Confederation of Indian Industry

INDIA DESIGN TAG AND RATING – BRANDING & PACKAGING DESIGN EVALUATION PARAMETERS

1. Brand Purpose & Positioning
2. Visual Identity System
3. Communication Clarity
4. Shelf Impact & Differentiation
5. Functionality & Usability
6. Structural Design & Engineering
7. Material & Finish Quality
8. Manufacturability
9. Supply Chain & Logistics Fit
10. Compliance & Labelling
11. Sustainability
12. Market Impact & Brand Performance