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EOS Globe unveils new brand identity with redesigned logo

Eureka Outsourcing Solutions, a frontrunner in innovative business process services, announced plans to change its name to “EOS Globe,” aiming to scale globally to meet the soaring customer demands. As part of the logo and name change, a balanced combination of red and blue colors strongly represents the brand’s ideology as EOS Globe offers technology-driven solutions to its valuable customers that make it stand out. An infinity symbol is central to the new logo as it evokes a sense of flexibility, unfettered growth, and agility. This depiction neatly ties into EOS Globe’s mission to assist its customers in digitally transforming their business processes, optimizing costs, and driving greater returns.

Abhinav Arora, CEO at EOS Globe, said, “2022 observes a significant juncture in the expansion of this organization. We have developed unique adroitness to serve the automotive, banking, consumer durables, direct to home and digital media, e-commerce and hospitality, financial, healthcare, insurance, manufacturing, media and communication, and energy and utility sectors over the past years.

“Now, we aim to grow EOS Globe as a brand of global repute in digital transformation. We will leverage technology and innovation to address the most pressing consumer needs. By changing the logo and our corporate name, EOS Globe aims to establish itself as an industry leader for enhanced customer experience, digital transformation, innovation, and relentless growth.

“EOS Globe has seen impressive 25% YoY growth over the past seven years. We intend to achieve global industry leadership by providing consistent and productive refurbishment services,” Arora added.

Over the last two decades, EOS Globe has continued integrating new services and technological capabilities into its portfolio. Forbes presented the 2022 India Leadership Award to Mr. Abhinav Arora, CEO of EOS Globe.

The company has also won WRCINT’s India’s Most Valuable Workplace and India’s Most Promising Brand titles in 2020 and 2022. EOS Globe was also recognized as the Company of the Year for Outsourcing & Service Excellence at the CX India Customer Excellence Summit & Awards in 2019.

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