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Breakthrough electrical designs showcased at Orient Electric edition of Design Awards

Breakthrough electrical designs showcased at Orient Electric's second edition of Design Awards

New Delhi, September 7, 2016: Following the success of its debut edition, Orient Electric came back with the second edition of Design Awards to recognise design excellence and breakthrough-concepts in the electrical lifestyle segment for categories including fans, lighting and switchgear. Drawing inspiration from its brand vision of 'Switch to Smart', Orient Electric partnered with leading design and architecture platform for budding product designers to showcase out of the box concepts for products that are not only aesthetically pleasing but also high performance.

The event held in Delhi today saw participation of over 600 students from colleges such as National Institute of Design (NID), Indian Institute of Technology (IIT), Department of Industrial Design - School of Planning and Architecture, National Institute of Fashion Technology (NIFT) Academy and Symbiosis Institute of Design to name a few. An eminent jury comprising of leading renowned industrial designers Brijesh Design, Amit Krishn Gulati founder Incubis consultants and Naveen Rampal renowned design consultant, sifted through a heady test of ingenuity in the Campus round and made it to the National round. The award for the "The Best Design" went to Swapnil Ahmedabad and the award for "The Most Innovative Design" was a tie between Ankit Kumar Gupta from NIFT Gandhinagar and Ahmedabad. The winners of the national round won a cash prize of rupees fifty thousand each. Also, select qualifiers may get an opportunity to meet industry professionals to bring their submitted designs to life.

Mr. Rakesh Khanna, CEO - Orient Electric said, *"In our quest to bring new-age lifestyle solutions for smart homes, we are delighted with budding product designers who aspire to create designs that are smart and future ready. We have seen some brilliant design concepts and looking forward to work with our R&D teams to bring to life some of these designs into products that will help us enhance the lives of consumers".*

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