



Press Release

BEML Unveils 'Infinix'—A Bold New Brand Identity at Aero India 2025

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In a defining moment of transformation, BEML Ltd. unveiled its new brand identity, **'Infinix,'** at the prestigious Aero India 2025. Admiral Dinesh Kumar Tripathi PVSM, AVSM, NM, Chief of Naval Staff (CNS), unveiled the new logo at the BEML stall, alongside Shri Shantanu Roy, CMD, BEML Ltd., Functional Directors of BEML and senior officers from Defence Forces, in a grand display featuring motion graphics that traced BEML's remarkable 60-year evolution. This landmark event showcased BEML's growing prowess in Aerospace and Defence through a fully digital and immersive experience.

BEML's Infinix logo represents more than a rebranding—it is a profound transformation. The freed Phoenix, breaking out of its circular boundary, symbolizes limitless aspirations and an unyielding commitment to innovation, agility, and excellence. Its outstretched wings embody BEML's relentless pursuit of breakthrough solutions across Air, Land, and Sea. The name 'Infinix'—a fusion of 'Infinity' and 'Phoenix'—draws inspiration from aerodynamic precision, mirroring BEML's expertise in cutting-edge engineering, mobility solutions, and future-ready technologies. Its fluid, dynamic form represents power, speed, and a forward-thinking vision that drives BEML to redefine industries.

Congratulating BEML on this transformative journey, **Admiral Tripathi**, shared: "I extend my heartfelt congratulations to the leadership and entire team of BEML on this historic occasion. The unveiling of 'Infinix' reflects your bold vision to emerge as one of India's most valuable companies, both nationally and globally. As BEML ventures into futuristic sectors, driving national progress and technological excellence, I have no doubt that even greater milestones lie ahead."

This rebranding marks a new era for BEML—not just a visual shift but a powerful declaration of ambition, innovation, and impact. The 'Infinix' identity underscores BEML's mission to shape the future, delivering next-generation solutions that empower India and the world.

Expressing his enthusiasm, Shri Shantanu Roy, CMD, BEML Ltd., shared: "The new logo symbolizes our evolution from a legacy-driven enterprise to a global force in engineering, leading the way in key sectors. This transformation mirrors our aspirations to expand into new markets, explore emerging

technologies, and embrace the challenges of tomorrow with unmatched vigor and determination. It carries with it the collective dreams and ambitions of BEML's people—employees, partners, stakeholders, and customers. It is a symbol of our shared purpose to create value, drive progress, and leave an indelible mark on the world."

At Aero India 2025, BEML Ltd. will showcase its latest advancements in Aerospace, Defence, and Strategic Engineering, reinforcing its commitment to innovation and indigenous manufacturing. The spotlight will be on its cutting-edge Unmanned Aerial Vehicles (UAVs), including Vihangam-35, a high-performance reconnaissance and surveillance UAV developed in collaboration with IIT Kanpur, and Abhinandan HNX50, a next-generation RPAS.

In the realm of Space and Missile Technology, BEML will present ISO Grid Panels designed for ISRO's LVM3 launch program, along with Light Alloy Structures for advanced launch vehicles. The company is also displaying its expertise in missile casings, which play a critical role in India's defence programs, including Akash and Kusha.

BEML's contribution to Aircraft and Helicopter Components will be demonstrated through its precision-engineered airborne parts and Ground Support Equipment (GSE) for the LCA Mk1, reinforcing its role in India's aerospace advancements. Additionally, in Maritime Defence, BEML will highlight its Marine Gas Turbine Flame Tubes, engineered to enhance naval propulsion efficiency, and the Universal Bomb Pallet, designed to strengthen India's airforce armament systems.

With its diverse portfolio and continuous innovation, BEML remains at the forefront of India's aerospace and defence ecosystem, driving technological advancements that contribute to national security and global competitiveness.

About BEML- BEML Limited is a leading multi-technology 'Schedule A' company under the Ministry of Defence, plays a pivotal role in serving India's core sectors like Defence, Rail, Power, Mining and Construction by offering world class products. BEML Limited, a committed player in the field of manufacturing earthmoving, transportation, and construction equipment, celebrates a rich legacy spanning six decades of relentless pursuit of excellence and innovation.



Defence & Aerospace | Rail & Metro | Mining & Construction

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