



India
Design
Council



**GOOD
DESIGN**

**INDIA
DESIGN
MARK**

Catalogue 2012, 2013 & 2014

INDEX

Messages.....	4
Preface.....	10
Jury 2012.....	12
Jury 2013.....	13
Jury 2014.....	14
I Mark Recipients 2012.....	17
I Mark Recipients 2013.....	81
I Mark Recipients 2014.....	163

India Design Mark is a design standard, a symbol, which recognizes good design. India Design Council grants India Design Mark after evaluating good design through a systemized process. India Design Mark is initiated in cooperation with Good Design Award, Japan.

India Design Mark is granted and administered by India Design Council which is an autonomous body of Government of India established under the aegis of Department of Industrial Policy & Promotion, Ministry of Commerce & Industry. India Design Council is a strategic body for multi disciplinary design. It envisions to make Indian industry a design enabled industry. For more information visit www.indiadesigncouncil.in

India Design Mark symbol is a trustworthy indicator of excellence. India Design Mark provides strong differentiation and market positioning as a design and innovation leader. Through India Design Mark, the India Design Council seeks to inspire Indian manufacturers to bring to market well designed products that enrich the lives of people.



INDIA DESIGN MARK

Catalogue 2012, 2013 & 2014



SHRI AMITABH KANT
Secetary
Department of Industrial Policy and Promotion
Ministry of Commerce
Goverment of India

It is a matter of great pride to present to you the India Design Mark Catalogue for 2012 and 2013.

The India Design Mark has been a significant step towards recognising and promoting good design in the Indian industry in particular and the Indian society in general.

Sustaining and encouraging the growth of the manufacturing sector in India is the need of the hour. The Department of Industrial Policy & Promotion is working consciously to promote indigenous manufacturing and support it through policy and capacity building mechanisms as it believes that growth in indigenous manufacturing will lead to inclusive growth and reduction in trade deficit.

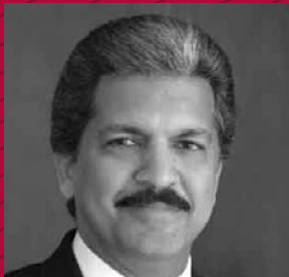
The growth in manufacturing sector can be sustained only through new product development and innovative deployment of new technologies which bring economic or social benefit to people.

Innovative product development is crucial to the success of a manufacturing firm. Product profits are determined both by revenues and costs. Revenues are driven by the product's performance and its aesthetic appeal; while, the costs are curtailed by efficient design and innovative use of materials. Both aspects are important. The advantages of embracing design-driven innovation through design thinking can greatly increase manufacturing competitiveness.

It is in this context that development of a system to identify good design becomes an imperative. The India Design Mark will be an important contributor to India's future success and will ensure better quality of life for the Indian citizens through good design.

I congratulate the India Design Council for initiating this important movement in the country.

Warm Regards,
Amitabh Kant



ANAND MAHINDRA
President
India Design Council

We are proud to present to all, this catalogue of the India Design Mark recipients for 2012 and 2013.

In today's era of globalization, design has emerged as a key dimension in which companies can distinguish their products and services on the global stage. Increasing affluence continues to lead consumers away from the commoditized "me-too" products to more customized ones, which they see as an extension of their own identity, be it their clothes, their cars or their computers.

At the India Design Council, we realized that though Indian entrepreneurs and consumers were realizing this too, there was no independent body that could certify design quality and excellence for Indian products. To address this gap, the India Design Council launched the India Design Mark in 2012 and modelled it on the lines of the Japanese Good Design Award (G-mark).

We have been encouraged by the enthusiastic response to the India Design Mark and the quality of applications received. I am certain that in the long run the India

Design Mark will serve as a measure that not only provides better products to the Indian consumer, but will also be a major enabler in helping Indian brands become global as 'Made in India' gets supplemented by 'Designed in India'.

I take this opportunity to thank all the applicants of the India Design Mark for their participation and the jury members for assessing all the entries extremely diligently. My special thanks to the Japan Institute of Design Promotion (JDP), Which helped us at every step in realizing this important programme. I also would like to go on record and express my appreciation for the staff at the India Design Council Secretariat, without whose support this success would not have been possible.

Warm Regards,
Anand Mahindra



PRADYUMNA VYAS

Member Secretary
India Design Council,
Chairman
India Design Mark Jury

It is a matter of great pride to present to you the India Design Mark Catalogue for 2012 and 2013.

The India Design Council is mandated to strengthen design in India. It is committed to be a catalyst for planned development of the design sector in India, covering social and economic activities.

The Government of India is very keen to promote design and innovation. The Government of India, through the India Design Council, envisages enhancing industry understanding and application of design along with integrating it into mainstream business and industrial processes.

The India Design Mark is one of the most important initiatives of the India Design Council. It is a good design recognition system that creates awareness about contemporary design among the industry and masses. The I Mark not only promotes design, but also extols its importance as a vital tool for India's economic growth.

Good Design has the potential to inspire companies and enable them to transform themselves; directly influencing productivity, innovation and global competitiveness thereby impacting our quality of life.

The India Design Mark recipients documented in this catalogue will surely encourage countless others to integrate design in their business processes. I am sure that in future, the India Design Mark will become one great network of companies, which will use design and act as an aggregator of some excellent innovations coming from Indian companies.

Warm Regards,
Pradyumna Vyas

PREFACE

Good design, through its multifarious manifestations, affects the daily lives of everyone and has a lasting impact on our culture, identity, and quality of life. Design creates new meanings by changing an existing situation within a set of constraints in response to a need. Each design holds the potential, an opportunity to achieve social, economic and environmental benefits and to contribute in making the world a better place.

Excellence in design is an essential requirement for national competitiveness. The India Design Mark and its processes are intended to foster design excellence within the country. The product entries listed in this catalogue have been the recipients of the India Design Mark during 2012 and 2013. A duly constituted jury reviewed the applications. The assessment was conducted as per the prescribed evaluation criteria.

The jury comprised of leading veterans and professionals connected with the design profession. The first stage of evaluating the entries took place online. Each entry was reviewed by three jury members independently. Only those entries, which qualified in the first stage of evaluation, were considered in the second stage. In the second stage, evaluation of entries was conducted vis-à-vis the physical product submitted for assessment.

Design evaluation cannot be done against a checklist. Any design has to be evaluated through the process of a design review. Design assessment is a process of informed judgment and a decision making process wherein, a product is

evaluated against the prescribed criteria. While applying the prescribed criteria to a product entry, it is equally important to keep in mind the product context and the given context in which one evaluation criterion has more importance against the others.

The jury assessment was done with a holistic approach that involved taking a composite view of the product. The process was an integrated evaluation procedure keeping in mind all relevant criteria. The jury focused on excellence in design, the capability of the entry to serve the purpose for which it was designed and the aesthetics of the finished product. The jury was very particular about the fit and finish of the product entries.

This catalogue will serve as a documentation of good design in India. It will also serve as a reference point for new applicants to apply for the subsequent edition of the India Design Mark award. The catalogue, we are sure, will also emphasize that design is not only a domain of big corporate players, but can also be used effectively by the medium and small-scale enterprises. It will go on to establish that design is not merely about aesthetic styling, but it is also a unique strategic tool that creates innovation and product differentiation, thus improving the competitive advantage of an enterprise.

Hrridaysh Deshpande
Consultant Advisor
India Design Council

JURY 2012

Stage 1

CHANDRASHEKHAR BADVE
Founder Director
Strategy & marketing
Lokus Design Pvt Ltd

A BALASUBRAMANIAM
Director
January Design

DR. AMARESH CHAKRABARTI
Professor
Indian Institute of Science,
Bangalore

DR. B. K. CHAKRAVARTHY
Professor
Industrial Design Centre,
IIT Bombay

SUMER SINGH
Assistant Professor
IIT Delhi

BALKRISHNA MAHAJAN
Director
Ticket Design Pvt Ltd

CHANDRASHEKHAR WYAWAHARE
Director
Futuring Design Pvt Ltd

PRAKASH KHANZODE
Director
Onio Design Pvt Ltd

PRAVEEN NAHAR
Senior Faculty
National Institute of Design

SUNIL SUDHAKARAN
Director
Icarus Design Pvt Ltd

Stage 1 & 2

ABHIJIT BANSOD
Founder +
Principal Designer
Studio ABD

B BHAUMIK
Former Advisor
Mahindra & Mahindra

ASHISH DESHPANDE
Director
Elephant Strategy + Design

NARENDRA GHATE
Chief Designer
Tata Elxsi

SHRIKANT NIVASARKAR
Principal Architect & Designer
Nivasarkar Consultant

SURESH SETHI
Vice President
(Global Consumer Design), Asia
Whirlpool of India Limited

SUBRAMANIAM SUNDAR
Managing Director
Dovetail Furniture Pvt Ltd

ANUJ PRASAD
Founder & CEO
Desmania Design Pvt Ltd

SATISH GOKHALE
Director
Design Directions Pvt Ltd

JURY 2013

Stage 1

VIVEK AMBERKAR
Principal Designer
Vivek Amberkar Product Design

ABHIJIT BANSOD
Founder +
Principal Designer
Studio ABD

DR. AMARESH CHAKRABARTI
Professor
Indian Institute of Science,
Bangalore

SHARAD DAHAKE
Director
Ideal Mockups Pvt Ltd

ALOK GHONSIKAR
Head
Innovation & Design
Wipro Ltd

SANBID GOLUI
Director & Chief Designer
DesignLipi Projects Pvt Ltd

ZOEB KANORWALLA
Vice President and Head Design
Piramal Glass Ltd

PAUL SANDIP
Product Designer

SANDEEP SANGARU
Founder
Sangaru Design Studio

CHETAN SORAB
Team Head
LG Electronics (Design)

Stage 1 & 2

CHANDRASHEKHAR BADVE
Founder Director
Strategy & Marketing
Lokus Design Pvt Ltd

DIPENDRA BAONI
Founder & Managing Director
Lemon Design Pvt Ltd

B BHAUMIK
Former Advisor
Mahindra & Mahindra

ASHISH DESHPANDE
Director
Elephant Strategy + Design

VASANT DEWAJI
Vice President
Design and Development
VIP Industries Limited

NARENDRA GHATE
Chief Designer
Tata Elxsi

SATISH GOKHALE
Director
Design Directions Pvt Ltd

PRAKASH KHANZODE
Director
Onio Design Pvt Ltd

MAHESH KROVIDI
CEO
National Design
Business Incubator

SHASHANK MEHTA
Principal Faculty
Industrial Design
National Institute of Design

SHRIKANT NIVASARKAR
Principal Architect & Designer
Nivasarkar Consultant

SHALINI PAHWA
Corporate
Communication
Consultant

ANUJ PRASAD
Founder & CEO
Desmania Design Pvt Ltd

RAHUL SACHDEVA
Marketing Manager
Tata Elxsi

SURESH SETHI
Vice President
(Global Consumer Design), Asia
Whirlpool of India Limited

ABHIJIT TAKALE
Director & Head of Industrial Design
Neodes

V. EGA
Associate Vice President
Design Head
Godrej Interio,
Godrej & Boyce Mfg Co. Ltd

AJAY TANK
Senior Design Consultant
Usha Shriram Enterprises

ELIAS ABRAHAM
Vice President (R&D)
TVS Motor Company

JURY 2014

Stage 1

CHETAN SORAB
Team Head
LG Electronics (Design)

CHARUDATTA ARADHYE
Manager R&D
Johnson & Johnson

AJAY TANK
Senior Design Consultant
Usha Shriram Enterprises

RAVI MOKASHI PUNEKAR
Professor
Department of Design
IIT Guwahati

SANBID GOLUI
Director & Chief Designer
DesignLipi Projects Pvt Ltd

SANDIP PAUL
Founder Director
Paul Studio

SUSHANT JENA
Vice President
TI Cycles of India

ABHIJIT TAKALE
Director & Head of Industrial Design
Neodes

ANUJ PRASAD
Founder & CEO
Desmania Design Pvt Ltd

DIPENDRA BAONI
Founder & Managing Director
Lemon Design Pvt Ltd

ELIAS ABRAHAM
Vice President (R&D)
TVS Motor Company

NARENDRA GHATE
Chief Designer
Tata Elxsi

PRAKASH KHANZODE
Director
Onio Design Pvt Ltd

V. EGA
Associate Vice President, Design Head
Godrej Interio,
Godrej & Boyce Mfg Co. Ltd

VIVEK AMBEKAR
Principal Designer
Vivek Amberkar Product Design

ALOK GHONSIKAR
Head
Innovation & Design
Wipro Ltd

DR. AMARESH CHAKRABARTI
Professor
Indian Institute of Science,
Bangalore

SANDEEP SANGARU
Founder
Sangaru Design Studio

PRAVEEN NAHAR
Senior Faculty
National Institute of Design

Stage 1 & 2

SURESH SETHI
Vice President
(Global Consumer Design), Asia
Whirlpool of India Limited

SAURABH SINGH
AGM
Design Studio
Maruti Suzuki India Limited

SONIA MANCHANDA
Co Founder and Principal Designer
Idiom

SHASHANK MEHTA
Principal Faculty
Industrial Design
National Institute of Design

RANJAN MALIK
Director
Erehwon Innovation Consulting

RAMAN SAXENA
Mentor at DLabs
Indian School of Business

PARAG KULKARNI
Senior Vice President & Business Head
Commercial Lighting &
Furniture Wipro Ltd

MAHENDRA CHAUHAN
Senior Design Manager & Team Head
Titan Industries

BALKRISHNA MAHAJAN
Director
Ticket Design Pvt Ltd

SATISH GOKHALE
Director
Design Directions Pvt Ltd

MASAHIRO INOUE
Professor
Nagoya Institute of Technology

HIDEICHI MISONO
Advisor
Tecno Art Research Co. Ltd

ANJAN DAS
Executive Director
Confederation of Indian Industry

ABHIJIT BANSOD
Founder +
Principal Designer
Studio ABD

VASANT DEWAJI
Vice President
Design and Development
VIP Industries Limited

KUNAL UPADHYAY
Founder & CEO
Infuse Ventures

SHRIKANT NIVASARKAR
Principal Architect & Designer
Nivasarkar Consultant

B BHAUMIK
Former Advisor
Mahindra & Mahindra

ASHISH DESHPANDE
Director
Elephant Strategy + Design

CHANDRASHEKHAR BADVE
Founder Director
Strategy & Marketing
Lokus Design Pvt Ltd

The background features a vertical split. The left half is white with a series of concentric, light gray circles that are partially cut off by the edge. The right half is a solid dark red color, also featuring concentric circles, but these are more subtle and appear as thin lines. The text is centered on the red background.

I Mark Recipients 2012



ACE Chair

Manufacturer - Godrej Interio (Division of Godrej & Boyce Mfg Co. Ltd)
Designer - Nirav Shah

ACE is an executive chair range meant to address the needs of users in modern working environments.

ACE is a simple and intuitive ergonomically designed chair with user-friendly control knobs to get optimum support for a comfortable seating experience. The organic form derived from nature, coupled with the embellishing polished aluminium components, makes ACE enliven your work space. The see-through mesh back not only aids in better ventilation but also harmonizes the chair with its surrounding environment, making it visually lighter. Ace chair range is offered in a variety of options. The base models are High-Back (Full Back with Neck-rest), Full-back and Visitor chairs as well as variants are available on the same platform of seat, back and armrest as mentioned in the statement of line.



Agni Vertical Machining Centre

Manufacturer - Bharat Fritz Werner Limited

Designer - Ramesh Shamarao

The eco-friendly, aesthetically pleasant, and versatile workhorse - Agni, is one of the most successful CNC vertical machining centres in India.

There are five major variants of Agni which adapt to a wide range of applications. These machines help in impeccable production in vital sectors of manufacturing such as die and mould, automobile, general engineering, aerospace, medical implants, off highway products, and training. Apart from India, Agni can be seen in action in Germany, Italy, Singapore, Thailand, Bangladesh, and Dubai. Agni+ and Agni++ are the modern versions of the Agni.



CBR250R

Manufacturer - Honda Motorcycle & Scooter India Private Limited
Designer - Kiyoshi Katagiri

A motorcycle in 250cc sports segment, bringing the appeal of an aggressive super sport bike and providing customers with joy at an affordable price.

With a dynamic and sporty form based on 'mass centralization', the cutting-edge design concept for Honda's full-cowl sport bikes starting from the VFR1200F to the CBR1000RR, had a simple and clean advanced styling which was refined further from the functional viewpoint thereby producing a distinctive presence. Its shape slices through the wind while concealing the raw power that seems always ready to burst forth, making it a sports bike which has a very different impression from that of a scooter or a naked motorcycle. In every way, the goal is to enhance the pleasure of the riding experience.



Chrysalis ICCU Motorized Bed

**Manufacturer - Godrej & Boyce Mfg Co.
Ltd - Interio Division
Designer - Vazir Nadaph**

The design of Chrysalis is customized to meet the high demands of intensive care units in hospitals.

Chrysalis with its unique design is integrated with technology to operate on various functions. All parts of the bed are ergonomically designed according to Indian anthropometrics to achieve maximum patient safety and comfort. Clean under structure to ensure more hygiene and use of appropriate material helps the hospital staff and care givers to provide better service to the patients thereby creating a healthy environment. The Chrysalis hospital bed is five function motorized bed with battery backup. The motorized functions include height adjustment, backrest up and down, knee rest up and down along with Trendelenburg and reverse Trendelenburg. All functions are achieved with the help of four linear actuators.



Crompton Greaves Bore well Submersible Pump

Manufacturer - Crompton Greaves Ltd
Designer - Shashirekha Goramane & Team

Crompton Greaves Bore well Submersible pump is sleek and efficient with a stainless steel jacket for residential and agricultural usage.

It is rugged in construction, sufficiently easy to assemble and dismantle as well as for erection and commissioning. It is available with water filled or oil filled motors which are of high efficiency and durable in construction. It comes in various power and stage combinations to lift the water from different depths with different capacities. It is available both in 1 phase and 3 phase suitability of power supply. All the models have the best in class efficiency. It can also be connected to renewable solar energy. The design comes in two different options like radial flow and mixed flow depending on the flow requirement.



Dhruva High Speed Vertical Machining Centre

Manufacturer - Bharat Fritz Werner Limited
Designer - Venkatesh Habib

Dhruva is a modern CNC machining centre for mass production of components requiring any combination of milling, drilling, and tapping.

Available in four major variants with multiple combinations, Dhruva is extremely effective in aluminium, steel, cast iron, brass, and other metals generally used by the manufacturing sector. Not only does the industry in India, but also reputed manufacturers in France, Romania and Russia depend on Dhruva to produce accurate parts with great efficiency. Dhruva comes very handy in applications typically for automobiles, general engineering, pump and valves, and defence industry.



Duron Breeze

Manufacturer - Duron Energy Private Limited
Designer - Venkatesh Kannan

Duron Breeze is an LED lighting solution for the rural population who do not have access to electricity.

Duron Breeze is a home lighting system that is affordable and has been designed for rural India. Extensive research was conducted in villages of Uttar Pradesh to understand customer needs and arrive at this design. An ABS casing was designed to provide ruggedness, portability and to withstand vagaries of the weather. The form has been given a lot of aesthetic considerations. A smooth 'easy on the eyes' form was chosen. The vents provided help the air flow into the battery but allow minimal ingress of dust and moisture. The product provides ample light for cooking, for children to study at night and enables longer business hours for shop owners.



Duron Lite

**Manufacturer - Duron Energy
Private Limited
Designer - Venkatesh Kannan**

Duron Lite is an easy to install, simple to use, plug & play, portable solar home lighting system.

This is an affordable home lighting solution for the rural people who do not have access to electricity and meet their lighting needs with Kerosene and wick lamps. The system consists of a solar panel, a battery and an intelligent charge controller enclosed in an unbreakable ABS casing. The casing is designed and ergonomically suitable for rural customers. The system provides three LED lights which consume less energy and deliver more light. The LED lights are environment friendly and have a longer life. The lights are provided with dim and bright options for convenient and extended usage including lengthy cables to cover more area.



Duroware Tongue Care

Manufacturer - Wizardry Designs Pvt Ltd

Designer - Srinivas Kumar K.S

DUROWARE is designed to effectively clean the dorsal portion of the tongue that is susceptible to the accumulation of undesirable plaque film during sleep..

Most advertisements show that fresh breath is achieved by some sort of flavour. However, clinical studies have confirmed that odour-causing bacteria on the tongue are the primary cause of bad breath and a potential contributor to other oral health problems such as the periodontal disease. Effectively cleaning the tongue removes this primary cause of bad breath rather than simply treating the symptoms with mouthwash and breath aids. DUROWARE is the impressive addition to your daily oral care regimen.



Ecco Diva

Manufacturer - Bisquare Systems Pvt Ltd

Designer - Dipendra Baoni

ECCODIVA is an energy efficient, multipurpose product from ECCO, whose simplicity and design makes it a user friendly and handy light for every household.

The innovative solar light has 5 distinct uses: Portable Lantern Mode, Ceiling Light Mode, Torch Light Mode, Reading Light Mode and Wall Mounting Mode. As a solar Energy Product, the ECCODIVA delivers more than 90% charging with LED Drive efficiency, thus emitting light for a longer period of time (10-250 hours) from a smaller battery source thereby making it a reliable source for illumination.

The ECCODIVA can also be charged with an alternate power source ranging from 7V to 24V, if accessible in your house.

The ECCODIVA comes with a Mobile Charging feature which allows most commonly available mobile phone models & brands to be charged using the same.



ELGITEX - GX

Manufacturer - ELGI Ultra Industries Ltd

Designer - EUIL - Polytex Design Team

For the first time in the world, ELGITEX's innovative technology has created a revolutionary energy saving GX Grooved Spindle Tape with a patented Pneumaflush technology.

The product is a light duty power transmission belt used in driving spindles to produce yarn in textile mills. Elgitex engineered the conversion from cotton to synthetic tape in India. ELGITEX GX has a unique Pneumaflush action that flushes out air from the surface of the spindle tape, to provide optimum slip as well as a firm grip on high-speed spinning machines, thus saving power and outlasting conventional spindle tapes. Pneumaflush also prevents heat build-up and gives ELGITEX GX a higher breaking strength and joint strength. Each belt drives four spindles and in a machine having 1000 spindles, 250 belts are used. Pneumaflush is a registered trademark of ELGI Ultra Industries Ltd.



Handrail & Balustrade System

Manufacturer - KICH Architectural Products Pvt Ltd

Designer - Hiren Dolashiya

KICH Knock-down Handrail & Balustrade system is created from AISI 316 Stainless Steel which doesn't require welding or fabrication on site.

The product has optimal protection against corrosion from environment & chemical reactions, no welding or fabrication required on site and internally enhanced joints with bushing of Stainless Steel or Brass are some of the fascinating features of KICH Handrail & Balustrade System. High Grade AISI 316 Stainless Steel is used for 1.5mm wall thickness of railing and 10mm thick balustrade. The specially developed base provides an extra grip and strength to make it suitable for high footfall areas.

To successfully pass a uniformly distributed load test and shot bag impact test, it was manufactured as per ASTM E 935-00, ASTM E 985-00 and ASTM 2353-06 standards.



Ican

**Manufacturer - Wipro Ltd
(Furniture business)
Designer - Vipul Kumar**

Ican is a chair which offers a completely new dynamic to the office seating with an Aeroflo™ dual layer seat, which distributes weight evenly thereby eliminating pressure spots and enables air ventilation to reduce heat build-up.

Ican chair is a result of intensive study of the unique needs of Indian offices, blended with aesthetics and design. Its simple and contemporary design fits well with the sophisticated identity of modern offices. A task chair made on the principle of 'Sit safe - Sit healthy', offers a unique solution to the today's offices. The product has been a recipient of several awards, prominent amongst which are being the first runners' up in the 'Research & Development Innovation Award' category at Construction Week India Awards 2011.



Mega Banker

Manufacturer - Forbes Technosys Ltd

Designer - Feroze Katila

Forbes Mega Banker is capable of delivering practically all the services available at a bank branch, and even more, through a single platform.

Conventional ATMs are high cost, inflexible boxes that are neither scalable nor customizable. Also, conventional ATMs are high maintenance machines that need to be hosted in a controlled environment in addition to which the functionality of most of these machines is limited to basic banking functions and nothing more. Akin to a "Bank Branch-in-a-Box", Mega Banker can be made available 24x7x365, thereby offering tremendous flexibility to customers. The Mega Banker is also a "No-frills" machine which does not require an air-conditioned controlled environment to function. In addition, it can also function on solar power, thereby allowing it to be deployed in remote areas where supply of power is limited.



Mushroom collection

Manufacturer - JSL lifestyle limited

Designer - Swati Gakkher

‘Mushroom Collection’ is inspired from nature, utilizing the traditional Indian Craftsmanship married to modern technology.

This collection comprises of serve ware range. The textures of this collection have been translated and derived from a ‘Mushroom’ using traditional hand working ‘Chitai’ technique done with craftsmen from ‘Riwari’ combining them with modern industrial techniques. The handwork gives it elegance and adds a distinct character to the design which will be definitely admired on the table. The whole collection positively shimmers when laid to serve. The dining range comprises of ‘thalis’ (large platters) and bowls which have flutings inspired from those seen in a mushroom, along with a pitcher set. The serving range comprises of platters and serving bowls of different sizes along with a range of plates and bowls for eating.



Nano Banker ATM

Manufacturer - Forbes Technosys Limited

Designer - Ajay Singh/Feroze Katila

Forbes Nano Banker: A Compact, Sleek and
“Portable” ATM

The Forbes Nano Banker is akin to a portable ATM that has a very small foot-print. Unlike conventional ATMs, this product is a no-frills ATM, which does not require air conditioning, has very low maintenance costs, low power consumption and does not need extensive site preparation activities for deployment. Moreover, the Nano Banker is biometrically enabled, can function on solar energy and provides multilingual support. This makes the Nano Banker amenable to deployment at all types of locations, including in rural and remote areas of the country.



‘Namaste’ - Lecture Theatre Furniture

Manufacturer - Godrej Interio (Division of Godrej & Boyce Mfg Co. Ltd)

Designer - Lalitesh Mandrekar

‘Namaste’ is a modular furniture product designed to facilitate lectures and training sessions with the modern day use of equipment like laptops and tablets.

The product consists of foldable desks and seats for students/trainees to sit in rows and work on paper books as well as laptops. The product can be fixed in lecture theatres and auditoriums on flat as well as stepped floors. It has electrical and LAN outlets for easy charging and data connectivity for laptops. The product is available in standard modules of 2, 3 & 4 seats. Each module is fixed to the ground using anchor fasteners and can be arranged in the room as per the layout. A unique feature of this product is the adjustable seat mounting that allows use in a flat floor room or an auditorium with a stepped floor.



Natraj Premium

Manufacturer - Scorpio Enterprise

Designer - Devang Pathak

Natraj Premium is a flour mill intended for grinding grains at home. Different sieves enable users to grind the grain to different fineness as required.

Grains like wheat, bajra, maize, jowar or dry spices like pepper, coriander and even coffee can be ground with this machine. These grains can be ground individually or in different combinations to make a multi-grain flour. The idea behind this product is to encourage people to grind grains at home and eat fresh and nutritive flour. Natraj Premium is an attempt to offer an alternative to the people who are worried about the less than hygienic conditions at commercial flourmills and nutritive value of the ready-made flour made by grinding grains at high temperatures in roller mills.



Pride Power Grind

Manufacturer - ELGI Ultra Industries Ltd

Designer - Suresh C

ELGI Pride's new value series Table-Top Grinder - Pride Power Grind is a smart choice for the Indian kitchen.

Pride Power Grind Table Top Wet grinder is used for processing wet / soaked grains using natural flat and roller stones for grinding process. This machine is used to make batter (grinding of rice and dal) for preparation of Indian breakfast viz. Idly, Dosa & Dhokla. The Product integrates design, form and function with aesthetically appealing colours in three variations of Ultra Blue, Forest Green and Copper Red considering user ergonomics & ease of use in Indian kitchens. Highlights like convenience of use, easy to clean, small foot print, the ability to carry out multiple functions and durability adds to customer delight.



Safety Gear

Manufacturer - Mallcom (India) Limited
Designer - Suvabrata Paul

Industrial Safety Shoe is intended for use in all types of industries, mainly in construction, automobiles, petrochemicals, heavy engineering etc.

Traditionally safety shoes are considered to be bulky and rough types of shoe which the workers are not very keen to wear. Mallcom, through its constant R&D initiatives and state-of-the-art technologies, introduced safety shoes that gained enormous accolades from the industries. The innovative design technique ensures that every worker enjoys safe and comfortable working environment without compromising any safety parameters as prescribed by the national and international regulatory bodies or agencies. The ease of use and customizable design options provide the user with a wide array of options to select the best fit for him/her.



Stability Chamber

Manufacturer - Thermolab Scientific Equipments Pvt Ltd
Designer - Shivom Singh Bisht

Stability Chamber for pharmaceutical application.

Stability Chamber is designed as per ICH guidelines and WHO, USFDA & UK-MHRA requirements. With its unique feature of delivering continuous operations, controlled technology and superior Air Flow distribution along with temperature and humidity recovery, it is the most preferred chamber. It has been made on a CNC machine and constructed as per c GMP and GLP requirements which offer safety to both - the operator and machine. It's sleek body design, data storage and recording, computer interface, 21 CFR compliant software, multiple sensors for online mapping, GSM mobile alert, stand by refrigeration and humidity system, web based online remote monitoring and many more, are its salient features.



Startline

**Manufacturer - Wipro Ltd
(Furniture business)
Designer - Vipul Kumar**

Startline is a premium modular furniture system which can be configured/assembled in multiple ways to design furniture for various applications in any modern office.

Startline is a unique furniture system that provides unmatched flexibility in configuring application/need specific product configurations using the same set of intelligent components at any point of time. The system provides solutions for all office furniture needs, be it in cabin furniture, workstations, meeting /conference rooms or a freestanding independent table.



Swift

Manufacturer - Maruti Suzuki India Limited
Designer - Suzuki Design Studio

Swift is a sporty and premium mid B-Segment Hatchback with a very distinct design language and best in class features & comfort.

Good drivability & compact dimensions make it suited for highway as well as city use. A "Happy & Confident" fascia gives it a distinct and strong road presence. Swift has right balance of power performance and environmental performance with emotional and high quality design. High quality finishes and trims in interiors with ample utility and comfort features make it a very strong competitor in its segment. The unique design elements, driving performance and practical utility associated with it, make it a performance oriented daily commuter and a comfortable weekend getaway vehicle for modern families.



Tata Swach Nanotech Water Purifier

Manufacturer - Tata Chemicals Ltd
Designer - Design Directions Pvt Ltd

Tata Swach Nanotech Water Purifier makes drinking water safe from disease causing organisms with its advanced TSRF technology.

Tata Swach Nanotech functions without electricity, running water and harmful chemicals at a running cost of just 0.12 paise/litre. The key component is its cartridge, the Tata Swach Bulb. This bulb runs on its unique TSRF technology, around which 14 patents have been filed so far. At less than 0.12 paise per litre of purification, it is possibly the lowest cost purifier in the world today having the following unique characteristics - uses a natural material like rice-husk-ash as the main ingredient in the purification bed, uses the power of nanotechnology, it is portable and convenient to use, the bulb can even be fitted into any existing water storage device.



Time Attendance and Access Control Product

Manufacturer - Matrix Comsec Pvt Ltd

Designer - Ashvin Navadia

Matrix SETU ATA range of products is designed to meet the requirement of converting VoIP network to traditional telephony interfaces and vice-versa.

Internet Telephony offers intrinsic benefits of cost and flexibility. At the same time, legacy telephony infrastructure and habits cannot be replaced overnight. People desire the best of both worlds-lower cost of VoIP and the convenience of using existing telephony products and methods. It handles all the complexities of VoIP technology internally and provides a simple telephone interface to make and receive calls. Matrix SETU ATA is specially designed for small businesses and residential users, offering them the advantage of low tariff Internet telephony. Matrix SETU ATA is a bridge to the world of IP Telephony!



Transit

Manufacturer - Wipro Ltd
(Furniture business)
Designer - Vipul Kumar

Transit is a stylish chair which reflects a slender elegance that belies its stability and strength - a result of innovative construction and precision engineering.

Transit symbolizes the joy of a product that's simple and easy to use with amazing utility and convenience. Being sleek and light, transit is essentially designed for easy handling. The unique shape and contour not only add visual delight but also make the chair amazingly stackable and portable. It is an effective way to create seating in public spaces like food courts, cafeterias, waiting lounges, classroom, conference halls, etc.



Ultra Choice + Mixer Grinder

Manufacturer - ELGI Ultra Industries Ltd
Designer - Janak Mistry

ELGI Ultra's new Ultra Choice Hi-Performance Mixer-Grinder is designed for efficiency and exemplary performance, targeted for use in Indian Kitchens.

The new product incorporates innovative features for processing quicker, healthier and better food products for Indian kitchen applications. It is made up of an aluminium body that provides total stability and durability. Food grade stainless steel profiled square jar with flow-breakers offers better blending & grinding efficacy. A Feather touch button with 2 fixed speeds- one Pulse & Rotary switch with variable speed are the main features. The product facilitates blending / grinding at low speeds to preserve nutritional value of juices since less heat is generated. For high speed grinding requirements it can go up to 14000 rpm at rated load. A digitized display to help achieve the right grinding consistency every time is another distinct feature of the mixer-grinder.



Ultra Endura + SS Pressure Cooker

Manufacturer - ELGI ultra industries Ltd
Designer - Siraj Bhagwan & C.Chandrasekar

ELGI Ultra's new Ultra Endura Plus Pressure Cooker is designed for efficiency and exemplary performance, targeted for use mainly in Indian Kitchens.

The product integrates an aesthetically appealing design form and technology enabled functional benefits with user ergonomics & ease of use resulting in the hi-Impact bonded technology with 3-layered sandwich base for quick and even heat distribution along with being induction compatible, which makes it ideal for Indian Kitchen applications. Other significant features include ergonomically designed heat resistant bakelite handles with twin screw locking, satin finished inner surface to resist food from sticking and for enabling easy cleaning along with long lasting food grade -high temperature and heat resistant Nitrile rubber gasket which is odour free & colour stabilized.



Wagon R

Manufacturer - Maruti Suzuki India Limited

Designer - Maruti Suzuki Design Studio

Wagon R is B-Segment entry compact hatchback that is designed “Inside-Out” to have a very spacious interior with compact exterior dimensions.

Strong focus on utility & ease of driving makes it a very practical city car. The clean design gives it an aesthetic appeal which is liked by all age groups: Universal Design. New Wagon R has more focus on usable cabin space while retaining its overall compactness. High seating and panoramic windows make it convenient to drive in areas having narrow or congested roads. Flexible seating and large luggage volume makes it “Multi-purpose” for customers. Overall “Tallboy” design with unique packaging gives it a distinct and strong road presence. A utility basket under the seat cushion & a large head clearance are some of its significant features.



WE

**Manufacturer - Wipro Ltd
(Furniture business)
Designer - Vipul Kumar**

WE is a modular open office furniture system which targets the diverse users in India and their very diverse needs.

WE is a modular office furniture system based on the concept of 'Open Office Architecture', providing a platform that supports all functions and user needs. WE is designed to let people interact more with a greater possibility of collaborative environment. Light seamless screens give a perfect balance of privacy and openness. The clean lines, uncluttered construction, choice of materials and personalizing options and the simplicity reflected in every design element forms the very ethos of WE.



YZF R15 version 2.0

**Manufacturer - India Yamaha Motor
Private Limited
Designer - GK Dynamics**

A Racing and performance design oriented motorcycle which gives not only a high value of ownership but is also convenient for daily use.

Equipped with a lightweight all-aluminium DiASil Cylinder that has excellent heat dissipation characteristics, and a lightweight aluminium forged piston that contributes to reduced vibration. It has a new aluminium rear swing arm which is the 1st of its kind in Indian 2 wheeler market in the 150cc class. Both comfortable riding position in Indian traffic conditions as well as a dynamic impression as a racing motorcycle was well considered for development, with much focus on the high tone in reapportion design. A wider rear tire and the LED tail light were key solutions in keeping the original design concept, finally giving it a real racing look.



I Mark Recipients 2013



25T HCV (MN25)

**Manufacturer - Mahindra Navistar
Automotives Ltd**

Designer - In-house design team

MN31 truck comes with powerful engine from Navistar (formerly MWM) Brazil and has been localized to suit Indian requirements.

The vehicle is designed to carry heavy loads with ease and cruise through any tough terrain. The cabin is designed with great focus on driver's latent needs and preferences, which improves performance & safety of drivers and results in more profits for fleet owners. This truck is used in the market for applications like cargo load, tanker, cement, white goods, fruits and vegetables to transport all across the country. The Cabin has been designed to be comfortable from a 5th percentile Indian male to a 95th percentile American Male, giving it the largest range in the market. A four-point cab suspension dampens shake and vibrations thereby offering more comfort for the first time in Indian trucking.



31T HCV (MN31)

**Manufacturer - Mahindra Navistar
Automotives Ltd**

Designer - In-house design team

MN31 truck comes with powerful engine from Navistar (formerly MWM) Brazil and has been localized to suit Indian requirements.

The vehicle is designed to carry heavy loads with ease and cruise through any tough terrain. The cabin is designed with great focus on driver's latent needs and preferences, which improves performance & safety of drivers and provides more profits for fleet owners. This truck is used in the market for applications like cargo load, tanker, cement, white goods, fruits and vegetables to transport all across the country. The Cabin has been designed to be comfortable from a 5th percentile Indian male to a 95th percentile American Male, giving it the largest range in the market. A four-point cab suspension dampens shake and vibrations thereby offering more comfort for the first time in Indian trucking.



Bird Deterrent Spikes

**Manufacturer - Manabay Intertrade
Pvt Ltd**

Designer - Manish Pratap Singh

Deter pigeons from perching with world class polycarbonate spikes which can be installed easily on virtually all types of surfaces.

The Bird Deterrent Spikes are made from 100% UV (Ultra Violet) protected, polycarbonate spikes, which will not interfere with electronic signals or communication systems. Being break resistant and rigid/super strong, they have a special curved arrangement at the sectional base for a better hold on any given surface be it flat, curved or vertical. Sturdy plastic does the same job as stainless steel at a fraction of the cost. Distinctive extension arrangement means that any number of parts can be joined together to form an endless chain.



Celesta

Manufacturer - Amalgamated Bean Coffee Trading Co. Ltd

Designer - In house design team led by Dhanya Kumar K G

Celesta is an indigenous, fully automatic bean to cup coffee vending machine to deliver fresh cup of coffee based drinks

The Celesta coffee machine can dispense up to 100 cups per hour of coffee based drinks. The steam and hot water dispensing from dedicated wands facilitates other drinks like tea, chocolate and soups. The cappuccino system mixes steam, air and milk, producing rich frothy cappuccino with unique features like froth, coffee and water quantity adjustments, programmable control unit, one touch operation for the convenience of hot drinks on the go, small footprint and aesthetics to go with corporate ambience, unique front door design for easy access for cleaning and maintenance along with an adjustable coffee dispenser.



Chevrolet Beat

Manufacturer - General Motors India

Designer - In-house design team

Chevrolet Beat Diesel is a dazzlingly dynamic, bold and stylish car for Indian families with a futuristic and sporty design.

It has a superb mileage - the diesel variant with its 25.44 kmpl mileage happens to be the highest in the diesel car category. The Chevrolet Beat is stunning to look at with an upswept crease, prominent wheel arches and recessed door handles which give it a sporty character. Viewed from any angle, Chevrolet Beat is bold and inspiring with sleek rear door handles that add a unique two-door vibe, while still maintaining the four-door utility. It has an aggressive and dynamic silhouette that gives its exteriors a new proportion along with its twin-barrel design and polycarbonate outer lenses providing enhanced lighting and always keeping your car in the spotlight.



Diet 22 i

Manufacturer - Symphony Limited
Designer - In-House Design Team

Symphony “DIET 22 i” is a user friendly and ergonomically designed air cooler.

Symphony “DIET 22 i” can be used to cool a room even in intensely hot weather conditions. All customers have to do is pour water into the tank through the inlet door and then switch ON the cooler. The DIET 22 i is equipped with a full functioning remote with an off timer, an empty water tank alarm, power full air throw with auto swing, robust wheels for mobility and an ice chamber for enhanced cooling.



Dio

Manufacturer - Honda Motorcycle and Scooter India Private Limited
Designer - Aashish B Chaudhary

Taking its DNA from the international image of Honda VFR, the new Honda Dio is a perfect scooter for riders who want something flamboyant.

The Dio is the first 'Moto Scooter' in India, meant to be a unisex scooter which caters to the young generation of the country. The college goer's heart throb, it's a scooter that delivers on style, comfort and performance at an affordable price tag. In every way, the goal is to enhance the pleasure and experience the joy of riding. The Moto-scooter feel is expressed in its sleek, aerodynamic wedge design that suits international styling preferences while the flowing body achieves attractive and distinguished styling that invokes a motorcycle-like feel. It is very suitable for city riding as the relaxed seating position allows for better manoeuvring and smoother handling even in traffic.



Dream Yuga

**Manufacturer - Honda Motorcycle and
Scooter India Private Limited
Designer - Kenji Tako (In-house-designer)**

Dream Yuga is Honda's latest offering for the mass commuter segment of India, a step towards fulfilling the aspiration of a common man.

Dream Yuga is completely designed for an Indian segment where the customer is very much conscious about the budget. Each and every aspect of the motorcycle has been designed and developed with the richness of Honda's philosophy of safe and pleasurable riding. This motorcycle rejuvenates the dreams of the mass commuter segment and introduces them with a low maintenance motorcycle with up-segment features. Dream Yuga features a strong and flexible diamond frame giving it a light weight advantage, but at the same time providing the structural rigidity for stable and safe riding.



Duro DZ

Manufacturer - Mahindra Two

Wheeler's Ltd

Designer - In-house design team

Duro DZ is a gearless family scooter intended for daily commuting while providing ease of use, better handling, stability and ride comfort.

The 'Duro DZ' is a 124cc 4-stroke gearless scooter with a maximum power of 6 KW @ 7000 rpm and with a maximum torque of 9 Nm @ 5500 rpm. The scooter has a 6.5 litre fuel tank capacity. It is shod with tires on 10" rims and is provided with both automatic and kick-start starting mechanisms. The large luggage box (under seat 20 litres) enables the storage of a full face helmet along with other items. "DCDI System" provides high power while maintaining frugal fuel consumption and reducing emission levels.



D.VA Solar Lantern

Manufacturer - Larsen & Toubro Limited

Designer - In-House Design Team

D.VA solar lantern is a portable light fixture with contemporary styling and technology that embodies utility, convenience and reliability for a user.

D.VA assures the highest 360 degrees light output equivalent to that of a 5W CFL with duty cycle of 10 hrs per day at maximum illumination and 2 days autonomy with 5 hrs per day. LED cluster and a metalized reflector are designed to provide glare free and soothing lights. Micro-controller ensures battery is never overcharged and provides the thermal compensation to enhance battery life at various operating temperatures. D.VA has been designed with ergonomics and durability at its core. It is also suitable for use under rain and can withstand accidental drops from height of 4 feet.



Dzire

Manufacturer - Maruti Suzuki India Ltd

Designer - Maruti Suzuki Design Studio

Distinct design language, best in class features and comfort make the Dzire a highly versatile and desirable car.

The Dzire has the right balance of unique design elements, driving performance and practical utility which makes it a performance oriented daily commuter as well as a comfortable weekend getaway vehicle for modern families. Dzire with its good design and strong brand recall has strengthened the brand image of Maruti Suzuki. The new Dzire has evolved on aspects of "Joy to drive", "Delight to Use", and "Happiness to own", providing high quality, safety, and comfort to its users. It has the right balance of power and environmental performance with emotional and high quality design. Attention to detail, high quality materials, use of various finishes and trims and dual tone Interiors infuse the feel of luxury sports in it.



Embassy

Manufacturer - Wipro Furniture Business
Designer - Vipul Kumar

EMBASSY is a furniture range for executive office suites and an attempt to upgrade a regular mass manufactured product to a level of well crafted refined furniture.

EMBASSY is essentially an engineered wood product, but it has an out-look of an exclusively crafted piece of furniture. EMBASSY, with its variable sizes and configurations offers multiple choices which can be suitable for the executive offices of varying sizes, designations and work cultures. It gives the user an experience of stylish simplicity combined with functionality. It is this experience that sets it apart as a design.



Enviro Grid & E'Strong Grid & Systems

Manufacturer - Reinforced Soil Technologies Pvt Ltd
Designer - Som S Sarkar & Ranjana Majumdar

GEOGRID is a planar structure formed by a regular network of tensile elements with apertures of sufficient size to allow interlocking with surrounding soil.

Geogrids cater to functions of reinforcement and separation of soil. Characterized by high dimensional stability, high strength and high tensile modulus at very low elongation (achieved by proprietary processes of orientation of polymer molecules), Geogrids are composed of uni-axially and biaxially orientation of molecules, with enhanced strength in one or two directions, being primarily used for soil reinforcement. Geogrids have an integral junction made from a single continuous process, optimum junction strength, high dimensional stability, stiffness and tensile modulus at low strain.



Ertiga

Manufacturer - Maruti Suzuki India Ltd

Designer - Maruti Suzuki Design Studio

Ertiga is first of its kind vehicle in MUV segment designed to Maximize Interior space while retaining its compact Exteriors.

A good mix of driving comfort, luggage room flexibility and ease of driving makes it a very comfortable touring vehicle and a practical city transport. The “Satisfaction in Ownership”, “Value for Money” and “Fun to Use” makes it truly a “Life Utility Vehicle” or LUV. Stylish, happy interiors with high quality upholstery and flexi seating come together in a sporty & contemporary body design. Ertiga is designed to look more like a personal car than a utility vehicle. Bright, Warm and high quality interiors create a comfortable space for the entire family.



Eye Snug-a-Doodle

Manufacturer - The Doodle Factory

Designer - Aditi Deo

The EYE SNUG-A-DOODLE is a health & wellness product, made from natural materials, designed to soothe the eyes for comfort

It can be used heated or ice-cold for a variety of ailments to alleviate discomfort. The EYE SNUG-A-DOODLE helps alleviate strained eyes, migraines, nasal blocks or chest congestion, inner ear infections in children, general soothing of forehead, back of the neck, shoulder, knees, feet etc. Made from 100% cotton material (ideally unbleached & / or organic); the EYE SNUG-A-DOODLE is filled with a grain mixture of broken organic rice, organic mustard and neem leaves. It is treated with neem oil to preserve from insects & lend a slight medicinal perfume. Completely biodegradable, it is made by social groups working towards empowering women from being disadvantaged.



Godrej aer twist

Manufacturer - Rubicon Formulation Pvt Ltd (Godrej Consumer Products Ltd authorized P2P unit)
Designer - Design Gandhi & Godrej

A Range of car fresheners with pleasant fragrances in beautiful & thoughtful designs which enhance car interiors.

Aer twist is a car dashboard freshener that fits in a cup holder as well. It is a designer car fragrance that is practical, thoughtful, good looking, fragrant, long-lasting and easy to use - a great product for people who are conscious about the aesthetics and appreciate good design.



Herculoc Plus Padlock

**Manufacturer - Godrej Locking Solutions
and Systems Division of Godrej and Boyce
Mfg Co. Ltd
Designer - Pravin Nayak**

Herculoc Plus Padlock is a solid, rigid and strong padlock with very high security intended for use in outdoor applications.

Herculoc Plus Padlock is designed to meet security needs of customers desiring high security for main doors and external locking, which includes brute environmental conditions and anticipated vandalism. Materials chosen are special grade to meet the exacting standards. The construction of the lock prevents it against crowbar attacks, sawing and twisting. The lock comes with computer monitored 3 Kurve-System (3KS) key which has more than 30 trillion key combinations and is practically unduplicable. The lock and cylinder have been certified according to various European standards and have the highest grade of security.



I'M

**Manufacturer - Wipro Furniture Business
Designer - Vipul Kumar**

I'M is a pioneering design in the field of office furniture that should bring about the concept of 'Open Office Architecture'. It is India's first 'Leg and Beam' based modular office system.

I'M is a modular office furniture system which follows the school of thought popularly known as 'Open Office Architecture'. I'M is designed to create a seamless office environment best suited for interactive offices. I'M is characterised by its signature aluminium legs and beam. The strong visual appeal of the legs coupled with the vast functional benefits of the beam, makes it a very versatile design.



Interactive Split Air conditioner

**Manufacturer - Ingersoll-Rand
International India Ltd
Designer - Chandrashekhar Nadgouda**

Interactive Split Air conditioner is a premium range air conditioner designed with the theme “Smart and energy efficient homes”.

Interactive AC wirelessly interacts with the electronic lock through remote control and makes way for a comfortable living experience. The product is designed with differentiation in terms of energy efficiency and home connectivity. With its intelligent features like trane mode, energy meter, multi unit, hassle free control and home connectivity, this air conditioner addresses the high degree of convenience, comfort and control and makes everyday living simple and intuitive. Beauty and elegance of the product comes from a sense of simplicity and design consistency.



Mahindra Earthmaster

Manufacturer - Mahindra & Mahindra Limited

Designer - In-house design team

Mahindra EarthMaster, a Backhoe Loader, is one of the most versatile construction equipment with two attachments - the backhoe and the loader.

Mahindra EarthMaster's backhoe attachment is used for digging and trenching purposes, while the loader attachment is used for material handling in construction sites, tipper loading in stone crushing units and other infrastructure sites. Mahindra EarthMaster offers its customers' to BREAKFREE from the limitations of the old technology through its enhanced features, advanced technology, superior engineering and unmatched services. Since its launch, EarthMaster has bagged accolades, prominent amongst them being first runner's up in the 'Research & Development Innovation Award' category at Construction Week India Awards 2011.



Mortice Handle

**Manufacturer - KICH Architectural
Products Pvt Ltd**

Designer - In-house design team

Mortice Handle is a part of hardware products being manufactured by Kich Architectural Products Pvt Ltd.

This Mortice Handle is crafted from Corrosion Resistant High Grade AISI 316 Stainless Steel material. It is a solid body Mortice Handle which is available in combination of satin and glossy finish. It repels bacteria which make it most suitable for places like hospitals, educational institutes, hotels, homes, offices and many others where higher degree of health and hygiene is required. Due to its natural finish, it does not require regular cleaning or maintenance thus ensuring a lifetime of trouble free functioning with almost zero maintenance. It is an eco-friendly product crafted from raw materials which are both recycled and recyclable, hence contributing towards valuable points for acquiring green building certification.



O Floodlight and Columns

Manufacturer - Wipro Limited

Designer - Michel Tortel

O floodlights and flood columns is a unique range of floodlighting solutions for urban architectural lighting.

O floodlight is a standalone floodlight while O Flood Columns are an integrated solution for floodlighting applications. Its neutral timeless cylindrical styling blends with any urban environment be it modern contemporary architecture ora heritage monument. A clean, versatile and complete integrated column structure forms an aesthetic replacement for conventional floodlight structures. O Floodlight and Flood Columns look spectacular during daytime and create stunning effects when lit in dark hours. The slim profile of the flood column replaces the cumbersome structures usually used to erect floodlights.



Ocean Herbal

Manufacturer - Ocean Herbal & Lifecare Pvt Ltd
Designer - Sandeep Thombre

Ocean Herbal is a young and premium Ayurvedic brand that adds value to the lives of consumers of all ages.

The packaging design of the product has a well rounded body with a trapezoidal shape that is easy to grip and gives the product a distinct look while providing a large area for the brand/product name. The trapezoidal shape more over enhances visibility on the retail shelf. It enables bottles to be stacked in an alternate pattern thus optimizing stacking and saving costs while transportation. The design also comes with a unique dispenser inside the bottle which is specially designed to dispense one tablet/capsule at a time. This makes it easy to access the tablets especially for elderly users.



Pallet Racking HEM Beam

**Manufacturer - Godrej & Boyce
Manufacturing Co. Ltd, Storage
Solutions Group
Designer - In-House Design Team**

Godrej HEM Beam is a cost-effective rack component designed to meet load requirements in modern warehouses.

It's a unique solution for a critical question faced in rack design - How can heavier loads be stored on minimal rack area? With its efficient design, space available for storing objects is maximized. More importantly, the amount of steel that goes into creating these components is kept to a minimum, which results in significant cost reduction. Apart from being functionally efficient, it also ensures safety of men and material and is visually pleasing to the eye by virtue of design.



Pause

Manufacturer - Wipro Limited
Designer - Wipro Innovation & Design Studio

Pause is an extremely versatile chair which can fit in to a number of varied scenarios with different functions and spatial requirements.

Pause is a multitasking seating range that has a variety of possible configurations, features and options. It is a sleek, contemporary, light weight nestable chair which can be configured into various layouts. It brings forward a fresh look which will fit in to any interior environment seamlessly. Be it an office, a training room, a waiting lounge at a hospital, a Railway Station, or an Airport.



Rodeo RZ

Manufacturer - Mahindra Two

Wheelers Ltd

Designer - In-house design team

Rodeo is a gearless scooter styled for ladies and the youth for daily commuting along with loads of features for increased convenience.

The 'Rodeo RZ' is a 124cc 4-stroke gearless scooter with a maximum power of 6 KW @ 7000 rpm and with a maximum torque of 9 Nm @ 5500 rpm. The scooter has a 4.5 litre fuel tank capacity with a pressure type fuel sensor. The 'Rodeo RZ' convenience features include charging points for on-the-go charging for mobiles, iPods or MP3, light in the under seat storage area and a digital instrument cluster. A pressure type fuel sensor is used for fuel indication in the scooter which provides a more accurate and real-time fuel level indication.



Scintilla Chair Range

**Manufacturer - Godrej Interio (Division of
Godrej & Boyce Mfg Co. Ltd)**
Designer - Nagabhushan Hegde

The chair is useful in a variety of office and educational establishments and addresses the latent needs of the users.

The chair offers good amount of desk space to accommodate note pads, pens, laptops, coffee etc. all at same time. Needs like leg room, gentle back tilt, comforting back hug and softly rounded edges at all the major touch points add to a comfortable seating experience. The back is provided with a unique & compact auto return flexi-back relief mechanism which allows just enough relief for the back while changing postures and stretching. The narrow width at the top of the back near acromion allows unrestricted stretching of arms sideways. The chair is designed to meet the BIFMA standard of chair testing.



Smart

Manufacturer - Wipro Furniture Business
Designer - Wipro Innovation & Design Studio

Smart is a very unique chair which offers best of all worlds in a single design. It is visually pleasing, ergonomically designed, light weight yet durable and multifunctional.

Smart is an ergonomically designed chair taking into consideration the Indian Anthropometric dimensions. It has cushioned seat and back, hydraulic gas lift for adjusting the seating height, synchronized mechanisms for single/multiposition locking, castors for smooth movement on the floor & height adjustable arm rests. This chair is designed for use in offices as a workstation chair or in manager cabin areas and conference /meeting room chair.



Stainless Steel 4" Borewell Submersible Pumpset

Manufacturer - Crompton Greaves Limited
Designer - Pandhari Susar

Crompton Greaves Stainless Steel 4" bore well submersible pump sets are light in weight, robust in construction and highly efficient.

It has good abrasion & corrosion-resistant properties as all its parts come in the direct path of water flow. Those not in contact with water are in stainless steel. State-of-the-art hydraulics provide a substantially higher efficiency as compared to the nominal efficiencies declared by BIS. The whole range has copper brazed rotors with chrome plating which enhances efficiency & life. All rotating parts are dynamically balanced for low vibration and longer bush bearing life. It is available with a water filled motor and comes in various power and stage combinations to lift the water from different depths with different capacities. It is available both in 1 phase and 3 phase suitability of power supply.



SteaMon

Manufacturer - Forbes Marshall Pvt Ltd
Designer - Kunal Ghatge

SteaMon, as the name suggests stands for Steam Monitoring device.

SteaMon is an industrial product used to measure steam in process industries. It is available in line sizes ranging from 1"-4" and is targeted at consumption point measurements offering a better alternative to other metering solutions.



TOFT (Two orifice float trap)

Manufacturer - Forbes Marshall Pvt Ltd
Designer - Kunal Ghatge

The TOFT is a Two Orifice Float type steam Trap, where two orifices are operated by a single float.

For normal running condensate load, the single orifice opens where as the increase in condensate load opens the second orifice. This modulating mechanism enables this trap cope up efficiently with varying condensate load conditions. With this innovation, TOFT fulfils the need of efficient condensate removal from the steam system. TOFT has in built ancillary features which make it more robust, reliable, compact -a complete compact float trap station.



Trane Electronic Mortise Lock

**Manufacturer - Ingersoll-Rand
International India Ltd
Designer - Chandrashekhar Nadgouda**

Trane electronic lock is a next generation interactive security system that combines safety and convenience.

The product is designed with differentiations in terms of home connectivity, energy efficiency and convenience. With its intelligent features like Auto lock, Remote night latch, Passage function, Tamper alarm, Emergency key, Non duplicable electronic key and Home connectivity, it brings a whole new dimension to home security. Trane electronic is customized to suit most Indian doors. The home connectivity feature develops a good habit to save energy, cost of electricity and help prevent electrical hazards. Sleek and stylish look of the product combines technology with elegance.



Vola Streetlight

Manufacturer - Wipro Limited

Designer - Michel Tortel

Vola Streetlight is a high performance designer streetlight with timeless elegance for the modern Indian urban landscape.

Use of high quality materials, exquisite finish and minute detailing creates a statement in urban street lighting. High performance multifaceted reflector delivers uniform lighting resulting in an increased spacing between streetlights, thus reducing number of streetlights required per km. Specially designed hollow gasket ensures dust and water tight ingress protection of luminaire ensuring a life-long optical performance. Its streamlined aerodynamic shape helps it to adapt and outlast vagaries of nature. Top opening design allows easy access to lamp and ensures convenient maintenance. Special sealing system does not allow dust, insects and water entry into luminaire resulting in no reduction in lighting performance over time.



Vurv

Manufacturer - Godrej Interio (Division of Godrej and Boyce Mfg Co.)
Designer - In-house design team

'Vurv' is a modular open office furniture system to facilitate the flexibility of office furniture considering the modern day office systems.

Vurv consists of a modular desk, with storages at different levels, customizable partitioning panels, return units, conference tables and meeting units. The system could be arranged in two formats; linear format and angular format (90 degree and 120 degree). The intent of this product is to adapt to user requirement, based on his/her work profile or comfort level in an open office system. Vurv is a furniture system that keeps up with the change in the modern day office culture. There is a lot of flexibility embedded in the product so users can use it as per their needs thus enabling a good, open and healthy working environment.



Whisper Supreme

Manufacturer - Milcent Appliances Pvt Ltd

Designer - In-House Design Team

Milcent Supreme Domestic Flour Mill is the ultramodern kitchen partner with an unmatched quality, convenience, power saving and durability features.

Milcent Supreme is a testament to the brand's innovative superiority in the segment. It's the sensible new age homemaker's smart new kitchen partner. The fully automatic Milcent Supreme Domestic Flour mill offers pure, healthier and tastier flour. Silent and highly efficient, it also offers features like auto glow, auto clean, audio guide, vacuum clean as well as a strong grinding chamber with lifetime warranty. Milcent Supreme boasts of an accident proof, rustproof single piece steel rotor. Its silicon stamping and copper winding power saver motor offers power saving and long lasting durability. It's also available in multiple colours to compliment diverse home décors.



Wish

Manufacturer - Godrej Interio (Division of Godrej and Boyce Mfg Co.)
Designer - Lalitesh Mandrekar

‘Wish’ is an open plan office system based furniture providing for the contemporary needs of the office environment.

Wish provides a solution for space planning, cable management, and office aesthetics. The product provides a work desk platform along with a partitioning system. The system is modular which allows flexibility and can be arranged according to the office space available. Partition system provides privacy within the open office environment, and also functions as wire management system providing easy access for power/LAN/telephone requirements at each desk. The product is available in multiple sizes, profiles and finishes. Partition panels are constructed with honey comb block and tiles which allows a single panel to be provided up to lengths of 6’ thus giving it a contemporary look.



Wonder Fresh

Manufacturer - Colour Xpress Pvt Ltd
Designer - Ravi Asawa, B N V Kiran Kumar

Wonder Fresh is a reusable bag that extends the shelf-life of vegetables and fruits stored in the fridge thus reducing wastage.

Vegetables, leafy vegetables and fruits can be preserved in the fridge merely for 7 days. Carrots, green chillies and lemons can be preserved merely for 20 days. Wonder Fresh removes ethylene gas that accelerates ageing and deterioration, allows breathing unlike ordinary plastic bags, minimizes moisture formation and retains freshness for longer periods of time. The bag is light weight, tear resistant, water resistant and can be reused up to 400 times. 100% recyclable and eco-friendly, Wonder Fresh is chemical free and works to maintain the temperature, keeping the vegetables moisture free even during a power cut.



XUV500

Manufacturer - Mahindra & Mahindra Limited

Designer - In-house design team

The XUV500 is the country's first indigenously developed monocoque SUV with the first transverse engine.

Mahindra XUV500 is a Cheetah inspired car in the Sports Utility vehicle category. The product offers luxurious comfort, speed and space in options all wheel drive with five doors. XUV500 is a beautiful automobile, which evokes speed when standing still and one that triggers emotions when seen in action. With its powerful build and feline grace, the cheetah inspired XUV500 emerged from a careful study of the African wildcat of the same name. XUV500 is unmatched in terms of style, performance, technology, safety and comfort, providing customers a truly complete driving experience.



Xylo

Manufacturer - Mahindra &

Mahindra Limited

Designer - In-house design team

Mahindra Xylo is a multi-utility vehicle that offers luxurious space and comfort in options of 7/8 seating capacity with five doors.

With its sleek new body contours, styled headlights and spirited stance, the new Xylo is a wonder destined to grab eye balls. Long legs are always happy in a Xylo, thanks to the generous legroom. There's chic leather and glossy wood finishing everywhere. The seat transforms into flat bed for your comfort and the air-conditioning is perfect, even in the last row. With the famed mHawk, the first in class in-cabin entertainment and ample safety and convenience features leave nothing to be desired. State-of-the-art Voice Command Technology allows you to control everything from the wipers and door locks to your personal phone calls by just talking to it.



YAMAHA RAY

**Manufacturer - India Yamaha Motor
Pvt Ltd**

Designer - Seiji Higashihara

Yamaha Ray is designed and engineered on the concept of “Smart, Convenience, Comfort” design for females.

Yamaha Ray offers best in class acceleration, easy handling & manoeuvrability and good fuel efficiency. It is equipped with an air-cooled 4-stroke 113cc engine with CVT (Continuous variable transmission) that boasts of excellent reliability. The engine achieves good fuel economy in the practical use speed range and its body has a fresh, innovative styling based on a design concept of being a “Sophisticate & Dynamic”. The product is full of fine touches that women will appreciate, like the seat designed with easy leg reach to the ground and ease of mounting in mind, ample storage space and easy to operate centre and side stands.

The background features a vertical split. The left half is white with a series of thin, light gray concentric circles that are partially cut off by the edge. The right half is a solid dark red color, also featuring a series of thin, dark red concentric circles that are partially cut off by the edge. The text is centered on the red background.

I Mark Recipients 2014



Honda Motorcycle & Scooter India Private Limited

Manufacturer - Activa

Designer - Honda R & D (India) Pvt Ltd

Activa-i is a compact scooter designed for the Indian market, suitable mainly for working professionals and the mass market segment.

Activa-i is designed keeping in mind the young unisex professionals for daily commuting needs. The stylish indicators, appealing front headlight, chiselled muffler and catchy tail light are in complete synergy with the overall smoothness of its looks. The combi-brake system reduces braking distance by 24% compared to conventional brakes. Activa-i also features tubeless tyres, maintenance free battery, viscous air filter, comfortable seating posture and maximum storage space of 18 litres. At 103 kg, its light weight design ensures fatigue free ride and the high ground clearance of 165mm guarantees joyful riding.



Alto 800

Manufacturer - Maruti Suzuki India Limited

Designer - In-house Design Team

The 'Maruti 800' has always been country's most beloved small car and a preferred choice for first time car buyers.

The new Alto 800's harmonious yet slick design packs quite a punch with the unique "Wavefront" design. The smooth long curves, prominent wheel arch and wider lip add to the side stance. All this makes the Alto 800 a design wonder. The Alto 800 has the right balance of power performance and environmental performance with emotional and high quality design. The sporty design offers higher seating and easier ingress / egress. Use of modern new age materials & processes mean optimum material utilization. New and highly refined 796cc 3-cylinder engine with lower emission offers excellent efficiency (22.74 kmpl in petrol and 30.46 Km/kg in CNG).



Atta Kneader

Manufacturer - Softel Machines Ltd

Designer - Bhairavi Anil Jain

Softel Atta Kneader is a unique product designed for hands- free atta kneading. The product can knead atta for making various Indian breads in less than a minute and can also be used for chopping needs.

This user-friendly gadget has features like a powerful motor fitted with overload protection, a unique fail safe mechanical lock and a 3 speed selection. It has a compact space saving design and a scale marked 1000 ml. bowl with flow breaker. A Cord winder enables easy storage and you get a food grade SS chopping blade and a long handle spatula free with this product. This product also comes with a 12 months warranty.



Bhoomi 2-Way Non-Stick Clay Pot (2.5ltr)

Manufacturer - Nirlep Appliances Ltd
Designer - Elephant Design

Bhoomi is a “cook & serve” stoneware range which incorporates a unique 2 way non-stick feature. The internal non-stick coating which is porous in nature retains natural taste of food and requires less oil for cooking which allows for healthy cooking.

The integrated handles on the rim allow a firm, secure comfortable handling experience. The knob allows intuitive parking of the spatula on the lid. A non-stick dome shaped lid ensures efficient flow of the steam condensate carrying nutrients and flavour back into the food. Bhoomi is compatible with Gas Stoves, Microwaves and Convection ovens. It also sports a post modern appeal with cook and serves advantage.



BioSens

Manufacturer - Forbes Marshall Pvt. Ltd.

**Designer - Kunal Ghatge & In-house
Design Team**

BioSens uses a patented measuring technique that revolutionises the way the BOD value of an effluent sample is determined.

BioSens is a patented technology developed in India. Biosensor membrane fusion with plastic moulded magnetic cap was one of the many innovations in this product. Additionally, the product has been aesthetically designed and engineered to minimize user errors by employing poka-yoke principles, preventing invalid actions, avoiding manual computations and textually prompting the user appropriately when required. The touch screen interface on the front of control unit allows the user to perform various different functions including calibration, measurement, viewing reports and system configuration. Patent applied, trademark registered.



BIOsmart NG

**Manufacturer - Smart I Electronics
Systems Pvt Ltd**

Designer - Smart I + Neodes Design Team

BIOsmart NG is a next generation finger print biometric machine which smoothly automates the attendance systems of any type of organizations.

100% Made in India, BIOsmart NG is a unique combination of enterprise level features with an international look. Intuitive Touch Screen GUI streamlines the operation of devices. Simple graphical icons make the system very user friendly and it is very easy to maintain a particular client's infrastructure either existing or upcoming. The device has an inbuilt facility to provide audio output for important transactions in a crystal clear sound. BIOsmart NG also has an inbuilt 4 GB SD memory card which is used for Firmware up-gradation, restoring device configuration, finger template and transactions Storage/backup, etc. It also has a Modular Card Reader (Proximity and Smart card).



Blade Mortise Handle

**Manufacturer - Godrej Locking
Solutions & Systems**

Designer - Chandrashekhar Wyawahare

The Godrej Blade Mortise Handle is specifically designed aesthetically as well as functionally to suit residential and commercial applications.

Its unique and simple design makes it comfortable for users of all age groups. It is strong and sturdy and very unique and contemporary look - wise. Concealed fixing screws give it a clean look and anti theft screws provide the requisite safety and sturdiness. Compatible for both: Left handed and right handed doors where the handle assembly is suitable to all kinds of doors available in India. The product has soft edges with sufficient fillet that ensures safety during usage.



Carlton Magnum ii Laptop Stroller

Manufacturer - VIP Industries Limited
Designer - Alex Swainson

Magnum II Laptop Folio is a lightweight laptop bag on wheels designed for short business trips.

The Laptop Stroller has a full 180 degrees book-type opening for the laptop compartment. This product is checkpoint friendly which means that the user does not need to remove the laptop from its protective cover while under a scanner. The laptop remains completely scratch-free during the scanning process. The bag can be comfortably strolled on its 2 smooth running wheels while holding it from the handle of the telescopic trolley system. It can also be carried by holding onto the two carry-handles. There is an extra provision to keep other things like cords, cables and files/ books in separate pockets which helps to de-clutter the bag.



Carlton O2 Trolley Bag

Manufacturer - VIP Industries Limited

Designer - Alex Swainson

O2 is a very lightweight trolley case available in 3 sizes. It is typically a rectangular shaped bag used to transport a user's belongings during travel.

Carlton O2 has a unique "retractable kangaroo pouch" which allows for temporary stowing of belongings. Due to increasing restrictions of air travel in reference to the weights allowed on board, this product has been designed to satisfy a growing market demand for lightweight luggage. Light weight fabric gives sufficient durability while reducing the weight of the jacket. With regard to the same the lightweight foam backing laminates the above mentioned fabric. PP extruded sheet was used to replace the typically used PE sheet and additional holes were punched in the same to further reduce weight.



Trigger

Manufacturer - Honda Motorcycle & Scooter India Private Limited
Designer - Takash Arai

CB Trigger is a 150cc Bike targeted at young enthusiasts who believe in the Brand Honda. The styling guarantees proud owners in urban as well as semi urban areas.

CB Trigger is fitted with class leading technologies ensuring a superb mileage of 60 km/lit. A trendy digital panel is one of the most stylish and advanced meter consoles available while aggressive head lights and unique tail lights add to the aesthetic value of the bike. CB Trigger comes with the combination brake system (First time in Category) & Dual Disc along with CBS where both brakes work only on applying the foot brake. Dual Disc improves braking efficiency while enhancing the rider's Safety where as the Mono suspension design ensures centralization of mass, which further enhances stability during sharp turns.



Chiara

Manufacturer - Frontier Polymers Pvt Ltd
Designer - Design Directions,
Satish Gokhale

Chiara is a sculptural planter made from rotational moulding process, conceived to be highly functional as well as beautiful.

Chiara has a sense of slowly being carved out from a single rock, yet standing tall. The internal light emphasises every detail of its birth. Each and every hexagon on the external wall was individually chiselled on to the pattern to give the product a natural look. Moulded from 100% recyclable polyethylene, UV stabilised, non-fading colours and use of energy efficient LED lighting; makes this product truly avant-garde. Antistatic properties of the polymer help in easy cleaning and repel dust adding to the functionality of the product.



Combitive Starhaler

Manufacturer - Sun Pharma Advanced Research Co Ltd.

Designer - Design Directions Pvt Ltd

The Combitive Starhaler® is a 60 dose DPI designed to deliver the drug formulation to patients with asthma or COPD.

Starhaler's airway design enables 40% of inhaled drug to reach intended site of action (Lung) (World's highest was 25% for similar passive device) with efficiency. A spring loaded Breath Activation Mechanism (BAM) allows the drug to be delivered only when sufficient inhalation flow is achieved by patient, resulting in effective dose delivery and no dose wastage. The dose is not wasted if Starhaler is closed without inhalation. Glow-in-the-dark feature enables locating Starhaler in low light conditions. The Dose counter also displays number of remaining doses. The Braille button protrudes when only 8 doses are left in the Starhaler and conveys to visually impaired patients that they should purchase the next Starhaler.



Covalent

Manufacturer - Godrej Interio, Godrej & Boyce Mfg Co Ltd.

Designer - Sushil Kumar Sawant

Covalent is a modular laboratory furniture system comprising of “C” Frame, storages and shelves which can easily adapt to any laboratory layout, giving a distinct visual language to the entire space.

Covalent system provides the user with options to customize his/her workspace with adjustable regent shelves, as the immediate storage requirements in the lab vary from user to user. There are three types of under counter cabinets available - fixed, sliding and mobile. The service lines, in covalent, are completely concealed, thus providing a clutter free work area. Covalent laboratory furniture system allows clients to plan according to their specific needs. Thus, allowing the user to make the best possible use of their lab.



Cub Magnetic Drilling Machine

Manufacturer - Broachcutter Drilling Machines Pvt Ltd.

Designer - Broachcutter Design Team

CUB is a lightweight, compact magnetic drilling machine used to drill holes of diameter from 12mm to 35mm in steel plates of up to 50mm thickness.

CUB is a portable drill with annular cutters. The product's compact design allows drilling very close to the vertical surface. It also has maintenance free dual rail guide system with simple controls and single speed making it extremely user friendly. It also has an integrated gearbox and housing plus Motor Overload Protection System. It weighs just 10 kg and the magnet has three unique features namely, Magnetic Field Shape Control (MSFC), Magnetic Power Adhesion Control (MPAC) and Electromagnetic Energy Saving Base (ESB).



Effimax

Manufacturer - Forbes Marshall Pvt Ltd
Designer - In-house Design Team

Effimax is a unique energy management, web based product which monitors all the critical parameters related to the boiler performance.

Complete stainless steel brushed finish body with etched graphics makes this product premium and provides value for money. There are many user friendly features like electrical wiring diagram on the inner side of the door, ready to use installation/commissioning videos, easy to push lock and provision for a screwdriver in the signal conditional unit. Effimax mobile application is available on android and i-os platform. This enables users to get connected to the boiler anywhere, anytime bridging the gap between the boiler/ utilities and the users at various levels.



Elate

Manufacturer - Wipro Enterprises Ltd.

Designer - Vipul Kumar

Elate is a stylish and modern task seating range. This chair is extremely ergonomic and comfortable to use even over a long period of time.

Back frame with flexing top half provides optimum supporting different postures and facilitates natural movement while being seated. Extra large seat with soft touch fabric upholstery provides additional thigh support and free movement space. The waterfall front edge facilitates blood circulation to the lower legs while the ergonomically designed extra soft and wide arm-pads offer comfort while computer usage. Height adjustable lumbar support along with height and depth adjustable wide arm pads with smooth synchronized mechanism; provide a good range of adjustments for personalized fit and comfort.



Elektron

Manufacturer - Ferromatik Milacron India Pvt Ltd
Designer - Kaushik M. Bhuv

ELEKTRON is an all ELECTRIC Plastic injection moulding machine which produces plastic parts made from Thermoplastic and Thermosetting polymers.

This product is a FULLY ELECTRIC machine which confirms environment friendly manufacturing. It does not require hydraulic oil which saves a lot of trouble. It has a CLEAN operation, which makes it very suitable for Clean Room Moulding. It saves up to 30 - 50% energy compared to a hydraulic machine and 20% higher productivity is guaranteed by means of parallel operation, reduced cycle time & high up time. The product also ensures excellent accuracy; repeatability and consistency while the mould plates designed with FEA technique ensure best mould life. Also, the noise level is reduced by a significant 6-10 dB.



Freestile

**Manufacturer - : Godrej Interio,
Godrej & Boyce Mfg Co Ltd
Designer - Interio Design**

Freestile is a modular seating system with the possibility of endless configurations which can be adapted to different postures while seamlessly fitting itself into the available space.

Freestile is inspired by tessellations, with its curvilinear body and detachable backrests that understands specific needs. It not only offers flexibility in configuring of seating layout but also adaptability in case of formal and casual settings. Varied depth and width ensure different seating postures. Flexibility of changing upholstery helps compliment modern and trendy living room décor. The hidden details on all four sides of the seat ensure ease of handling and the curvilinear shape of the seat helps align the seats while the loop at the bottom helps keep them in position.



Green Balance Split Air Conditioner Range

**Manufacturer - Godrej Appliances Ltd,
Godrej & Boyce Co Mfg Ltd
Designer - Anilkumar Bipracharan Sahu**

This product uses natural and green refrigerant Propane-R290 and is available in 1.0T & 1.5T capacity.

This Split AC comes in black & white colour variations in each capacity. Godrej Green Balance proves to be extremely energy efficient as it saves 10% more energy over 5 star AC's and it is the 1st company to manufacture and sell AC's commercially using R290 refrigerant. This refrigerant has Zero Ozone Depletion and very low Global Warming Potential of about 3.3 v/s with the existing refrigerant values of 0.055 and 1810. It also has bacteria/germ killing ability in addition to dust removal for a healthy and pollution free atmosphere. Green Balance mfg. line is run by an all women team—an initiative on gender equality.



GRIPP

Manufacturer - CEAT
Designer - Vipul John P

This Product is a bias Motorcycle tyre of size“100/90-17”. “GRIPP” is meant for the rear wheel fitment of premium bikes of 150-200cc.

CEAT GRIPP tyres are made of synthetic based tread compound which ensures higher level of friction with the road while braking. GRIPP is designed with optimum land:sea ratio of 50:50 to ensure ideal performance in both wet and dry conditions. This product is made distinct by integrating benchmarked features in design. The Grip feel is built in the tyre by rectangular blocks transmitting the image of a magnetic grip, unique Penta-faced block for robust look, customized block positioning for effective water channelling and dig through blocks for off road performance.



HTSE Quadrant Wrist Watch

Manufacturer - Titan Industries Limited
Designer - Sanil Dhadwal

The Titan HTSE (High Tech Self Energized) Quadrant is a unique timepiece powered by light only.

This is the first watch in India that charges solely from light (lux levels as low as 20 of a candlelight). Designed to withstand heat and UV radiation, it is also water resistant up to 30 meters. It is uniquely adaptable to natural, fluorescent and incandescent light sources and is very efficient in the process of converting light into energy. ASIC (Smart Chip) is the brain module that controls virtually everything that happens in this light- powered watch. It monitors the functioning of the Light Receptor Panel and regulates the charging of the battery. It also controls the working of the quartz movement.



HTSE Sovereign Wrist Watch

Manufacturer - Titan Industries Limited
Designer - Sanil Dhadwal

HTSE Sovereign (High Tech Self Energized) is a wrist watch powered by any source of light greater than 200 Lux.

The technological features of this collection such as “sleep mode” which increases the shelf life of the battery, “end of life” which indicates that the battery needs a recharge, “overcharge prevention” – prevents overcharging of the battery – and “TSWF” – time set warning function are part of the application specific IC that was developed with in-house technical expertise. The watch has an analogue hour and minute display and also a small second display. The Watch Case is made from Hi Grade Stainless Steel and the strap from High quality leather. The buckle is made out of Stainless steel and the Crystal from Mineral glass. Poly Carbonate (plexi glass) and Aluminium components make the elegant dial.



Inventa Series Fume Hood

Manufacturer - Labguard India Pvt Ltd
Designer - Prakash Sansare

Fume Hoods are basically ventilated cupboards used in labs by scientists as it is not safe carryout chemical reactions in open space.

This safety equipment is very easy to maintain. It saves at least 20% of the energy bill without compromising user safety. A Fume Hood gives a complete view of the equipment and/or reactions. A heavy duty timer belt is used as sash rope which has an estimated life span of 10 years. 2 counterweights guarantee double safety. It is resistant to chemicals and its fire retardant construction ensures that GI does not corrode and the laminate does not burn.



Mahindra Pantero

Manufacturer - Mahindra Two Wheelers Ltd
Designer - Yogaraja V
(In-House Design Team)

The Pantero is designed for first time motorcyclists in an urban and semi-urban setting, looking for an elegant and practical product.

The Mahindra Pantero has a fully digital instrument panel which includes a speedometer, fuel gauge, tachometer and clock. The motorcycle has LED (Light Emitting Diodes) pilot lamps and a LED tail lamp along with high ground clearance for its segment of 165mm. The indigenously developed MCI-5 (Micro-Chip Ignited - 5 curves) engine responds to the rider's needs for power and economy on the road efficiently. It has been manufactured at a facility which won the 'CMO Asia Star of the industry - Manufacturing Excellence Awards 2013'. Awards were for 'best in class CSR', 'best in class safety excellence' and 'best in class carbon footprint' awards.



Mobiliz

Manufacturer - DSK Digital Technologies Pvt Ltd

Designer - Design Directions Pvt Ltd

The product is first of its kind in the world, being the only portable solar powered handy mobile computing product designed, developed and manufactured in India at an affordable cost.

To design and develop an indigenous mobile computing device with various state of the art features that should cater to varied needs of the specific user with flexibility for several configurations at the manufacturing level. Powered with portable Solar- photovoltaic panels for application, the product was a unique solution in rural parts of the country which has intermittent or absolutely no power supply. Open source operating system makes it cost effective and virus free. Multilingual and user friendly Graphical User Interface with touch screen TFT 7" display depends on intuition in order to understand and learn the applications quickly.



Nano My13

Manufacturer - Tata Motors Limited

Designer - Tata Motors Design

The New MY13 is a good product for the youth of India where a small vehicle is easy to handle and gives the space and comfort of a quality car.

The Mono-volume design of the car has rendered maximum space to the interiors which became a platform for innovation. The basic theme for the interior is simple and universal design which appeals to all kinds of people by striking a happy balance of Style, functionality and comfort within the given constraints of cost and engineering. There is loads of leg room and headroom for all passengers. There is no space trapped behind trimmings where every component is well value engineered and all extra fat has been removed without losing the aesthetic value. Also, there is a harmony in the colours for the dashboard, the door trims and the seat fabrics to create a lively ambience in the interiors.



Ostovet - Virbac

Manufacturer - Mr. Jitendra Saha

Designer - Chandrashekhar Badve

Ostovet is a Double Power Liquid Nutritional Supplement of High Bio-available yielding cattle.

The thoughtful ergonomic handle enables the target group, which mostly uses two-wheelers/cycles for commuting, to carry the product effortlessly. The intelligent design uses less material in manufacturing, thus reducing the cost and benefiting the TG economically as compared to the current packaging. The patented design structure attempts to upgrade the brand to an international level by its broad, chiselled look and feel, helping the brand in breaking the shelf clutter.



PaniPuri Plate

Manufacturer - Hamilton Housewares Pvt Ltd

Designer - Hamilton's In-House Design Team

PaniPuri Plate is designed to serve panipuri in public gatherings so that consumer can eat 6 puris conveniently without waiting at the counter.

This is the first specialized product for PaniPuri in India. It is designed considering the natural food habits of people. It avoids spillage and mixing of pani. It is easy to carry and eat at your own convenience. It is comfortable to hold in one hand and eat panipuri from other. Puris filled with semisolid Ragda are arranged on flange and flavoured water 'Pani' is filled in elliptical bowl at the centre. User can take puris one by one to dip it in pani and eat it. When finished they can drink the pani. Plates can be stacked one over the other for easy storage. This helps to avoid a crowd forming at serving counters. No need to wait for a single puri to eat.



Pipe Guard

**Manufacturer - M/S Al-Aziz Plastics
Pvt Ltd**

Designer - Uday Kashinath Adhikari

Strong, rigid yet light, these aesthetic guards are mostly installed at the parking space or at the entrance of a house.

We have designed this product in the most advanced PE-100 material which makes it as strong as the RCC Guards. It is very easy to install and its impact strength is amazingly high enabling it to absorb most impacts without getting damaged. We strongly believe that this is an innovative product because no one has ever thought of replacing RCC guards with Plastic Guards. It was a herculean task to convince the users for its suitability for the end use. They are mostly concerned about the strength required in the guards. We conducted tests in front of them in order to prove that the impact and mechanical strength of this product is as good as a RCC guard.



Pisces A103i (ECG Machine)

Manufacturer - Allengers Global Healthcare Pvt Ltd

Designer - Allengers + Neodes Design Team

Pisces A-103i is a 3 channel portable Electrocardiogram machine used in the diagnosis of heart related problems.

Pisces A-103i which is a highly intelligent, portable, excellent performance ECG instrument is also available at a very affordable cost compared to its international competitors. The integration of high end embedded technology is the brain behind the faster, more accurate, easy to use & consistent instrument. Unique product architecture makes it a truly compact & portable ECG. Smart touch screen display facilitates very sophisticated and easy navigation for the test settings. Its portability and reliable high quality printing of the end result makes it a really useful product in India. The neat, clean & integrated product design ensures the appropriate hygiene required in medical environments.



PIXEF 215

Manufacturer - Tractors India Limited

Designer - TIL Design Team

PIXEF 215 is a safe to drive on road, Pick & Carry Crane, of about 15 Ton capacities. The word PIXEF stands for PICK+SAFE.

PIXEF 215 has the following distinct features regarding safety and operation - Microprocessor controlled safety system, which has comprehensive operation mode interlocks; detection of safe operating area with respect to rotation angle and detection of outriggers deployment; Operations wise, it has a hydrostatically controlled rear steer axle that follows Ackerman Geometry; 180° loading / unloading on outriggers, Pick'n'Carry over front and torque converter powershift transmission, make it a very high functioning and operational pick and carry crane.



PowerBUS Home Power Backup System

Manufacturer - Exide Industries Ltd
Designer - Ticket Design Pvt Ltd

PowerBUS is a well integrated, modular, scalable and maintenance free Power Backup System that makes power available when the main grid fails.

PowerBUS is a remarkable shift in architecture; the battery& product are designed to be a complimentary fit, virtually a monocoque construction. The battery is used as a structural load bearing member which has helped reduce the number of parts and use of metal members. The wiring is encased and the serviceability is easy. The product is user friendly and the battery is very easy to maintain being extremely safe because of the tubular gel technology which also gives the benefits of deep discharge during long power cuts. A smart new innovation from deep user insights has been the quick access 'emergency lamp' that pops out with a gentle press.



Quickee Indoor Stage

Manufacturer - Quickee Infra Pvt Ltd

Designer - Sean De Souza

Quickee stage is the first standardised (tested by IIT and bureau Veritas) environment friendly staging product for the event industry in India.

The product is based on a space frame design. It features a 9-leg support system which is different from the traditional 4 Leg support system that is in use today. This space frame is collapsible for easy storage and handling. Because of the rigours of the rental industry the product is extremely robust and is designed to withstand all the elements. Keeping customization in mind, it can be built horizontally to any span and vertically to a maximum height of 6'0". It can also be used just as a floor. Being predominantly made of aluminium and polyurethane coated wood; it lends itself for anti-static applications as well.



Raga Opera

Manufacturer - Titan Industries Limited

Designer - Shatabdi Sangeeta

The idea behind this watch was to develop a product which appeals to neo-urban Indian women who are modern and fashionable.

Raga opera is a three piece case with 30mm bezel which is inspired by the coaxial, symmetrical geometry running on the pillars and ceiling of the main hall of the PALAIS GARNIER. The bezel has twenty four Swarovski 1.2mm white colour stones set on it and some parts of it are casted and handmade. The case and bezel are both made out of brass, with plating of rose gold on them. Opera has a smooth steel mesh in rose gold as the bracelet with adjustable links towards the end for a comfortable wrist fit. Overall finish of the product is a combination of sand blast and polish which makes the product a perfect unique urban ethnic wear.



Raga Pearl 'Perola'

Manufacturer - Titan Industries Limited

Designer - Malvika Khadilkar

Raga is essentially a sub brand of women's watches falling under the mother brand of Titan Industries.

Raga over the years has evolved into a brand that epitomizes grace, femininity and sensuality and has transformed itself from being associated with daily wear to one that celebrates special moments in a woman's life. Raga's new brand philosophy is being contemporary as opposed to being traditional and aims at appealing to a much younger audience. Pearls as one knows define being not only elegant and sensual but also timeless. They epitomize grace and class. Perola is a timepiece has been casted in Brass. The most unique feature of this product is 22 irregular cultured pearls placed in a nonlinear, unique arrangement.



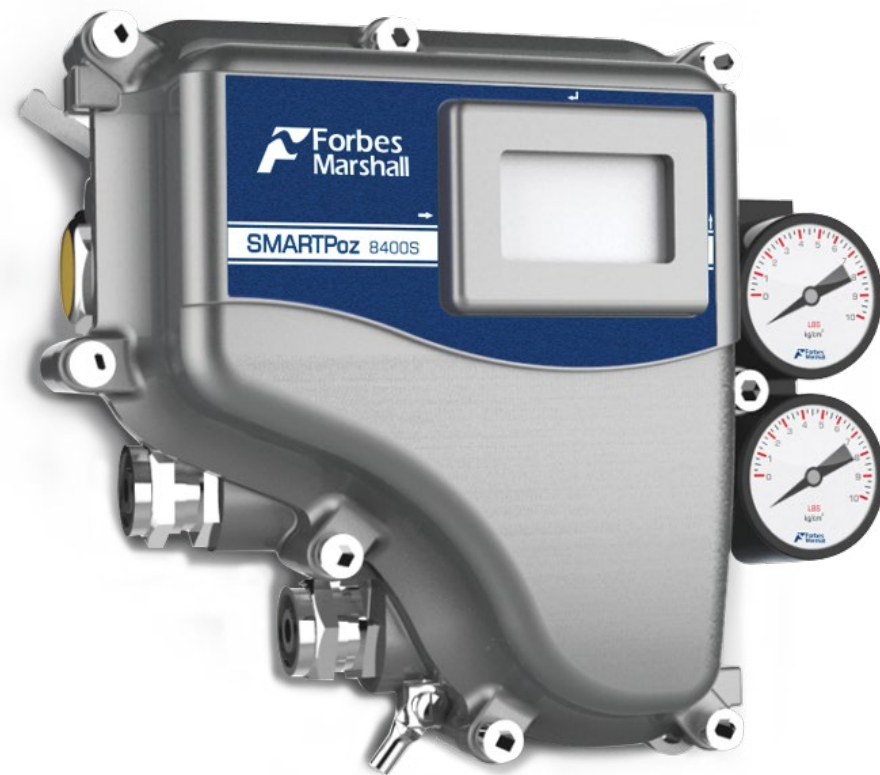
Ray Z

Manufacturer - India Yamaha Motor Pvt Ltd

Designer - Yuta Tachimori

Ray-Z has been developed for young male riders with Smooth start-up and wonderful performance with a compactness that makes it easy to handle.

YAMAHA CYGNUS RAY Z is designed on the concept of "Aggressive Sporty Design" for young men in their late teens and early twenties. The aerodynamically designed smoked visor reminds people of motorcycles and an aluminium tandem grab bar that looks like a rear wing emphasizing down force. They give a unique and dynamic look to the model. The two tone colour combinations emphasize down force and the checker flag graphic gives a sporty and strong look to the model. It has three colour variations: white for trendiness, red for dynamism and black for aggressiveness. Also, easy leg reach helps a person drive comfortably in traffic conditions and assists in easy parking.



SmartPoz

Manufacturer - Forbes Marshall Pvt Ltd
Designer - Kunal Ghatge & In-house
Design Team

The Smart Positioner Series 8400S is a smart two-wire microprocessor based device that provides fast, sensitive and accurate positioning for single acting linear pneumatic actuators.

The most powerful feature of SmartPOZ is its unique form. This visual uniqueness makes a statement of its own, complimenting the function very well to modulate the valve as per process requirements with great precision and accuracy. It satisfies multiple needs like a common housing for all configurations along with a provision for communication modules as well. SmartPOZ is 1st product of this nature developed in India with the unique DUAL SENSING TECHNIQUE which was never tried before by any Indian company. Mounting the SmartPOZ has also become very easy due to tubeless/contact less mechanism.



SuperNova Wardrobe Lock

**Manufacturer - Godrej Locking
Solutions & Systems**
Designer - Vinayak Nalgirkar

SuperNova Wardrobe lock offers a unique combination of aesthetics and enhanced security to the customers.

This patented design has a minimalist key hole on the wardrobe panel which preserves the clean looks of the wardrobes while providing high security. The key is the fusion of lever profile key and dimple key. Because of the irreversibility of the key due to the lever profile and the conical tip, it is easy to locate the keyhole even in dark. The design of the lock is elegant and aesthetic. The dual tone finish which is the combination of glossy and textured sand blasted nickel plating is the first of its kind in amongst wardrobe locks available in the market. The concealed cylinder inside the lock and the riveted construction makes it tamper proof.



Tata Magic Iris

Manufacturer - Tata Motors Limited

Designer - Tata Motors Design Team

The product caters to last-mile connectivity with a dash of style and visual appeal along with compact dimensions.

The stylish, 'friendly' face is a far cry from the utilitarian styles usually seen in this segment. Its sculpted body form with sophisticated, car-like panel surfacing and compact size with comfortable seating for 3 or 4 passengers also offers intuitive, ergonomic controls. Iris has spacious and airy interiors. Plus, it has fully enclosed areas for the driver as well as passengers.



Titan Ducati X1

Manufacturer - Titan Industries Limited

Designer - Mahendra Chauhan

This watch is designed for consumers with a sporty and adventurous attitude corresponding to the Titan-Ducati agreement.

TITAN Ducati watch X1 has been designed to convey speed, a sense of adventure and aggressive spirit of the bikes. It is all about the look, feel and design intricacy of the movement, along with sturdiness of design. It is a combination of these factors that takes this watch to the premium positioning of affordable luxury. It has integrated alligator pattern strap for better wrist fit, sophisticated 5 piece case-dial construction and unique automatic movement. These details are unmatched in any product in this segment positioning.



Titan Ducati X2

Manufacturer - Titan Industries Limited

Designer - Mahendra Chauhan

Titan recently announced its exclusive agreement for India with Italian bike brand Ducati, and launched its exciting range of special-edition watches.

Sophisticated case construction with robust aesthetics and bold screw elements symbolically connect with the details in the Ducati motorbikes. These products are a perfect match of aggressiveness with sophistication, integrating Titan's watch language with Ducati's design DNA. The watch has a 4 layer Dial construction, integrated silicon strap and a 3 piece case unit. Watch sides have a concave curve on sides, which is the design DNA of the collection. Side milling and double coining were used to get that perfect, well -designed look.



Titan Edge Skeletal

Manufacturer - Titan Company Limited

Designer - Mahendra Chauhan

Titan Skeletal Edge is the next level of Edge launched by Titan. It is the slimmest watch in the world.

At a height of merely 4mm and weight of just 36 grams, this edge watch is the thinnest and lightest titanium watch in the world. The high precision analogue quartz movement displays a slim stature of only 1.1mm. The case's skeletal design in titanium provides a view of the purist record turn dial with its plain two hands. The top of the wrist watch is fashioned from sapphire glass crystal while the back features a transparent sapphire glass base. A watch strap of high quality Toscana calf leather rounds off the watch's elegant appearance. The birded strap has nubuck leather lining and double deployment stainless steel buckle.



TVS Apache RTR

Manufacturer - TVS Motor Company Limited
Designer - Elias C Abraham

Apache 180 ABS is best-in-class racing inspired production motorcycle which offers both racing ergonomic design and thrilling performance.

The ABS unit is a unique feature which when engaged, calculates the precise amount of brake force required reducing the risk of wheels getting locked. The roto petal disc brakes have 270mm of brute-force brake power and enhanced heat dissipation capacity. The countdown-on-ignition speedometer has nocturnal-blue backlit display and record top speed, 0-60 acceleration time. The RTR engine possesses 17.03 PS of raw power, short stroke/low-end torque and has one of the best ratios w.r.t power to weight.



TVS Jupiter

Manufacturer - TVS Motor Company Limited

Designer - Elias C Abraham

TVS Jupiter is a variomatic scooter with next generation 110 cc CVT-i engine and best-in-class mileage of 62 kmpl.

The ergonomics of Jupiter are designed to suit the Indian male user more. TVS Jupiter is designed for maximum comfort for legs, knees and feet keeping in mind ergonomic requirements of even tall individuals and long rides. Apart from providing more usable space, the seating and handlebar positions are designed to improve the rider & pillion ergonomics. Each feature of TVS Jupiter is chosen to deliver multiple benefits. For instance, the LED tail lamp in addition to being a unique style feature, aids in improving mileage, visibility at night for safety and has the longest life. Similarly, there are multiple benefits of Econometer, large alloy wheels, stainless steel muffler guard to name a few.



TVS Phoenix

Manufacturer - TVS Motor Company Limited
Designer - Elias C Abraham

Phoenix, a 125cc executive commuter motorcycle is targeted at the upgrade customer. Phoenix comes with an eye-catching style which is also very practical.

The first of its kind in the segment, the amber-lit fully digital speedometer houses very useful features like service reminder and the low-battery indicators. This unique suspension doubles the cushioning ensuring a smooth and comfortable ride both for the rider and the pillion. A potentially life-saving feature, the hazard lamps warn others of your presence especially during rain, fog or when the rider needs to make a stop on the highway. The premium quality switch gear is designed for an intuitive operation. The high quality plastics used for the switch gear is another step towards giving a truly premium riding experience.



TVS Wego

Manufacturer - TVS Motor Company Limited
Designer - Elias C Abraham

Wego is a dual usage scooter designed for the urban couple. It enriches their life with its sophisticated styling and comfort.

Wego has raised the bar with car like features – lightweight alloys, sturdy metal body with creased contours, bright headlamps, hi-tech LED tail lamp with optical light guides and external fuel fill to name a few. CVTi fuel efficient engine, superior ride quality, Sturdy reliable body, spacious & comfortable seat are his needs from a scooter. She desires light & compact size, contemporary style, storage space for shopping bags. Integrating these dual requirements in one product was the real challenge which projected potential design directions for exploration. Wego was also adjudged as best scooter of the year by 4 prestigious auto journals in 2011; Overdrive, AutoCar, NDTV & BS Motoring.



VivaE Air Fragrancing System

**Fragrancing System Manufacturer -
Fragrance Delivery Technologies
Designer - Ticket Design Pvt Ltd**

Viva Electronic is an environment-friendly air freshening system, which uses patented technology to deliver days of continuous fresh scent & odour control.

This product is a unique, patented fragrance based air freshening system with a radical design. VivaE delivers continuous and consistent fragrance 24X7 as against sudden bursts of fragrance in existing products. An electronic cell based oxygen aided technology packaged into a compact and elegant design; it also has a unique multi-flow fragrance channelling and dissipation system. Operates silently, is environment friendly and its delivery can be programmed. A user friendly design helps in easy installation & replacement of refill. Refill parts are tamper resistant and fully recyclable. Product uses natural air flow as a fragrance carrier, no fans used.



9020 (Wheel Loader)

Manufacturer - Larsen & Toubro Ltd

Designer - In-House Design Team

9020 is a best in class, robust and reliable 3.5T payload wheel loader used for loading, dozing and levelling applications.

The Z-bar linkage mechanism provides higher penetrating forces and keeps the bucket in holding position during lifting. Best in class dump-reach helps to unload at tipper centre to utilise full volume. Automatic Return to dig function reduces operator fatigue correspondingly improving productivity. Unloading valve reduces fuel consumption during heavy duty cycle. Plus, precisely matched Engine & transmission provide high torque and better fuel economy. Limited slip differential in both axles gives better digging force and traction even in poor underfoot conditions. The machine is also absolutely free of CFC & Asbestos.



Whirlpool Fully Automatic Washing Machine

Manufacturer - Whirlpool India Limited
Designer - Anand Asinkar

360 Bloom wash is a revolutionary fully automatic washing machine in 7.2 Kg capacity. It combines brilliant aesthetics with cutting edge technology to give your clothes ultimate care.

This innovative gadget has a feature called 360 Bloommotions, where the revolutionary variator washes clothes in multiple inside out circles to create a flower like motion which ensures that the fabric is thoroughly cleaned. It also has a feature called hot catalytic soak which ensures that the clothes are soaked in only 1/3rd water in comparison to other machines and the detergent enzymes are tightly packed removing stubborn dirt particles. The IN BUILT HEATER creates a hot detergent solution in which the clothes are soaked before the wash action begins.



Whirlpool Neo I Chill Refrigerator

Manufacturer - Whirlpool of India Ltd
Designer - Sumit Singh

Neo I Chill is the latest range of double door frost free refrigerator launched by Whirlpool with an international design equipped with revolutionary “Deep Freeze technology”.

Stylish and clean external aesthetics with an expressive handle adds to the sensuality, while the door with slight curvature adds visual warmth. Neo I Chill refrigerator comes with the largest crisper storage volume (35 litres) in its range with 7 day Garden fresh claim (as per internal test results, vegetables remain fresh up to 7 days). Flexicool: A first of its kind in this segment, the two cooling vents on refrigerator compartment side walls have movable vertical louvers. It gives additional flexibility to the consumer to direct the cool air towards shelf or door as per the need.



X-Bench

Manufacturer - Wipro Enterprises Ltd

Designer - Vipul Kumar

X-Bench is a benching solution for collaborative office environments with various configuration options for different types of work patterns.

X-Bench provides an interactive work culture for the younger workforce with an easy access to technology. With the ever increasing cost of real estate, reduction in size of workstations, diminishing hierarchies in offices and 'work from home' cultures, the X-Bench linear workstations are an apt solution that can adapt to any collaborative environment. Power beams are hollow with removable cover with integrated power and data cables. Switches are provided on the beams or through 'DUO', a patented flip-top box. Accessories like snap-on moulded nameplate, metal marker board and utility tray provide options to personalize.



Xceed

Manufacturer - Wipro Enterprises Ltd

Designer - Vipul Kumar

XCEED is a modular solution for small enterprises, start-ups and branch-offices. It is flexible to fit into any layout and is sturdy and durable.

XCEED epitomizes innovation at design and engineering level. It achieves expandability with the sliding bracket connecting table tops to the pedestals in order to fill available space. Switches mounted on customizable plastic extruded PVC wire carriers avoid extra material use. In cabin desks, power is accessed through a 'Squeeze' - a patented flip-top box design. The screen and accessories follow the workflow pattern - plan (pin-up rail/ marker board) - sort (utility/ accessory tray) - work (desktop) - store (open shelf) - save (drawers). There are many multi-functional components that optimize material usage, offering reduced carbon foot print and a competitive price for users.



Xplorer

Manufacturer - Wipro Enterprises Ltd

Designer - Vipul Kumar

Xplorer is an integrated table cum seating solution for classrooms. Its minimalistic and differentiated styling makes it a natural choice for classroom furniture.

"Xplorer" is available in single and two seating options. Two seating modules can be connected one behind the other in a long row with no constraints. This brings about an organized look to the classroom. Front modules are provided with a modesty panel for privacy. Table tops are inclined with smooth rounded finish for maximum user comfort. The forward tilt of the moulded plastic seat provides ergonomic support to the user by conforming to the body. The open minimal structure and exciting colours are easy on the eyes. Special accessories like bag hook, book pocket and pen holder make it fully functional in any classroom.





INDIA DESIGN MARK

Catalogue 2012, 2013 & 2014