



REPORT 2019



HIGHLIGHTS OF THE AWARDS

- NASSCOM Design4India hosted the second edition of Design Awards on 23 August 2019. With an aim to spur innovation in the fast-growing .experience design sphere, Design Awards commends great design solutions that are impacting communities.
- The evening was opened by **KS Vishwanathan**, Vice President, Industry Initiatives, NASSCOM, followed by a brief talk by **Jagdish Mitra**, Chief Strategy Officer & Head of Growth, Tech Mahindra; **Kishore Thota**, Director X & Marketing, Amazon India; **Jette Bjerrum**, Consul General, Royal Danish Consulate General, Bangalore. The Chief Guest for

Design Awards was **Gaurav Gupta**, Principal Secretary IT, BT, S&T, Government of Karnataka.

- Winners were announced in 5 categories: Web, Mobile, Immersive, Connected & Intelligence and Digital Ergonomic Product.
- The Illustrious Jury and Design Titans jury panellists handed out the Golden Spiral Trophy to the shortlisted winners

APPLICATIONS

160

CATEGORIES

5

FINALISTS

54

AWARDS

25

WINNERS - WEB

- * Razorpay Software Pvt. Ltd.
- * Designit - a Wipro Company
- * Xamplay Edutech Pvt. Ltd.
- * Rajesh K, National Institute of Design
- * InMobi Technologies Pvt. Ltd.

WINNERS - MOBILE

- * Origin Learning Solutions Pvt. Ltd.
- * Itu Chaudhuri Design Pvt. Ltd
- * Jiny
- * Rujuta Thakurdesai, National Institute of Design
- * PageStitch Technologies

WINNERS - CONNECTED & INTELLIGENCE

- * LTI (L&T Infotech)
- * TimeBlur Studio
- * LogiNext Solutions Pvt. Ltd.
- * Afthab Ali, National Institute of Design
- * Occipital Labs Pvt. Ltd.

WINNERS - IMMERSIVE

- * Tata Consultancy Services
- * SmartVizX
- * Atharva Dahotre, Arnav Agarwal, Rudrik Marathe and Abhinav Narayan, Avantika University
- * Bharat Apat, Pallavi Yellamelli, National Institute of Design

WINNERS - DIGITAL ERGONOMIC PRODUCTS

- * Shemaroo Entertainment Ltd.
- * Cartoon Mango Studios Pvt. Ltd.
- * Neerx Technolabs Pvt. Ltd.
- * Devika Jhunjunwala, Namrata Narayan, Poorva Wange and Dhvani Mundra, MIT Institute of Design
- * Avishkaar
- * Elephant Design

ILLUSTRIOUS JURY PANEL



Pramod Khadilkar
Marie-Curie Fellow /
EuroTech Postdoc Fellow,
DTU - Technical University
of Denmark



Eric Cruz
Former Executive Creative
Director, AKQA Shanghai



Kigge Mai Hvid
Member of Board of
Directors, Lauritzen
Foundation



Rajesh Kejriwal
Founder & CEO, Kyeonius
Group



Preeti Singh
Editor in Chief, Heuzz



**Charulata Ravi
Kumar**
Managing Director,
Accenture



Luis Roy
Group Creative Director,
Publicis Sapient



Lathika Pai
Country Head, Microsoft



Pradyumna Vyas
Former Director, National
Institute of Design



G.V. Sreekumar
Head, IDC, IIT Bombay



Aashish Solanki
Founder & Design Director,
NetBramha Studios



Subinder Khurana
Venture Partner, Omnivore



Thomas Garvey
Associate Professor,
Carleton University



Alok B. Nandi
President, IAOA, Founder,
Archtempe



Apala Lahiri Chavan
President, HFI



Srinil R Srinivasan
CEO, Lumina, President-
Elect, WDO



Deepali Saini
Co-Founder & Design
Director, Think Design



Arvind Lodaya
Principal, ALO Consulting



**Karthick Murari
Karnam**
Head Of User Experience,
InMobi



Ravi Gururaj
Founder & CEO, QikPod,
President, TIE Bangalore



Ashish Deshpande
Director, Elephant Strategy
+ Design



Revathi Kant
Chief Design Officer, Titan



Alain Lonay
General Manager, Renault



**Deepika Dutta
Kapoor**
India Head - CX Design
Solutions, DMI



Ranjan Malik
Co-Founder and Managing
Partner, Primalse

DESIGN TITANS (PRE-JURY) PANEL



Bipul Keshri
Director - Usability &
Design, GlobalLogic



Kumar Ahir
ARVR Evangelist



Niyam Bushan
Consulting, Training, and
Mentoring, in Design and
Design-Think, Digital
Dionysus



Vinay Dixit
Head of Experience
Design, Adobe



Nitin Kumar
UX Design Manager, SAP
Labs



Nitin Sethi
Vice President Digital,
Indigo Airlines



Gaurav Mathur
VP, UX Design, Myntra



Srinath Rangamani
Head of Design, Swiggy



**Deepika Dutta
Kapoor**
India Head - CX Design
Solutions, DMI



Atul Manohar
Director Experience
Design, ZEEDA Inc.



Shilpa Kadam
Studio Partner, UX,
Globant



Siddharth Kabra
CEO, Monsoonfish



**Sriram
Suryanarayanan**
Design Director, IBM
Interactive Experience



Lourd Nathan S
Associate Creative
Director, frog



Girish Prabhu
Co-Founder and Director,
Institute for Design (Ied)
Entrepreneurship



Vikram Kalle
Creative Director, Robosoft
Technologies



Manik Arora
Co-founder, onething



Ramesh Kozhissery
Director of Design,
WalmartLabs India



Peter Joseph
Head-Design (UX), Verizon



Milan Atreya
Global UX Leader, SAP



Amit Kundal
Associate Dean (Research
and Innovation), IISD
Mumbai



Tarun Kohli
CEO, Quovantis



Sohan Maheshwar
Alexa Evangelist, Amazon



**Anirban
Bhattacharya**
Founder, The Painted Sky

SOCIAL MEDIA FOOTPRINT

Post : 151
Reach : 77135
Engagement : 1314



Post : 174
Reach : 126687
Engagement : 12788



Post : 160
Reach : 1619541
Engagement : 16963



Website View : 54404

PRESS RELEASES

- **Techcircle:** <https://bit.ly/2Zy5dWz>
- **Business Insider:** <https://bit.ly/2zvbvaY>
- **BW Education:** <https://bit.ly/2ZyY2tg>
- **Bisinfotech:** <https://bit.ly/2Uca3nc>
- **Channel Drive:** <https://bit.ly/2Low8Ck>
- **MyMobile:** <https://bit.ly/2NCTIMM>
- **SME Times:** <https://bit.ly/2LOANnU>
- **Siasat:** <https://bit.ly/346eKnk>
- **Nyoooz:** <https://bit.ly/2NEzsVs>
- **DailyHunt:** <https://bit.ly/2L3q63V>

TESTIMONIALS



23rd

AUG. 2019

DESIGNAWARDS™

CONRAD BENGALURU

AWARDS PRIZE PARTNER



REWARDS PARTNER

SPREAD

KNOWLEDGE PARTNER



SOCIAL MEDIA PARTNER



ECOSYSTEM PARTNERS



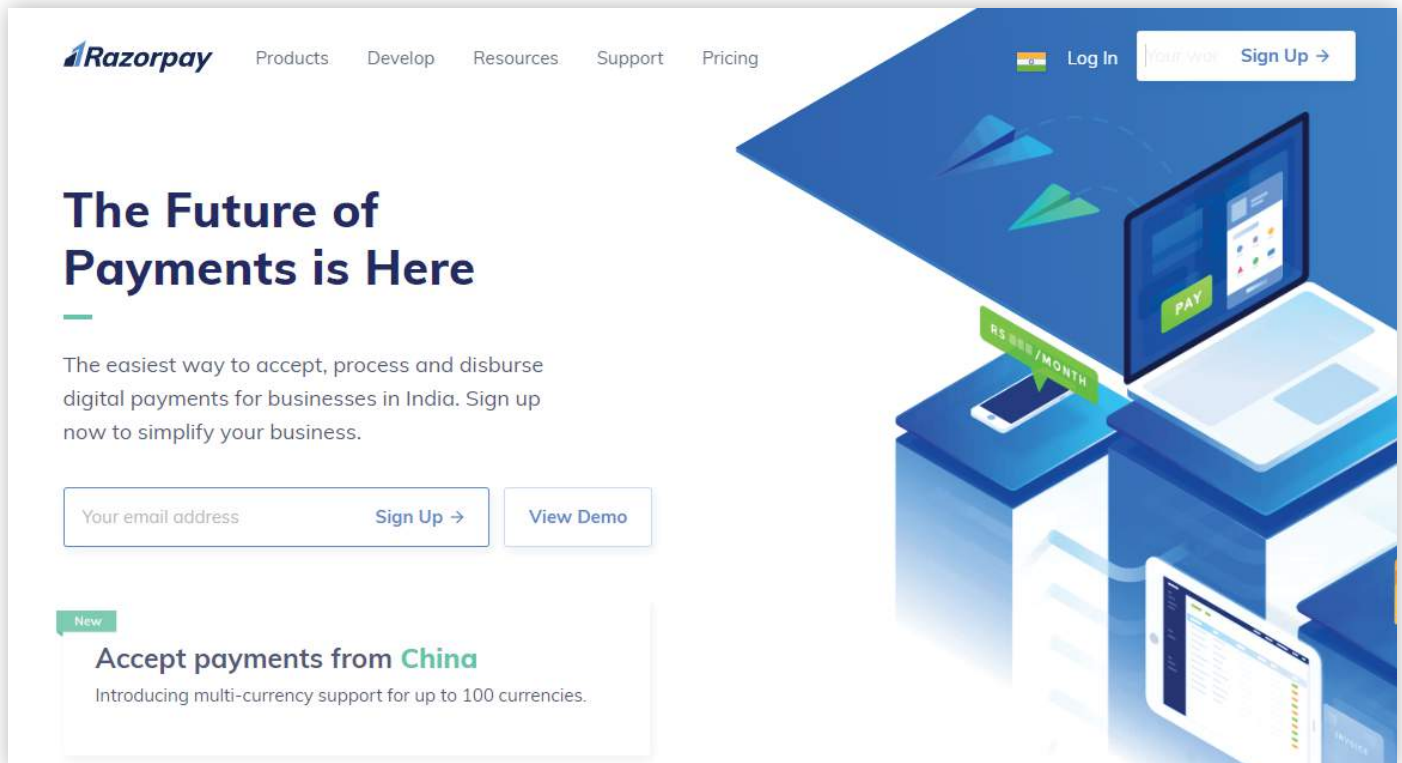
wework

kyoorius



TIMES
INTERNET

WINNERS - WEB CATEGORY



Full Stack Fintech Solution, Razorpay 2.0

Razorpay Software Pvt. Ltd.

Razorpay 2.0 provides comprehensive and innovative payment solutions primarily for the SME, MSMEs built over robust technology to address the entire length and breadth of the payment journey for any business.

Razorpay 2.0 helped decrease manpower for its clients: Razorpay Route provides faster settlement, automatically splits payments across vendors and makes the process efficient.

Razorpay Capital helps SMEs with instant and easy access to lenders. The transaction history of businesses with Razorpay enables credit from lenders. With Razorpay X, clients have benefited with the real-time business insights for their company such as how much runway is left or what's the annual revenue run rate. With Razorpay Flash Checkout, businesses have been able to gain up to 15% increase in conversion rates.

At a time when the country was dealing with a cash crunch, Razorpay launched an ePOS app to enable millions of retail merchants to stay in business and enable cashless payments on delivery. The company was also the first to launch UPI for businesses, GST compliant invoices to building support for 100 international currencies and later evolved into being the first converged payments solution company in India today.

WINNERS - WEB CATEGORY



WiproOne - One System for the Enterprise

From sales & marketing to project management, operations and hiring, we brought all business processes and user functions under one roof. Wipro One provides role wise access to everything a user needs to carry out their tasks.



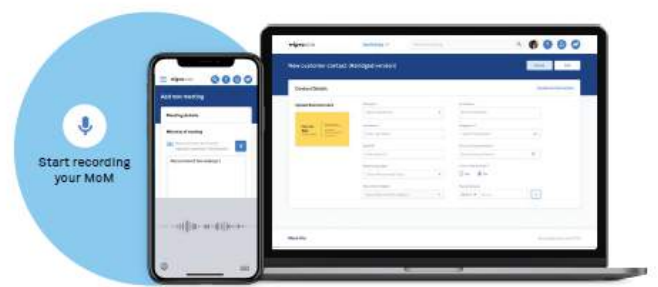
Data visualisation redefined

Use of data visualisation components like dashboards, summary cards, calendar, etc., to give the user an accessible and contextual summary of information.



Wipro assistant - provisions contextual information & collaboration

An AI-powered digital assistant that provides contextual insights as well as



Efficient, automated & digital

Using cutting-edge technologies like Machine Learning, Optical

Quantum

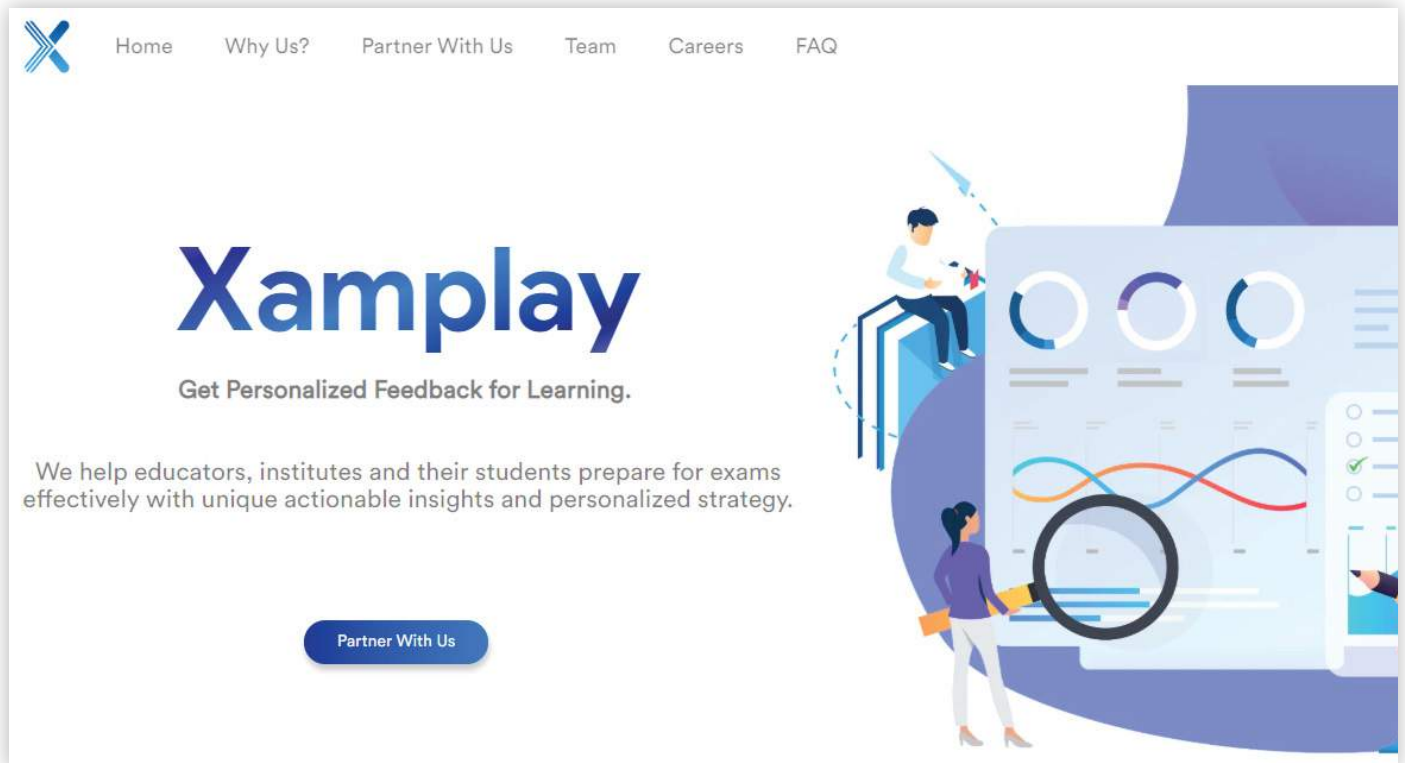
Designit - a Wipro Company

Wipro is a large enterprise organisation with over 170,000 people. Owing to organic growth and various acquisitions over the decades, the existing processes have become outdated and do not support current and new business models. The organisation's internal processes were becoming barriers to its growth.

The solution approach of human-centred design instead of process engineering was the fundamental factor which made this project unique. Quantum put the employee at the centre around whom the solution was built to address their challenges and enhance their experience to become an effective contributor instead of a resource that inputs information.

Legacy enterprise systems are put together basis a process which completely detaches from the fact that a human is operating and will perform functions by following the process and using the systems. The project resulted in a unified omni-channel system, provided AI-enabled digital assistance, facilitated real-time online collaboration and encouraged employee empowerment.

WINNERS - WEB CATEGORY



xamplay.com

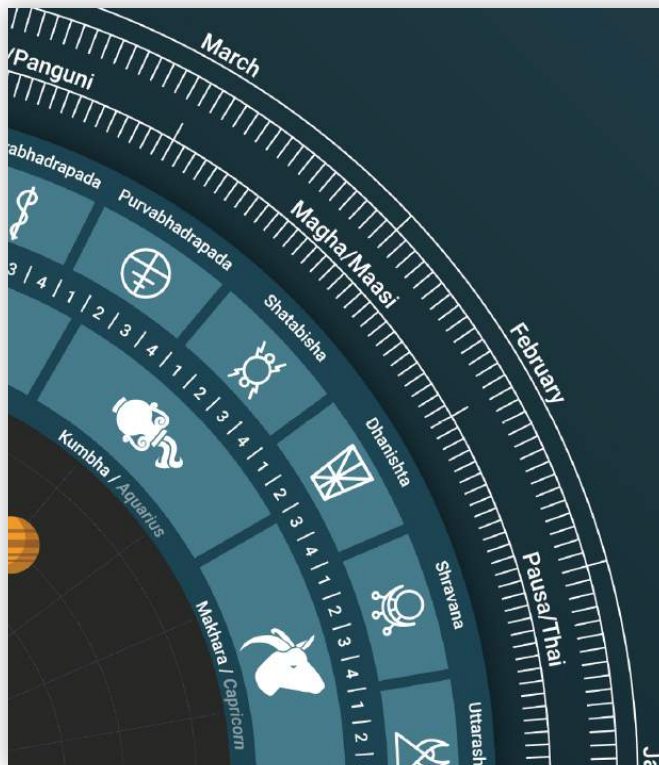
Xamplay Edutech Pvt. Ltd

In a typical Indian classroom, students either learn directly from a live teacher in class or through online videos on their phones, but don't have access to any personalized feedback. Hence learners are directionless and wasting their valuable resources in undirected learning that leads to inefficient learning and losing interest in learning itself.

XAMPLAY is an Edtech startup addressing the need of 3 billion learners worldwide. Xamplay provides quality, scientific, personalized actionable learning insights to speed up the learning process and attain the learning objectives of the learner in a short duration of time. In the process, the learner will save time, effort and money in achieving his objective.

An end-user logs in, selects the exams they wish to crack, starts taking tests, after each test they get personalized insights and analytics, the student takes action on these insights before taking the next test and the cycle repeats itself. High level personalized actionable insights are displayed as they progress for both student and institute. XAMPLAY has the ability to empower especially the rural/remote learners, who have access to learning videos online but do not have access to quality feedback.

WINNERS - WEB CATEGORY



Visualising Panchang from Vedic Astrology

In this experimental project, I have tried to understand the Panchang (The Hindu almanac) and attempted to deconstruct it to the millennials in a visual rich informative website.

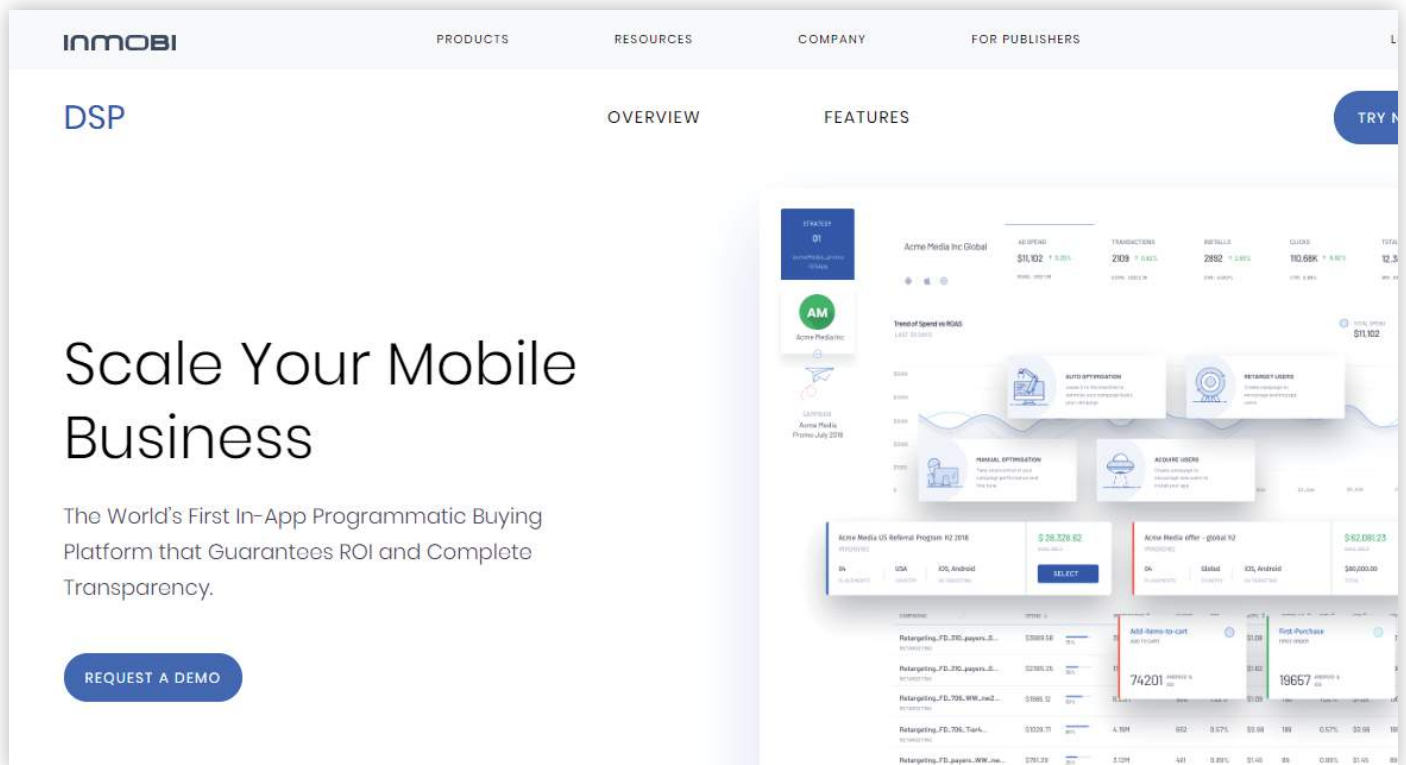
Visualising Panchang from Vedic Astrology

Rajesh K - National Institute of Design

People who follow Astrology can visualize the system in their mind. But, common people who don't follow this system face the difficulty in understanding and visualising the basic system. Additionally, Indian millennials are obsessed with western culture and many blindly follow the western system of astrology while the world appreciates the accuracy of Vedic Astrology. The Visualising Panchang from Vedic Astrology project aims to put Indian cultural knowledge to best use and position it as a benchmark for Digital India innovation. This application will help users understand the basic concept of Panchang and the planetary positions in the system.

This concept will be implemented as an app based service and integrated with ML and AI to give users a highly personalised prediction for daily use. The app can be used in smartwatches and smartphones. The Visualising Panchang from Vedic Astrology project will help users understand planetary positions in real-time with Rashi, Nakshatra, etc along with the Hindu calendar and the Gregorian calendar in a single dashboard. Users can access another dimension of time along with planetary positions in real-time, capturing not just Indian, but also the global market. New users will get a fair idea about astrology in a short time, receive positive forecasting and visually interesting data.

WINNERS - WEB CATEGORY



InMobi DSP

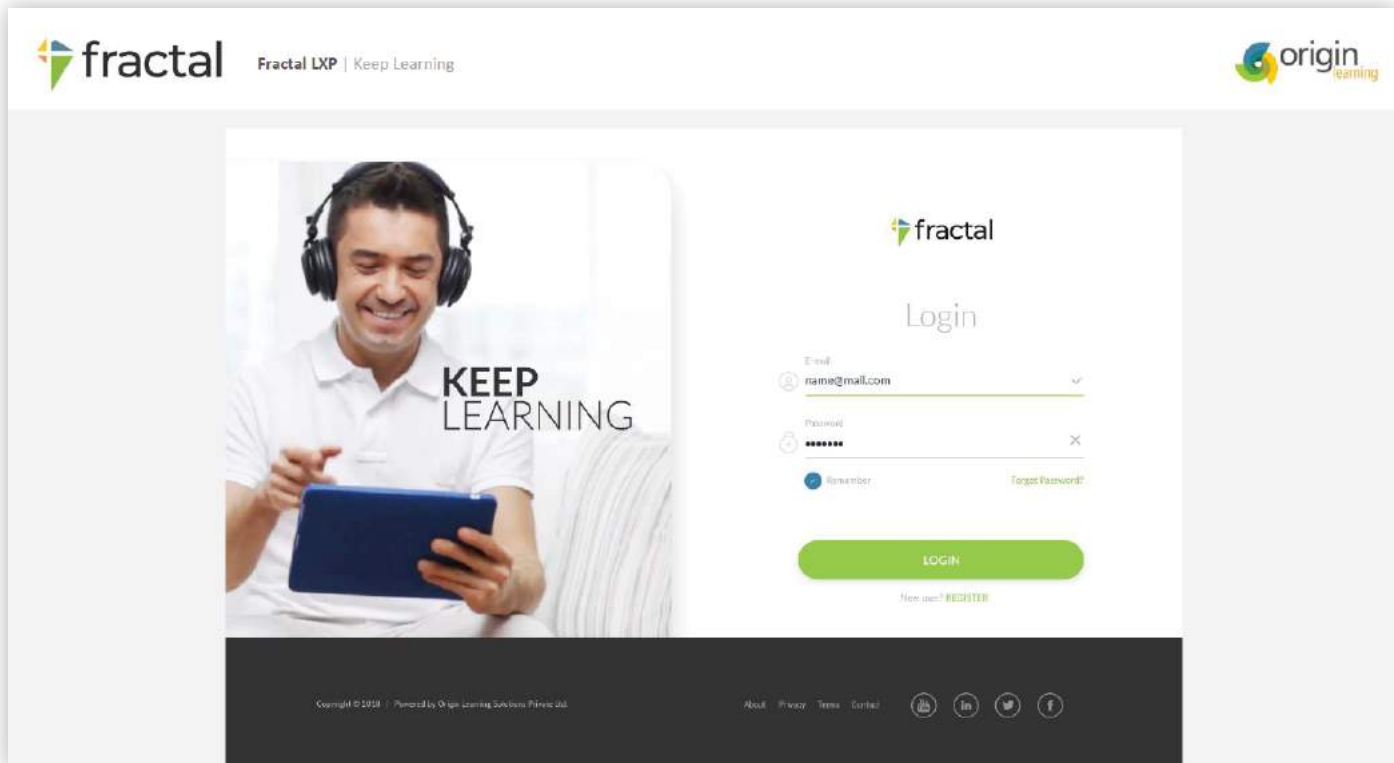
InMobi Technologies Pvt. Ltd.

Advertisers and agencies who are looking to buy ad inventory on mobile apps. They want to do this in a transparent manner with complete control and the ability to optimize towards their business objectives (KPIs). However, there are no Mobile Demand Side Platforms (DSPs) in the market that offer control, performance and scale while being completely transparent at impressions level details. Thus, advertisers and agencies end up having to make inevitable, yet avoidable trade-offs.

This is where DSP comes to the picture. InMobi DSP is a supply aggregation platform that advertisers can use to buy in-app ad inventory programmatically. It is a completely cloud-based application that provides

unprecedented control, transparency and performance for marketers across the globe when it comes to in-app advertising campaigns. InMobi DSP is built for simplicity and ease of use from workflows perspective. The visual experience is designed to be inviting and not intimidating to target users. Digital marketers can now do a lot more with fewer clicks and time spent. Estimated time savings for a typical digital marketer at an agency will be 80% on a daily basis.

WINNERS - MOBILE CATEGORY



Fractal – Learning Experience Platform

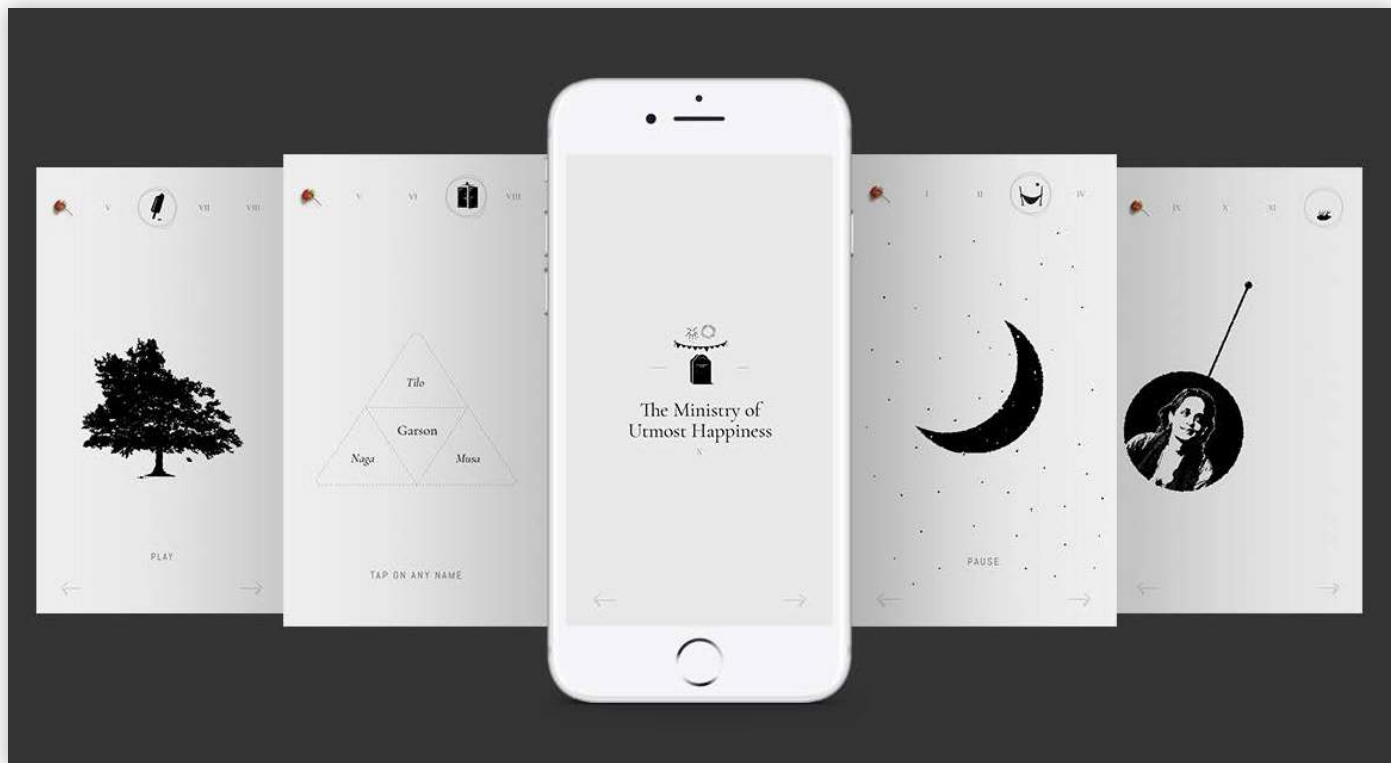
Origin Learning Solutions Pvt. Ltd.

Skill obsolescence is the single biggest problem facing organizations. The shelf life of technology skills is currently about 3 years. Technology and products are constantly being updated. No industry or domain is immune to the need for upskilling and re-skilling.

Fractal LXP is a device-agnostic platform that works on any device. It provides full lifecycle support for learning – taking learners from ground zero to proficiency to automaticity. Fractal can be deployed across industries in varied learning contexts; but addresses the need for continuous, easily accessible, just-in-time learning, customized for individual needs. It integrates consumer-grade UI/UX design in an enterprise application.

Digital learning reduces the need for physical classroom training – thereby saving costs in terms of travel and infrastructure. It improves reach to remote areas in India, where providing good quality classroom instruction is not viable.

WINNERS - MOBILE CATEGORY



Ministry of Utmost Happiness: ReReader

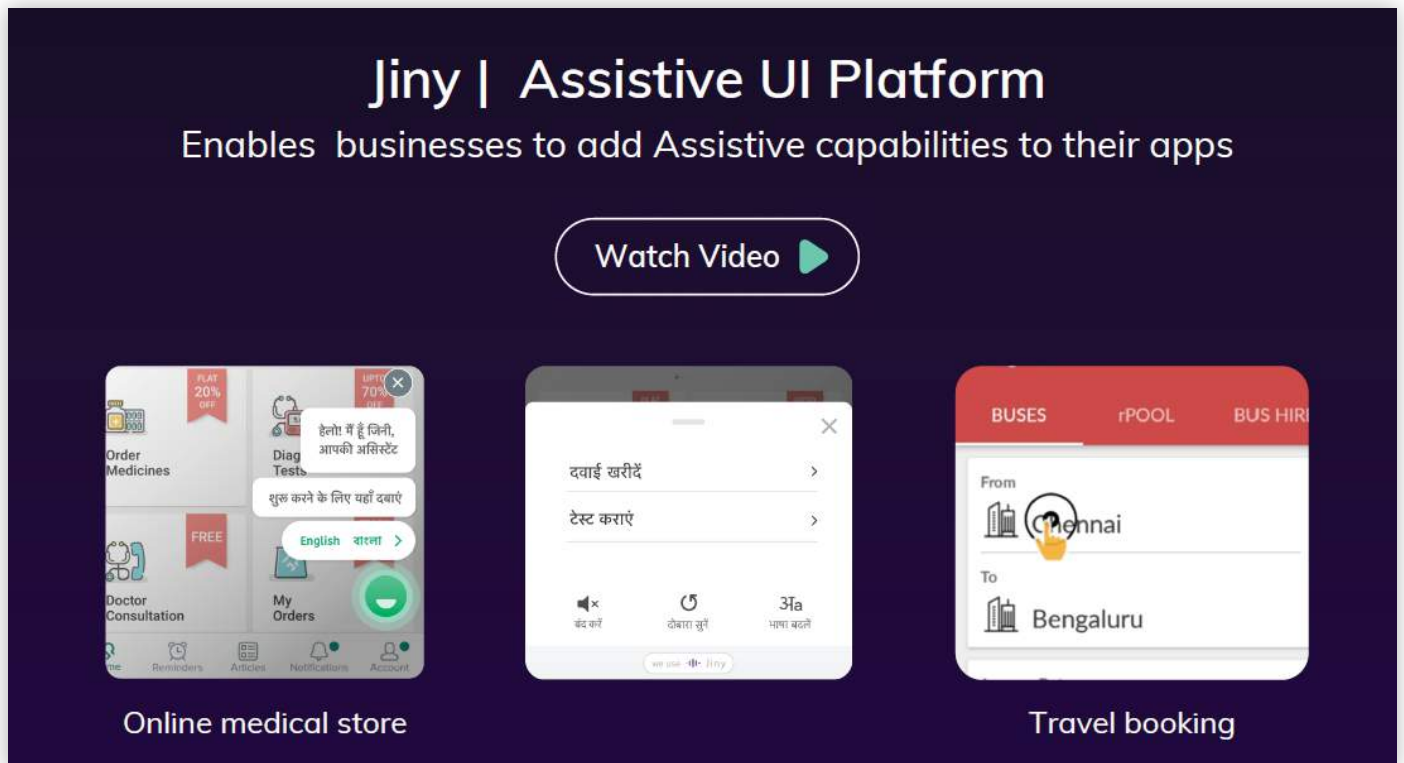
Itu Chaudhuri Design Pvt. Ltd.

A major issue in the publishing industry is sustaining the aura around the book post-launch. With a short shelf life and limited audience attention span, books are susceptible to being pushed out of the limelight shortly after they are launched.

The Ministry of Utmost Happiness: ReReader website enables the author to reach more people and ensures a sustained buzz around the book even after its launch. The site collaborates with the book, and tries to be an alternative way of telling the story without competing with it. The website presents an innovative way to experience a book beyond the physical form. The ReReader engages the audience with animations, music, voice and text in equal measure to create intrigue around the book. It allows

users to journey the book through different perspectives aided by design elements. The website tempts, intrigues and continuously edges the audience to discover more about the book. End-users can enjoy the book over separate visits with a whole slew of other devices that tease and travel with them. ReReader brings the simple joys of exploration to life and allows readers to skip back and forth without loss of context.

WINNERS - MOBILE CATEGORY



Jiny: AssistiveUI Platform

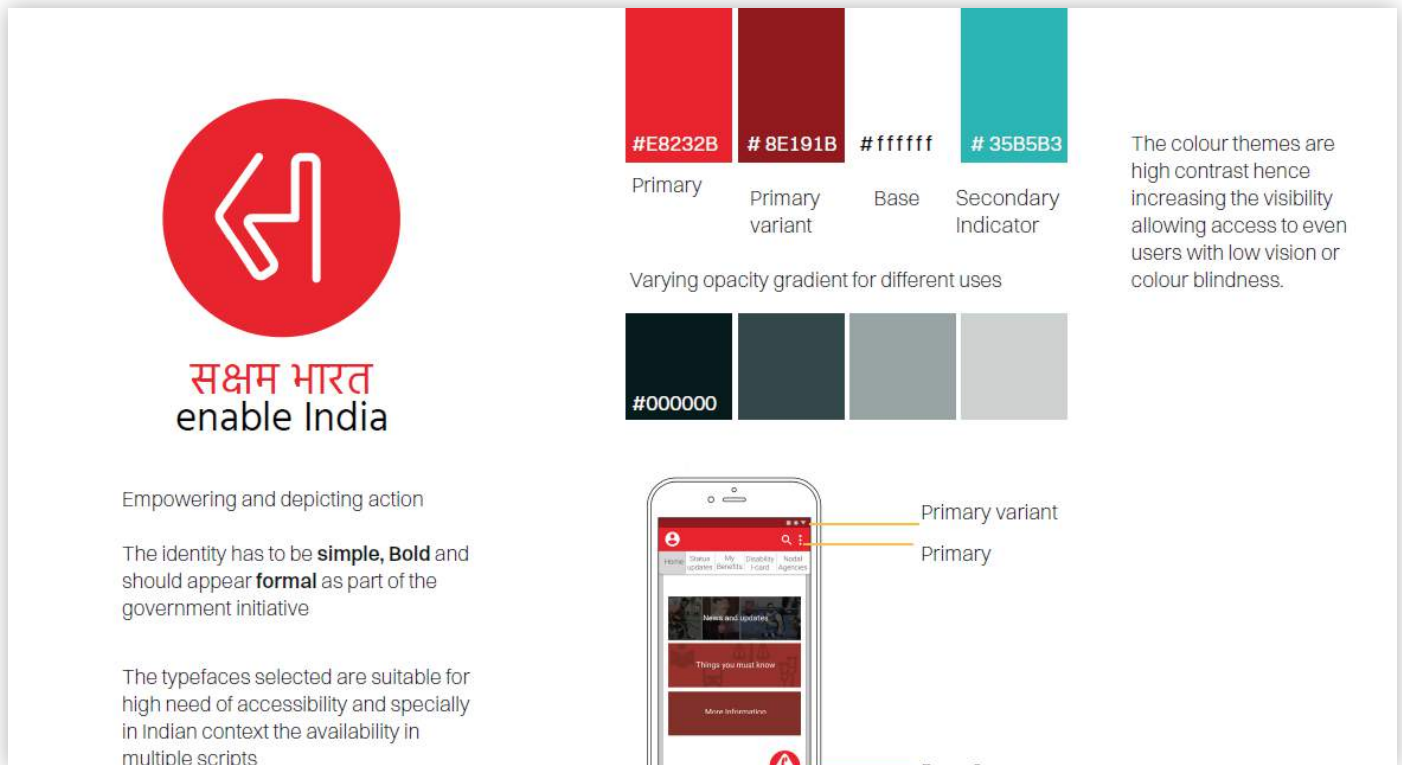
Jiny

One of India's growing challenges is the lack of digital adoption among masses. Internet businesses in India are struggling to grow in vernacular India because users are unable to accomplish complex tasks like making transacting online. Out of 500M+ internet users in India, only 20% i.e 100M are online transactors. The growth of businesses, the adoption of their products and services in the vernacular Bharat are taking the biggest hit.

Jiny's mission is to solve Global digital illiteracy and drive mass digital adoption in vernacular India. Through a state-of-art assistive solution, Jiny is the definitive tech solution to bridge the great digital divide. Jiny empowers non-tech savvy users like Baby Boomers and Gen X to use digital applications

independently. It deploys a human-like assistance which helps them doing day-to-day digital tasks like booking travel, tickets, shopping, services, bill payments, etc. Jiny can instantly increase the transactional capabilities of completely new digital users from almost 0% to an astonishing 90%.

WINNERS - MOBILE CATEGORY



Saksham Bharat

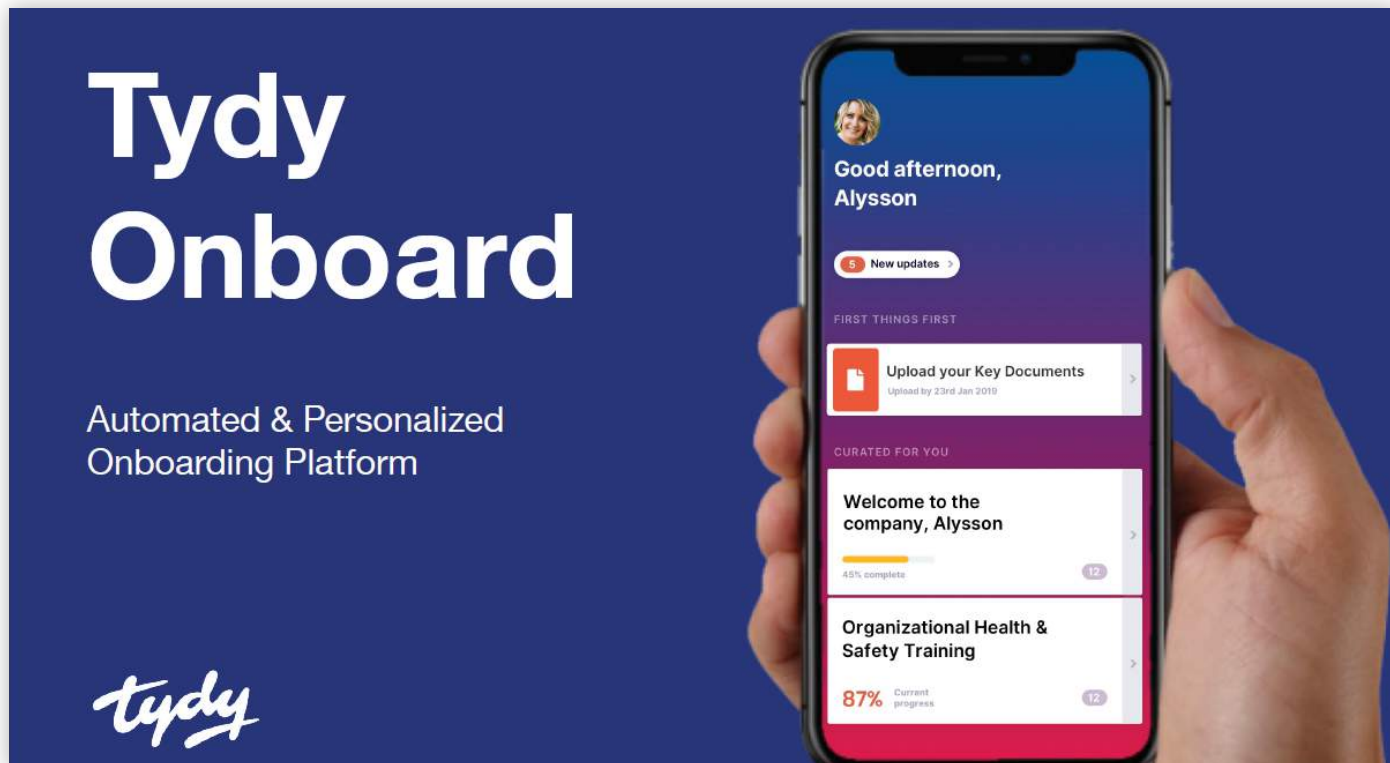
Rujuta Thakurdesai - National Institute of Design

It has been three years since the Rights of Persons with Disabilities Act (RPwD Act 2016) has been amended but there is very little awareness of it. People hardly know about the benefits and rights, and there is still shame and negligence related to disabilities. Currently, all the government portals for PwDs lack clarity and opportunities for interaction.

Saksham Bharat is a national platform for PwDs and people working with them. It aims to create a bridge between PwD facilities and seekers of these facilities. This platform benefits supportive businesses and provides information regarding employment and services for PwDs. Users can directly access authentic information through this platform.

This system-level intervention provides awareness, interaction, provides the flexibility for communication and can be linked to larger networks of data. Saksham Bharat will benefit more than 20% PwDs in India and create a safer, healthier and more accepting future for all.

WINNERS - MOBILE CATEGORY



Tydy Onboard

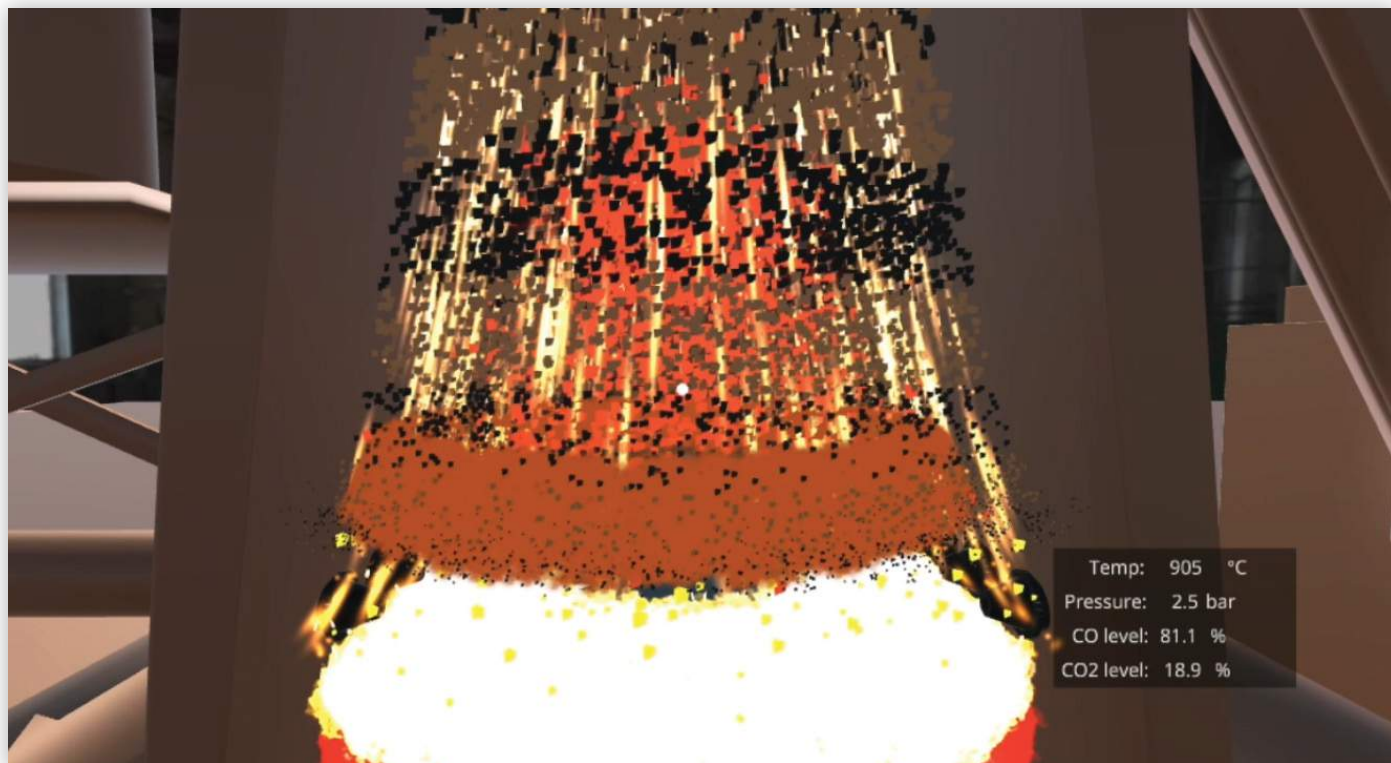
PageStitch Technologies

HR teams take on the burden of onboarding swarms of new hires and repeating the same old manual processes. They are unable to add any additional value to the well-being of their employees.

Tydy is a mobile-first app that new hires can log into and complete their onboarding. They are presented with a dashboard of actions and content that is completely personalized to them based on their location, department and level in the organization. Throughout the process of using the app - which happens over 60-90 days, they continue to receive personalized content (tasks, questions, videos, etc) and introductions to key people. The entire experience is also gamified to engage them and nudge them towards completing their onboarding.

Tydy enhanced the user experience of the company for new hires by saving their time, reducing their anxiety, effort and making them feel like a part of the organization even before joining. Tydy has also played a role in elevating HR as a strategic discipline that can add value to the organization.

WINNERS - IMMERSIVE CATEGORY



VR based Training for Enhancing Safety and Collaboration for Operations in Extreme Conditions

Tata Consultancy Services

People take up risky, hazardous jobs where they are required to operate under extreme conditions.

Industries have complexity associated with higher cost of operations, higher risks and hazards in the operations, and overall lower worker morale. Safety videos and compact disc modules receive very minimal practical participation from employees.

Tata Consultancy Services conceptualised a VR based training solution that integrates a Digital Twin solution to mimic the real-life environment. 3D Immersive training works on mobile handsets, VR Boxes, and can help replace most off-job training. Employees can gather insights to run operations most optimally with lesser risk hazards and yield a higher production output. This VR based training can reduce the training duration to 30%, increase the retention of training to over 30%; and minimise the cost of training to at least 30%.

WINNERS - IMMERSIVE CATEGORY

The Solution: Trezi



A fully immersive virtual reality product that transforms **design experience** for the AEC industry by bringing together all stakeholders in the design project to collaborate at full scale.

It delivers a real-time, immersive and interactive design experience that articulates design intent to match **client expectations**, and delivers significant business impact and **improved profitability**.



5

Trezi

SmartVizX

The building industry suffers from an inefficient and ineffective design collaboration between architects, designers, their end clients, and product manufacturers since the current methods and tools to help them understand and experience the design are inadequate. This leads to delays in decision making, project time and cost overruns, and a gap between what clients expect from the design and what they ultimately get.

Trezi is a one-of-a-kind immersive product that people can use independently and introduce immersive offerings into their workflows. Trezi helps architects communicate their design intent better. It creates a virtual meeting platform for AEC stakeholders and takes them through the design. Architects can now finalize the design much faster, saving costs and time. Design understanding and finalisation time came down by 30% with Trezi. As Trezi shapes into being a product hosting platform, it has the potential of becoming the world's first immersive platform for building products.

WINNERS - IMMERSIVE CATEGORY



SPREE

Atharva Dahotre, Arnav Agarwal, Rudrik Marathe, Abhinav Narayan - Avantika University

There is increasing obesity in the youth and negligence towards physical activities. Existing fitness apps do not integrate entertainment value, making it boring for the user to stay committed to it for a long time.

SPREE is an entertainment platform which also doubles as a fitness app using AR. This app brings users out of their comfort zones and makes them initiate physical activities which can later continue across different platforms. The app has leaderboards that inculcate a sense of competition amongst users and makes them want to achieve high scores. The desire to rank higher on the leaderboard makes users increasingly active. This tight-knit community of users can co-play with other users or friends and family, thereby increasing time spent with loved ones.

WINNERS - IMMERSIVE CATEGORY

INTERNET OF THINGS



Ripple

Bharat Apat, Pallavi Yellamelli - National Institute of Design

Workload stress is a serious problem in India's IT sector's workforce. Nearly half of employees say they need help in learning how to manage stress.

Ripple's wearable devices ensure real-time monitoring and feedback to users through the VR headset. This immersive experience improves the quality of user's meditation, in turn positively impacting their focus and productivity. Ripple uses a mix of VR + Binaural Audio + Breath Analysis + Mindful Meditation to achieve better and faster immersion into meditation.

Bodily changes are reflected in the VR environment, making users more in tune with the environment. Ripple provides guided meditation, guided binaural audio and gamified breathing training to help users focus on open eye meditation. The visualisation of bodily changes cuts out distractions. Ripple provides an interactive high tech experience at a low cost. This immersive experience is a game changer to improve both productivity and employee well being in the workplace.

WINNERS - DIGITAL ERGONOMIC PRODUCT CATEGORY



Shemaroo Bhakti Shrimad Bhagavad Gita Audio Book

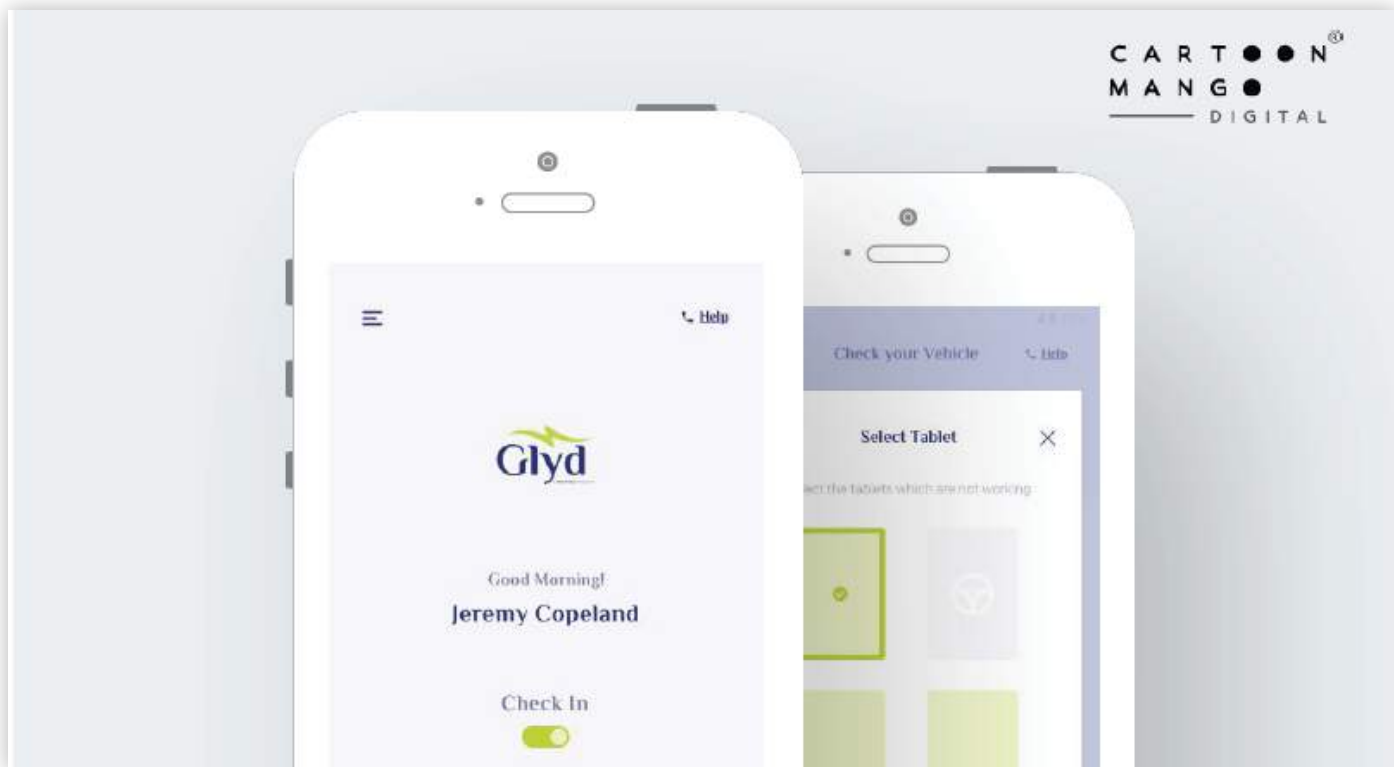
Shemaroo Entertainment Ltd.

The devotional category in India is very fragmented with local players operating in a highly unorganised market framework. Due to the lack of investments in creating content which appeal to users, the category has seen tepid growth when compared to other content categories in the Indian ecosystem.

Shemaroo's range of devotional products aims to solve this problem with authentic, researched content added to ergonomically designed speakers.

Shemaroo's range of Bluetooth devotional audio devices target users who consume devotional content through digital as well as offline mediums. Shemaroo has launched three devotional audio speakers. The Islamic Bluetooth offers Islamic content (Quran Sharif, etc); the audio speakers offer 1000+ devotional songs (Aartis, Mantras, Jaaps, Bhajans, Stotras, etc) and the Shrimad Bhagavad Gita Audio Book has the entire Bhagavad Gita and its life lessons to help users learn the nuances of life. Shemaroo addresses the devotional needs of both Hindu and Islamic faiths by providing features which have never been seen before in the market.

WINNERS - DIGITAL ERGONOMIC PRODUCT CATEGORY



GLYD

Cartoon Mango Studios Pvt. Ltd.

The air quality of metro cities are hitting dangerous levels, most of the pollution that affects them can be attributed to the increase in the number of vehicles. Alternate methods like odd-even policy has had its own shortcomings. This led to Mahindra introducing their first ever electric cab service in India.

The simplicity of the booking apps combined with the ergonomic design of the experience app has led to customer stickiness. Over 25% of active customers have taken more than 10 Glyd rides a month. The services allow customers to surf videos, meditate, listen to music, watch the latest news, attend meetings and many more. Glyd provides privacy with screens in between seats, has an air purifier and rewards commuters with positive reinforcements like telling them the number of trees they have saved by choosing to ride with Glyd. This initiative envisions to make a great impact on the future of healthcare and social reform.

WINNERS - DIGITAL ERGONOMIC PRODUCT CATEGORY



SHOOL: Smart Soil Sensor for Hydrology and Land Application

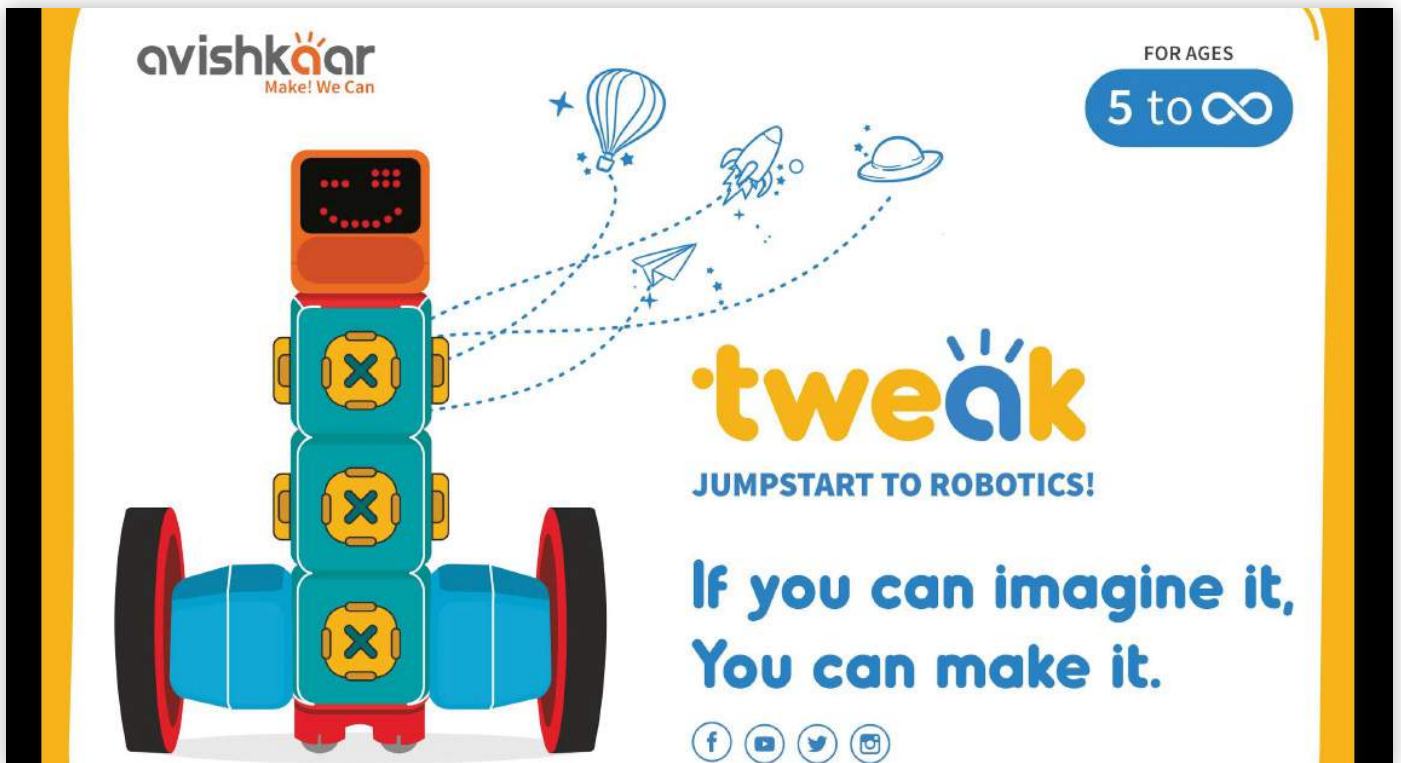
Neerx Technolabs Pvt. Ltd.

Automation in farming cannot not be achieved without the knowledge of soil surface characteristics. Moreover, Remote Sensing and Agriculture Research Institutes do not have access to technology like compact and affordable devices for surface characterization (validation of satellite derived soil data). Traditional sensors are bulky and require loggers to log data.

SHOOL is a high end technology meant for affordable agriculture applications as well as customized solution for space agencies. From reducing agri-input costs to drought and flood detection with highly accurate in-situ soil measurements SHOOL is the perfect farmer's friend. It is adopted as a FaaS (Farming as a Service) model to maximize reach among farmers in an affordable manner.

SHOOL has a wireless design, low weight, long lasting battery, is easy to handle and can be easily integrated with existing autonomous farm monitoring and management systems. Validated by ISRO and supported by ICAR, SHOOL achieves a much higher accuracy than imported probes at 1/5th of the price and helps in increasing productivity by 30%. ISRO is providing the NavIC Technology inbuilt in SHOOL for highly accurate location tagging. Similar technology can be used for interplanetary surface characterization in Rover based missions.

WINNERS - DIGITAL ERGONOMIC PRODUCT CATEGORY



Tweak - Jump Start to Robotics

Avishkaar

Children can lose focus very soon and use smart devices for unproductive entertainment. Even at the age of five, children don't have access to the right tools that can inculcate problem solving and logical thinking. Tweak is a tangible electronic product that ties up physical world with the digital world. It is positioned as an educational tool that teaches children to interact with robotics, digital interfaces and machines seamlessly without hesitation in the future.

Tweak integrates the easiest robotics design system that encourages children to build a robot in a matter of minutes. Simple X shaped, intuitively placed joinery helps children quickly assemble and take apart a robot. Children are introduced to coding with a simple app based graphical coding interface. It eliminates the need for wires, nuts & bolts, and enables Plug and Play experience for children. Embedded pogo pins facilitates seamless connectivity of the modules and allows children to safely interact with Tweak. Tweak enables children to make their own toy rather than buy a new toy and inspires them to be innovative problem solvers in the digital age.

WINNERS - DIGITAL ERGONOMIC PRODUCT CATEGORY



AuriDoc.

Devika Jhunjunwala, Namrata Narayan, Poorva Wange, Dhvani Mundra - MIT Institute of Design

An otoscope is a medical device that is essential for any ear check-up or diagnosis. The conventional otoscope is a simple torch with a magnifying glass, disposable speculum, which is hardly tech-driven. It is only used for quick check-up purposes, so in cases where the doctor wants to perform a more detailed diagnosis, she has to use an endoscope. But, there are too many patients and little time and resources to deliver a 100% satisfactory treatment at a reasonable cost through an endoscopy.

AuriDoc provides a solution that is completely digitised. AuriDoc shows a 90 degree view on a 3.5" screen and records them in a gallery that later gets uploaded to a cloud. It reduces human error by providing an intuitive design with foolproof methods of recording data to facilitate easily accessibility. This quality healthcare can reach remote areas and will improve hygiene standards, especially in government setups.

The greatest impact AuriDoc will make is the amplification of information exchange between a doctor and patient, allowing transparency in diagnosis. Patients will not have to worry about carrying medical history hard copies. The reduced time required to be given to one patient will result in an increase in the number of patients attended per day.

WINNERS - DIGITAL ERGONOMIC PRODUCT CATEGORY



Plezmo : Education platform for children to 'Learn through play'

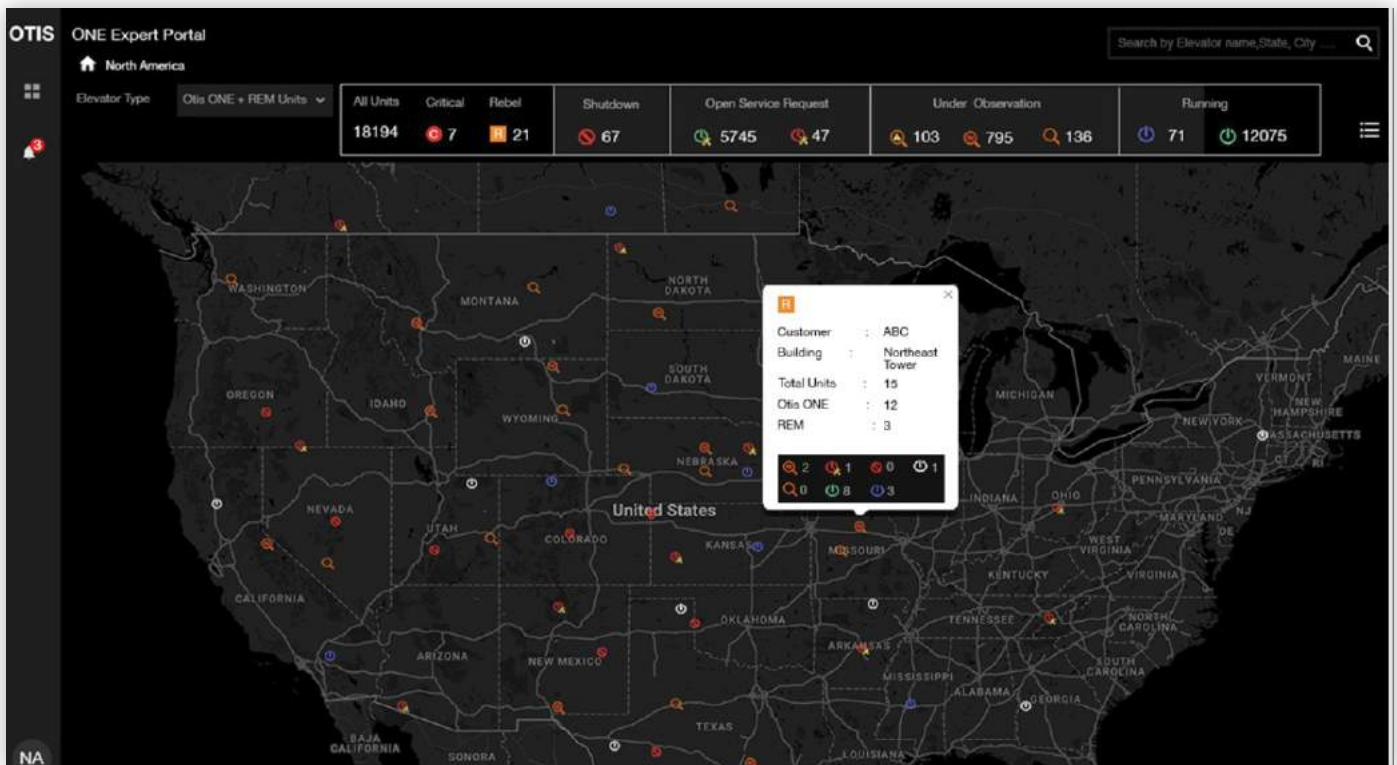
Elephant Design

Children lack avenues to explore the world of coding in a fun and interesting way. Educators do not have adequate tools to teach children about coding in an engaging manner. Both children and educators face issues when it comes to learning computing related subjects.

Plezmo is designed and developed with a focus on promoting STEAM education in India. It is an open-ended platform and unique learning tool that allows children to imagine and create various play scenarios while they learn about coding. Plezmo is designed to seamlessly integrate with any game children play, making it smarter and more intelligent. Children can personalise their favorite colours by following a simple instruction on the app and enabling a format of game play with far more flexibility.

Children look forward to instant gratification from the activities they are involved in. Plezmo appreciates children for their achievements, thereby motivating them to pursue the game and study further. Plezmo offers a right balance between education and entertainment. This tool is a right fit for schools' curriculum to adapt as well as parents to buy for their children.

WINNERS - CONNECTED & INTELLIGENCE CATEGORY



OTIS ONE Xpert Portal

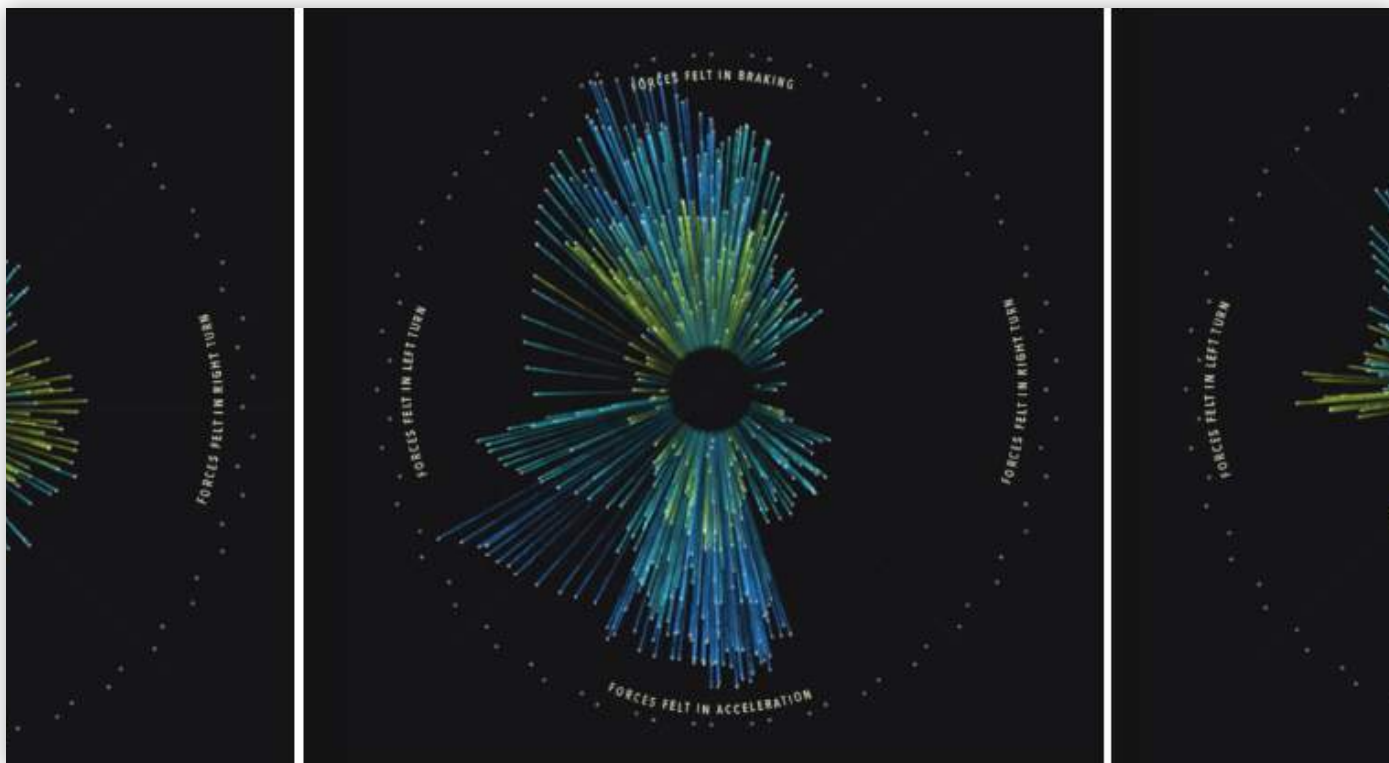
LTI (L&T Infotech)

Currently there is no proactive prediction of elevator shutdown or service. The Otis ONE platform can predict elevator health and proactively detects issues to carry out predictive maintenance. This platform is designed to reduce elevator down time and increase efficiency.

Otis is transforming the elevator service from “you call us” to “we call you”. With IoT led real-time and connected services, Otis provides proactive insights and transparent information on demand. It provides greater control of passenger experience, builds greater customer trust and stickiness through demonstrable KPIs and democratizes expert “tribal knowledge”.

Additionally, Otis facilitates “Ahead of time Cost Planning” for component failures, resulting in better inventory management and improvement in working capital. There will be 30% reduction in service costs, upto 90% uptime of equipment under service contracts and 40% reduction in customer contact center calls. Otis will result in operational savings of more than a million dollars in each major country it is deployed in, becoming a market leader in IoT based Digital Products.

WINNERS - CONNECTED & INTELLIGENCE CATEGORY



Ather Data Wall

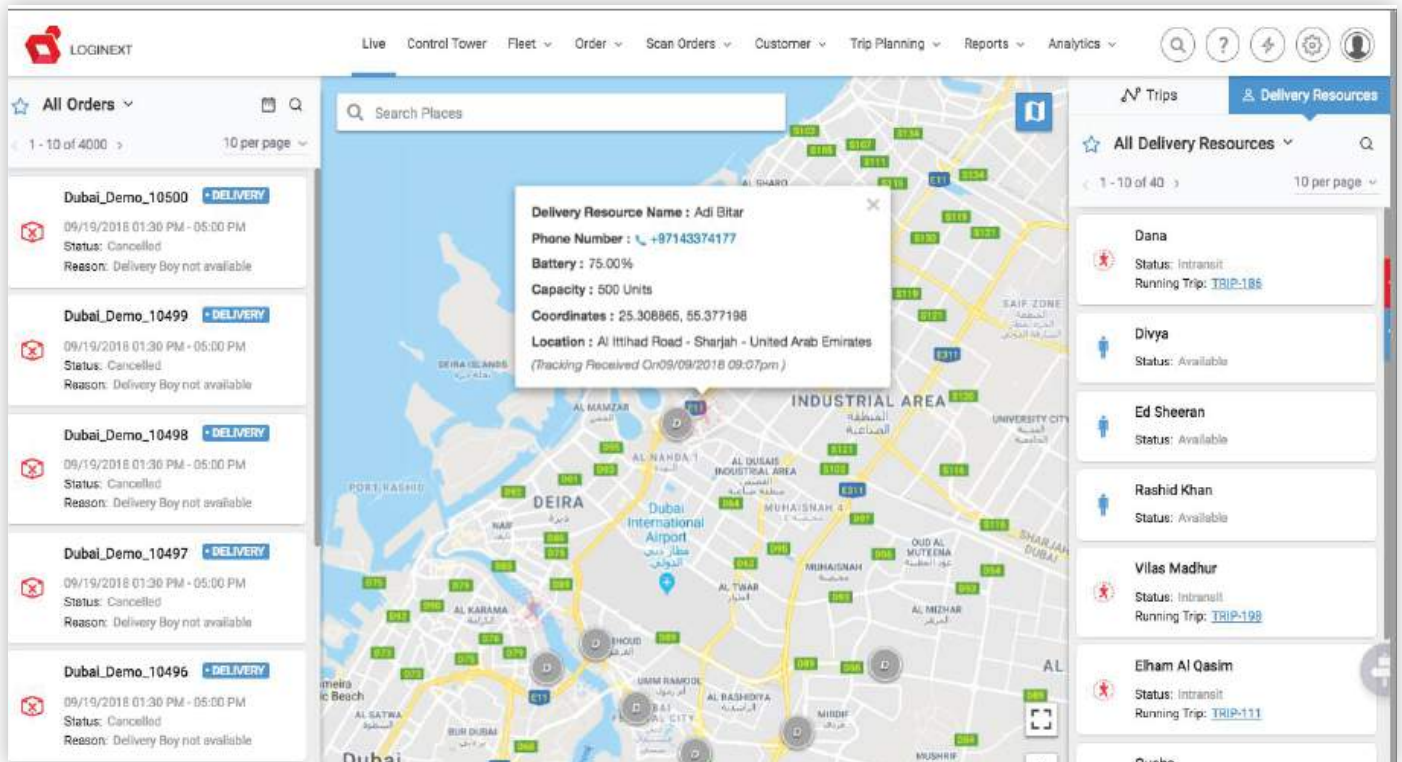
TimeBlur Studio

Currently the vehicle-customer engagement is limited to test rides. There is no wow factor especially in the domain of connected vehicles and experience design for their showrooms. It's limited to static and conventional visual merchandising that don't attract enough customers.

The Data Wall is a software run data visualisation screen installed for Ather Energy Pvt. Ltd customers and their experience centre's walk-ins. Once customers complete a test ride and head back to the showroom, they can experience their test ride in the form of a digital signature. This software shows customers a summary of the ride and depicts how the user felt riding the scooter. It can provide further analysis on the electric scooter's turn intensity and high acceleration. The digital signature is later sent to customers via email. Customers are encouraged to share their "ride moments" like "high efficiency" or "top speed" with their community.

Ather Data Wall aims to position Ather Energy as a pioneer in the space of telematics and connected vehicles. The wall serves as a marketing tool as well as creates a data visualisation experience at Ather showrooms. This unique digital experience utilises data storytelling to make customers feel special and improve their relationship with brands.

WINNERS - CONNECTED & INTELLIGENCE CATEGORY



LogiNext MILE

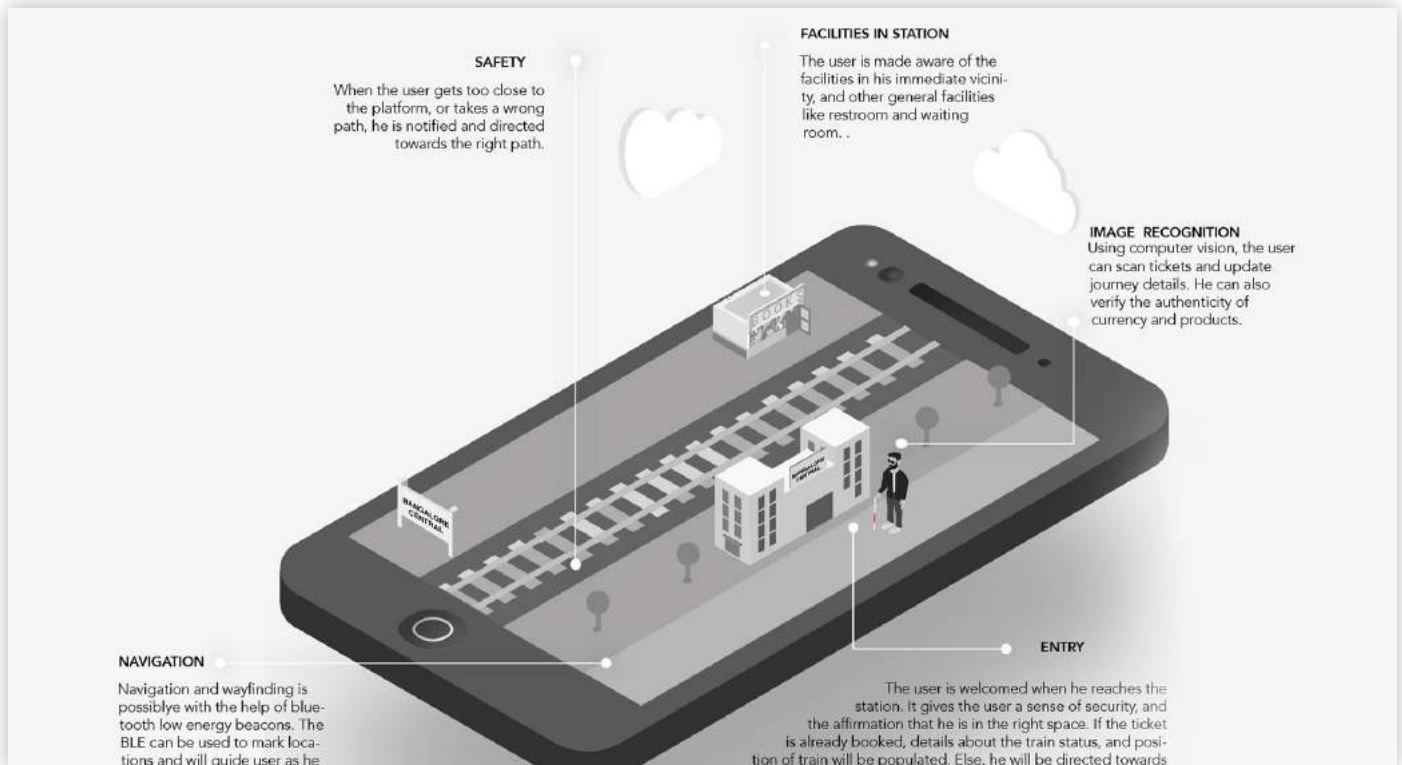
LogiNext Solutions Pvt. Ltd.

The Indian logistics industry is highly fragmented and unorganised. Industries struggle to manage large scale shipments! There are difficulties in dealing with road blockages, capacity planning, complaining customers, managing fleet unions and contracts and more.

The MILE web application and MILE TrackNext mobile application completely digitizes and integrates the whole logistics supply chain - right from creation of orders to managing fleet and the daily nitty-gritties. It provides highly optimized and calculated routes that result in the deployment of less fleet which travel a lesser distance (reducing unnecessary to-and-fro). LogiNext minimises human intervention and errors. Operations managers save 2+ hours of their daily time by using this interface. Drivers are more compliant with processes due to the interface's friendly and aesthetic UX.

LogiNext simulates all real time activities so that end customers can get real time updates and visibility of their order status. MILE big data analytics helps clients improve their KPI's and take informed operational decisions.

WINNERS - CONNECTED & INTELLIGENCE CATEGORY



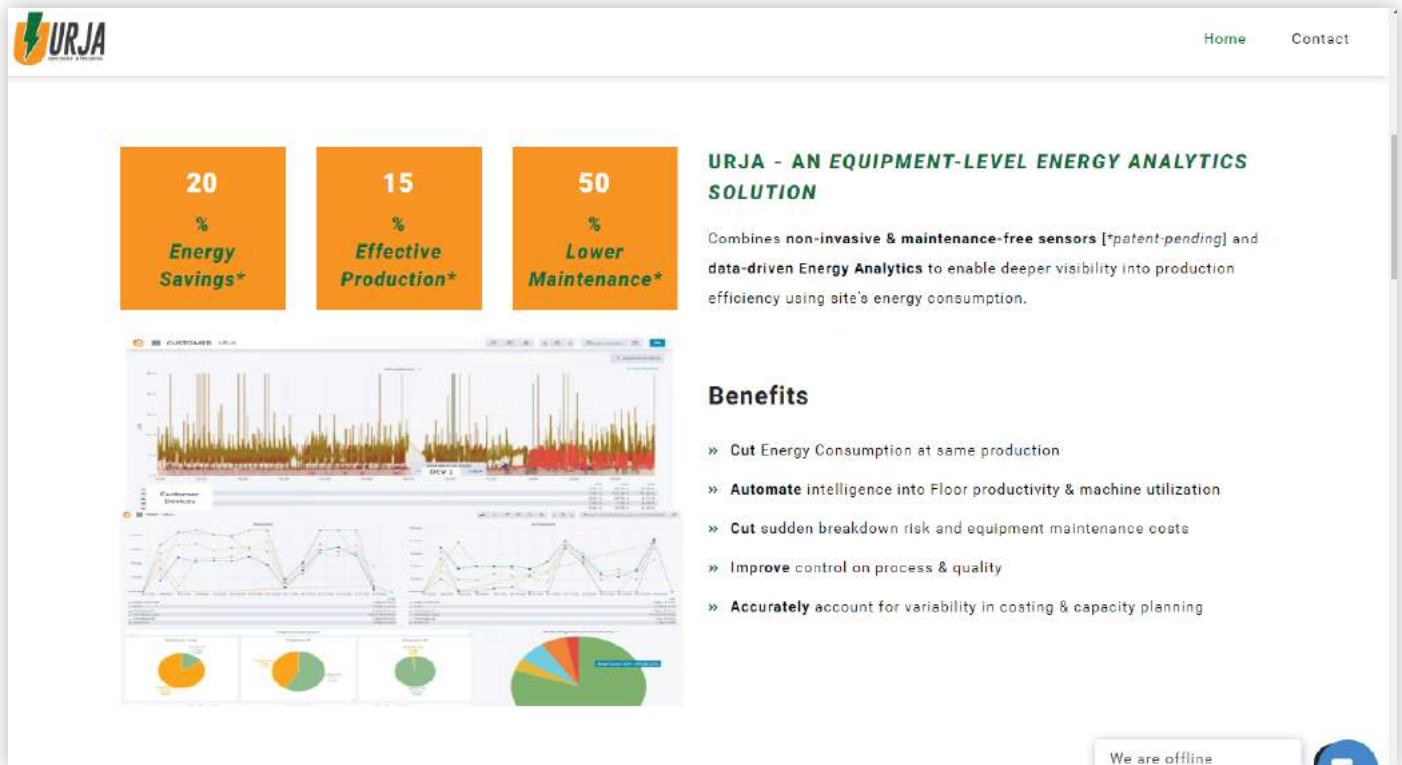
iCan - Empowering the visually challenged

Afthab Ali K I - National Institute of Design

India is home to 15 million visually challenged people. Indian railways are inaccessible to a huge section of people with disabilities without them getting external help. iCan aims to improve accessibility and features designed to help the visually challenged in railway stations.

This solution provides navigational guidance, station assistance, etc, and has an emergency request feature to reassure users in case of emergencies. iCan features will also be beneficial to sighted people and make their train travel easier, taking Indian railways on par with the global standards. It has the potential to bring around 15 million users back to using the Indian railways.

WINNERS - CONNECTED & INTELLIGENCE CATEGORY



Urja - Device Level Energy Monitoring & Insights

Occipital Labs Pvt. Ltd.

The industrial sector has a huge chunk of energy wastage and leakage. The cost of energy impacts a company's bottom line as well as the deeper costs of pollution. Currently, installing individual meters or smart meters with machines is the only solution - it's expensive, laboursome and timely.

Urja requires zero installation effort and is self-powered whereas traditional meter fixing involves site analysis, wirings, digging etc. The moment the machine is started, the sensor powers itself on and starts measuring the instant current in the machine and transmits the same to the cloud. It provides automated real time reports, insights generation and user defined events based alerts. Urja integrates a self-learning algorithm, can conduct predictive maintenance, and has a quick project turnaround time with a high ROI.