



Media Release

Dolphin RFID rolls out strategy with enhanced focus on Internet of Things (IoT)

Mumbai, 27th January 2016: Dolphin RFID Pvt. Ltd., a leading provider of RFID and security solutions, has announced a rebranding strategy, which focuses on its ever-increasing role and contribution to the Internet of Things (IoT) revolution.

The company has launched a revamped website as well as a fresh company logo and tagline – all reflecting its future business gambit and stepping up of its play in the field of IoT.

Incorporated in 2008, Dolphin RFID – a part of the two-decade-old Dolphin group of companies – has found its place among world’s top end-to-end solution providers in the ever-expanding field of RFID with its unique, innovative, cost-effective and socio-economically relevant solutions. The organization has emerged at the core of IoT revolution. The company has leveraged its experience of over two decades in the field of RFID, enabling various organizations to leverage the power of IoT to set processes, create metrics, manage and control functions and measure success. Backed by its comprehensive Java-based middleware, the company has been providing customized, innovative and end-to-end RFID solutions to its clients from diverse industry sectors and fields by seamlessly integrating with any ERP or legacy systems as well as back-end databases.

Elaborating about the rebranding exercise, **Commodore SK Sawhney, President & CEO**, Dolphin RFID, said: “The new website, logo and tagline all reflect the process of molding ourselves with time. India is at the cusp of IoT revolution owing to several initiatives by the Government – including the ‘Make in India’ and ‘Digital India efforts’. IoT is likely to drive consumer focus and behavior in the next decade with greater demand likely to come for more intelligent solutions. Hence, this is just the right time for Dolphin RFID to step up its play in this exciting field.”

The new design of Dolphin RFID’s logo and its official website has been made more vibrant, younger and smarter. The website content is now well entrenched and crisper, ensuring user-friendliness and easy navigability and understandability for visitors.

The new tagline ‘**Accelerating the IOT revolution**’ also aptly reflects the important part that Dolphin RFID has been playing in shaping up the entire technology ecosystem with its contribution in the field of IoT.

For more details, log on to <http://www.dolphinrfid.in>

For Media Query:

Mahadevan - mahadevan@proseconsulting.in | +91 99673 52037
mails@proseconsulting.in | 022 4005 0646