



In this project, did the a through product life cycle and market research inside Mumbai and studied the full distribution channel from the distributors - transporter - retailer to small *kirana* stores and *paan bidi* shops. On the basis of the research the project brief was formulated to design a secondary packaging for:

- ... Beauty
- ... Clutter Breaking
- ... Visibility
- ... Equity

Followed the system model to arrived into final design from several design direction > design concepts > refinements of shorlisted concepts > mock ups > engineering design > rapid prototyping > soft tooling to liaison with manufacturer (Bangalore based) to get the desired output.

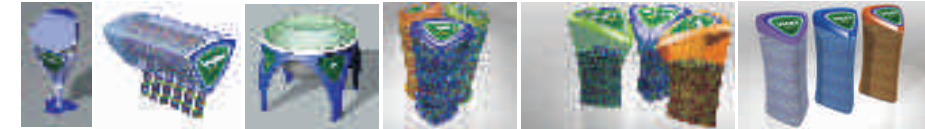
Desmania **won Businessworld-NID Design Excellence Award 2005** for Best Retail Packaging for designing Vicks Cough Drops Jar. Also rated as one of the top design companies in India by Businessworld.



Market Research



Concepts



Mock Up, refinement & Engineering Design



Rapid Prototype & Soft Tooling



Final Design & Launched Product



Award for Best Retail Packaging Design



Receiving BW-NID **Design Excellence Award 2005** for Best Retail Packaging