



# Recognizing **GOOD DESIGN**

[www.indiadesignmark.in](http://www.indiadesignmark.in)

Instituted by the India Design Council to recognize Good Design the IMark is awarded to products after evaluating design criteria through a rigorous and systemized process. 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

# IMARK RECIPIENTS 2014



**CEAT GRIPP**  
CEAT



**CB TRIGGER**  
Honda Motorcycle & Scooter India Private Limited



**ACTIVA I**  
Honda Motorcycle & Scooter India Private Limited



**RAY Z**  
India Yamaha Motor Pvt Ltd



**MAHINDRA PANTERO**  
Mahindra Two Wheelers Ltd



**ALTO 800**  
Maruti Suzuki India Limited



**TATA MAGIC IRIS**  
Tata Motors Limited



**NANO MY13**  
Tata Motors Limited



**PIXEF 215**  
TIL Ltd



**TVS JUPITER**  
TVS Motor Company Limited



**TVS PHOENIX**  
TVS Motor Company Limited



**TVS WEGO**  
TVS Motor Company Limited



**TVS APACHE RTR**  
TVS Motor Company Limited



**CHIARA**  
Frontier Polymers Pvt Ltd



**FREESTILE**  
Godrej Interio, Godrej & Boyce Mfg Co Ltd



**COVALENT**  
Godrej Interio, Godrej & Boyce Mfg Co Ltd



**BLADE MORTISE HANDLE**  
Godrej Locking Solutions & Systems



**INVENTA SERIES FUME HOOD**  
Labguard India Pvt Ltd



**QUICKEE INDOOR STAGE**  
Quickee Infra Pvt Ltd



**XPLORER**  
Wipro Enterprises Ltd



**ELATE**  
Wipro Enterprises Ltd



**X - BENCH**  
Wipro Enterprises Ltd

**XCEED**  
Wipro Enterprises Ltd

**MOBILIZ**  
DSK Digital Technologies Pvt Ltd

**Green Balance Split Air Conditioner Range**  
Godrej Appliances Ltd, Godrej & Boyce Co Mfg Ltd



# IMARK RECIPIENTS 2014



**PANI PURI PLATE**  
Hamilton Housewares Pvt Ltd

**BIOsmart NG (Biometric Attendance Unit)**  
Smart Electronics Systems Pvt. Ltd

**ATTA KNEADER**  
Softel Machines Ltd

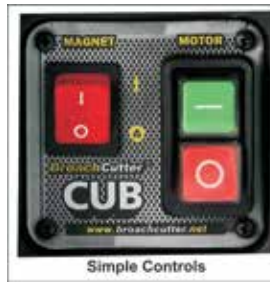


**Whirlpool Fully Automatic Washing Machine 360 Bloom Wash**  
Whirlpool India Limited

**Whirlpool Neo I Chill Refrigerator**  
Whirlpool of India Ltd

**Powerbus Home Power Backup System**  
Exide Industries Ltd

**VivaE Air Fragrancing System**  
Fragrance Delivery Technologies



**PIPE GUARD**  
M/S Al-Aziz Plastics Pvt Ltd

**PISCES A103i (ECG MACHINE)**  
Allengers Global Healthcare Pvt Ltd

**CUB MAGNETIC DRILLING MACHINE**  
Broachcutter Drilling Machines Pvt Ltd

**ELEKTRON**  
Ferromatik Milacron India Pvt Ltd



**SMARTPOZ**  
Forbes Marshall Pvt. Ltd.

**EFFIMAX**  
Forbes Marshall Pvt. Ltd.

**BIOSENS**  
Forbes Marshall Pvt. Ltd.

**9020 (WHEEL LOADER)**  
Larsen & Toubro Ltd



**COMBITIDE STARHALER**  
Sun Pharma Advanced Research Co Ltd.

**TITAN EDGE SKELETAL**  
Titan Company Limited

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.



**SUPERNOVA WARDROBE LOCK**  
Godrej Locking Solutions & Systems



**BHOOMI 2-WAY NON-STICK CLAY POT (2.5ltr)**  
Nirlep Appliances Ltd



**RAGA OPERA**  
Titan Industries Limited



**HTSE SOVEREIGN WRIST WATCH**  
Titan Industries Limited

SOVEREIGN HTSE



**HTSE QUADRANT WRIST WATCH**  
Titan Industries Limited



**RAGA PEARL 'PEROLA'**  
Titan Industries Limited



**TITAN DUCATI X2**  
Titan Industries Limited



**TITAN DUCATI X1**  
Titan Industries Limited



**CARLTON MAGNUM LI LAPTOP STROLLER**  
VIP Industries Limited



**CARLTON O2 TROLLEY BAG**  
VIP Industries Limited



**OSTOVET - VIRBAC**  
Mr. Jitendra Saha



# India Design Council



**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.

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