



L&T Press Release

Issued by Corporate Brand Management & Communications

L&T House, Ballard Estate,
N M Marg, Mumbai 400 001 INDIA
Tel: 1800 2094545
Email: mediarelations@Larsentoubro.com
CIN: L99999MH1946PLC004768

L&T Opens 'Planet L&T', a world-class Corporate Experience Center

- The digitally-enabled Corporate Experience Centre provides an immersive-experience through 12 high-tech zones
- Robots 'Elle' & 'Tee' navigate Planet L&T visitors, symbolizing L&T's thrust on state-of-the-art tech experiences

Mumbai, December 30, 2020: Larsen & Toubro, India's leading engineering, procurement and construction projects, manufacturing, defence and services conglomerate, opened the doors to 'Planet L&T,' its sprawling new digitally-enabled corporate experience center. Located at its newly-built 'A.M. Naik Tower' in Powai, Mumbai, the center is spread over close to 10,500 square feet.

The 'Planet L&T', a mesmerising peek in to L&T's World, offers visitors an immersive experience of eight decades of the organization's history and a glimpse into how technology is shaping its future. From robot guides to holographic images, giant touch screens, and a multi-surface projection 'Immersive Zone,' 'Planet L&T' is geared up to engage its business visitors and VIP guests like never before, with innovation at its core.

Commenting on the momentous occasion, Mr. S.N. Subrahmanyan, CEO & MD, Larsen & Toubro, said: *"Planet L&T' is a testimony to the legacy the group has built over the past eight decades and the way it is redefining its future. It is aligned with our continued focus on digitalization, and adoption of futuristic, disruptive technologies. It will play an important role, in helping narrate L&T's stories that have shaped our nation and the world. It will also allow us to engage with our partners in meaningful ways, demonstrate the impact in our shared communities, and inspire current and future generations by promoting L&T's way of life."*

The experience center is divided into twelve key zones, enabling visitors to take the grand tour or focus on specific aspects of L&T's past, present, and future. The focus on technology is demonstrated upfront in the entrance lobby where 'Elle' and 'Tee,' robotic hosts, greet, and guide visitors to the first zone - the Welcome Dome. A short film played on a mini-planetarium styled screen welcomes guests to Planet L&T and showcases the ethos of the experience centre.

The tour at 'Planet L&T' begins with one of the corporate storytellers ushering the guests to the 'Milestones Zone,' where a giant interactive screen brings eight decades of L&T's history to life. The next zone, 'Legacy of Leadership,' features the contribution of its outstanding leaders, beginning with the founders going up to the

current leadership. 'The Nationalist,' as L&T's Chairman, A.M. Naik is popularly referred to, is a zone that features the transformative journey that Mr. Naik has taken L&T on. A snapshot of his many awards, media interactions and life-like holographic milestones complete the story.

L&T's footprint exists in diverse geographies, and it impacts people's lives in myriad ways. The 'Making a Mark' zone captures both these aspects of L&T's presence. The zone, 'Into the Future' enables visitors to discover how L&T is leveraging emerging technologies to transform the way we live. L&T's capabilities across domains are portrayed at 'Panorama,' the business theatre that plays on-demand business-specific films. The numerous awards that L&T has won over the decades are showcased through an interactive phigital display at 'Accolades'.

The 'Deep Dive' zone provides a glimpse into key technologies introduced by L&T. An 8-foot digital table captures how the company makes things faster, better and more cost-effective through specific technologies. The next zone augments the center's inherently digital nature with over a dozen large models featuring L&T's diverse offerings - from stadiums to space launch vehicles. The 'L&T Stars' zone promotes the talent and innovative thinking of a few 'young' L&Tites who have led teams that made a difference to products and processes in earning clients' delight and customer satisfaction.

Background:

Larsen & Toubro is an Indian multinational engaged in engineering, procurement and construction projects, manufacturing, defence and services with over USD 21 billion in revenue. It operates in over 30 countries worldwide. A strong, customer-focused approach and the constant quest for top class quality have enabled L&T to attain and sustain leadership in its major lines of business for eight decades.

Media Contacts:

Yuvraj Mehta
Head, Corporate Brand Management & Communications
Yuvraj.mehta@larsentoubro.com / 85888 88272

Ketan Bondre
Head, Media Relations
ketan.bondre@larsentoubro.com / 98205 36572