

## **Tata Elxsi and Ocean Herbal win the prestigious “India Star Award” for innovative packaging design**

**Mumbai, October 10:** Tata Elxsi, India’s leading design company and Ocean Herbal, a premium Ayurvedic brand have been honoured with the “India Star Award” for excellence in packaging design. The packaging design has been selected among 507 entries by a jury comprising of eminent persons belonging to recognized institutions, government bodies and industry experts.

Ocean Herbal a new entrant in the Rs. 8000 Crore Indian Ayurveda market wanted to launch a premium Ayurvedic brand. Tata Elxsi was entrusted with developing the complete brand including the brand identity and packaging design for all the variants. Taking cues from the brand name and key attributes of Ayurveda such as trust and good health, a distinct identity was developed that was contemporary and sophisticated. On the packaging design front Tata Elxsi worked on two aspects which included the form as well as the dispensing mechanism. The design had a well rounded body with a trapezoidal shape that was easy to grip and gave the brand a distinct look. The unique dispensing mechanism ensured an easy and controlled flow of tablets while dispensing. Moreover the design also addressed key challenges of brand visibility, shelf throw, stacking and usage especially amongst elderly people.

Mr. Kiran Walvekar, Managing Director, Ocean Herbal, said, ‘The brand identity and packaging design created by Tata Elxsi is very innovative. It has enabled the brand to stand out in a category dominated by a large number of national and regional players. Quality is the essence for any product, especially medicines. Health professionals and end users while applauding the quality of the product have also appreciated the design. We are confident that this will help the brand in a long way in creating a distinct identity. The award is an acknowledgment of our commitment to create a world class brand.’

Commenting on the award winning design, Mr. Nick Talbot, Global design head, Tata Elxsi, said, ‘The challenge for us was to create a compelling and distinct brand for Ocean Herbal, yet ensure that it is perceived as a reliable Ayurvedic brand. We are proud to have been recognized for our work on Ocean Herbal and are confident that the brand will be counted as one of the leading Ayurvedic brands globally.’

India star award is considered to be one of the most prestigious national awards for recognition of packaging design excellence in India. The award symbolizes the importance of packaging in the overall appeal of the product, not only in terms of aesthetics, but it also takes into account innovation, functionality, appropriateness and environmental sustainability. A design recognized with the India Star Award is eligible to be nominated for "ASIASTAR 2012" & "WORLDSTAR 2012" Awards.

**About Tata Elxsi:**

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions. A part of the \$ 100 billion Tata group, Tata Elxsi addresses the communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 3500 employees and a network of design studios, development centres and offices worldwide. Key services include embedded product design, industrial design, animation & visual effects and systems integration.

The Industrial Design (ID) division helps customers develop winning brands and products by using design as a strategic tool for business success. ID's expertise extends across research & strategy, branding & graphic design, product design, packaging design, UI design, retail design & signage, transportation design, design engineering and manufacturing support. An in-depth understanding of consumers and rapidly changing market dynamics, backed by a multi-disciplinary design team, enables ID to service a broad spectrum of industries.

ID has supported the launch of multiple brands and products across the world. It has to its credit several international awards and patents for design and innovation.

**About Ocean Herbal:**

Ocean Herbal is a young and premium Aurvedic brand that adds value to the lives of consumers of all ages by offering healthcare products, true to its brand promise of compete healthy living through Ayurveda.

Its commitment to its customers is to provide them the best quality herbal products. It achieves this by ensuring quality standards from input to output. Ocean Herbal's products are manufactured in state of art manufacturing plants with GMP approvals. A panel of eminent Ayurvedic Doctors are involved in the product development stage.

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