

The World's Knowledge-Design Studio



Frost & Sullivan estimates the total design market in India at US\$ 3.25 billion, with embedded software comprising 78 percent. The company predicts that India's revenues from design industry services will grow to US\$ 43 billion by 2015.

The 'PlayGear Visor', a transparent polycarbonate visor for the Sony Playstation Portable, which is now available in the US; the multi-media kiosk for Zip Global Network; the 'Sensation' range of washing machines for Whirlpool, Air-conditioners for Carrier, chips for Motorola... India's product designers have come of age.

Seeking to leverage Indians' ability to combine ingenuity with knowledge, over 225 of the Fortune 500 companies have set up high-end design and product research establishments in India.

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