SECI unveils new logo and tagline "Energy Forever, For All", reflecting its integrated renewable energy mandate

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Solar Energy Corporation of India Limited (SECI) unveiled its new logo, marking the next phase in its journey as an integrated renewable energy organisation. The new visual identity will be adopted progressively across the organisation's communication, digital platforms and stakeholder engagements.



SECI's new logo represents energy in continuous motion: renewable, regenerative and forward-moving. Its rotating forms are inspired by turbine blades and symbolise the expansion of India's renewable energy infrastructure. At its centre is an embedded icon of Vajra, representing power and activation. The surrounding vortex of leaves suggests a continuous, self-sustaining cycle of renewable energy. The six elements of the design represent the sky, earth and the four directions, reflecting SECI's reach and leadership across the renewable energy landscape.

The colour palette further endorses the same intent, with Blue colour conveying institutional trust, technical expertise and leadership in the RE sector, and Green colour representing regeneration, sustainability and India's commitment to a clean energy future. The Sunrise Saffron, rooted in Bharat's visual identity, represents the dawn of renewable energy revolution in India with SECI leading the innovation towards a sustainable energy future.

The new logo was designed by the National Institute of Design (NID), Ahmedabad, through a consultative process with SECI.

Since its establishment in 2011, SECI’s role has expanded well beyond solar energy. Its work now spans wind, hybrid and round-the-clock renewable power, energy storage, green hydrogen and its derivatives. The earlier logo, rooted in the organisation’s solar origins, did not reflect this broader mandate. Therefore, the new visual identity was developed to represent SECI’s evolution into an integrated renewable energy organisation, aligned with its revised Vision and Mission and its commitment to “Energy Forever, For All”, its new tagline.

About SECI

Incorporated on September 20, 2011, SECI, a Navratna CPSE under the Ministry of New and Renewable Energy, began as the country's dedicated implementing agency for the National Solar Mission and has since grown into the foremost CPSE focused exclusively on Renewable Energy, with a mandate spanning the complete Renewable Energy ecosystem. As of November 2026,

SECI has signed Power Sale Agreements with DISCOMs crossing 71+ GW while commissioned renewable energy capacity stood at 40+ GW. The company has 522.7 MW of its own commissioned projects in its portfolio across Solar, Floating Solar, Solar + BESS profiles.