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## PRESS RELEASE

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DJ Bangara



R. Multani



H. Lopez



A. Ponniah



Satyanarayan K.

### **idX launches new division in India**

*Leading consumer environments company formalizes its presence in the country following three years of successful development*

ST. LOUIS, MO--idX Corporation, a global leader in the manufacturing of consumer environments, has launched a new division to support the company's already-active presence in India's fast growing retail market.

idX India, headquartered in Bangalore, will employ a team of people including strong leaders in Management, Business Development, Design/Engineering, Project Management and Installation.

Mayur Patadia, General Manager of idX Chicago, will also serve as General Manager of idX India. Patadia has led idX Chicago for the past three years, successfully building idX's creative development group and branded fixture capabilities.

"idX has already had considerable success in India, working with both India-based companies and companies expanding into India," Patadia said. "The new division allows idX to respond quickly to the growing demand for our expertise in that market."

D.J. Bangara has been named Managing Director of idX India. Bangara has worked with idX for the past three years overseeing the company's entrance into India and managing its involvement in a number of successful retail projects. His 30+ years previous experience leading a signage, graphics and brand communications company complements idX's needs in India.

Joining Bangara in leading idX India are:

- Raman Multani, who assumes the role Business Development Director for idX India, will be based in the Delhi office.
- Harvey Lopez, who joins idX India as Project Management Director.
- Arun Ponniah, who joins as Creative Services Director.
- Satyanarayan K, who joins as Senior Project Manager.

"As the Asia retail market continues to mature and grow, the addition of idX India supports our strategic plan toward becoming the preeminent fixture supplier to that region," said Terry Schultz, idX CEO.

Among the company's clients in India are Arvind, Creyate (a division of Arvind), Fitch India, Fossil, Starbucks and Coca-Cola.



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**Note to Editors:** More information on some of idX's work in India is available here:

Arvind -- <http://www.nxtbook.com/nxtbooks/designretail/201408/index.php#/54>

Starbucks -- <http://news.starbucks.com/news/virtual-road-trip-india>

Fossil -- <http://www.livemint.com/Industry/J9LnPjDCK8bmN4HsAP1cKK/Fossil-plans-to-set-up-25-stores-in-5-years.html>

**About idX Corporation**

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services -- the complete solution for the retail, hospitality, financial and permanent point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing more than 3 million square feet of manufacturing and warehousing space, and nearly 1,500 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Aeropostale, Guess?, Ann Inc., Fossil, Dell, Disney, Ralph Lauren, Microsoft, Luxottica, Dollar Tree, Bank of America, Wolverine World Wide, Kate Spade, Blackhawk Network, Ascena Retail Group, John Deere, Starbucks, Calvin Klein, Belk, JCPenney, TJX, Hanes Brands, Dillard's, Estee Lauder Companies, Shoe Carnival, T-Mobile, Tesla, Kroger, Chico's and Michael Kors. For more information, visit [idxcorporation.com](http://idxcorporation.com).