Confederation of Indian Industry

INDIA DESIGN TAG AND RATING –LIFESTYLE, FASHION AND PERSONAL ACCESSORIES EVALUATION PARAMETERS

1. Purpose & Use
2. Comfort & Ergonomics
3. Usability & Interaction
4. Aesthetics & Design Appeal
5. Engineering Selection & Quality
6. Craftsmanship & Detailing
7. Durability & Wear Resistance
8. Manufacturability & Scalability
9. Assembly & Maintenance
10. Safety & Skin Compatibility
11. Sustainability
12. Market Fit & Brand Value
13. Innovation & Differentiation