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The Best of Indian Designs



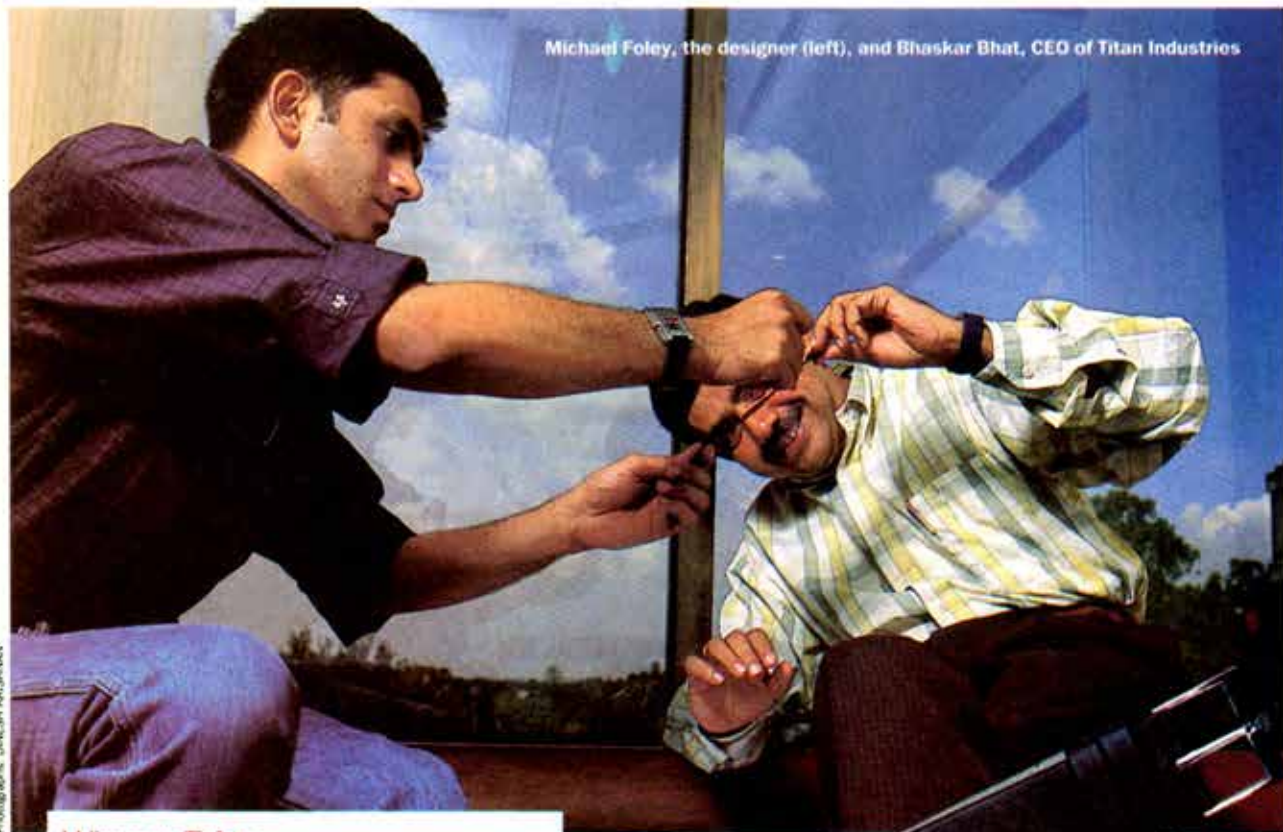
**BEST
INDIAN
DESIGNER:
SATISH
GOKHALE,Design
Directions**



**The
BW-NID
Awards
for Design
Excellence
in
Corporate
India**

Best Lifestyle

It is not just the looks, but the hard-core research



Michael Foley, the designer (left), and Bhaskar Bhat, CEO of Titan Industries

Winner: Edge

Profile: Designed by Michael Foley, the slimmest watch in the world is just 3.5 mm thick. Available in 13 variants, Edge has been certified by the Swiss horological testing agency Chronofiable SA



✌ Best product in the world in the category of slim watches

✌ Contemporary looks that match international designs

Product

that finally tipped the scales in favour of Titan's Edge

The world's slimmest watch pushes design and technology to new frontiers

Created as a mass product rather than a limited edition work of art

GINA SINGH

It took four years of intense R&D to produce the world's slimmest watch. First, manufacturing feasibility studies were conducted, then a series of trials were done. That was followed by prototyping and technological development. Only then was this horological marvel unveiled to the world. And all this was done not in Switzerland, not in Japan, but right here in India.

The Edge from Titan Industries, India's largest watchmaker, is just 3.5 mm thick and beats the Swatch slim by a good 0.5 mm. And this world record was good enough to have the *Businessworld-NID Design Awards* jury nodding approvingly. "The Edge is a world-class product. And it speaks of the design capabilities of the country," said a visibly impressed Tapani Hyvonen. As the jury comprising Hyvonen, H. Kumar Vyas, Ravi Hazra and W. Harald-Wong explained, the challenge to set an international benchmark had made Titan invest a lot in technology and product development — a major function of design.

The Edge, though essentially made of stainless steel, comes in 13 variants and is water resistant. Functionality combined with good looks and a timeless aesthetic appeal tipped the scales in favour of the Edge. As Hyvonen said: "Good design speaks for itself." The other members concurred. It was not only the aesthetics that defined its superiority, but also the engineering that went into making it the best in its class.

The jury was all the more appreciative of the watch as it believed that when a company enters a technologically mature industry, the defining challenge would be design. Titan had changed the marketplace by introducing various collections, sometimes with as many as 100 designs in a year.

While the ultra slim watch had the winning edge, Titan Industries had yet

another contender which set its own standards: Fastrack, the young, trendy and affordable range with alternatives in wrist straps. A fashion accessory, the entire collection has a very contemporary global look to it and yet is eminently affordable. Fastrack was launched by Titan to counter the onslaught of global brands in India.

Both the products attempt to redefine the wristwatch as an accessory that makes a strong personality statement.

If Titan's watches stole the thunder, jewellery from Peakok also glittered. Simple and sophisticated, the 18-carat gold jewellery under the Carbon brand impressed with its elegant lines. The Persona collection in this range moved away from the chunky Indian jewellery and was targeted at men who would be tempted to gift the range to the special women in their lives. The designs basically captured five different facets of a woman — the nurturing, the bold, the sensual, the innocent and the enigmatic — thereby helping the man communicate his feelings. The packaging was as much appreciated as the product.

The other entries in this category ranged from lamps and music systems to furniture. It was tough to compare such disparate products, but ultimately, it was R&D that won the day for Edge. ■

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Titan Fastrack: Trendy and sporty — the perfect watch for the youth



Carbon jewellery: Elegant, minimalist style — Carbon complements all facets of a woman