



Recognizing
**GOOD
DESIGN**

www.indiadesigncouncil.org

Instituted by the India Design Council to recognize Good Design, the IMark is awarded to products after evaluating good design through a rigorous and systemized process against established criteria. IMark has been initiated in cooperation with Good Design Awards, Japan.



India Design Mark (IMark) is a design standard. It is not a contest. It is a recognition of Good Design.

IMark is for everyone. Anyone, from global enterprises, micro, small and medium-sized enterprises or cottage industry, can apply for an IMark. The entry should be mass-produced and should satisfy any two of the three requirements i.e. Made in India, Designed in India or Sold in India. For detailed categories of entry check the IMark website.

- For the industry, IMark is a business tool, as it recognizes a well-designed product which is trustworthy, valuable, preferred by customers, and is manufactured in a responsible manner
- For consumers, IMark is a yardstick to ensure good value for money
- For designers, IMark is a reward of good work
- For society, IMark is an enrichment tool as it promotes responsible ways of manufacturing products and aids industrial development in the country

India Design Mark Objectives

- Recognize good design based on clearly established parameters and by following a transparent process of recognition
- Augment the competitiveness of Indian industrial output for domestic consumption and export markets
- Promote an industrial value system, which has regard for reducing waste, being eco-friendly, produce sustainable products; produce products that are reusable, repairable and recyclable
- Serve as a reference for purchase decision as it signifies good design not only in terms of how good the product looks, but also the product quality, functionality, quality, usability and social responsibility
- Increase design awareness and promote value of design in the industry and society there by raising the demand for good design from users and manufacturers
- Improve the quality of life by encouraging good design

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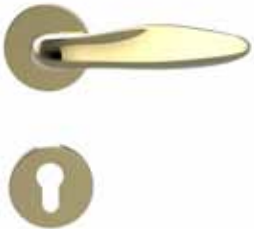
ZARA SERIES DESK
Debono Flexcom (I) Ltd.



GENII-SCHOOL DESK AND BENCH
Godrej Interio



HYACINTH BED SET
Godrej Interio



WAVE MORTISE HANDLE
Godrej Locking Solutions & Systems



CAPSULE MORTISE HANDLE
Godrej Locking Solutions & Systems



PRIMORDIAL MORTISE HANDLE
Godrej Locking Solutions & Systems



TWIST MORTISE HANDLE
Godrej Locking Solutions & Systems

**IMARK
RECIPIENTS
2015**



ABODE
Wipro Enterprises Limited



DFINE STORAGE BASED SYSTEM FURNITURE
Godrej Interio



AEOLUS
Godrej & Boyce Mfg. Co. Ltd.

**INDIA
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CHANCELLOR
Wipro Enterprises Limited



PRESIDENCY
Wipro Enterprises Limited



ONAIR
Wipro Enterprises Limited



RAGA GARDEN OF EDEN - 'BIRD OF PARADISE'
Titan Company Limited



GODREJ EDGE DIGI REFRIGERATOR RANGE
Godrej & Boyce Mfg. Co. Ltd.



GODREJ EON FULLY AUTOMATIC TOP LOAD
Godrej & Boyce Mfg. Co. Ltd.



SLEEK AJNA BOLLARD
K-Lite Industries



**WHIRLPOOL'S PROTON WORLD SERIES
REFRIGERATORS**
Whirlpool of India Ltd.



TUBO LED
Wipro Enterprises Ltd.



ASLIMLINE LED
Wipro Lighting

**IMARK
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2015**



EXTRA BASS HEADPHONES
Sony Corporation



ETIOS CROSS
Toyota Motor Corporation



CELERIO
Maruti Suzuki India Limited



STAR CITY +
TVS Motor Company Ltd.



TVS SCOOTY ZEST 110
TVS Motor Company Ltd.



ACTIVA 125
Honda Motorcycle & Scooter India Private Ltd.



CYGNUS ALPHA
India Yamaha Motor Private Limited



FZ
India Yamaha Motor Private Limited



MOBISTACK
Godrej & Boyce Mfg. Co. Ltd.



ART STORAGE SYSTEM
Godrej & Boyce Mfg. Co. Ltd.



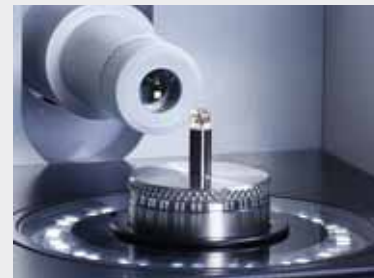
MODULAR CLIP ON SHELVING
Godrej & Boyce Mfg. Co. Ltd.



INDUSTRIAL WORK WEAR (GOTLAND)
Mallcom (India) Limited



MARSHALL B PACKAGED STEAM BOILER
Forbes Marshall Pvt. Ltd.



MAGNUS DIGITAL
Sahajanand Technologies Private Limited



AIRMON
Forbes Marshall Pvt. Ltd.



MINI PACIFIC
Crompton Greaves Limited



GSM PUMPSET CONTROLLER
Crompton Greaves Limited



LOWEST LIFE CYCLE COST SERIES PUMPS (LLC)
Kirloskar Brothers Limited, Kirloskarwadi

**IMARK
RECIPIENTS
2015**



EXIDE MILEAGE FOR FOUR WHEELERS
Exide Industries Limited



SF SONIC BATTERIES FOR FOUR WHEELERS
Exide Industries Limited



EXIDE INVAGO
Exide Industries Limited

**INDIA
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HTSE - X2
Titan Company Limited



HUMMINGBIRD
Titan Company Limited



ALLVAZE - LOVE
Mubhi Lifestyle Pvt. Ltd.



6-PACK
Titan Company Limited



HTSE ROVER
Titan Company Limited



IMPAQ PRO SPINNER LAPTOP
VIP Industries Limited



STARK 55 STR 4W 360°
VIP Industries Limited



VIP SPACELITE EXP 360°
VIP Industries Limited



PINK BLOOM COLLECTION
JSL Lifestyle Limited



DRAGONFLY
Titan Company Limited

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TITAN HTSE 1629
Titan Company Limited



GROEZEE KITCHEN GARDEN SYSTEM
Design Directions Pvt Ltd



**HE ADVANCED GROOMING PERFUMED
BODY SPRAY**
Emami Limited



KICH LED RAILING
KICH Architectural Products Pvt. Ltd.



METER FOR VOLUMETRIC MEASUREMENT
Neogi Technologies and Research Private Ltd.



INDUSTRIAL HAND GLOVES (MFKB)
Mallcom (India) Limited



GODREJ 3KS SHROUDED BRASS PADLOCK
Godrej & Boyce Mfg Co Ltd.

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IMark symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible. IMark is a trustworthy indicator of excellence.

The symbol can be used in a wide range of ways, such as advertisements, catalogues, product packaging, and other promotional mediums.



India Design Council 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's main objective is to make design a strategic tool for Indian Business and Society and ultimately place India among the top design destinations in the world.

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