



design
in action



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.**

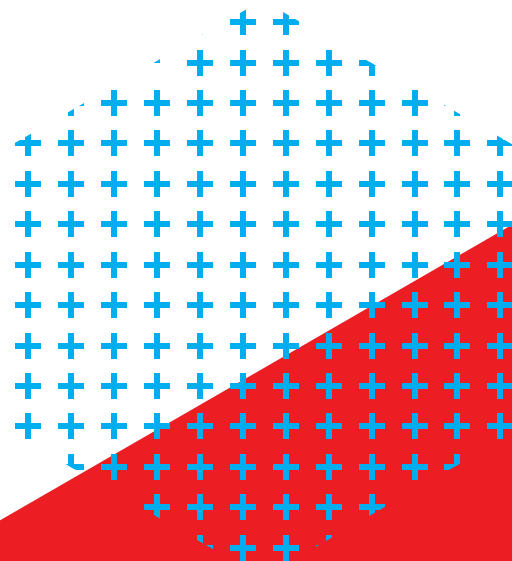
IMark symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible. IMark is a trustworthy indicator of excellence. The symbol can be used in a wide range of ways, such as advertisements, catalogues, product packaging and other promotional media.

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, usability and social responsibility
- Increase design awareness and promote value of design in the industry and society thereby raising the demand for good design from users and manufacturers
- Improve the quality of life by encouraging good design



Interlifresh IF 515 C
Whirlpool of India Ltd.



Hospicuff
Pneumo Care Health Pvt.Ltd.

IMARK RECIPIENTS 2018



Centaur DFT
VIP Industries Ltd.



Pehlwan Gym Equipment Range
Creative Engineers, Pune



Gypserra Sections
Saint Gobain India Private Limited



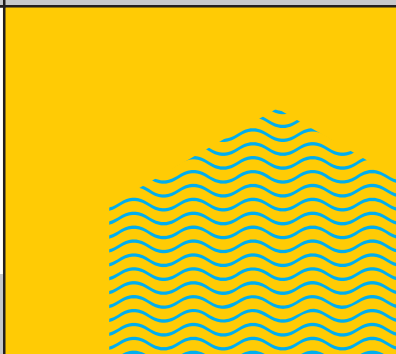
Chuk Tableware Range
Yash Papers



WOOD ROUTER MACHINE
Joginder Electrical Works



Acon LED Street Light
Suveg Electronics



Kirloskar Brothers Romak Pump
Kirloskar Brothers Limited



OM4560 X-Boom Cube
LG Electronics India Pvt. Ltd.



Aer Plus Duffle and Duffle Trolley
VIP Industries Ltd.



Body Cavity Illuminating Device & Medical Grade Hd Camera
ELECTRONIC ENDOSCOPE PRODUCTS



Duo-Tone
VIP Industries Ltd.



Godrej Corner Fetch Series Door Handles
Godrej Locking Solutions and Systems



Pentabolt Aries Range of Rim Locks
GODREJ & BOYCE MFG. CO. LTD.



Smart Solar Geyser & Smart Electric Geyser
Genius Industrial Services



Swiftron
Hamilton Housewares Private Limited R & D



Work Lounge Active Seating
Godrej Interio



Opus LED
Wipro Enterprises Pvt. Ltd. - Lighting Div.



University Seating
Imago



i-NS80/26N
Kirloskar Brothers Limited



Learn2
Imago



Vertiflow
Godrej & Boyce Mfg. Co. Ltd

IMARK RECIPIENTS 2018



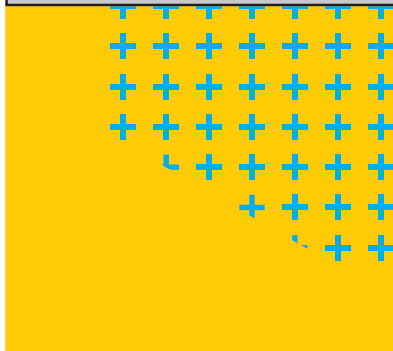
Ultra XL+ Tribolt Range of Rim Locks
Godrej & Boyce Mfg. Co. Ltd



Hydro Pneumatic HYPN System
Kirloskar Brothers Limited



The Pod
Kieraya Furnishing solutions Pvt. Ltd. (Furlenco)



The Infinity Wardrobe System
Kieraya Furnishing solutions Pvt. Ltd.



Delta
Imago



FZ 25
India Yamaha Motor Pvt. Ltd.



Flow Mortise Handle Combipack
Godrej Locking Solutions and Systems



Microwow One Touch Casserole 1000
Hamilton Housewares Private Limited R & D



NEH 16(AZOR) Mortise Handle
Godrej Locking Solutions and Systems



Tetris Pouf and MoDesk Table
Godrej Interio



Stellux-P
Crompton Greaves Consumer Electricals Limited



FH2 X-Boom Handy
LG Electronics India Pvt. Ltd.



Radix Bar Stool and Topo Bite High Table
Godrej Interio



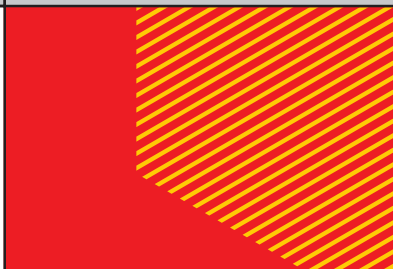
Lagoon
Godrej Interio



Duo 3
Ezetap Mobile Solutions



LED Wellglass 35W
Crompton Greaves Consumer Electricals Limited





ATT (Air Cooled Thermic Fluid) Pump
Kirkoskar Brothers Limited



Axion LED
Wipro Enterprises Pvt. Ltd. - Lighting Div.

IMARK RECIPIENTS 2018



Ultra XL+ Twinbolt Range of Rim Locks
GODREJ & BOYCE MFG. CO. LTD.



Motion Chair
Godrej Interio



Ave Mortise Handle
Godrej Locking Solutions and Systems



MIKO My Companion
Emotix



Cignus
Godrej Interio



Chris Mortise Handle
Godrej Locking Solutions and Systems



LMW Mini Ring Frame LMR9
Lakshmi Machine Works Limited



Ecaware Food Box with Lid
Ecaware Solutions Private Limited



Godrej NXW Bottom Mount Refrigerator
Godrej & Boyce Mfg. Co. Ltd.



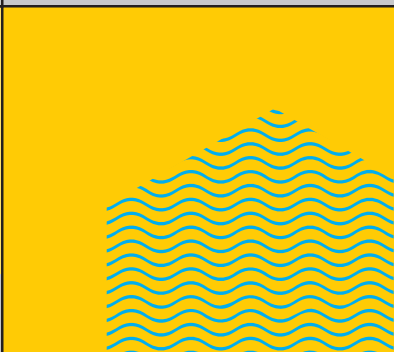
Supra Led Wellglass 70w
Crompton Greaves Consumer Electricals Limited



CZAR
CEAT LTD



Canned Motor Pump
Kirkoskar Brothers Limited



Stellux-I
Crompton Greaves Consumer Electricals Limited



Greet Chair and Topo Facet Table
Godrej Interio



Tibo Pull Handle
Godrej Locking Solutions and Systemst



Ultra XL+ Rim Deadbolt Range of Rim Locks
GODREJ & BOYCE MFG. CO. LTD.



Canned Motor Pump
Wipro Enterprises Pvt. Ltd.



Repos Gynecological Procedure Chair
Godrej Interio

	
Apaar Padlock Godrej Locking Solutions and Systems	SJ3 Sound Bar LG Electronics India Pvt. Ltd.
IMARK RECIPIENTS 2018	
	Dublin VIP INDUSTRIES Ltd.
	
Losed Stud Saint Gobain India Private Limited	Helium VIP Industries Ltd.
	
Safety I V Cannula with or without Injection port Hindustan Syringes & Medical Devices Ltd.	E-Burette Microlit
	
Stellux-S Crompton Greaves Consumer Electricals Limited	Physiotherapy Machinev Biotech
	
Havells Multi Plug Adaptor Havells India Ltd.	Stealth Air Havells India Ltd.



**India
Design
Council** इं 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. It is a national strategic body for multi-disciplinary design and is involved in promotion of design to ultimately make India a design enabled country.

The India Design Council is spearheading the national design direction and is working with other government agencies, the design community and industry and education institutions to promote design in business, society and public services and developing design excellence. Its main objective is to make design a strategic tool for Indian business and contribute to the national economy and ultimately place India among the top design destinations in the world.

www.indiadesigncouncil.org



India Design Mark Application Process



1 Applications Open

IMark applications open on 29th June every year

2 Check Eligibility

- Check Eligibility and confirm that your product entry is eligible to apply
- The product entry should satisfy any two of the three criteria- Made in India, Designed in India or Sold in India
- All kinds of products in the market are eligible

3 Register Online

Create a Login id & Password by registering on the website

4 Fill in the Online Application Form

- Now that you hold an account, you can start filling the application form
- Prepare required material for completing the online application form
- Prepare images of your product entry to upload for the online application form
- Submit the application form

5 Final Submission of the Application

You must make the final submission on or before the prescribed last date

6 Payment for Stage 1 Assessment

Remit the payment for Stage 1 Assessment Fee on or before the prescribed last date

7 Stage 1 Assessment

This is an online process. Three Jury Members evaluate your application form individually to decide if your product meets the criteria to qualify for Stage 2 of the India Design Mark

8 Stage 2

If your entry qualifies at the end of Stage 1, prepare to send the physical product for Stage 2 Assessment

9 Stage 2 Payment


Remit the payment for Stage 2 Assessment Fee

10 Stage 2 Assessment

In Stage 2 of the India Design Mark, the panel of Jury Members see, touch, feel, use the product and judge the features, fit finish of the product against a predefined set of evaluation criteria

Declaration of Result

If your product meets the evaluation criteria you will be awarded the Indian Design Mark



Applications for
IMark 2019 opens
on **June 29.**

For more information
log onto
www.indiadesignmark.in