



India Design Mark is a design standard. It is not a contest. It is a recognition of **Good Design**

I Mark is for everyone. Anyone, from global enterprises, micro, small and medium-sized enterprises or cottage industry, can apply for an I Mark.

Through the I Mark, the India Design Council seeks to inspire Indian manufacturers to **bring to market well designed products** that enrich the lives of people.

I Mark provides strong differentiation and market positioning as a design and innovation leader. It acts as a brand extension and **imparts competitive advantage** to the product in local and international markets. It serves as a unique promotional launch pad for new products and services entering the market.

www.indiadesignmark.in

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