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Zydus unveils innovation-centric brand identity

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Cadila Healthcare to be known as Zydus Lifesciences

zydus
Dedicated To Life

The Zydus group announced its new brand identity with the listed entity of the group Cadila Healthcare to be known as Zydus Lifesciences. The company's new brand identity brings together two hearts in purple and teal colours symbolising its commitment to science and innovation along with care and nurturance.

In the new logo, two hearts come together to enclose 'us' at the core. The heart represents the company's inclusiveness. The Teal and Purple colours represent the pillars of science and care. While the dynamic teal expresses Zydus' dynamism and stands for the company's commitment to science, the purposeful purple stands for dedication to care and nurturance. The 'us' in the new Zydus logo represents all the stakeholders including employees, patients, doctors, investors, bankers, business partners, associates and all those who are an integral part of Zydus' journey.