

## KFin Technologies launches its new identity

**Mumbai, 20 January, 2022:** KFin Technologies Private Limited ("KFintech"), an established SaaS company in India has announced the launch of its new corporate brand identity reflective of its corporate ethos.

We believe that the new brand identity has been indigenously designed to symbolise KFintech's transformation and evolution as a company with foundational tenets of trust, technology and thought leadership. The triskelion motif represents a trifecta of the mentioned tenets culminating in Transformation representing rotational symmetry, usually denoted by three interlocking spirals.

The Golden Ratio incorporated in the logo ensures that the three arms in the design proportionately follow it, to depict a perfect symmetry and interdependence among its communication pillars. The letter 'K' represents Kinetic energy symbolizing the innate energy of the entity in motion. The tagline, 'Experience Transformation' reinforces KFintech's role as a TechFin company.



**Sreekanth Nadella, CEO, KFin Technologies Private Limited,** said, *"With the financial services participants embracing digital – transformational technologies curated with trust and thought leadership have been playing a pivotal role in redefining the new normal. The positioning of our identity is to reflect our organization's purpose, strategic direction and strong execution capabilities in transforming mission critical financial infrastructure solutions to be most preferred and proactive solutions provider. The new logo symbolises perpetual transformation and the infinite loop of evolution."*

*"We are deeply honoured for the trust that our clients and other stakeholders have reposed in us. As they say, "the best brand you can wear is your own identity" our new brand identifies itself with our unwavering commitment to transform the solutions and better the outcomes for the common good of all stakeholders."* Nadella added.

**Hanisha Vadlamani, Chief of Brand & Corporate Communications, KFin Technologies Private Limited** said, *"KFintech as a brand has affinity and resonance to transform and meet the growing expectations of the consumers. The new brand identity and the 'triskelion' in the logo embody the corporate ethos of KFintech. While retaining*

*the legacy of our brand name, the new look and feel of the brand are designed to internalize the core tenets and to convey to the world our coming-of-age transformation to be a critical pillar in the asset management industry.”*

### **About KFin Technologies Private Limited**

KFin Technologies Private Limited serves the mission-critical needs of asset managers with clients spanning mutual funds, AIFs, Pensions, wealth managers and corporates in India and abroad. The company provides software, solutions & services managing end to end operations, data analytics and settlement services, besides being a central record-keeping agency for the National Pension System. KFinTech also serves corporate issuers as a Registrar and Transfer Agent and provides outsourcing services for select financial services firms. KFinTech’s vision is to be the most preferred and proactive solutions provider for investment managers and intermediaries, which helps clients increase their market share by providing an agile platform for product innovation, wide geographical reach and technology enabled omni-channel investor services.

For more information, please visit the website: <http://www.kfintech.com>