

PRESS RELEASE

## Fuji Electric awarded prestigious India Design Mark

**Chennai, 19<sup>th</sup> November 2020:** Fuji Electric, the Japan based Power and Energy major recently bagged the prestigious India Design Mark by the India Design Council for the design of its Falcon range of UPS. The award is given in recognition for excellence in product innovation and design. India Design Mark symbolizes product excellence in form, function, safety and innovation which communicates that the product is usable, durable and aesthetically appealing.

The India Design Council is affiliated with India's Ministry of Commerce & Industry and is made up of eminent people in academia, design and industry organizations. India Design Mark is initiated in cooperation with Good Design Award, Japan. Through India Design Mark, the India Design Council seeks to inspire Indian manufactures to design remarkable products that enrich the lives of people in India.

For a product to qualify for the awards it has to be made in India, designed in India and sold in India.

Speaking on the occasion, **Sriram Ramakrishnan, MD, Fuji Electric India & Fuji Electric Consul Neowatt** said, *"We are very pleased that the India Design jury has recognized the quality of our design and development work. The awards encourage us to continuously develop our solutions to improve the user experience The Falcon design has taken our most popular family of models in a bold new direction. The India Mark is recognition of the hard work of our designer, and our engineering team and I'm proud to see their efforts rewarded in this way."*

Fuji Electric is now permitted to use the coveted India Mark seal on its Falcon UPS, IORA Harmonic Filter and Sunbird Solar Inverter.

**About Fuji Electric in India:** *Fuji Electric started direct operations in India in 2009. In 2019 Fuji Electric acquired India's fastest growing UPS company and one of the largest three phase UPS company Consul Neowatt Power Solutions. Fuji Electric in India today has three modern manufacturing facilities located in Chennai, Pune and Bhiwandi that are ISO 9001: 2015, ISO 14001:2015 & ISO 45001: 2018 certified facilities. Fuji Electric has an installed base of over 400,000 units in India and supports customers through 25+ sales locations and with one of the largest pan India service networks covering over 100 locations with more than 400 factory trained service engineers.*

*The company today offers customers a wide range of products including Three Phase UPS, Single Phase UPS, AC Low Voltage Drives, AC Medium Voltage Drives, Active Harmonic Filters, Solar Inverters, Servo Stabilizers, Servo Systems, HMI, Motion Control, Factory and Process Automation, Instrumentation and Power Semiconductors to customers in India, Middle East and Africa.*

**About India Design Mark Award:** *India Design Mark symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible.*

*To industry India Design Mark is a business tool, as it recognizes a well-designed product, which is trustworthy, valuable and preferred for its customers and is manufactured in a responsible manner. To the consumer, India Design Mark is a yardstick to ensure good value for money. For designers, India Design Mark is a reward of good work. India Design Mark symbol is a trustworthy indicator of excellence. The symbol can be used in a wide range of ways, such as advertisements, catalogues, product packaging, and other promotional mediums.*

*India Design Mark is granted by India Design Council - an autonomous body, established by the Government of India, functioning under the aegis of Department of Industrial Policy & Promotion, Ministry of Commerce & Industry.*

*The India Design Council has initiated India Design Mark in cooperation with Japan Institute of Design Promotion (JDP). The cooperation is in the form of learning from the well-established Good Design Award system in Japan functioning since 1957, to establish judging criteria for India Design Mark and inviting experts to be a part of jury for India Design Mark determination.*

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