



Bharti Airtel is the world's fifth largest telecommunication company and has more than 150 million users. In 2010, Airtel said its subscriber base has crossed the 200 million mark and unveiled a new logo to mark the occasion.

The logo as shown alongside is a modern representation of the letter 'a' on a bright red background. Here are some key points about the logo:

- The unique symbol is an interpretation of the 'a' in airtel.
- The curved shape & the gentle highlights on the red color make it warm & inviting, almost as if it were a smile.
- The logo represents a dynamic force of unparalleled energy that brings us and our customers closer together.
- The "unboxed" having been freed of its rigid boundaries.
- The color "Red is part of our heritage. it is the color of energy & passion that expresses the dynamism of our brand."

Some other notes on the logo.

- The logo has been designed by creative agency JWT- The logo is called "The Wave"
- The entire re-branding campaign has apparently cost the company close to Rs 300-Crore
- A new theme tune, composed by A.R Rehman has also been released



The old logo shown alongside, also called the flag logo because the look resembled a flag.

Overall, for the amount spent and the hoopla around the logo, I don't feel so gung-ho about the logo. It seems more like the shape of an ear that 'a' (Logo Parodies anyone?) . Maybe its to represent the fact that you need good ears to listen to their poor network. The general reaction has been mixed so I wonder if the spend was worth it. In any case, it has generated a lot of buzz.

[More Famous India Logos](#)

[See more World Famous Logos](#)

[Car Logos](#)

[Logo Parodies](#)