



INDIA DESIGN MARK

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

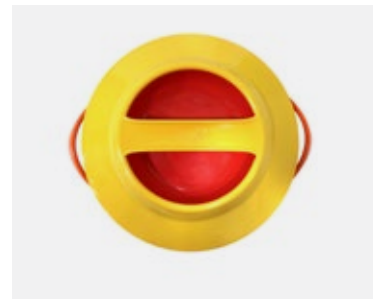




Hamilton Housewares Private Limited
Duplex Bucket



Godrej Efacec Automation & Robotics Ltd.
Chain Conveyor



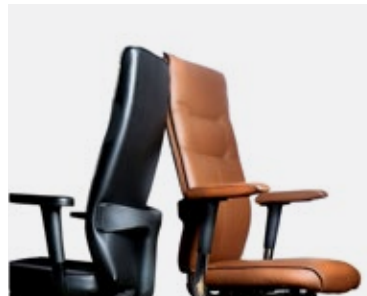
Hamilton Housewares Private Limited
Microww Casserole



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

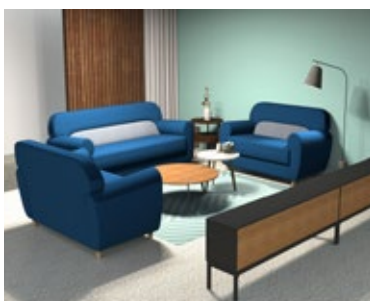


Godrej Interio
Resilience corrosive storage cabinet



Godrej Interio
Rapid Neo- Emergency and recovery trolley





Godrej Interio
Mellow



Godrej Interio
Harbor



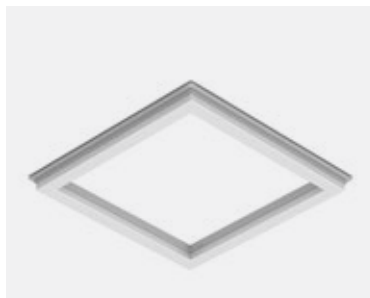
Godrej Interio
Ambit



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



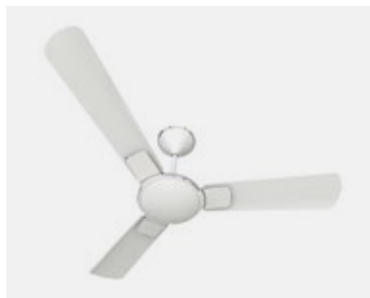
Versa Drives Private Limited
SuperX1



Godrej Efacec Automation & Robotics Ltd.
Roller Conveyor



Godrej Locking Solutions and Systems
Shift Mortise Handle Combiack



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

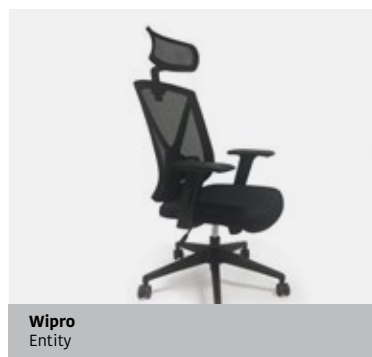


L&T Construction Equipment Limited
Crusher Bucket

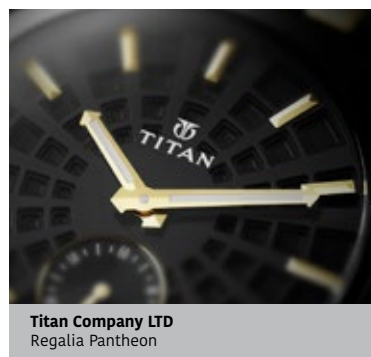
IMARK
RECIPIENTS
2017



Havells India Ltd.
EURO II MCB



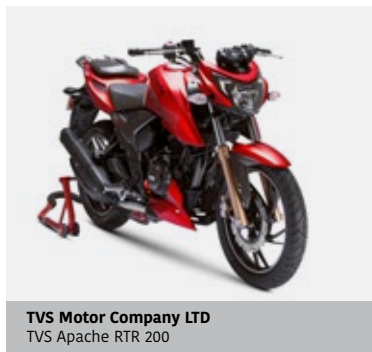
Wipro
Entity



Titan Company LTD
Regalia Pantheon



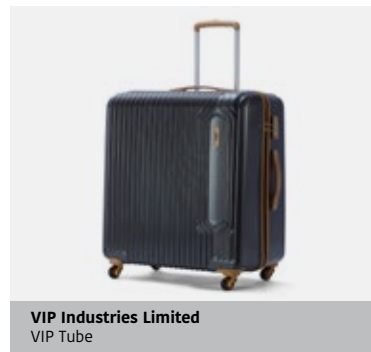
Wipro
FLY-ON



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



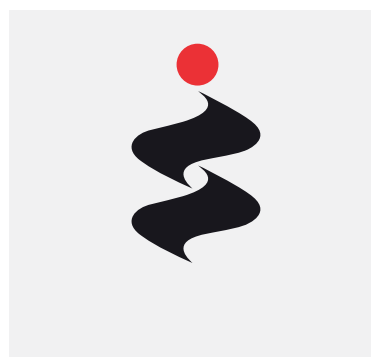
IMARK
RECIPIENTS
2017



Titan company limited
JUXT- PRO



Alan Electronic Systems Pvt Ltd.
ELSY 360 D series



Jute Mills
Collapsible TOTE Bag



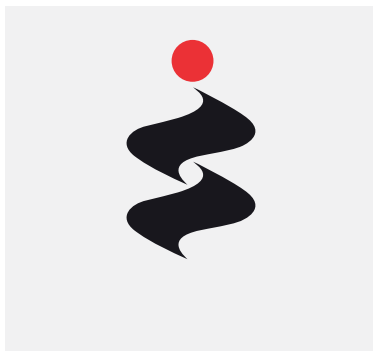
Jute Mills
Collapsible TOTE Bag



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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