

Netscribes unveils new identity

With a new corporate identity, more tie-ups and service offerings and a new location, Netscribes is all set to carve a whole new success story

June 1, 2009: Netscribes, a pioneering knowledge consulting and solutions firm announces the unveiling of their newly re-vamped website, corporate logo and service offering. The re-launch comes close on the heels of the relocation of their corporate headquarters to the heart of Mumbai, India's commercial district (Parel).

The exciting new image is to keep apace with the fast moving environment on the Internet. Netscribes' latest move demonstrates the importance of remaining up to date with current internet trends and its impact on the information industry. The new logo was inspired by the "@" symbol which is used in all modern day e-mail addresses, representing the modern tools and techniques Netscribes uses to provide research, knowledge management and communication solutions to its clients.

While commenting on the latest initiative, Mr. Sourav Mukherjee, Founder & CEO, Netscribes, said, "In order to build a successful corporate brand Netscribes needed a visual identity that was a true representation of the times we live in. Delivery formats for information, research and content are changing with the expansion of the Internet, and firms that innovate and meet those changing needs for greater interactivity, quicker response time and ready-to-use formats will gain over others. We hope we have achieved this through a more visually appealing, comprehensive, user friendly site and hope to continue the process of change."

Netscribes also recently relocated their Mumbai, India office to the heart of the city's commercial centre. It is hoped that this move will complement its business positioning, which is more consultative in its business proposition. Moreover, the new office allows the firm to be closer to its India clients in Mumbai. Currently, around 70 per cent of the firm's business comes from the US and Europe and the remaining from India.

Netscribes counts some of the top Fortune 500 organizations among its clientele, which include global investment banks, private equity firms, hedge funds, global software services firms, large corporations and research and media firms.

Netscribes' expertise spans areas of investment & market research, knowledge management and communications support. The company has an active presence across the world in key geographies such as the United States, Europe, the Middle East, Asia-Pacific and India.

For more information:

Gagan Kaul

E-mail: gagan.kaul@netscribes.com

Mobile: +91 98190 63363