

Tata Elxsi wins the coveted international iF Design Award 2017 for design excellence

- Wins for Service Design discipline

Bangalore: February 2, 2017: Tata Elxsi, a global design company that blends technology, creativity, and engineering, has won this year's iF Design Awards, a world-renowned prize for design excellence. Tata Elxsi won this award for its exceptional work delivered for Kochi Metro Rail Limited, in the Service Design discipline.

Tata Elxsi designed the comprehensive passenger experience design for Kochi Metro to help them develop India's first seamless integrated transport system.

Dating back to 1953, the iF Design Awards is an international design competition organized by Germany's oldest independent design organization, Hannover-based iF International Forum Design GmbH. This year, a total of 5,500 entries were submitted from 59 countries. An expert 58 member jury, made up of independent experts in industry, design and architecture from all over the world adjudged the winners.

The prestigious iF Design Award is widely seen as among the top three global design awards along with the Reddot Design Award and IDEA (International Design Excellence Award).

Mr. Narendra Ghate, Chief Designer – Service Design, Tata Elxsi commented, *"This award is a testament to Tata Elxsi's multi-disciplinary design team for creating a world class integrated transport system. We have uniquely translated Kochi Metro's vision, 'Connect to Prosper' into a seamless and convenient passenger experience, establishing ourselves as a global design leader in public transportation."*

As the principal passenger experience design consultants to Kochi Metro, Tata Elxsi was commissioned with the responsibility to:

- **Develop the customer experience,** design a seamless customer journey to build signage, way-finding, built space experience, para-transit systems, designing the user friendly spaces, enticing interiors, and information design for hassle free travel.
- **Integrate mobility and digital experiences by linking various modes of transport** like cycle, water metro, bus and taxis to provide a unified experience through various digital touchpoints.
- **Develop a unified Brand Identity** – In association with Brash Brands, Tata Elxsi created a consistent brand identity and translated the theme 'Connect to Prosper' to reflect the spirit

of Kochi through the design solutions across all platforms from print collaterals to built space.

- **Design a cohesive system** to encourage commuters to travel by the integrated public transport.

"Tata Elxsi has helped us build one of the most unique passenger experience designs for our integrated transport system. The entire project has taken us a step closer to the dream of translating Kochi into a smart city. We must applaud the design and creative team at Tata Elxsi for helping us realize our dreams through the implementation of design based technology." – said, **Mr. Elias George – MD, Kochi Metro Rail Limited.**

The iF Design Awards night is scheduled to take place on 10 March, 2017 at BMW Welt in Munich, Germany. Tata Elxsi's award winning work will also be exhibited in the city center of Hamburg, where it will be presented to an audience with a special interest in design and architecture.

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 research and strategy, all the way upto Design, Visualisation – augmented reality and virtual reality to technology implementation and systems integration. Tata Elxsi addresses the communications, consumer products, defense, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a network of design studios, development centers and offices worldwide. Tata Elxsi offers innovative, cost-effective and scalable solutions that enable brands to differentiate and win.

About the iF DESIGN AWARD

Since over 60 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture as well as Professional Concepts. All awarded entries are featured on the [iF WORLD DESIGN GUIDE](#), in the [iF design app](#) and are displayed at the [iF design exhibition Hamburg](#).

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