

MEDIA RELEASE

Techwave Australia unveils its refreshed corporate identity to unlock the next phase of growth

Techwave Australia refreshes its corporate identity with a revamped visual and verbal identity, aligned to its new strategic business direction.

To usher in a new era of growth, Techwave Australia ('Techwave'), a leading IT services and engineering solutions partner has announced its strategic realignment of its corporate identity. The refreshed brand identity is a part of Techwave's more extensive organisational evolution and represents the company's commitment towards building a truly inclusive, agile and future-ready enterprise. Techwave will present itself through a reimagined visual and verbal identity oriented to its core values and purpose through a comprehensive brand refresh.

Through its 17-year-old legacy, Techwave has led the way in inspiring its entire ecosystem to empower success. Investing and uplifting people has been at the core of Techwave's culture. The brand reset is a symbolic nod to this continued tradition of celebrating innovation and fostering achievement. The revamped visual identity of Techwave emanates its youthfulness and vibrancy as an organisation. The new element in the logo is a combination of T and W, where 'T' stands for upward growth momentum, and the 'W' acts as an anchor. It illustrates Techwave's focus for the future while remaining committed to its foundational values of keeping clients, colleagues and community at the helm. The company's verbal identity further builds on this new outlook with a friendly, reliable, and confident personality.

Speaking on the launch, **Raj Gummadapu, Chief Executive Officer, Techwave**, said, *"After a 17-year-old journey, today, we celebrate Techwave's coming of age. Our brand refresh is an ode to Techwave's inspiring transformation. It will enable us to lay a roadmap for our strategic and impactful goals for the future. As the world around us moved at a dizzying pace, we looked within ourselves to push the wheels of evolution and embrace who we ought to be. We have reinspired ourselves to exude a fresh, modern and exciting perspective to everything we represent. Our realigned identity will serve as the bedrock of Techwave's growth as we explore new markets and leverage the infinite possibilities of a digitally powered future. As we move forward in this new journey, we hope to build stronger relationships and foster a culture of inclusivity and innovation to bring people closer to their true potential."*

Remarking on the occasion, **Damodar Gummadapu, Chairman, Techwave**, said, *"Empathy, innovation and commitment have been at the core of everything that Techwave represents. Today's brand refresh is a homage to our foundational values and our sheer drive to reinvent ourselves for the future. As we complete 17 glorious years of Techwave's legacy, we have geared ourselves up for a new dawn of possibilities. Through this brand refresh, we hope to embrace and imbibe a culture that incentivises innovation, achievement and empowers our ecosystem to strive for excellence."*

Commenting on the launch in Australia, **Srinivas Penmetsa, ANZ Region Head, Techwave**, said,

As Techwave Australia continues to develop a stronghold in the Australian and New Zealand markets, our renewed identity will reinforce the fundamental principles that helped create a solid foundation in this region. It will help communicate our story more clearly, emphasising the importance of being a supportive

partner throughout our clients' journey. It will enable us to lead the shared determination of a company that will be an industry disruptor within the market."

From its humble beginnings, Techwave rapidly expanded its footprint globally with its end-to-end Information Technology and Engineering services. Through the years, Techwave has secured an enviable clientele and continues to work with some of the best companies in the world while delivering superior customer value. Additionally, Techwave has also partnered with leading companies like AWS, Oracle, Microsoft, IBM, SAP and many more to offer a comprehensive and diverse range of solutions to its clients.

The brand revamp will be rolled out through focused communication to all stakeholders. With the help of a comprehensive external and internal communications strategy, Techwave will embark on its next journey to embrace greatness and empower success.

About Techwave:

Techwave is a leading global IT and engineering services and solutions company revolutionising digital transformations. We believe in enabling clients to maximise the potential and achieve a greater market with a wide array of technology services, including, but not limited to, Enterprise Resource Planning, Application Development, Analytics, Digital, and the Internet of things (IoT).

Founded in 2004, headquartered in Houston, TX, USA, Techwave leverages its expertise in Digital Transformation, Enterprise Applications, and Engineering Services to accelerate business growth.

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