

LEADING BATTERY-MANUFACTURING COMPANY GETS NEW LOGO



Indo National Limited was incorporated in 1972 as a joint venture between visionary entrepreneur Mr. P. Obul Reddy and Matsushita Electric Industrial Co., Ltd. of Japan. Since its inception in the 70s, 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. INL recently unveiled a new logo for the brand. The revamped logo represents Indo National Limited's new brand identity in the company's 50th year. The all-new Nippo logo is more youthful and more contemporary to excite its core consumers and to get more consumers into its current and future categories. "This year marks Nippo's golden jubilee anniversary. And, along with celebrating 50 years of existence, we are now entering a new and exciting phase. We have advanced far ahead of our core and are now ready to dive into new India's opportunities", says Mr. Aditya Reddy, joint managing director.