

**For Immediate Release**

**International Technology Park, Bangalore gets  
new brand identity and positioning  
- Marks intent to expand scope in Bangalore and pan-India**

1. **9 June 2005, Thursday, Bangalore** – Asia’s leading business space provider, Ascendas, announced today the rebranding of the International Tech Park, Bangalore, where it has adopted the Ascendas perpetual “A” brand identity to reaffirm the long-term commitment of Ascendas to Bangalore as an investment location.
2. The rebranding reflects the repositioning of the Park to become Ascendas’ flagship in Bangalore, signaling Ascendas’ intent to widen its scope beyond the Park and assume a city-wide view to take on more projects and joint-ventures.
3. Jonathan Yap, Head of Ascendas Bangalore, said “We hope to do more beyond ITPB. With the re-positioning of the Park, we are effectively moving from the ITPL approach to a city-wide approach to Bangalore. This opens up the possibility of doing more in Bangalore in addition to ITPB. This is only made possible due to the success of ITPB, and we have our joint venture partner KIADB to thank.”
4. As part of the repositioning exercise, the widely-used abbreviated form, ITPL, has been revised slightly to become the acronym ITPB, which accurately reflects the Park’s brand name. This reference to ITPB is being implemented in all correspondences, locations and visual branding. ITPL actually stands for the initials of the Park holding company, Information Technology Park Limited.
5. The re-positioning to ITPB in Bangalore and the strengthening of Ascendas’ presence in Bangalore comes at a time when Ascendas is increasingly active in pursuing IT Park projects across India. Mr Goh Kok Huat, CEO of Ascendas India operations and Chief Operating Officer of the Singapore-based parent company, Ascendas Pte Ltd, said “ITPB is a major property for the Ascendas group in India. We are now in 3 cities and one of a few developers with a South India portfolio. We aim to extend our pan-Asia geographical footprint into a pan-India presence as well.”
6. He said the repositioning to ITPB has an India-wide significance as it “will also pave the way for Ascendas to build on the success of our iconic park in Bangalore to create a series of top-line International Tech Parks (ITPs) across our key markets in India. A new ITP will soon be ready in Chennai and we expect to build more in the near future,” added Mr Goh.



7. The International Tech Park brand name (above) features the brand identity of the Ascendas perpetual “A”, which represent:
  - Dynamism, a perpetual state of forward thinking and motion.
  - The infinite pursuit of innovation, quality and excellence
  - Ascendas’ commitment to offer assured quality, reliability and an international business lifestyle to its customers.
8. The entire rebranding strategy includes issues such as further improving communication with the stakeholders, enhancing services to customers and refining corporate materials and communication tools.
9. Jonathan Yap noted that the ITPB’s unique work-live-play environment has become the icon of excellence for IT parks across India. “There is still much potential at ITPB as less than half of the total 69 acres has been developed to-date.”
10. “Already, the park is host to a vibrant community of 16,000 people working for technology-savvy companies, many of them in IT and R&D. This population is a good-size critical mass to build an even more extensive business lifestyle environment as new business space opens up at the Park,” said Mr Yap.
11. “The Park fully integrates business space and supporting amenities such as health club, business centre and various infrastructures. It also has a retail mall which has banks, ATM’s, foreign exchange, courier, travel agents, lifestyle stores, laundry service, nine food and beverage outlets, medical clinic and a health club, truly living up to its position as “World in Park.”

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#### **Ascendas in India**

Ascendas’ scope of business space in India includes IT Parks and hi-tech buildings, as well as Built-To-Suit (BTS) and Ready-Built Facilities (RBF). Its flagship in India is the widely-acclaimed International Tech Park, Bangalore (ITPB). This landmark project has been followed by investments in Cyber Pearl and Vanenburg IT Park in Hyderabad, and the International Tech Park at Chennai, which will be ready in July, 2005.

## Ascendas in Asia

Ascendas is Asia's leading provider of business space solutions with key markets in Singapore, China, India and South Korea. Based in Singapore, Ascendas has built a strong regional presence from over 30 years of serving a global clientele of more than 1,000 customers. Ascendas develops, manages and markets IT parks, industrial parks, (manufacturing, logistics and distribution centres), business parks, science parks, high-tech facilities, office and retail space.

Adding value at every stage, Ascendas customises developments and bundles e-infrastructure as part of its seamless solutions, to create "plug-and-play" business environments. Its flagships in Asia include the Singapore Science Park, International Tech Park Bangalore and Ascendas-Xinsu in Suzhou, China.

Ascendas is Asia's first to innovatively package its business space best practices and know-how into a comprehensive management system tailored to park developers. The Ascendas Real Estate Management System (AREMS) culls from tried and tested practices over the years and bundles the best practices into a unique product for ready application.

In 2002, Ascendas launched Singapore's first business space trust, known as the Ascendas Real Estate Investment Trust, or A-REIT.

### Ascendas' track record in Asia:

<b>India</b>
International Tech Park, Bangalore
International Tech Park, Chennai
Cyber Pearl, Hyderabad
Vanenburg IT Park, Hyderabad
<b>Singapore</b>
Singapore Science Parks I, II & III
Kaki Bukit Techparks I & II
Tuas Techpark
ePark@Ubi
ePark@Admiralty
Techplace I & II
Techpoint
Techlink
Techview
Ascendas Global Gateway Building
A-Z Building
<i>Build-To-Suit (BTS) projects include facilities for Honeywell, NH Techno Glass, Infineon and Hewlett-Packard.</i>
<b>China</b>

Ascendas-Xinsu Development (in Suzhou Industrial Park)
Ascendas Plaza, Shanghai
Ascendas Innovation Hub, Xian
Vision (Shenzhen) Business Park
Vision International Centre, Beijing
AREMS for Hunnan International Technopolis, Shenyang
AREMS for Dalian Marine and Shipbuilding Accessories Industrial Park
<i>Build-To-Suit (BTS) projects include facilities for Exel and Friwo in Beijing, as well as facilities for Knowles, Hitachi and Metrologic in Suzhou.</i>
<b>Taiwan</b>
Nankang Software Park
<b>South Korea</b>
Citicorp Center, Seoul
<b>Philippines</b>
Carmelray Industrial Park II
<b>Vietnam</b>
Vietnam-Singapore Industrial Park
<b>Indonesia</b>
Batamindo Industrial Park
Bintan Industrial Estate
Techpark Cikarang
<b>Oman</b>
AREMS for 6 industrial estates and 1 IT Park in Muscat