

# TARC Limited Unveils its Vibrant Rebranding: “Inspired by India”, A Symphony of India’s Opulence and Contemporary Design



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**C**elebrating India’s cultural affluence and modern aspirations, TARC Limited, a leading name in the luxury real estate sector, revealed its compelling rebranding direction, “Inspired by India”. This strategic transition seeks to interlace India’s timeless legacy and wisdom with today’s sophisticated design language.

The metamorphosis of TARC’s brand persona aligns with the evolving luxury real estate market. Recognizing the discerning tastes and desires of people, TARC’s renewed identity isn’t solely about property—it is about crafting an unparalleled luxurious experience, a space that truly mirrors their achievements and desires.

This reinvigorated identity isn't simply a logo or slogan; it is TARC's promise that each of its creations will stand out as a distinctive masterpiece, echoing the finest craftsmanship and unmatched luxury.

"Our heritage finds its roots in the rich mosaic of India's extensive traditions. With 'Inspired by India', we are introducing more than a brand—it's our philosophy. Our guiding philosophy bridges the eternal beauty of India with modern real estate innovation. As we navigate this exciting trajectory, our mission remains clear: to curate spaces that aren't merely homes but legacies infused with India's soul," expressed **Amar Sarin**, MD & CEO of TARC Limited.

**Muskaan Sarin**, Director at TARC Limited, added, "The definition of luxury for us goes beyond the usual ideas of abundance and grandeur. Instead of merely focusing on the physical aspects of luxury, TARC understands that true luxury lies in creating an environment where the mind can flourish. A space that isn't just about extravagant aesthetics but is designed to inspire clarity, encourage introspection, and foster creativity. We want our inhabitants to experience a holistic sense of luxury—one that nourishes the mind, body and soul. In essence, TARC's luxury is about creating space for the mind. "

TARC's new identity signals a bold leap into defining luxury real estate, aligning with the aspirations of the tasteful and discerning luxury consumer.

As India positions itself on the global stage, TARC's "Inspired by India" serves as a beacon of their unwavering belief in India's potential. Amar Sarin asserts, "We're not just setting regional standards. We aim for global excellence, while maintaining an Indian essence at our core."