

Publication - Brand Equity

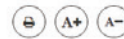
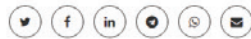
ET **BRANDEQUITY.com**

From The Economic Times

Cigniti Technologies refreshes its brand identity

The refreshed brand look is an elegant expression of the core values and customer-centric approach that Cigniti brings to each of its engagements, the company said in a press statement.

BE Staff • ETBrandEquity • August 09, 2022, 17:20 IST



Representative image (iStock)

Cigniti Technologies has unveiled a [new brand identity](#) reflecting its renewed vision to help its clients in accelerating their [digital transformation](#) journeys and achieve market leadership.

The new brand identity reflects Cigniti's strengthened resolve to be a trusted digital transformation partner for its

clients.

In addition to conveying the futuristic vision, the new logo aspires to uphold a contemporary attitude, produce a powerful visual depiction of a shift toward digitalisation, and at the same time imbibe the company's software quality-first mindset. Additionally, it aims to exemplify the intense commitment and forward-thinking transformation that the business is embracing through innovation, automation, and artificial intelligence.

The company's digital thinking and digital avatar are a reflection of its ability to engineer, assure, and technologically transform and accelerate outcomes for global companies, helping them achieve market leadership in their chosen lines of business.

The refreshed brand look is an elegant expression of the core values and customer-centric approach that Cigniti brings to each of its engagements, the company said in a press statement.

Srikanth Chakkilam, chief executive officer at Cigniti Technologies, said, "Over the last decade, we have observed a tremendous growth trajectory with a rock-solid foundation and people-first values at our core. At this pivotal point in our growth trajectory, I'm thrilled to introduce the new Cigniti brand identity. This identity marks our transformation journey into the digital orbit. Our rebranding strengthens our vision statement - 'Together, we build a better future through technology-led transformation' and empower digital transformation with the same agility, nimbleness, and flexibility for every customer across the world. The new brand logo is modern and reflects the diversity and goals of our employees, imbining our value system."

Sairam Vedam, chief marketing officer at Cigniti Technologies, said, "This rebranded identity is a thoughtful expression of our constant commitment to innovation, excellence, and growth. Cigniti is making a significant shift from being a company that exclusively provided pure-play software testing and quality engineering services to becoming a full-cycle provider of digital assurance and [digital engineering](#) services."

Vedam added, "With this pivot, Cigniti, the market leader in AI and IP-Led digital assurance services, is firming up its ambition to develop into a focused provider of Digital Engineering services as well, all the while maintaining its core value of being a Quality-First company, which will always be upheld in all areas of its operations."

Publication - The Wall Street Journal

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PRESS RELEASE

Cigniti Unveils New Brand Identity and Vision for the Future

August 9, 2022

PRINT TEXT

HYDERABAD, India--(BUSINESS WIRE)--August 09, 2022-- Cigniti Technologies, the world's leading AI and IP-led Digital Assurance and Digital Engineering services company, has unveiled a new brand identity reflecting its renewed vision to help its clients in accelerating their digital transformation journeys and achieve market leadership.

The new brand identity reflects Cigniti's strengthened resolve to be a trusted digital transformation partner for its clients, including 60 of its Fortune 500 and 80+ of its Global 2000 companies, delivering at a global scale with increasingly localized capabilities, and leveraging quality-first digital assurance, product engineering, AI, ML, data and insights, data visualization, automation, and blockchain.

In addition to conveying the futuristic vision, the new logo aspires to uphold a contemporary attitude, produce a powerful visual depiction of a shift toward digitalization, and at the same time imbibe the company's software quality-first mindset. Additionally, it aims to exemplify the intense commitment and forward-thinking transformation that the business is embracing through innovation, automation, and artificial intelligence.

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On this occasion, Srikanth Chakkilam, CEO at Cigniti Technologies, said, "Over the last decade, we have observed a tremendous growth trajectory with a rock-solid foundation and people-first values at our core. At this pivotal point in our growth trajectory, I'm thrilled to introduce the new Cigniti brand identity. This identity marks our transformation journey into the digital orbit. Our rebranding strengthens our vision statement -- 'Together, we build a better future through technology-led transformation' and empower Digital Transformation with the same agility, nimbleness, and flexibility for every customer across the world. The new brand logo is modern and reflects the diversity and goals of our employees, imbibing our value system."

Speaking about this rebranding exercise, Sairam Vadam, CMO at Cigniti Technologies, said, "This rebranded identity is a thoughtful expression of our constant commitment to innovation, excellence, and growth. Cigniti is making a significant shift from being a company that exclusively provided pure-play software testing and quality engineering services to becoming a full-cycle provider of digital assurance and digital engineering services. With this pivot, Cigniti, the market leader in AI and IP-Led Digital Assurance services, is firming up its ambition to develop into a focused provider of Digital Engineering services as well, all the while maintaining its core value of being a Quality-First company, which will always be upheld in all areas of its operations."

The refreshed brand look is an elegant expression of the core values and customer-centric approach that Cigniti brings to each of its engagements.

About Cigniti

Cigniti Technologies Limited (NSE: CIGNITITEC; BSE: 534758) is the World's Leading AI & IP-led Digital Assurance and Digital Engineering Services Company. 4000+ Cignitians worldwide help Fortune 500 & Global 2000 enterprises across 24 countries accelerate their digital transformation journey across various stages of digital adoption and help them achieve market leadership by providing transformation services leveraging IP & Platform led innovation with expertise across multiple verticals and domains. Our industry-leading digital assurance and AI-led digital engineering services are helping global customers with measurable outcomes, millions of dollars of savings, and significant ROI. We are headquartered in Hyderabad, India, with global offices spread across the USA, Canada, UK, UAE, Australia, South Africa, Czech Republic, and Singapore.

To learn more, visit www.cigniti.com.

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SOURCE: Cigniti Technologies
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Publication - Bloomberg

Bloomberg

Cigniti Unveils New Brand Identity and Vision for the Future

August 9, 2022 at 6:30 PM GMT+5:30

Cigniti Unveils New Brand Identity and Vision for the Future

Business Wire

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On this occasion, Srikanth Chakkilam, CEO at Cigniti Technologies, said, "Over the last decade, we have observed a tremendous growth trajectory with a rock-solid foundation and people-first values at our core. At this pivotal point in our growth trajectory, I'm thrilled to introduce the new Cigniti brand identity. This identity marks our transformation journey into the digital orbit. Our rebranding strengthens our vision statement - 'Together, we build a better future through technology-led transformation' and empower Digital Transformation with the same agility, nimbleness, and flexibility for every customer across the world. The new brand logo is modern and reflects the diversity and goals of our employees, imbibing our value system."

Speaking about this rebranding exercise, Sairam Vadam, CMO at Cigniti Technologies, said, "This rebranded identity is a thoughtful expression of our constant commitment to innovation, excellence, and growth. Cigniti is making a significant shift from being a company that exclusively provided pure-play software testing and quality engineering services to becoming a full-cycle provider of digital assurance and digital engineering services. With this pivot, Cigniti, the market leader in AI and IP-Led Digital Assurance services, is firming up its ambition to develop into a focused provider of Digital Engineering services as well, all the while maintaining its core value of being a Quality-First company, which will always be upheld in all areas of its operations."

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Publication - Yahoo Finance

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Cigniti Unveils New Brand Identity and Vision for the Future

Tue, August 9, 2022 at 6:30 PM · 3 min read

Cigniti

In this article:

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Publication - Financial Express



Cigniti rolls out new brand identity

The firm claims that the rebranding exercise has strengthened its vision statement – 'Together, we build a better future through technology-led transformation'.

Written by [BrandWagon Online](#)

August 9, 2022 7:33:58 pm



Cigniti

With this pivot, Cigniti claims to firm up its ambition to develop into a focused provider of digital engineering services, while maintaining its core value of being a quality-first company.

[Cigniti Technologies](#), an artificial intelligence (AI) and IP-led digital assurance and digital engineering services company, has rolled out a new brand identity. The company, through its new identity, claims to have renewed vision to help its clients in accelerating their digital transformation journeys and achieve market leadership.

According to the company, with the new brand identity, it reinstates its position as a trusted digital transformation partner for its clients. The company claims that 60 of its partners belong to the Fortune 500 group and more than 80 clients belong to the ranks of global 2000 companies. The company further explained that in addition to talking about the futuristic vision, the new logo aspires to uphold a contemporary attitude, thereby depicting a visual transition toward digitalisation. "Over the last decade, we have observed a tremendous growth trajectory with a rock-solid foundation and people-first values at our core. This identity marks our transformation journey into the digital orbit," Srikanth Chakkilam, CEO, Cigniti Technologies, said. He further stated that the rebranding strengthens its vision statement – 'Together, we build a better future through technology-led transformation'. "The new brand logo is modern and reflects the diversity and goals of our employees, imbibing our value system," he added.

Additionally, the refreshed look, as per the company, is an expression of its core values. According to Sairam Vedom, CMO, Cigniti Technologies, the rebranded identity is a thoughtful expression of the company's constant commitment to innovation, excellence, and growth. "Cigniti is making a significant shift from being a company that exclusively provided pure-play software testing and quality engineering services to becoming a full-cycle provider of digital assurance and digital engineering services," he added.