



Proud moment for Indian Design! VERGE LED wins Red Dot for high quality design!



**reddot award 2017
winner**

Essen, Germany, 03/04/2017

The jury has reached its decision: After several days of assessing thousands of products from all over the world, VERGE LED received the distinction “Red Dot”. With Verge led, Wipro Enterprises (P) Ltd. and industrial designer Prajakta Rokade have created an outstanding design that the expert committee for the Red Dot Award: Product Design 2017 has recognised with the internationally sought-after seal of quality.

Verge Led is Wipro’s signature lighting product for modern work spaces designed by Prajakta. It blends in innovatively and captures essence of any workspace. The ceiling becomes inner core of the product with light defining it. Verge Led completes itself with elements of the space it’s going to belong, creating unique volumetric lighting experience.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: “The Red Dot winners are pursuing the right design strategy. They have recognised that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy.”

The significance of the international design competition, Red Dot Award: Product Design, with its headquarter in Essen, Germany is well established internationally. It was already more than 60 years ago that a jury convened for the first time to assess the best designs of the day. Since then, an expert team has been awarding the seal of quality for good design and innovation to the outstanding designs of the year.

Manufacturers and designers around the globe were also invited to enter their products in the 2017 competition. The jury of around 40 independent designers, design professors and specialist journalists tested, discussed and assessed each individual product, awarding the Honourable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for ground breaking design. In total, the competition received more than 5,500 entries from 54 countries this year.

The Red Dot Award: Product Design 2017 will culminate in Essen on 3 July 2017. For five weeks, the special exhibition “Design on Stage” will present the awarded products of the year as part of the world’s largest exhibition of contemporary design.



The Red Dot Design Yearbook 2017/2018 also comes out on 3 July. The international reference work for award-winning design presents all of the year's winning products. They will also be presented on the Internet, in particular in the online presentation, the Red Dot App and on the design platform Red Dot 21.

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at www.red-dot.org.

About WIPRO ENTERPRISES (P) LTD.

Wipro Lighting, a part of Wipro Consumer Care and Lighting Group was started in 1992 to manufacture and market lighting products. Today Wipro Lighting has become synonymous with leadership in thought and reliability in the LED lighting industry. Wipro Lighting has a wide range of LED product offerings and profitable presence across application areas including modern workspaces, industries, retail, healthcare, pharmaceutical firms, roads & highways and landscapes.

Wipro Consumer Care and Lighting group (WCCLG), a part of Wipro Enterprises (P) Ltd, is among the fastest growing FMCG businesses in India. Wipro Consumer Care's businesses include Personal wash products, toiletries, personal care products, baby care products, wellness products, electrical wire devices, Domestic and Commercial lighting and Modular office furniture. It has a strong brand presence with significant market share across segments in India, South East Asia and the Middle East.

For more information, please visit our website at www.wiprolighting.com

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