



Gridlogic ropes in London-based Fabrik Brands to drive its rebranding initiatives

The move aligns with the company's vision of becoming a brand building technology solutions for the world

New Delhi- 23 November, 2021: Gurugram-based diversified technology services group Gridlogic with interests in gaming, data management and business transformation, today announced the onboarding of London-based design agency Fabrik Brands to drive its rebranding initiatives in order to position the group as a leading gaming technology firm.

The rebranding demonstrates Gridlogic's growth plans as it looks to become the gaming technology company for the world and expand its clientele globally. This transformation is reflected through the company's new logo and website, emphasising its global presence and future ready outlook.



Explaining the significance of the new logo and this partnership, **Pariekshit Maadishetti, Managing Director, Gridlogic** said, "As one of the fastest growing gaming technology groups in the country, our new identity and digital presence will complement the growth of our business and position us as the leading entity from India building solutions for the world. In this endeavour, we are pleased to partner London-based leading design agency Fabrik Brands to provide us a new identity and offer a representation of our future growth".

Gridlogic owns the leading online game Taj Rummy and offers technology gaming services under its brand Taj Network to domestic and global gaming companies. It is looking to rapidly grow its user base by onboarding more customers from across the country and the group's new identity will play a pivotal role in this endeavour.

The new logo evolves the group's visual identity and takes it to another level with the three linear strokes from the previous brand symbols being transformed into dynamic curves. These swoosh around a sphere shape to represent the company's powerful progression and global ambitions.

Steve Harvey, Director, Fabrik Brands said, "Gridlogic is a fast growing organisation and the new logo design aims to capture an organisation that never stands still. This is echoed through modern typography, where an arrow shape, hidden in the 'G' of the name, suggests clear direction and upwards growth. The colour red was chosen to express confidence while capturing the company's passion, strength and energy, a potent combination that provides an inspirational platform for the company's future".

As part of the rebranding exercise, the group will overhaul its website to reflect its new aspirations with various new services across the group's businesses. This will also entail building the Gridlogic's presence across social platforms while giving a character to the fast growing company, in a bid to attract more new age companies and key talent across the country.

In the last 13 years since its inception, Gridlogic forayed into multiple areas such as Skill Games, Casual Games, Platform for Online and Offline industry, marketing, payments aggregation and recently announced its entry into fantasy games with Cricket in a testament to the robust growth the group is witnessing. The rebranding

initiatives will lead to an overhaul of the group's digital presence as it looks to further strengthen its positioning as a leading B2B and B2C gaming technology and group and set the tone for its future growth.

About Gridlogic

Gridlogic is a Gurugram-based diversified technology services group with interests in gaming, data management and business transformation with presence in the United Kingdom and Singapore as well. The group owns the Taj Network, India's largest B2B supplier of online skill and casual games, and offers Skill Games, Casual Games, Platform for Online & Offline industry, Marketing, Payments aggregation. It is also the company behind the supremely popular Taj Rummy online games with interests in various emerging sectors.

Started in the year 2008, Gridlogic has enabled millions of players and technology clients and partners to ride the digital wave in creating value for all stakeholders. The group has been a market leader in producing innovative next generation technology for the regulated & emerging markets. It delivers end-to-end solutions to world leading brands and brought artificial intelligence (AI) into skill gaming as innovation.

For more information, please contact media@gridlogic.in

About Fabrik Brands

Fabrik is a strategically-focused branding agency based in London, and working on the global stage. Since its inception, the company has placed particular emphasis on brand strategy and evolving this into visual and verbal identities that resonate with the clients audiences. Fabrik understands how crucial finding the right strategy and positioning is to an organisation, and the long-term success of the products and services it provides. For more than a decade the company has worked with renowned businesses across many sectors, including finance, technology, industrial and healthcare.