

NIPPO UNVEILS ITS NEW BRAND IDENTITY IN ITS GOLDEN JUBILEE YEAR

Indo National Limited incorporated in 1972 as a joint venture between visionary entrepreneur. P. Obul Reddy and Matsushita Electric Industrial Co., Ltd. of Japan. Since its inception in the seventies, Nippo has been a name synonymous with batteries in almost every Indian household. Nippo's high quality and powerful performance has left a special mark in the Indian market for the last five decades. In 1973, the INL's first factory was established in Nellore, Andhra Pradesh.



Nippo introduced its first product to the market: Nippo Hyper. It immediately drew public attention, especially from rural customers, for its high performance and low cost. Since then, Nippo has never looked back. Throughout the last five decades, Nippo has entered new product markets to expand their brand vision and cater to customer requirements. They market various ranges of Batteries, Torches, Mosquito Bats, Led Lightings and Electrical Accessories.