



A new era at Microtek: Unveiling a new logo for the future of energy solutions

Microtek India is largest power product manufacturer offering Inverter UPS for home, Jumbo UPS Battery, Voltage Stabilizer, Wires and Cables, Solar Products, E-Rickshaw charger, Health Products.




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Rohtak, Haryana Nov 4, 2024 ([Issuewire.com](https://www.Issuewire.com)) - [Microtek](https://www.Microtek.com), a leader in the inverter and battery segments, proudly announces the launch of its new corporate logo. This change reflects the brand's modernisation and growth ambitions, aligning with the aspirations of contemporary consumers and marking a new chapter in the company's journey towards innovation in both the renewable energy and power backup sectors.

The revamped logo is designed to symbolize Microtek's dynamic outlook and its commitment to delivering high-quality and reliable solutions across its product lines. This rebranding strategy coincides with the company's recent expansion into solar power solutions, where it aims to significantly enhance its market presence.

Arush Gupta, Director at Microtek, expressed enthusiasm about the company's new visual identity and

strategic direction, stating, "Our new logo is not just a change in visual identity, but also a symbol of our evolving business strategy. With this modernized branding, we are reinforcing our commitment to innovation and quality, ensuring that we continue to offer products and services that meet the high expectations of our customers.

Expanding on the strategic initiatives, Saurabh Gupta, Director at Microtek, highlighted the company's in-house manufacturing capabilities and robust R&D practices. "Our strong foundation in research and development and in-house manufacturing enables us to provide cutting-edge products and superior service. The launch of our inverter batteries and the foray into solar power solutions are pivotal in our mission to claim and sustain a strong market share," he remarked.

Microtek's focus remains steadfast on consumer satisfaction, with an increased emphasis on eco-friendly and sustainable power solutions. The introduction of solar power products reflects the brand's commitment to contributing to a greener tomorrow and supporting the global shift towards renewable energy.

As Microtek ventures into new markets and technologies, it continues to strengthen its product offerings, backed by relentless innovation and a dedication to excellence. This rebranding represents a strategic step forward in Microtek's journey as a premier provider of power solutions in India and beyond.

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