

Tata Elxsi Wins Best Industrial Design Studio Award 2016

Tata Elxsi recognized for creative and organized industrial design studio in India

Bangalore, September 8, 2016: Tata Elxsi, a design company that blends technology, creativity and engineering, has been awarded the Best Industrial Design Studio Award 2016 by POOL magazine's India's Best Design Studio Awards (IBDSA) 2016. These awards aim to help clients choose to work with the best studios in India. IBDSA has recognized Tata Elxsi for the best, most creative, most organized and professional industrial design studio in India.

As a leading organization in its field, this award is a testament to Tata Elxsi's dedication in using design and technology as a strategic tool for business success, as well as servicing a broad spectrum of industries. Tata Elxsi made it to the finals in 4 tracks, namely, spatial, graphics, packaging and industrial design. The Jury which consisted of diverse panel across the globe chose Tata Elxsi based on criteria which included – the overall approach to work and business, organizational ethics, customer response, organisational response, team work and transparent work methods.

Nick Talbot – Global Design & Innovation Head, Tata Elxsi, says, *“We are honoured to receive this award from POOL Magazine. It is a validation of our organised and structured process behind design, as well as our professional approach to it. This recognition in India is a step towards encouraging and expanding design thinking and design technology as pivotal roles in industrial design in the country.”*

Initiated by POOL Magazine in 2015, India's Best Design Studio Awards are the first to recognize design studios for their professional work, business practices and transparency. The first round of shortlisting was done based on public voting based on the work submitted by the various design studios. This was then evaluated by a jury, of which the members are leading design experts in the fields of visual communication, industrial design, film-making, animation, craft, textile, design innovations and social impact design.

About Tata Elxsi:

Tata Elxsi is a fully-integrated global design and technology consultancy, creating innovative products, services and experiences to build brands and help businesses grow. By intersecting design and technology, Tata Elxsi helps clients globally to bring new ideas and products to market.

Its services span across consumer research and strategy, branding and graphics, product design, packaging design, service design, user experience design, transportation design, 3D prototyping, visualization and manufacturing support. With a multi-disciplinary team of over 400 researchers, designers, brand specialists and engineers, Tata Elxsi offers innovative, cost-effective and scalable solutions that enable brands to differentiate and win.

About POOL Magazine:

POOL is a India's first International monthly design magazine published by Designindia and launched by INDI Design. It explores the Indian design scene for fresh, promising talent and fresh perspective on the talent of some well-known figures.

The magazine takes the spotlight away from well-documented design work, over to innovative, causal, pioneering and sometimes experimental design; in effect becoming the platform showcasing and charting the constant paradigm shift in Indian design.

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