

# City's Fab Four bag top design awards

Honour from *Businessworld* for ideas that makes a difference

**Nilanjana Ghosh Choudhury.** Pune

Four city-based companies have bagged the prestigious Future Group Businessworld Design Brilliance Award in New Delhi on Saturday.

Head honchos from Kinetic Motors, Design Directions, Ticket Design and Onio Designs received the awards given to companies for breakthrough achievement in creating designs that make a difference.

"Our proprietary design process and our staff, coupled with a clear understanding of user-needs and client requirements, have fetched us the award," said Falguni Gokhale, director of Design Directions.

She won the award along with company consultant Hemant Karandikar. Design Directions is the only Indian company to make it to the winners' list for the fifth time.

The company won in the digital design category for coming up with a Graphical User Interface (GUI) for endoscopy machine. "The GUI helps improve productivity of operation theatre staff. It reduces chances of human errors and allows the



( From left) Manoj Kothari and Prakash Khanzode of Onio Designs, Balakrishna Mahan and Nishma Pandit of Ticket Designs, Hemant Karandikar of Design Directions, Falguni Gokhale of Design Directions and Ajinkya Firodia of Kinetic Motors

staff in the operation theatre to focus on their critical jobs before, during and after surgical procedures. The design takes into account profiles of surgeons, nurses and other support staff involved in surgeries," Gokhale said.

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