

Our Company logo

An explanation



The logo of a company depicts the vision, Mission and values of the company. It also indicates its identity and personality it desires to establish in securing the customers. The logo is designed based on the understanding of our strength and opportunity and also on what needs to be done to overcome our weakness and threats. A logo based on introspection will always keep the organization on the right track.

Our logo demonstrates Adarsha (aim) of our company to maintain a burning desire to meet the customer needs beyond their expectations in our chosen field of precision sheet metal fabrication and electrical control panel building. It is a reflection of our attitude, commitment and burning desire to excel in whatever we do.

Our logo indicates an iconic bird where the arc in orange represents the letter "A" in Adarsha and also our burning desire to aim higher and to go beyond the globe, represented by the other arc in blue colour. The bird represents "freedom" which is ensured in the organization by empowering people to achieve success. The bird while flying clearly charts its direction and destination successfully. The orange colour in the arc demonstrates our vitality, visibility and passion for excellence in whatever we do in our field. The blue colour in the other arc representing globe indicates our desire and dedication to stamp our presence everywhere in the horizon in our field.

Adarsha in Kannada language(Indian local language) means "Role Model" and we continuously strive to achieve and maintain this status as a supplier in the eyes of our valued customer always.