



MNAL bestowed upon the most prestigious

India Design Mark for MN25 and MN31

On 8th February 2013 MNAL was conferred the most trustworthy mark of excellence, the India Design Mark (IDM), one of the highest and the only design recognition offered by the Government of India, for two of our vehicle in the Commercial Vehicle segment, MN25 and MN31.

“This surely is a milestone achievement for us and reiterates our world class product offerings that have gained the merit worthy attention from the designing fraternity. After a highly stringent process of assessment, the esteemed Jury decided to award MN25 and MN31 the **highest recognition for design excellence**. Kudos to the team who brought in these accolades with their undying spirit of achieving a world class product.” said Mr. Kiran Vairagkar, Sr. General Manager, Engineering.

IDM is granted by India Design Council - an autonomous body, established by the Government of India, functioning under the aegis of Department of Industrial Policy & Promotion, Ministry of Commerce & Industry. It is a design standard, a symbol, which recognizes good design and symbolizes excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible.

About IDM

India Design Mark provides strong differentiation and market positioning as a design and innovation leader. It acts as a brand extension and imparts competitive advantage to the product in local and international markets. It serves as a unique promotional launch pad for new products and services enter the market.

India Design Council has initiated India Design Mark in cooperation with Japan Institute of Design Promotion (JDP). The cooperation is in the form of learning from the well-established Good Design Award system in Japan functioning since 1957, to establish judging criteria for India Design Mark and inviting experts to be a part of jury for India Design Mark determination.

This has made our products stand class apart and proved the lineage of our ***Outperformance!***



From L-R: Rajeev Shivraikar, Upender Sunkari, Shekhar Paranjape, Pankaj Mishra, Kedar Ranade, Darshan Baochigiri



IDM Certificate of recognition