

LARGER THAN LIFE
A CELEBRATION OF GREATNESS

General Electric, famously known as GE, is a 130-year-old company, headquartered in New York, manufacturing and marketing, some of the leading essential goods of this global era. From jet engines to power generation, financial services to security, medical imaging to ecomagination, news & information, GE is acknowledged world over as high-performance company delivering key solutions, to more than 100 countries and territories. The great legendary scientist Thomas Alva Edison, best known for his invention of Electric bulb, is one of the company's founding fathers. Several of Edison's early business offerings are still part of GE today, including lighting, transportation, industrial products, power transmission, and medical equipment

It is also known to be a company dedicated to developing leaders. 27 of GE's executive are running business today that would qualify as Fortune 500 companies on a stand-alone basis. GE's divisions include GE Commercial Finance, GE Industrial, GE Infrastructure (including GE Aviation and the former Smiths Aerospace), GE Consumer Finance, GE Healthcare, and NBC Universal, an entertainment company. Each "business" is itself a vast enterprise, many of which would, even be considered as a standalone company. In terms of market capitalization as of 30th June 2008, GE is the world's sixth largest company.

General Electric

Founded in 1892



Greatness Personified

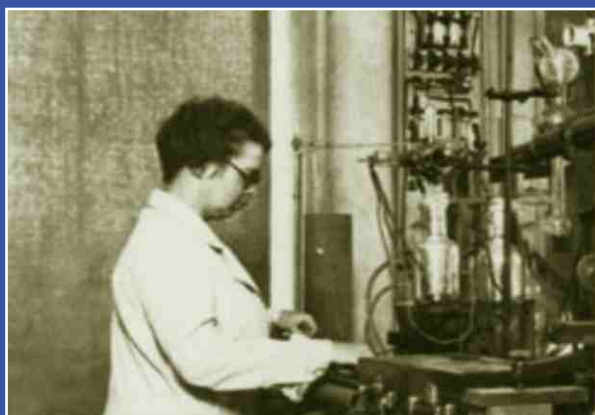
History

- In 1876, Ohio-born Thomas Edison came up with one of the most famous inventions of all a practical incandescent electric lamp. By 1890, Edison had organized his various businesses into the **Edison General Electric Company**.
- In 1879, Elihu Thomson and Edwin J. Houston formed the rival **Thomson-Houston Electric Company**.
- In 1892, these two major companies combined, in a merger arranged by financier J. P. Morgan, to form the **General Electric Company**, with its headquarters in Schenectady, New York.
- GE founded the **Radio Corporation of America (RCA)** in 1919 to further international radio.
- 1960s GE got into computer manufacturing because in the 1950s they were the largest user of computers outside of the United States federal government. In 1970 GE sold its computer division to Honeywell.
- In 2002 Francisco Partners and Norwest Venture Partners acquired a division of GE called **GE Information Systems (GEIS)**.
- Genpact formerly known as **GE Capital International Services (GECIS)** was established by GE in late 1997 as its captive India based BPO.

Key Facts

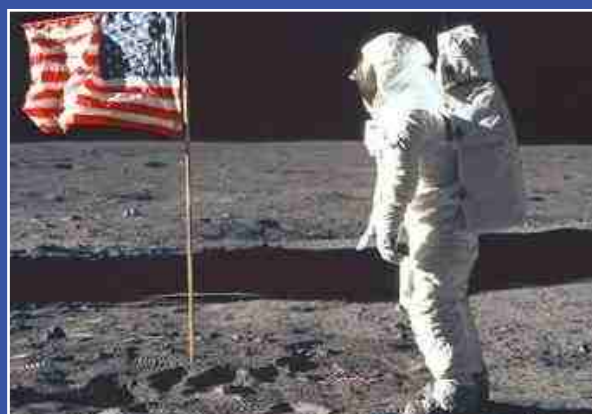
1981 - 2001 Mr. Welch, a native of Salem, Massachusetts, served as Chairman and Chief Executive Officer of General Electric (GE) from 1981-2001.

During his 20 years of leadership in this position, Welch increased the value of the company from \$13 billion to several hundred billion. He is author of New York Times and also international best-selling autobiography, *Jack: Straight from the Gut*.



Katharine Burr Blodgett, the first woman scientist to join the GE Research Laboratory, invented non-reflecting, invisible glass in 1939. It was the prototype of coatings used today on most camera lenses and optical devices.

In 1969 Neil Armstrong took the first step on the moon with boots made from GE silicone rubber. Fred J. Borch was presiding Chairman & CEO.



Rising to the challenges of one billion people, who currently lack access to clean water, GE is the largest supplier of desalination plants in the world.

Our worldwide fleet of BCL300 centrifugal compressors prevents more than 49 million tons of CO2 emissions every year. That's the equivalent of taking 10 million cars off the road.



Brand

General Electric has the fourth most recognized brand in the world, worth almost \$49 billion. CEO Jeffrey Immelt had the new brand commissioned in 2004, after he took the reins as chairman, to unify the diversified businesses of GE. The brand included a change of the corporate color palette, small modifications to the GE Logo, a new customized font (GE Inspira), and a new slogan, "imagination at work" replacing the longtime slogan "we bring good things to life". The new brand requires many headlines to be lowercased and adds visual "white space" to documents and advertising to promote an open and approachable company. The new brand was designed by Wolff Olins and is used extensively on GE's marketing, literature and website.

Corporate achievements

- Over the years GE has received several awards honoring them for their accomplishments, values and reputation:
- In Fortune Magazine's 2005 "Global Most Admired Companies" list, GE ranked first overall. (February 2005)
- In Fortune Magazine's 2006 "America's Most Admired Companies" list, GE ranked first overall. (March 2006)[14]
- GE was named to the Dow Jones Sustainability World Index as one of the world's leaders in environmental, social and economic programs.
- GE ranked 9th on Fortune Magazine's "50 Most Desirable MBA Employers" list. (April 2004). In 2004, GE was named number one company for employers and employees on the Forbes 500 Global Player list.

Quiz

- 1) GE is headquartered in.....
- 2) Which two companies came together to form GE?
- 3) The current CEO of GE.....

Last Quiz Winners

Ravi Bhargava - Xcelris • Alpesh C. Mehta - Costing • Snehasish Sen - Finance