



Recognizing **GOOD DESIGN**

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

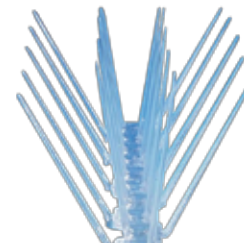
IMARK RECIPIENTS 2013



25T HCV (MN25)
Mahindra Navistar Automotives Ltd



31T HCV (MN31)
Mahindra Navistar Automotives Ltd



BIRD DETERRENT SPIKES
Manabay Intertrade Pvt Ltd



CELESTA
Amalgamated Bean Coffee Trading Co. Limited



CHEVROLET BEAT
General Motors India



DIET 22 I (AIR COOLER)
Symphony Limited

IMARK RECIPIENTS 2013



DIO
Honda Motorcycle and Scooter India
Private Limited



DREAM YUGA
Honda Motorcycle and Scooter India
Private Limited



DURO DZ
Mahindra Two Wheelers Ltd



D.VA SOLAR LANTERN
Larsen & Toubro Limited



GOOD
DESIGN

INDIA
DESIGN
MARK



DZIRE

Maruti Suzuki India Ltd



EMBASSY

Wipro Furniture Business



**ENVIRO GRID & E'STRONG
GRID & SYSTEMS**

Reinforced Soil Technologies Pvt Ltd



ERTIGA

Maruti Suzuki India Ltd



EYE SNUG-A-DOODLE

The Doodle Factory



GOOD
DESIGN



GODREJ AER TWIST

Rubicon Formulation Pvt Ltd (Godrej
Consumer Products Ltd authorized P2P unit)



HERCULOC PLUS PADLOCK

Godrej Locking Solutions and Systems (Division of
Godrej and Boyce Mfg Co. Ltd)



I'M

Wipro Furniture Business



**INTERACTIVE SPLIT
AIR CONDITIONER**

Ingersoll-Rand International India Ltd



MAHINDRA EARTHMASTER

Mahindra & Mahindra Limited



MORTICE HANDLE
KICH Architectural Products Pvt Ltd

O FLOODLIGHT AND COLUMNS
Wipro Limited

OCEAN HERBAL
Ocean Herbal & Lifecare Pvt Ltd

PALLET RACKING HEM BEAM
Godrej & Boyce Manufacturing Co. Ltd, Storage Solutions Group



IMARK RECIPIENTS 2013



PAUSE
Wipro Furniture Business

RODEO RZ
Mahindra Two Wheelers Ltd

SCINTILLA CHAIR RANGE
Godrej Interio (Division of Godrej & Boyce Mfg Co. Ltd)



SMART
Wipro Furniture Business

**STAINLESS STEEL 4" BOREWELL
SUBMERSIBLE PUMPSET**
Crompton Greaves Ltd

STEAMON
Forbes Marshall Pvt Ltd

TOFT(TWO ORIFICE FLOAT TRAP)
Forbes Marshall Pvt Ltd



TRANE ELECTRONIC MORTISE LOCK
Ingersoll-Rand International India Ltd



VOLA STREETLIGHT
Wipro Limited



VURV
Godrej Interio (Division of Godrej and Boyce Mfg Co.)



WHISPER SUPREME
Milcent Appliance Pvt Ltd



WISH
Godrej Interio (Division of Godrej and Boyce Mfg Co. Ltd)



WONDER FRESH
Colour Xpress Pvt Ltd



XUV500
Mahindra & Mahindra Limited



XYLO
Mahindra & Mahindra Limited



YAMAHA RAY
India Yamaha Motor Pvt Ltd

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



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.in