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InterGlobe Enterprises unveils its new brand identity

InterGlobe Enterprises has been among the pioneering GSAs in the country. A business that the company grew up with, and then gradually but firmly moved into other businesses. Over the years, primarily in the last two decades, the company has grown into becoming a formidable player in aviation and travel-related services.



Recently, it unveiled its new corporate identity, a transformation that is a first in its 20-year history. The new branding signifies the company's unchanging values of integrity, customer orientation and future-mindedness, and reinforces its commitment to growth through new ventures and new services.

The new brand launch ceremony was attended by numerous friends from the industry, its channel partners from across the country, and also its leading employees, both present and also past. The setting was an impressive Imperial Hotel in the capital – the lawns saw an improvised structure where the new branding was shown through an ingenious laser display.

"InterGlobe started its journey 20 years back, and has emerged as an entity that has set a benchmark in the industry in its role as a key partner, and an owner and maker of engaging and innovative brands. In our journey towards delivering a distinctive blend of innovation and operational excellence, we have not only represented global brands but built new businesses and strengthened our capabilities to deliver innovative and world class customer experience," said Kapil Bhatia, executive chairman, InterGlobe Enterprises. According to him, as InterGlobe moves to the next level of growth, its new brand, more contemporary in look and style, reflects its evolution and expansion, its core values, its growing strength in the market and dedication to its partners, customers, stakeholders and employees.

Speaking on this occasion, Rahul Bhatia, MD, said he personally believed it was the people of the company that had brought about the success. In an elaborate presentation, he introduced the key people who ran the company together. Each of them stood up when named, and were cheered by the gathering, as their name and contribution came up on display on the giant screen.

The new logo has six dynamic spokes of varying lengths and colors held together by an unchanging centre. Inspired by InterGlobe's multiplicity and dynamism, the logo reflects alchemy of ideas and attributes. It expresses the company's three core values, which remain constant in an ever-changing business environment – integrity, customer orientation and future-mindedness. The spokes stand for harmony of fluidity and stability, of change and constancy.

"Today, InterGlobe Enterprises is a USD 1bn company with six strong businesses. We have had a pioneering role in shaping the growth of the aviation and travel-related services industry in India, redefining the customer experience through operational excellence and innovation. The new brand identity reflects our commitment to these principles as we grow our existing businesses and create new ones," said Michael Whitaker, Group CEO, InterGlobe Enterprises.

InterGlobe Enterprises' compelling new brand identity was created with the help of Circus, a London-based boutique brand consultancy, and Grandmother India, the creative partner for designing the new visual identity.

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