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Quippo brand rechristened as Quippo - Based on rationale, "Equipped to Perform"



Company Brief
New Delhi, February 22, 2008

The Quippo group of companies, a global transnational corporation, which boasts of an asset of over 200 MN USD and with a presence in more than seven diverse business verticals, today unveiled its new identity and will now be known as the Quippo Group. The Conglomerate is on course to trek towards US\$ 1 bn by 2012.

Quippo expresses "Equipped to Perform" as the rationale. The Quippo logo is modern and symbolizes forward movement. It symbolizes the organization as a powerhouse of progress, impelled by customer partnership, respect for people, integrity; stakeholders value enhancement, professional entrepreneurship & passion for excellence.

Mr. Sunil Kanoria, VCMD, Quippo Group, said, "Consolidation involves coming together as a single individual and collective strengths and working together. The group structure and formalizing a new identity is a step towards realizing our defined growth path." He explained, "As a new and emerging transnational, Quippo is committed towards world class systems and processes and a 360-degree Indian employer brand."

Mr. Ujval Aurora, Head-Corporate Communications, Quippo Group, said, "As of the 1st Feb 2008 marks an asset base of over 200 MN USD. As the communications strategist, my team conceived the process and it was exciting to direct this strategic initiative. The new identity reflects the new India and a recognized leading employer brand. Quippo is now on course to become one of the leading nationals".

He further added, "The new logo was strategically formulated to present a fresh, new and unique look, creating the look we considered our history, culture and future growth. We want to leverage this to communicate to our stakeholders."

Re-living the entire branding experience, Mr. Aurora said, "Adoption of a group identity for a challenging task and it has been an exciting and a rejuvenating experience. We will be unveiling this from this month (February)."

The Group, the identity and the logo were formulated after a couple of months' work of select

a new brand identity. Following which Quippo Group had called for a creative pitch.

The new logo and brand was conceptualized by Fusion Advertising after an exhaustive research also took inputs from various stakeholders at several focus group sessions held earlier this year. Best practices and processes were followed in the group identity process.

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