

Press Release announcing Corporate Brand Name & Logo Change

December 07, 2021



Ratings • Advisory • Research • Risk Solutions

CARE GROUP ANNOUNCES NEW CORPORATE BRAND NAME 'CareEdge.'

New Corporate Brand Name & Logo Reflects our Group Focus, Cutting Edge Technology, Knowledge and People.

CARE Group announces a change in its corporate brand name to "CareEdge" from today. The CARE Group name, known for its brand trust in the market, will continue with the same legacy, however, adopting a new corporate logo and name. As part of the name change, CareEdge has adopted a new company logo and launched a new company website at www.careedge.in.

Going forward, for marketing and branding purposes, the Company will now begin to refer to itself under the new corporate brand name i.e. CareEdge

This marks an important point in the evolution of the organization. Over the past few decades, CARE Group has developed unique competencies in serving businesses and corporates alike. Through the corporate name change, the objective is to clearly emphasize the unique customer orientation and value proposition that the Company brings along to its various partners & stakeholders. The new name & logo has come into effect from December. 7, 2021.

Contact

Mradul Mishra - Corporate Communications - +91 22 6754 3596, Mradul.Mishra@careedge.in, Corp.Comm@careedge.in

CARE Ratings Limited

Corporate Office: 4th Floor, Godrej Coliseum, Somaiya Hospital Road, Off Eastern Express Highway, Sion (East), Mumbai - 400 022
Phone: +91-22-6754 3456 | CIN: L67190MH1993PLC071691

