



News Release

Ingersoll Rand Launches a Corporate Advertising Campaign in India

- *A first ever, campaign etches Ingersoll Rand's brand transformation story*
- *Dentsu Communications wins creative mandate in a multi-agency pitch*

New Delhi, July 06, 2011: Ingersoll Rand, a world leader in creating and sustaining safe, comfortable and efficient environments, has announced the launch of its first corporate advertising campaign in India. The campaign will showcase the brand's transformation from a heavy machinery company to an innovative technology brand that offers intelligent and integrated solutions to its customers.

Dentsu Communications, a full service flagship agency from the Dentsu India Group has won the advertising mandate. The campaign that will run across print, television, outdoor and digital media is slated for an early August launch.

Speaking about the campaign, **Ms. Swati Bhattacharya, Vice-President, Branding and Corporate Relations, Ingersoll Rand India** said, "Over the years, Ingersoll Rand has transformed into a multi-brand commercial products manufacturer that inspires progress for its people and customers through its innovative technology solutions. The corporate advertising campaign will communicate where we are present and how our businesses impact lives. The campaign will play a significant role in enhancing our brand image, critical to our growth and expanding footprint in India. Dentsu Communications will handle the 360-degree advertising mandate for Ingersoll Rand India."

Speaking on the account win, **Mr. Taira Kimura, Chief Operating Officer, Dentsu Communications** said, "It is a great honor for Dentsu Communications to partner with Ingersoll Rand India for their first ever advertising campaign. Through an integrated branding and advertising campaign spanning across several media, we are positive that the brand will grow significantly and enjoy greater positive recall among its target audiences."



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About Ingersoll Rand

Ingersoll Rand (NYSE:IR) is a world leader in creating and sustaining safe, comfortable and efficient environments in commercial, residential and industrial markets. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Schlage®, Thermo King® and Trane® — work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, secure homes and commercial properties, and increase industrial productivity and efficiency. We are a \$14 billion global business committed to sustainable business practices within our company and for our customers. For more information, visit www.ingersollrand.com.

About Ingersoll Rand in India

Ingersoll Rand is based out of 18 locations in the country. In India, Ingersoll Rand is working on three key areas – “Productivity” by leveraging its local manufacturing operations in Ahmedabad and Sahibabad, “Innovation” through its engineering R&D centers in Bangalore and Chennai and “Growth” through the expanded footprint it has in the country. Ingersoll – Rand (India) Limited is listed on the National Stock Exchange of India and the Bombay Stock Exchange. Ingersoll Rand is committed to India and recognizes it as a large market. For more information, visit www.ingersollrand.co.in.

About Dentsu India Group

Dentsu Inc., Tokyo commenced its India operations in October 2003 in a joint venture with the Mogae Group. In 2011, the parent company acquired the India businesses and the new Dentsu India Group became a 100% subsidiary of Dentsu Inc., Tokyo. The new Dentsu India Group comprises of four independent, full-service advertising agencies—Dentsu Communications, Dentsu Marcom, Dentsu Creative Impact and Dentsu MediaTech—and a digital agency, Clickstreamers. Besides the core advertising and media business, the Group also houses world-class expertise in the areas of design, digital media and sports. Fully integrated with Dentsu Inc. Tokyo, the Dentsu India Group is geared to usher 'The Dentsu Way' in India to deliver incisive "integrated communication" solutions to clients and embody the world-class service quality which Dentsu is known for the world over.

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