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**Quippo rechristened as Quippo Group, unveils new corporate identity**

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[exchange4media News Service](#)

The Quippo Group has unveiled their new group corporate identity and will now be known as Quippo Group. The new logo reflects their rationale – ‘Equipped to Perform’. The new logo and brand has been conceptualised by Fusion Advertising, who were roped in after a creative pitch.

The new identity symbolises the organisation as a powerhouse of progress, impelled by its fundamentals of customer partnership, stakeholders’ value enhancement and professional entrepreneurship with passion for excellence.

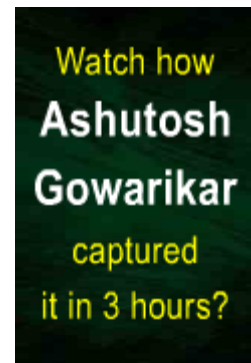
Sunil Kanoria, VC and MD, Quippo Group, said, “Consolidation involves coming together as a group, leveraging on individual and collective strengths, and working together. The group structure and formalising it with a group identity is a step towards realising our defined growth path. As a new and emergent global transnational, Quippo is committed towards world class systems and processes and a 360-degree reputation as an Indian employer brand.”

Ujval Aurora, Head-Corporate Communications, Quippo Group, said, “The new logo was strategically formulated to present a fresh, new and unique presence, and in creating the look we considered our history, culture and future growth. We want to leverage the brand further and communicate to our stakeholders.”

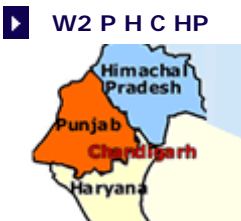
He further said, “Adoption of a group identity for any organisation is a challenging task and it has been an exciting and a rejuvenating experience. We have unveiled a print campaign in February. The advertisement is heavily towards niche business magazines.”

The Quippo Group is an India-based global transnational corporation, which is into infrastructure services, including construction, mining, oil and gas, telecom, energy and asset valuation and auctioneering. The company’s asset base is over \$200 million and is present in Russia and the Middle East.

The other businesses of Quippo are a joint venture with Henry Butcher, a company providing plant and machinery valuation, which also auctions equipment and is also into gas-based energy generators rental business. Quippo also has a JV with Larsen & Toubro for its equipment rental operations in South India. The company recently forayed into the mining sector with huge mining projects in coal, iron ore and bauxite fields.



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