



# INDIA DESIGN MARK

[www.indiadesigncouncil.org](http://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



**Gaia Smart Cities**  
Water1



**Pneumo Care Health Pvt LTD**  
MuClear : Airway Mucus Clearance Device



**Cosmo Electro Industries Pvt. Ltd.**  
Kulture



**LabGuard India Pvt. Ltd.**  
Adventa Series Fume Hood



**India Yamaha Motor Pvt. Ltd**  
Cygnus Ray ZR



**India Yamaha Motor Pvt. Ltd**  
YZF-R3



**Maruti Suzuki India Ltd**  
Vitara Brezza



**Plenum Tech Private Limited**  
Syringe Infusion Pump Model: CREST



**Adept Fluidyne Pvt. Ltd.**  
Electromagnetic Flowmeter



**Godrej & Boyce Mfg. Co. Ltd.,**  
Appliances Division, R&D  
Godrej Semi-Automatic Washing Machine Range

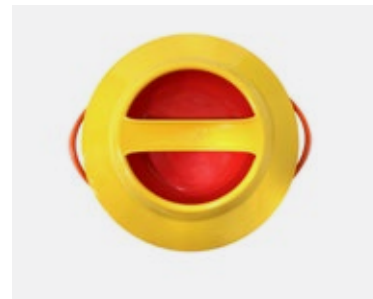




**Hamilton Housewares Private Limited**  
Duplex Bucket



**Godrej Efacec Automation & Robotics Ltd.**  
Chain Conveyor



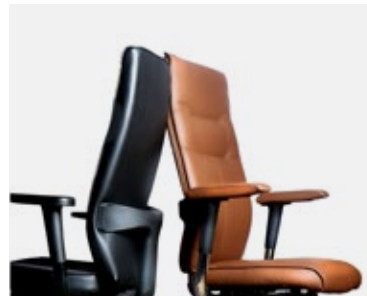
**Hamilton Housewares Private Limited**  
Microww Casserole



**Sony Corporation**  
HT-RT3 (5.1ch Home Cinema System)



**IFB Industries Limited, Home appliances division, Verna, Goa. TL 75RCH**



**Godrej Interio**  
VERSA



**Godrej Interio**  
Discover School Desk + Chair



**Godrej Interio**  
Wish Habitat

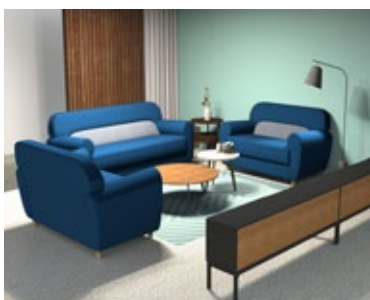


**Godrej Interio**  
Resilience corrosive storage cabinet



**Godrej Interio**  
Rapid Neo- Emergency and recovery trolley





**Godrej Interio**  
Mellow



**Godrej Interio**  
Harbor



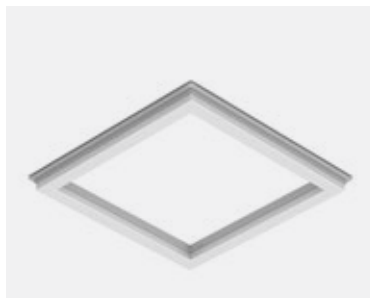
**Godrej Interio**  
Ambit



**IFB Industries Limited, Home appliances**  
division, Verna, Goa. TL 70SDG



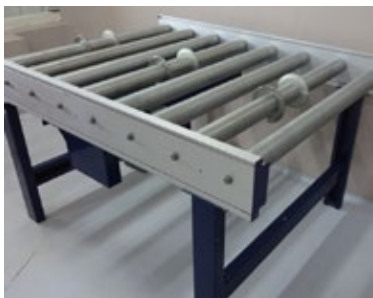
**IFB Industries Limited, Home appliances**  
division, Verna, Goa. TL 95SDG



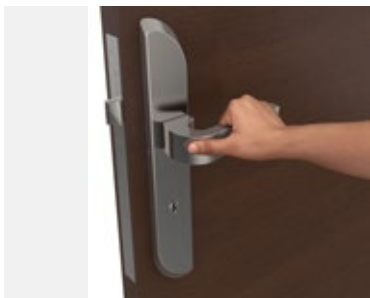
**Wipro Enterprises (P) Ltd.**  
Verge Led



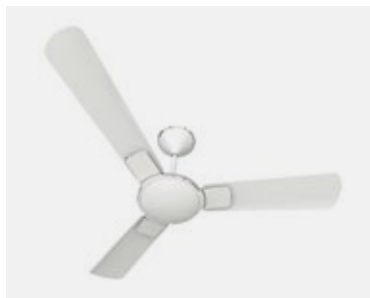
**Versa Drives Private Limited**  
SuperX1



**Godrej Efacec Automation & Robotics Ltd.**  
Roller Conveyor



**Godrej Locking Solutions and Systems**  
Shift Mortise Handle Combipack



**Havells India ltd.**  
Enticer Ceiling Fan





**Godrej Locking Solutions and Systems**  
ULCT Tri Shaft range of Rim Locks



**Godrej Locking Solutions and Systems**  
ULCT Tri Shaft Rim Locks (Builder)



**Godrej Locking Solutions and Systems**  
Navtal NXT Padlock



**Divide By Zero Technologies**  
AION 500 MK2



**Havells India Ltd.**  
Adonia



**Godrej Locking Solutions and Systems**  
Caress Mortise Handle



**Godrej Efacec Automation & Robotics Ltd.**  
Lifting Table



**Microlit**  
Ultimus Bottle Top Dispenser



**Symphony Limited**  
Cloud - Wall mounted Air cooler



**Forbes Marshall Pvt Ltd**  
QSWAS™

**IMARK  
RECIPIENTS  
2017**



**TVS Motor Company LTD**  
TVS XL100



**Godrej & Boyce Mfg. Co. Ltd, Godrej Storage Solutions** Racking upright GX/GXL



**Ador Welding LTD.**  
Champ T400



**Wipro**  
PERFORMER



**Wipro**  
Vibrant NXT



**Denso International India Pvt. Limited**  
Vehicle Finder & Security System for Two Wheeler (Brand - DoKo)



**Artize (Jaquar Group)**  
Linea



**Kieraya Furnishing solutions Pvt Ltd (Furlenco)** Bounce



**Larsen & Toubro Limited**  
Tandem Compactor - 4T



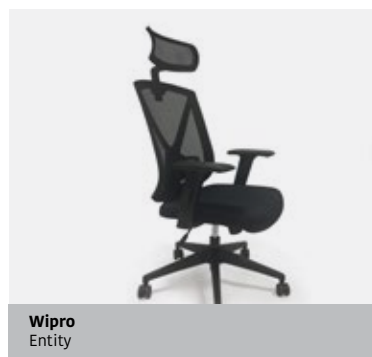
**L&T Construction Equipment Limited**  
Crusher Bucket

**IMARK**  
RECIPIENTS  
**2017**

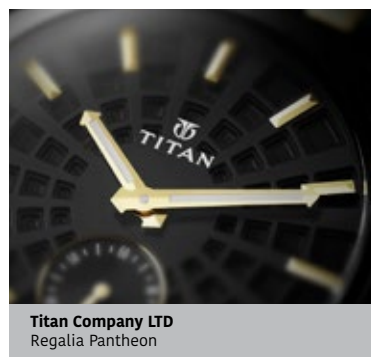




**Havells India Ltd.**  
EURO II MCB



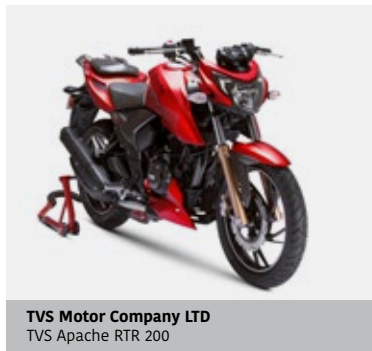
**Wipro**  
Entity



**Titan Company LTD**  
Regalia Pantheon



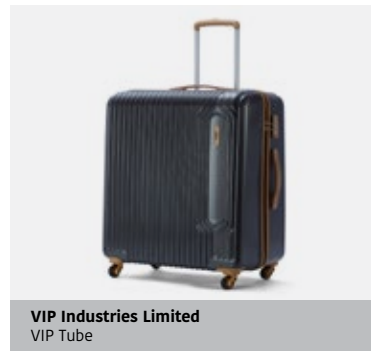
**Wipro**  
FLY-ON



**TVS Motor Company LTD**  
TVS Apache RTR 200



**Samplytics Technologies**  
Inito



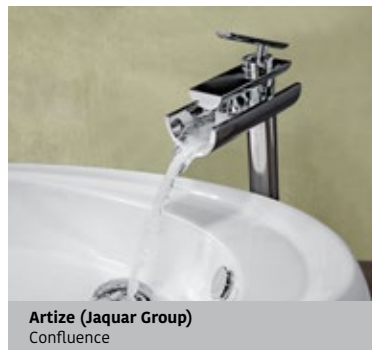
**VIP Industries Limited**  
VIP Tube



**Ace Designers LTD**  
CNC Turning Lathe



**Titan company limited**  
Juxt- analog smart watch



**Artize (Jaquar Group)**  
Confluence



**IMARK**  
RECIPIENTS  
**2017**



**Titan company limited**  
JUXT- PRO



**Alan Electronic Systems Pvt Ltd.**  
ELSY 360 D series



**MiraCradle - Neonate Cooler**  
Pluss Advanced Technologies Pvt. Ltd.



**Jute Mills**  
Collapsible TOTE Bag



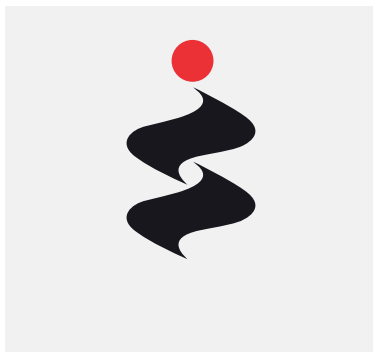
**Jute Mills**  
Collapsible TOTE Bag



**Jute Mills**  
Foldable Handbag



**Jute Mills**  
Fashion TOTE Bag



**Vindish Instruments Pvt. Ltd.**  
EIE Humidity Chamber



**Tech Mech Scientific Instrument Corporation**  
EIE Compression Testing Machine





IMark symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing and 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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