

# BELDEN OPENS NEW CUSTOMER INNOVATION CENTER & EXPANDS OPERATIONS IN INDIA

## BELDEN OPENS NEW CUSTOMER INNOVATION CENTER IN BENGALURU

India opening marks the fifth Customer Innovation Center globally and the second in the Asia Pacific region Belden Inc., a leading global supplier of network infrastructure and digitization solutions, today inaugurated its fifth Customer Innovation Center (CIC) in Bengaluru, India. The new CIC will serve as a strategic hub for co-innovation, bringing together customers, partners and Belden experts to develop, test and validate industry-leading solutions that address the unique challenges of today's digital world. The center will focus on key business goals such as innovation, customization, digitization and providing a space where solutions



can be crafted and validated onsite to simulate real-world challenges.

Following the successful launch of CICs in Stuttgart, Germany; Santa Clara, California; Shanghai, China; and Chicago, Illinois, the Bengaluru CIC marks another significant stride in Belden's commitment to supporting customers in their digital journey. The CICs address our customers across industrial and enterprise markets with network and data solutions that

deliver automation and smart infrastructure. In addition, the company's substantial investments in manufacturing and engineering underscore a strong dedication to quality and innovation in India, reinforcing Belden's position as a leader in advancing cutting-edge solutions for a rapidly evolving digital landscape.

Speaking at the announcement and launch, Dr. Ashish Chand, President, and CEO said, "India stands as a rapidly expanding market, and its significance for Belden is paramount. We are excited to expand our Customer Innovation Center network with the launch of our Bengaluru facility. It will play a pivotal role in addressing the evolving market of automation and smart infrastructure in India. This center in Bengaluru reflects Belden's dedication to investing in solutions that meet the evolving needs of our customers in India."

Belden's Customer Innovation Center, known for its vendor-agnostic approach, has the primary goal of accelerating the design and implementation of robust, reliable, and secure networks that provide the necessary data and insights for



## MARKET NEWS

making informed and effective business decisions. It focuses on four main pillars - technical consulting, services and support, education and events, and project management - that transform ideas into solutions.

The launch of the Bengaluru Customer Innovation Center marks another significant step in Belden's global expansion strategy. The company eagerly looks forward to welcoming customers, partners and industry leaders to explore co-innovation possibilities and collaborative solution development at the Bengaluru CIC.

### BELDEN EXPANDS OPERATIONS IN INDIA WITH PHASE 2 OF PUNE PLANT

Belden has marked a significant milestone in its operations in India with the groundbreaking ceremony of expansion of their manufacturing facility in Chakan, Pune. This expansion adds to the existing footprint by 19,000 square meters and represents a substantial investment of approximately \$40M (INR 330 Crores), reaffirming Belden's commitment to meeting the region's burgeoning demand.

"In India, where industrial, broadcast and enterprise markets are experiencing remarkable growth, our expansion is strategically positioned to cater to this unique opportunity. With the expansion of our facility, we are emphasizing our dedication to sourcing raw materials locally. This underscores our unwavering commitment to 'Made in India for the World.' With the strategic establishment of this facility, we not only strengthen our domestic roots but also envision it as a pivotal export hub,"

said Dr. Ashish Chand, President and CEO.

The expansion will result in a substantial increase in Belden's production capabilities, allowing the company to meet the rising demands for network and data solutions. With this investment, Belden aims to strengthen its foothold in both domestic and foreign markets. The phase II of Chakan plant will serve as a hub for delivering high-quality products for network infrastructure solutions worldwide.

The expansion of the current manufacturing plant aligns seamlessly with Belden's substantial

and building automation, connectivity solutions and assemblies of patch cords and connectors tailored for diverse industrial applications, reinforcing Belden's global impact.

Commenting on the expansion, Brian Lieser, EVP, Industrial Automation Solutions at Belden, said, "This expansion underscores Belden's dedication to meeting the evolving needs of the automation market. We are excited about the enhanced capabilities this facility brings, allowing us to better serve our clients and contribute to the growth of the automation and



investments and capabilities showcased at their Customer Innovation Center (CIC) and R&D/engineering facilities in India. It underscores the company's commitment to excellence, quality, and continuous innovation in delivering market leading solutions. Belden's expanded facility will be equipped to manufacture state-of-the-art specialized Ethernet switches and firewalls designed for industrial

smart infrastructure industries both locally and internationally."

The ongoing investment in manufacturing facilities reflects Belden's commitment and ability to adapt to changing customer requirements and fostering the expansion of the Indian market. It speaks also of the positive impact of innovating, creating jobs, and contributing to the advancement of automation technologies globally. ■