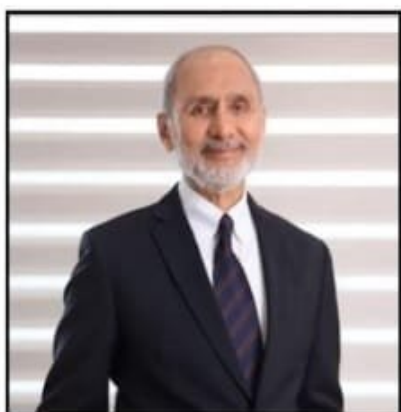


Shahi Exports Unveils New Brand Identity to Mark 50th Anniversary

Category: Business

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Shahi Exports, India's largest apparel manufacturer and exporter, announced a significant rebranding initiative as it celebrates its 50th anniversary. This milestone marks a new chapter for the company, reaffirming its commitment to ethical practices, sustainable innovation, and empowering its workforce.



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Harish Ahuja, Managing Director & Chairperson, Shahi Exports Private Limited (left), the new and updated Shahi logo, representing clarity, stability, and wisdom (right)

Founded by Mrs Sarla Ahuja in 1974 from a small home set-up, Shahi has grown to become one of the worlds most [trusted](#) apparel manufacturers. Today, Shahi has over fifty factories across eight Indian states and 80% vertical integration of the garment-making process.

Crafting a New Identity

The [brand refresh introduces a new visual identity](#) encapsulating Shahi's spirit and persona. The new logo features a gradient color palette, shifting from teal to purple, and symbolizes clarity, stability, and wisdom. The spark on the "i" is a testament to its commitment to excellence and a zeal for [innovation](#).

The new tagline, **"Manufacturing with a purpose,"** is a nod to the depth of purpose that has been Shahi's North Star for the last 50 years. The refined mission statement reads, *"We are a one-stop manufacturing destination that [invests](#) in people and the planet. Our story goes beyond just fashion – we champion ethical practices, empower our employees, and drive sustainable [innovation in the global](#) apparel and textile industry."*

Harish Ahuja, Chairperson and [Managing Director](#) of Shahi Exports, commented, *"As a brand, for 50 years, Shahi has been tirelessly committed to building and maintaining the trust of everyone we work with. With an uncompromising dedication towards the [quality of product](#) and service, we have been fortunate to gain a globally trusted position as a preferred apparel manufacturer. In [celebration of our milestone of 50 years](#), this rebranding is a testament to our journey and commitment to sustainable fashion. We are proud to say that our new [brand identity](#) captures and reflects our values and*

our vision for the future.”

About Shahi Exports

Shahi is [India's](#) largest apparel manufacturer and exporter. The company operates more than 50 state-of-the-art manufacturing facilities [across 8 Indian states and has a diverse](#) workforce of nearly 100,000 people. Their vertically integrated operations, diversified product range, and strong commitment to ethical operations and [environmental sustainability](#) have established Shahi as one of the most preferred garment manufacturers in the world.

