



**3i Infotech**<sup>®</sup>  
LIMITLESS EXCELLENCE

December 14, 2023

**BSE Limited**

Sir Phiroze Jeejeebhoy Towers  
Dalal Street, Fort,  
Mumbai – 400 001  
Security Code: 532628

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C-1, Block G  
Bandra Kurla Complex,  
Mumbai – 400 051  
Scrip code: 3IINFOLD

Dear Sir/ Madam,

**Sub: Press Release**

Please find enclosed herewith a Press Release issued by the Company, titled “**3i Infotech Redefines the Brand ‘NuRe’ Identity**”.

You are requested to take the same on record.

Thanking you.

Yours faithfully,  
**For 3i Infotech Limited**

**Varika Rastogi**  
Company Secretary

Encl: As Above



### 3i Infotech Redefines the Brand 'NuRe' Identity

*Strengthens its Digital Promise to industry for seamless digital transformation*

**Mumbai, December 14, 2023:** 3i Infotech Limited ([BSE: 532628](#)) ([NSE: 3IINFOLTD](#)), a leading digital transformation and technology solutions provider, proudly unveils a refreshed brand identity for 'NuRe,' its dynamic digital business vertical housing innovative initiatives. The new logo, featuring the convergence of rectangles, symbolizes the company's commitment towards advancing businesses exponentially and responsibly, promising excellence and enduring results at the intersection of innovation.

NuRe's transformation narrative finds expression in a logo representing the potency of convergence. Rooted in the strategic intersection of geometrical shapes, the emblem echoes the brand's dedication to innovation, collaboration, and transformation. Inspired by the elegance of the periodic table, NuRe's logo portrays it as a catalyst, where distinct elements unite to form powerful compounds.

Addressing the momentous occasion, **Thompson P. Gnanam, Managing Director, and Global CEO, 3i Infotech**, stated, "With this renewed brand identity of NuRe, we recommit to our clients, aiming for excellence and helping businesses advance in a robust and responsible manner. As a core tech company, this new logo, represents our promise to deliver Return on Digital".

"Introducing NuRe as the designated vertical for the digital suite of products has proven highly effective. NuRe's fresh approach towards providing seamless digital transformation has led to a remarkable increase in the new order book by 100 logos." **Gnanam added**, "We believe in being Cognitive Powered, Cloud First, Digital Inside, and Edge Ready, leveraging these pillars to solve modern-day business complexities with efficiency."

Symbolizing NuRe's role at the confluence of a wide spectrum of services, products, platforms, and incubated companies, the logo is a visual testament to NuRe's mission as a problem-solving, innovative partner. Vibrant colors reflect the dynamic essence of the company, embracing a youthful and inclusive spirit. Anchored by the tagline "Return on Digital," NuRe's narrative unfolds as a commitment to enduring value in a digital-first era, where the convergence of elements leads to sustained excellence. The hybrid brand architecture ensures a seamless and unified representation of NuRe's diverse offerings.

**Rangapriya Goutham, Chief Marketing Officer, 3i Infotech**, emphasized, "It was not just about getting the brand visual right. Instead, it was building a brand architecture that supported the NuRe ecosystem. The visual has two distinct shapes of a square and a rectangle, both playing unique roles and finally culminating in our aim of engineering bespoke solutions to address every unique problem of each of our customers."

NuRe originated from 3i Infotech's commitment to fostering innovation. The ever-evolving tech landscape demanded a fresh approach, leading to the conception of NuRe to help the company's clients tangibly embrace digital transformation.

Over the years, NuRe has evolved into an ecosystem offering a wide array of services, products, platforms, and incubated companies, embodying customer-centric problem-solving, innovation, and collaboration. The brand resonates with the new generation of thinkers and innovators, making the new NuRe brand a true representation of its primary goal.



For 3i Infotech, establishing NuRe's unique brand identity is paramount. The new brand identity for NuRe is not just about crafting a compelling story but also empowering the organization to aim higher. Recognizing the need for a shift from merely cloud technology to a comprehensive digital transformation partner.

**About 3i Infotech Limited:**

3i Infotech Limited, incorporated in 1993 and headquartered in Mumbai, India, provides information technology services and software solutions. With 25+ years of experience, the company has emerged as a leading name in propelling the current wave of digital transformation initiatives across BFSI, Healthcare, Manufacturing, Retail, and Government sectors. Operating through three key segments, Enterprise Services, Professional Services, and Digital Business Services, 3i Infotech has over 6000+ employees and 500+ clients worldwide.

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