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# TARC Limited Unveils its Vibrant Rebranding: “Inspired by India”, A Symphony of India’s Opulence and Contemporary Design

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Celebrating India’s cultural affluence and modern aspirations, TARC Limited, a luxury real estate sector, revealed its compelling rebranding direction, “Inspired by India”. This strategic transition seeks to interlace India’s timeless legacy and wisdom with today’s sophisticated design language.

The metamorphosis of TARC’s brand persona aligns with the evolving luxury real estate market. Recognizing the discerning tastes and desires of people, TARC’s renewed identity isn’t solely about property—it is about crafting an unparalleled luxurious experience, a space that truly mirrors their achievements and desires.

This reinvigorated identity isn't simply a logo or slogan; it is TARC's promise that each of its creations will stand out as a distinctive masterpiece, echoing the finest craftsmanship and unmatched luxury.

*"Our heritage finds its roots in the rich mosaic of India's extensive traditions. With 'Inspired by India', we are introducing more than a brand—it's our philosophy. Our guiding philosophy bridges the eternal beauty of India with modern real estate innovation. As we navigate this exciting trajectory, our mission remains clear: to curate spaces that aren't merely homes but legacies infused with India's soul,"* expressed **Amar Sarin, MD & CEO of TARC Limited.**



Muskaan Sarin

**Muskaan Sarin, Director at TARC Limited,** added, *"The definition of luxury for us goes beyond the usual ideas of abundance and grandeur. Instead of merely focusing on the physical aspects of luxury, TARC understands that true luxury lies in creating an environment where the mind can flourish. A space that isn't just about extravagant aesthetics but is designed to inspire clarity, encourage introspection, and foster creativity. We want our inhabitants to experience a holistic sense of luxury—one that nourishes the mind, body and soul. In essence, TARC's luxury is about creating space for the mind. "*

TARC's new identity signals a bold leap into defining luxury real estate, aligning with the aspirations of the tasteful and discerning luxury consumer.

As India positions itself on the global stage, TARC's "Inspired by India" serves as a beacon of their unwavering belief in India's potential. Amar Sarin asserts, "We're not just setting regional standards. We aim for global excellence, while maintaining an Indian essence at our core."

### **Our Vision, Promise, and Edge:**

Rooted deeply in TARC's ethos is a pledge to seamlessly marry India's timeless grandeur with contemporary elegance. Every creation by TARC does not just boast state-of-the-art design but carries the essence of India's rich history and forward-focused vibrancy. TARC's distinct edge lies in its commitment to bring this vision to life, weaving properties that echo both India's majesty and its innovative spirit.

## **The New Logo**

In a bright revelation, TARC unveils its radiant new logo: the SUN. Inspired by the 'SUN' which is the star at the centre of the Solar System. It is a symbol of life and new beginnings and an enduring spirit of positivity. The logo portrays the gleaming rays of the sun stretching outward in a harmonious design of 27 distinct spokes, symbolising the 27 Nakshatras. While at the first glance the logo celebrates the Sun's vitality, a deeper insight reveals an elegant nod to the moon through these Nakshatras. In this duality, TARC captures the essence of cosmic balance. The Sun's brilliant energy complemented by the Moon's calming luminescence. More than just symbolism, the choice of the Sun reflects TARC's commitment to sustainability and a brighter tomorrow. This logo isn't just an emblem; it is a harmonious blend of India's rich traditions and our sustainable aspirations.