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

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

IMARK 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.

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