

# BUSINESS UPDATE PRESS RELEASE

NOVUS HITECH

marketing@hitechroboticsystemz.com

## Novus Hitech Robotic Systemz Pvt Ltd (NHRSL) Unveils Refreshed Brand Identity as Novus Hitech

The rebranding includes a new logo and a revamped website.

**Gurgaon | 18/10/2023** - Novus Hitech Robotic Systemz Pvt Ltd (NHRSL), an industry leader renowned for its groundbreaking robotic systems, proudly announces its rebranding as Novus Hitech, marking a significant milestone in the company's journey. The rebranding includes a new logo and a revamped website, now accessible at <https://novushitech.com>

[Novus Hitech](#), formerly known as Novus Hitech Robotic Systemz Pvt Ltd (NHRSL), has been at the forefront of technological innovation, revolutionizing the landscape of robotics solutions for warehouse & Smart Manufacturing and on Road Logistics. The refreshed brand identity is a testament to the company's evolution and its commitment to staying ahead in the fast-paced world of robotics.

Commenting on the new brand identity, Anuj Kapuria, Founder & CEO, Novus Hitech said "The rebranding is not just a shift in visual identity, it is a guiding philosophy that underscores Novus Hitech's commitment to innovation, technology, safety and sustainability"

### New Logo, Timeless Values

The new logo encapsulates our core values of innovation, reliability, and progress. The transition to Novus Hitech represents our dedication to delivering Hi-Tech, state-of-the-art solutions to our clients. Our robotic automation & on road logistics systems, now under the Novus Hitech banner, continue to embody innovation, reliability, and precision, catering to diverse industries and complex applications.

### Revamped Website

The launch of our new website, <https://novushitech.com>, provides visitors with an immersive experience into our world of robotics & On Road Logistic Solutions. The user-friendly interface,

coupled with in-depth information about our products and services, ensures that clients, partners, and enthusiasts can easily engage with our offerings.



# NOVUS

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## HI-TECH

New Logo

### ABOUT THE COMPANY

Novus Hitech is a pioneering force in the field of robotic automation & on road logistics solutions, offering cutting-edge solutions tailored for various industries. With a legacy of innovation and a commitment to excellence, Novus Hitech continues to redefine the possibilities of automation with the help of Robots to enrich human lives through smart technologies.

Learn More

To explore our new brand identity and discover our latest innovations, visit <https://novushitech.com>

### MEDIA CONTACTS

Name	Contact Information
<b>Bhargab Das</b>	+91-9311078767
Marketing Head	marketing@hitechroboticsystemz.com

