

Sahil Peerzada's Company Innovates With New Logo

Written by Australian Business

MUMBAI, INDIA, May 24, 2014 /24-7PressRelease/ -- For [Sahil Peerzada](#), this quote reminds him to focus on his strengths and not dwell on any other factors that could make him sluggish. It means you should "own who you are," he said in an interview to a leading business magazine recently.

According to this enterprising and feisty businessman, it's about embracing the qualities we like as opposed to putting down the things we don't like about ourselves.

So who is [Sahil Peerzada](#) ?

Introductions are a tricky business. Words have the ability to transform a man's persona and portray him as a character larger than life, notwithstanding the truth of the matter. But in Sahil Peerzada's case, the acclamations are a true reflection of this suave and fierce businessman.

Tapping into his immeasurable resources of mental strength, strong will, creative approach and a tendency to never give up, Sahil Peerzada has come a long way. His forays into the real estate sector and oil and gas industry have already put him in the league of top players. His fearless advances have made him an emerging role model and already there are whispers down the corporate corridors that sound more like eulogies.

His innate aptitude for building new ventures and forging loyalty with governments and external business partners has earned him both goodwill and the tag of 'man with a vision'. He is a motivational management style leader with a proven history of building, guiding and retaining high-performance teams to develop and implement strategies for accelerated growth of the companies that he runs.

[Sahil Peerzada](#) understands the importance of astute marketing and the tools involved in its execution - from an updated and informative website to an imaginative logo.

His company, [Expandable Infra Pvt. Ltd.](#), has designed a new logo that is unique and comprehensible to potential customers. It even tells you about the man himself. The simplest details, from colour combination to font design, reflect the man's persona and are a peek into his psyche. The use of red signifies Sahil's enthusiasm and interest, his energy, his ability to act, confidence to go after his dreams and fearlessness. Blue is a representation of his ability to

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be calm and relaxed in counteracting chaos or agitation, his knack of broadening his perspective and reveals his inspirational side, sincerity and spirituality.

The cursive flow of the font tells us his innate ability to surge ahead in life.

Going into the unknown--and that is exactly what Sahil Peerzada did when he plunged into his business venture--is by definition scary. That fact may be the biggest reason so many do not start anything new. The fear of the unknown keeps them from beginning. Sahil's endeavour revolved around conquering it and not allowing it to take control of his mind and spirit. Bold decisions, dogged perseverance and a fierce attitude proved too good a rival for fear... Unlike many start-ups, Sahil Peerzada's business did not vanish without trace. It did not crash and burn.

He says, "People often paint a "death or glory" image for the entrepreneurial approach to life ... let's jump off this cliff and see if we can put the hang glider together before we hit the bottom. Why? I believe it is just a question of understanding the risks and planning for them. And keeping a strong head doesn't hurt."

[Sahil Peerzada's](#) advice to aspiring entrepreneurs is simple yet deep. "Starting a business is not a twofold affair. You don't have one shot at it. Remember, when Thomas Alva Edison was asked about the multiple failures in his quest to make a light bulb, he answered something like "I have not failed 700 times. I have found 700 different ways not to make a light bulb."

Expandable infra Pvt Ltd, is a newly formed company with the principle of providing services in the sector of oil and gas, real estate, land acquisition, infrastructure, banking which helps the companies in expanding their horizons by removing the constrains that limits the growth by breaking through the limitations that restrict the growth.