

SUZLON

GOOD ENERGIES THAT WORK

PLAYBOOK



TALKING ABOUT
CHANGE IS
OPTIONAL,
MAKING IT
WORK IS NOT.



This book is not just a promise we make to the world, but a way for us to take Suzlon forward.

Together, with purpose, and with good energies at the heart of everything we do.

It is one you will carry forward for generations to come.

THE WORLD IS CHANGING

We are in the middle of the fastest, widest and deepest energy transition in human history. The world is becoming dramatically more energy-intensive. Cities are growing. Industries are electrifying.

AI, data centres, manufacturing, mobility, and digital infrastructure are driving unprecedented energy demand. Humanity needs more power than ever before. But the old energy model can no longer sustain the future safely or affordably.



THIS IS WHY THE GLOBAL
ENERGY TRANSITION IS
NO LONGER OPTIONAL.



IT IS
STRUCTURAL.

**RENEWABLES ARE
NOT A “GOOD-TO-HAVE”
ANYMORE BUT A
“MUST-HAVE.”**



Countries, industries, and businesses across the world are shifting toward renewable energy because it offers a path to cleaner, more secure, and more economically resilient growth.

**SOMETHING MUCH MORE
INTELLIGENT.**

But renewable energy comes with its own challenge: intermittency. The sun does not shine all day. Wind patterns shift. Energy demand, however, remains constant. Standalone wind and solar cannot guarantee round-the-clock power availability.

This is where the industry is evolving. From isolated renewable assets to integrated renewable energy ecosystems.

Wind, solar, battery storage, digital intelligence, predictive analytics, and grid-smart controls must now work together as one coordinated system to deliver flexible, stable, round-the-clock renewable power.

**THAT'S WHY SUZLON IS EVOLVING.
TO REFLECT THIS LARGER SHIFT IN
THE ENERGY WORLD.**

Three decades ago, Suzlon pioneered wind energy in India at a time when renewable energy itself was still emerging.

We built deep expertise across wind technology, manufacturing, development, EPC, and lifecycle services. But the future of energy now demands more than standalone wind solutions.



TO SOLVE
THE MODERN ENERGY
CHALLENGE,
SUZLON IS NOW A
FULL-STACK
RENEWABLE ENERGY
SOLUTIONS
CONGLOMERATE.

One that integrates wind, solar, storage, smart energy management systems, digital intelligence, and lifecycle services into a connected energy ecosystem. We're moving from generating renewable energy to making renewable energy work reliably, intelligently, and continuously

AT SCALE.



THIS IS WHAT

SUZLON

2.0 LOOKS LIKE.



+ FULL STACK RE + WIND + STORAGE

+ RE DEV CO + RE ASSET
MANAGEMENT + RE PROJECTS

We're building ourselves on five strengths that continue to differentiate us in a rapidly changing energy landscape.

ENDURING PERFORMANCE

Suzlon's focus is not just on installing renewable energy systems, but on ensuring they perform reliably over decades. Built on three decades of engineering, field intelligence, and lifecycle expertise, our integrated wind, solar, storage, and digital ecosystems are designed for long-term efficiency, reliability, and operational resilience. Good Energies That Work means energy systems that continue delivering value over time.

LIFETIME PARTNERSHIP

Renewable energy is about renewed relationships. It is a long-term operational journey. Suzlon partners with customers across the entire lifecycle – from development and EPC to smart OMS, upgrades, digital optimisation, and asset management. As energy systems become more integrated and complex, customers need partners who stay invested beyond commissioning.

SERVICE LEADERSHIP

As renewable energy evolves into interconnected ecosystems across wind, solar, storage, and digital infrastructure, operational intelligence becomes critical. Suzlon's service leadership spans 21,500 MW across 17 countries on six continents. It combines predictive analytics, multi-technology OMS, remote monitoring, and field expertise to help customers maximise uptime, generation, and lifecycle performance across assets.

END-TO-END SOLUTIONS

The future of renewable energy depends on integration. Suzlon's evolution into a full-stack renewable energy company allows customers to access development, manufacturing, EPC, storage, hybrid systems, digital solutions, financing support, energy management, and lifecycle services through one connected ecosystem. This reduces complexity, improves coordination, and creates more reliable renewable energy outcomes.

TRUST OF A PIONEER

Suzlon helped build the renewable energy movement when the industry was still emerging. Three decades later, that experience continues to shape how we engineer, operate, and scale renewable energy systems for the future. Customers trust Suzlon not only because of our technology, but because we understand the realities of building renewable energy at scale across changing markets, technologies, and energy systems.

TO ALIGN WITH OUR STRENGTHS,
WE'VE RENEWED OUR PURPOSE:

**WE'RE CONSTANTLY
ADVANCING GOOD
ENERGIES TO MAKE
THE WORLD WORK.**



OUR BRAND PROMISE

This is our commitment to absorbing complexity so our partners can focus on their own growth. We deliver clean, beneficial power backed by proven, dependable performance shifting from promises to real-world execution, every single day.

GOOD ENERGIES THAT WORK

GOOD (what we create):

Beneficial, for customers, communities, economies, and the environment, while infusing positive human energy into every project.

ENERGIES

(what we deliver):
Embodies the clean, renewable power we harness and scale.

THAT WORK (how we prove it):

Delivering on demand, performing under pressure, and proving capability

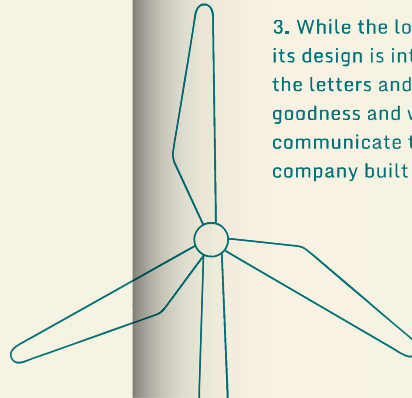
OUR LOGO

1. If As our industry evolves and our end-to-end offerings rapidly expand beyond wind into solar, and storage, our logo has evolved too. We have deliberately shifted away from our traditional manufacturing aesthetics toward clean, sharp tech codes that reflect the precision and efficiency of a renewable energy management company.

SUZLON

2. If you look closely at the precise cuts within the custom letterforms, you will see that they mirror the angle of wind turbine blades. This is an intentional and permanent homage to our proud origins as the pioneers of India's wind energy landscape.

3. While the logo is built for technological precision, its design is intentionally softened. The space between the letters and soft, rounded corners reflect the goodness and warmth of nature. They visually communicate that we are an approachable, welcoming company built on enduring, lifetime partnerships.



OUR FONT

Monda is our new typeface and acts as our distinct voice everywhere. It is a futuristic and dynamic font, designed with sharp geometry and unique letterforms that give our brand a distinct, digital-first character.

M O N D A

With its bold, tech-inspired aesthetic, Monda perfectly reinforces our confidently definitive and forward-looking identity. It ensures that whenever we speak—whether on a billboard, a screen, or a presentation—our words always land with clear, expert confidence.

Regular
Medium
Semi Bold
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
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OUR COLOURS

EVER TEAL:

Carries the endless energy of nature, dialled into a sharp, tech-driven aesthetic to represent our role as forward-looking innovators.

PRIME YELLOW:

The vibrant pulse of "Good Energies." It brings undeniable life, optimism, and infectious passion to everything we do.

HUMBLE BEIGE:

Keeps us grounded in real-world needs, ensuring we always remain warmly personal and highly accessible experts.

OUR DESIGN DEVICE

Our design device, the 'Sum' reflects the strength of standing together and the idea of balance captured in Sama. It represents the belief that when we come together, we become stronger, more capable, and more whole.

WE'RE ROOTED IN OUR VALUES:

COURAGE AT EVERY STEP

We bring courage to every decision and step; innovating, leading change, and pioneering new paths, even when it's tough. This courage shows up in how we innovate: by questioning existing systems, taking responsibility for new ideas, and committing to make them work in the real world. We keep moving forward with confidence, shaping reliable energy solutions that meet today's needs and tomorrow's potential.

EMPATHY FOR ALL

We listen deeply, stay humble in our approach, and understand diverse needs with genuine care. This empathy builds strong, lasting relationships beyond contracts, strengthens self-reliance in communities, and supports our teams in doing their best work. By valuing people and partnerships as a core strength, we ensure our progress lifts others while delivering uninterrupted outcomes.

MAKING IT HAPPEN, NOW

We take ownership to turn plans into reality, handling the details so our partners can focus on their growth. It's about being dependable, adapting quickly, and delivering without excuses. This commitment builds trust and keeps progress uninterrupted, for us and everyone we serve.

TO OFFER CUSTOMER EXPERIENCES THAT

SCALE REASSURANCE,
ARE EXCITINGLY POSITIVE,
AND OFFER OUTCOMES
IN BETA THROUGH
EXPERT CONFIDENCE.



OUR TEAM OF GOOD ENERGY PEOPLE IS GUIDED BY OUR **BEHAVIOURS**, WHICH ARE INSPIRED BY OUR PURPOSE TO GUIDE US FOREVER AND ARE ACTIONABLE

We lead with good in our hearts, hence, it is important that we care for the concerns and issues of the ones surrounding us, not just our clients, but also our colleagues.

When we start doing that, we will always be on the look-out for the issues that may appear tomorrow, and hence, our first reaction should that be of proactively communicating this to others and tell them how and/or when we can resolve it.



**EXPLORE
BOLDLY**

**LEAD WITH
CARE**



We are passionately curious about the knowledge, about our colleagues, our customers, and people who are impacted by our work as a whole. We seek out new possibilities with curiosity and courage.

We bring customers into the design room, not just the boardroom. We test, iterate, and learn openly, without ego or fear of imperfection. We believe better answers emerge when we invent with, not for.

We all bring good energies to our work, and combined, when delivered as one, we will make the deepest impact through our work while making everyone part of the process that brings about the change. We check with each other before committing. We share information openly, not selectively. We listen to the realities of those who must deliver. We prioritise the long-term trust over short-term targets.

POWER OF ONE



REMARKABLY REAL

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WE DO OUR BEST WORK WITH TRUST, BUILD OUR OWN PATHS WITH CONFIDENCE, SHAPE WHAT'S NEXT WITH INTENT, AND GROW EVERY DAY WITH MEANING. BECAUSE WE STRONGLY ALIGN WITH **OUR PRINCIPLES.**



WORK WITH THE BEST

A place built on world-class systems so fairness isn't optional but automatic.

Efficiency and equity go hand-in-hand here and every process helps you move faster and not hold you back.

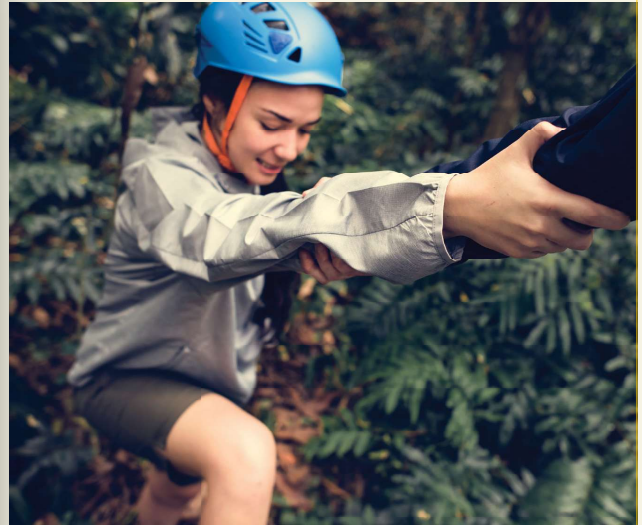
At Suzlon, when we all work the world-class way, excellence becomes effortless.

SET NO LIMITS

Growth isn't left to chance, it is mapped with you & for you.

Here, every individual has a clear path forward, supported by guidance, feedback, and opportunity. You're encouraged to define your own milestones and pursue them with purpose, knowing the system will recognise and reward your progress.

When every career has a direction, ambition finds its way naturally.





SHAPE THE NEW WORLD TOGETHER

You have the structural support and strength of a legacy that believes in renewal. You're encouraged to question, experiment, and build.

Here change isn't a challenge to tradition but it is a cycle of renewal. When every individual takes ownership of the future, we don't just adapt and react to the new world but we help proactively shape it.

LEAD BY LEARNING

The future belongs to cultures where teaching and learning aren't scheduled events but second nature woven into everyday work. A place where experience is passed on, and ambition finds direction when rightly guided.

By nurturing and institutionalising these qualities we turn empathy into an everyday practice that sustains both progress and people.



Suzlon is here to stay. Not just to offer clean energy for the sake of sustainability, but intelligent energy systems that allow humanity to continue progressing without damaging the future of the planet.

POWER HUMAN PROGRESS

WITHOUT COSTING
THE PLANET ITS
FUTURE.

SUZLON

**GOOD
ENERGIES
THAT WORK**