



A new logo for the Group was adopted with effect from 21 Nov 2005. The new logo reinforces and portrays the Asian origin of Tan Chong International, its strong heritage and trusted reputation.

The calligraphic strokes lend a uniquely human touch to the logo, bringing to mind personalized service and customer-orientedness.

The strokes trailing off at the end exude a dynamic feel, symbolizing Tan Chong International as an ever-progressing and vibrant entity.

The typeface of 'Tan Chong' is carried through from the former logo, symbolic of a continuation of the legacy that it has built over the years.



Adopting a revolutionary approach to enhance the value of our shareholders and improve service quality to our customers.