



Nippo unveils new brand identity

INL unveiled a new Nippo brand logo, the new revamped logo represents Indo National Limited's new brand Identity in their 50th Year. The logo is more youthful and 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. 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 Aditya Reddy, joint managing director.

