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
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

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
<table>
<thead>
<tr>
<th>Company</th>
<th>Product/Service</th>
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<tbody>
<tr>
<td>Havells India ltd.</td>
<td>EURO II MCB</td>
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<tr>
<td>Wipro</td>
<td>Entity</td>
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<tr>
<td>Titan Company LTD</td>
<td>Regalia Pantheon</td>
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<td>Wipro</td>
<td>FLY-ON</td>
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<td>TVS Motor Company LTD</td>
<td>TVS Apache RTR 200</td>
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<td>Samplytics Technologies</td>
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<td>VIP Industries Limited</td>
<td>VIP Tube</td>
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<td>Ace Designers LTD</td>
<td>CNC Turning Lathe</td>
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<tr>
<td>Titan company limited</td>
<td>Juxt- analog smart watch</td>
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<tr>
<td>Artize (Jaquar Group)</td>
<td>Confluence</td>
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</tbody>
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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.

www.indiadesigncouncil.org