

FOR IMMEDIATE RELEASE

**CYRIL AMARCHAND MANGALDAS  
UNVEILS ITS BRAND IDENTITY & ANNOUNCES THE  
CREATION OF ITS STRATEGIC ADVISORY BOARD**



**cyril amarchand mangaldas**  
advocates & solicitors

**Mumbai, August 9<sup>th</sup> 2015:** The country's largest legal services firm, Cyril Amarchand Mangaldas was formed upon the dissolution of Amarchand & Mangaldas & Suresh A. Shroff & Co. The Firm today (August 9<sup>th</sup>) unveiled a fresh brand positioning and identity for the firm, on the auspicious occasion of the Firm's first Founder's Day. The Firm today also celebrated the 84<sup>th</sup> birth anniversary of its founder, the Late Mr. Suresh Amarchand Shroff.

Speaking at the event, Mr Cyril Shroff, Managing Partner, said, "*Cyril Amarchand Mangaldas is like a start-up with a 97 years old history. So, while we are unveiling a new identity, the values and the principles that we have internalized are nearly a hundred years old but continue to be relevant and important today. It is like a reincarnation as we take this new identity but with same legacy into a new dawn. It reflects our aspiration to be the top legal services firm from Asia by 2025.*"

Positioned as one amongst the world's best legal services firm, the identity draws from the factors that are considered most compelling in client choice – legacy, knowledge, innovation, expertise and relationships. The identity builds on these factors symbolically:

The '**ring of gold**' forming part of the logo, is a symbol of unity and infinity. **Gold** as a color embodies tradition, brilliance and success. Wisdom, integrity dignity and ambition are qualities that are represented by the color, **violet**. This forms the core of our logo and identity. While the **orange** in "C" stands for warmth and friendship.

The identity makes use of *ligatures* – letters that are joined to form shapes. Thus, C, A and M appear joined to each other within the golden ring, thereby symbolizing the tightly knit relationships both, within the firm and with clients.

Apart from the play of letters and colors, the placement of the dot also reveals an element of surprise – the formation of *an elephant* within the circle. The elephant symbolizes strength, intelligence and longevity –the qualities of the firm that make it so valuable to clients. Through the elephant, Lord Ganesha, blesses all the firm’s future endeavours.

The identity has been designed by Interbrand, the world’s leading brand consulting firm.

### **The Strategic Advisory Board**

Cyril Amarchand Mangaldas also announced constitution of an external ‘Strategic Advisory Board’. Joining the Board will be **Mr. N. R. Narayana Murthy** (Co-Founder, Infosys), **Mr. Deepak Parekh** (Chairman, HDFC), **Mr. Uday Kotak** (Executive Vice Chairman and Managing Director, Kotak Mahindra Bank), **Dr. Janmejaya Sinha** (Chairman, Boston Consultancy Group - Asia Pacific) and **Professor Umakanth Varottil** (Assistant Professor, Faculty of Law, National University Singapore & former Partner of Amarchand & Mangaldas & Suresh A. Shroff & Co.).

The Strategic Advisory Board will guide the Firm on vision, overall direction and strategy, and also advise the Firm’s leadership to identify new opportunities. As strategic advisors to the Firm, the board members will meet periodically and offer their views on various aspects. The background and perspectives of each member of the Board speaks for itself, and will guide the Firm in making the best use of its resources, and achieves its ambitious vision to its fullest potential.

Mr. Cyril Shroff added *“Cyril Amarchand Mangaldas is deeply privileged to have such distinguished people on its Strategic Advisory Board. They bring tremendous knowledge and insight from their respective careers and personal experiences. Each member will bring unique perspectives. We look forward to leveraging their expertise and believe their inputs will be extremely beneficial to the Firm”*.

The Strategic Advisory Board members commented:

*“I’m very confident that in these days of global & domestic competition, Cyril Amarchand Mangaldas will help the country succeed by providing proper legal advice and I have no doubt at all that they will grow extremely well. My best wishes are with them and therefore I am very pleased to be part of the Strategic Advisory Board of Cyril Amarchand Mangaldas. I wish them the best in the future.”* said Mr. N. R. Narayana Murthy.

*“Cyril Amarchand Mangaldas should be regarded as THE ‘go-to-legal-firm’ which provides best in class legal skills, a firm that stands for quality and integrity, with a motto of serving clients above all else. I see the advisory board as a compass to keep the firm anchored in this direction.”* said Mr. Uday Kotak.

*“It is my great pleasure to join the Advisory Board of the law firm Cyril Amarchand Mangaldas. I would like to see this firm go from being a great Indian law firm to a benchmark global law firm. This is no doubt an audacious aspiration but we should expect no less and as part of the Advisory Group we will not lose sight of this mission. I have great expectations from the firm but equally a strong conviction that under Cyril’s leadership we will get there.”* said Dr. Janmejaya Sinha.

*“I am truly excited to be part of the Strategic Advisory Board, and to share thoughts and ideas not only in sharpening the goals and future direction of the firm, but also in inspiring actions and deliverables.”* said Professor Umakanth Varottil

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#### **About Cyril Amarchand Mangaldas**

Cyril Amarchand Mangaldas was founded on May 11, 2015 and takes forward the legacy of the erstwhile 97-year old Amarchand & Mangaldas & Suresh A. Shroff & Co., whose pre-eminence, experience and reputation of almost a century has been unparalleled in the Indian legal fraternity. Tracing its professional lineage to 1917, the Firm of Cyril Amarchand Mangaldas is now the largest full-service law firm in India, with over 600 lawyers, including 90 partners, and offices in India’s key business centres at Mumbai, New Delhi, Bengaluru, Hyderabad, Chennai and Ahmedabad. The Firm advises a large, and varied client base that includes domestic and foreign commercial enterprises, financial institutions, private equity funds, venture capital funds, start-ups and governmental and regulatory bodies.

The firm Cyril Amarchand Mangaldas was also recently awarded “India Deal Firm of the Year, 2015” by ALB SE Asia Law Awards, 2015 building upon the several awards that the erstwhile Amarchand & Mangaldas & Suresh A. Shroff & Co. had won in the past.

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