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About

Established in 2008, Saraswati BuildChem, earlier known as Saraswati Marketing, is the leading distributor in the category of construction chemicals & tiles adhesive in Mumbai. This well-known establishment acts as an one-stop destination servicing its customers. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and puts in a lot of efforts to achieve the common vision and the larger goals of the company.



02

Symbol / Logo Process



As per the Indian tradition, the term 'Saraswati' reminds of Hindu Goddess who represents education, music and creativity. Saraswati Mata, is always pictured sitting on a Lotus flower, which symbolizes light, knowledge and truth. Thus to depict the lotus, we have made use of **Swan**, which is again closely associated. As per the brief, we have showcased the letter 'S' defining our purpose stated above. The 2nd factor considered, is the industry that the company belong to, which is in supplying **Construction Material**, hence factored in the high growth of the company via 2 sky-scrapers in the form of letters 'B' & 'L'.

All of this put together, we have 'Saraswati BuildChem' known for being the leader distributor in Mumbai today. The typography used are modern styled fonts, ensuring we are well connected with the latest trends while the brand continues to stand out against the competition in all fronts.

