and spirit of Alstom's workforce which is enabling this growth in their own ways and making India's talent a force to reckon with.

About the Theme and Film

Building on the key elements of a train's function, i.e., taking people and goods from one place to another towards economic development; the campaign is themed 'Taking India Places.' The story of the film range from the nostalgic trips to hometowns in the summer vacations, to modern day commutes in metro trains,

highlighting how almost everyone has experienced the magic of rail. The freight trains that crisscross India play a vital role in keeping the economy moving. It highlights how Alstom's trains designed and built in India are shaping a modern India, while making a mark on the global stage as well. It also showcases the role being played by India's vast talent pool in bringing about this transformation and acting as catalysts for economic growth.

Campaign Credits

- Campaign Strategy: Ankita Upadhyay, Director Communications, India, Alstom
- Creative Concept & Production Agency: Genesis BCW
- Voice over artist: Shammi Narang

About Alstom

Alstom commits to contribute to a low carbon future by developing and promoting innovative and sustainable transportation solutions that people enjoy riding. From high-speed trains, metros, monorails, trams, to turnkey systems, services, infrastructure, signalling and digital mobility, Alstom offers its diverse customers the broadest portfolio in the industry. With its presence in 63 countries and a talent base of over 80,000 people from 175 nationalities, the company focusses its design, innovation, and project management skills to where mobility solutions are needed most. Listed in France, Alstom generated revenues of €16.5 billion for the fiscal year ending on 31 March 2023. For more information, please visit www.alstom.com.

About Alstom in India

Alstom is the only multinational sustainable mobility provider in India, to have a comprehensive portfolio of offerings to meet customer specific needs, from cost-efficient mass-market platforms to high-end technological innovations. Synonymous with the country's 'Rail Revolution', Alstom continues to be a strategic partner in supporting India's freight revolution and passenger movement. With 6 industrial sites and 5 major engineering centres, the company not only caters to domestic project needs, but also delivers for many international projects. Supporting the government's modernization initiatives, Alstom has been at the forefront of introducing several breakthrough technologies in India with world class rolling stock, rail equipment & infrastructure, signalling and services. Fully aligned with the country's vision of Make-in-India and Aatmanirbhar Bharat, Alstom remains deeply committed to strengthening its local sourcing and supply chain ecosystem.

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