Confederation of Indian Industry

INDIA DESIGN TAG AND RATING – TOY DESIGN EVALUATION PARAMETERS

1. Purpose & Use
2. User Experience & Engagement
3. Age Appropriateness
4. Aesthetics & Appeal
5. Safety & Compliance
6. Material & Build Quality
7. Construction & Durability
8. Manufacturability
9. Assembly & Maintenance
10. Packaging & Instructions
11. Learning & Development Impact
12. Sustainability