



Confederation of Indian Industry

# DESIGN EXCELLENCE 2011

Recognition and Celebration of Indian Design

Endorsed by



## 1.0 Contact Details

\* denotes compulsory field

## 1.1 Applicant

As the applicant, you will be the first point of contact for all correspondence relating to this application.

Title*	[Prof, Dr, Mr, Mrs, Ms, Miss]
First Name*	
Last Name*	
Position*	
Organization*	
Address*	
Landmark*	
State*	
Postcode*	
Country*	
Phone Number*	
Fax Number	
Mobile Number	
Email Address*	
Web Address	



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## 1.2 Designer

Please provide contact details of the Lead Designer on this project.

Fill down with Applicant's contact details

Title	[Prof, Dr, Mr, Mrs, Ms, Miss]
First Name	
Last Name	
Position	
Organization	
Address	
Landmark	
State	
Postcode	
Country	
Phone Number	
Fax Number	
Mobile Number	
Email Address	
Web Address	

This entry was designed for which markets?	
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## 2.0 Order of Company Recognition

Please provide the company name/s that you wish to be acknowledged on all published material, certificates or trophies in order of recognition, including the organization/s already mentioned in this form if applicable.

Please note that companies not listed here will not be acknowledged.

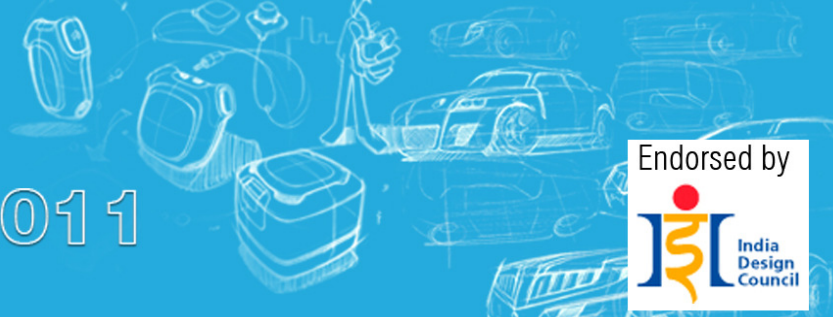
Company No. 1	
Company No. 2	
Company No. 3	
Company No. 4	



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### 3.0 Entry Data

<b>3.1</b>	<b>Entry Name*</b> [in Title Case] Please include brand and refrain from using numbers or codes unless integral to the entry name.	
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### 3.2 Entry Category

For assistance with selecting a category

#### Visual Communication

Click on the Box	Sub-category
	Visual identity - branding or rebranding projects, logo, trademark, symbol, visual identity implementation across organization
	Environmental graphics - signage, exhibition, venue imaging, event imaging, showroom & retail merchandising etc.
	Packaging Graphics
	Typography – logotype, print, packaging, signage, digital media, original, derivative or pictorial typeface

#### Industrial Design

Click on the Box	Sub-category
	Household Appliances – white goods and electrical household equipment, kitchen devices and aids, household aids, etc.
	Home Products - Items and accessories for home, including kitchenware, furniture, etc.
	Professional and Commercial Products - Office and business equipment, such as



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	furniture, lighting, etc.
	Electronic, Computers and Communications Products – electronic consumer goods, computer equipment and peripherals, communication devices, etc.
	Leisure and Entertainment Products - Sports equipment, audio and visual equipment, toys and games, etc.
	Packaging Structures
	Capital Goods - industrial machinery & tools, agricultural machinery & tools, construction machines & tools, hand tools, etc.
	Medical equipment and devices - Hospital and laboratory devices, rehabilitation, patient care and medical operation appliances, etc.

### Interaction Design

Click on the Box	Sub-category
	Interactive Media - CD/DVD graphics, interactive screen / kiosk, video game graphics, Motion graphics
	Website

### Mobility Design

Click on the Box	Sub-category
	Two-wheelers
	Four-wheelers
	Special purpose vehicle

<b>3.3</b>	<b>Date of Entry's Introduction to the India Marketplace</b>	
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<b>3.4</b>	<b>Expected Annual Volume of Production / Sales</b>	
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<b>3.5</b>	<b>Recommended Retail Price in India</b>	
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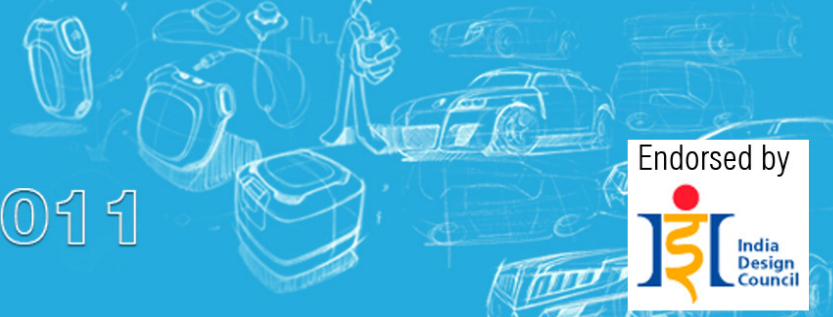
<b>3.6</b>	<b>Applicable Standards</b> Please list all applicable standards	
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	<p>or codes that have been met by this entry, including your TGA Approval Code (if applicable). If there are no standards applicable to this area of development, please indicate this</p>	
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## 4.0 Entry Evaluation

Please note this information will be displayed permanently online as part of your entry profile.

<p><b>4.1</b></p>	<p><b>Description</b> Please note that your response will be automatically limited to 100 words</p>	
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## 4.2 Key Features and/or Benefits

Please summarize your claims into five key features and/or benefits. Please refer to the Level 2 Judging Criteria in formulating your response.

	<p><b>Feature and/or Benefit</b> Please note that your response will be automatically limited to 25 words per heading</p>	<p><b>Description</b> Please note that your response will be automatically limited to 100 words per key features and/or benefit</p>
<p><b>1</b></p>		
<p><b>2</b></p>		
<p><b>3</b></p>		



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4		
5		

4.3	<p><b>Innovation</b> Please describe the innovation achieved by your entry limited to 100 words</p>	
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4.4	<p><b>Design Success</b> Please describe the market success achieved by your entry limited to 100 words</p>	
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## 5.0 Entry Images

Please attach four JPEG images of the entry one by one in the order you wish them to appear.

### Image Requirements

- 1024 x 768 pixels in dimension
- Min 300 dpi in resolution
- CMYK or RGB in color mode
- No bigger than 3 MB in file size

Attach Image*	[Browse] [Upload]
Attach Image*	[Browse] [Upload]
Attach Image*	[Browse] [Upload]
Attach Image*	[Browse] [Upload]

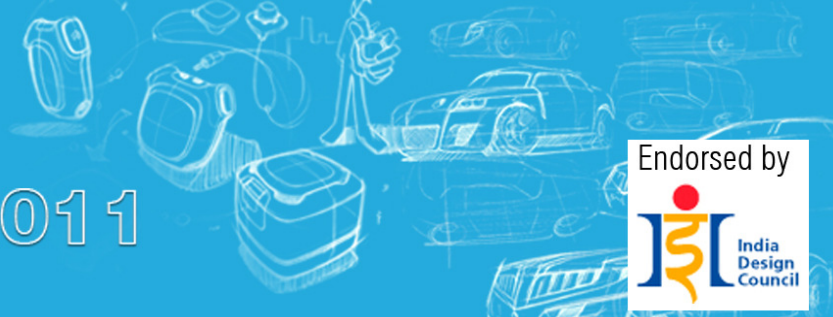




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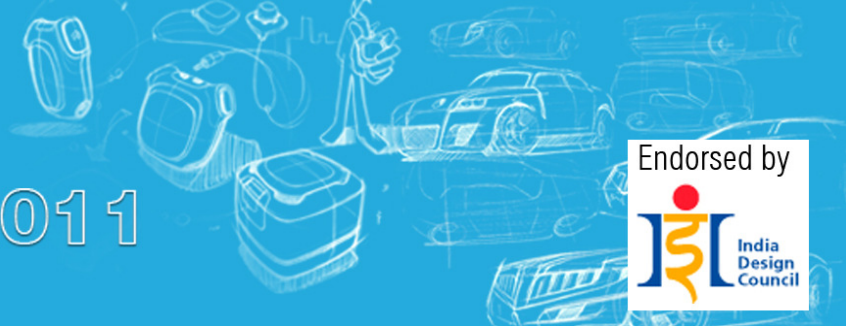




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## 6.0 Agreement

I agree to abide by the Rules of the CII Design Excellence Recognition as determined by its organizer and accept that the judges' decision is final and no correspondence will be entered into. I will provide all reasonable information and actual production samples for further examination and exhibition if as required.

I acknowledge that Confederation of Indian Industry, its employees and agents accept no responsibility for any damage or loss caused to any samples provided by me during transportation, handling or storage – and that packaging, transportation and insurance of any such material is my responsibility.

I assure that the information supplied in or in relation to this application is correct and complete. I understand that my application, images and any promotional material relating to my application may be used by the organizers to promote design in India and overseas. By submitting this application, I am agreeing to the Terms and Conditions of Entry of the CII Design Excellence Recognition.

I Agree\*

## 7.0 Application Review

Application available to be reviewed online.

## 8.0 Payment

Payment facility to be completed online. Please ensure you have a valid credit card available at the time of payment.

Online

By Cheque (for Indian entrants)

If you are making the payment by cheque, kindly upload the scanned copy of your cheque here.

Attach Image\*

[Browse] [Upload]

By Bank Draft (for overseas entrants)

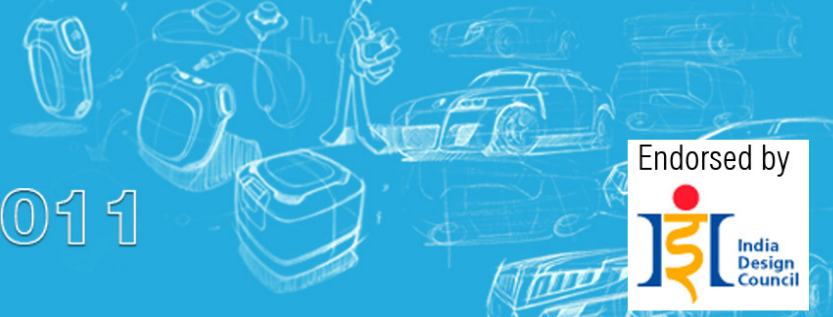
If you are making the payment by Bank Draft, kindly upload the scanned copy of your Bank Draft here.



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Attach Image\*

[Browse] [Upload]

By T/T Remittance

If you are making the payment by T/T Remittance, please attaché a scanned copy of the remittance receipt here.

Attach Image\*

[Browse] [Upload]