



Design for the 4Ps

PEOPLE PLANET PURPOSE PROFITABILITY

Celebrating 25 years of Design Leadership

26 - 27 November 2025; Hotel Leela Bhartiya City, Bengaluru





Executive Summary

The 25th CII Global Design Summit and Exposition 2025 marked a landmark moment in India's design journey, reaffirming design as a strategic driver of innovation, competitiveness, and sustainable growth. Organised by the Confederation of Indian Industry (CII), the Summit brought together industry leaders, policymakers, global design organisations, academicians, designers, startups, students, and industry practitioners to deliberate on the evolving role of design in shaping businesses, industries, and societies.

The Summit reflected the growing maturity of India's design ecosystem and highlighted the integration of design with technology, sustainability, and business strategy. Through focused design talks, panel discussions, global partnerships, and recognition of excellence, the Summit positioned design as a critical enabler of India's industrial transformation and global engagement.

A key highlight of the Summit was the signing of three strategic international Memoranda of Understanding (MoUs), underscoring CII's commitment to institutionalising long-term global collaboration in design, design education, and business-led design innovation. With strong participation, impactful discussions, award recognitions, design showcases, and curated industry visits, the event reaffirmed CII's role in placing design at the core of India's industrial and economic transformation.





1 Introduction

The CII Global Design Summit and Exposition has emerged as one of India's most influential platforms for advancing the discourse on design-led innovation. Celebrating its 25th edition in 2025, the Summit not only reflected on the evolution of design in India but also outlined clear pathways for its future role in industry, policy, and society.

Held at Hotel Leela Bhartiya City, Bengaluru, the Summit brought together diverse stakeholders to exchange ideas, share best practices, and explore real-world applications of design across sectors. The discussions addressed how design can respond to contemporary challenges such as global competition, rapid technological change, sustainability imperatives, and inclusive growth.

The event reinforced the understanding of design not merely as aesthetics, but as a strategic capability that integrates user-centricity, technology, business strategy, and social impact.

Objectives of the Summit

The key objectives of the 25th CII Global Design Summit and Exposition 2025 were to:

- Reinforce design as a critical driver of industrial competitiveness and innovation.
- Promote design-led thinking across manufacturing, services, technology, and MSMEs.
- Strengthen industry–academia collaboration and global partnerships in design.

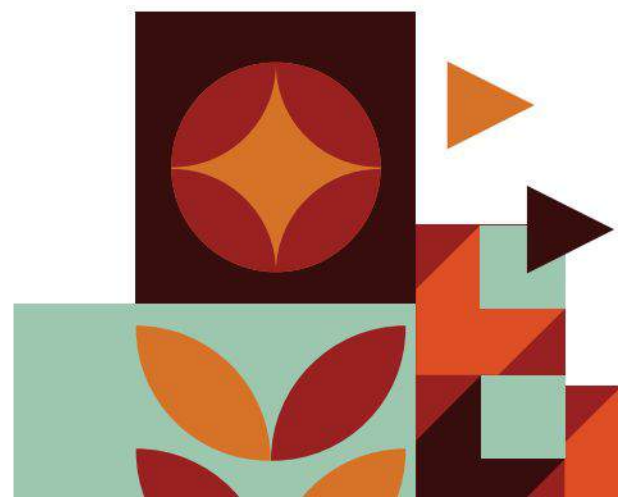


- Showcase best practices, success stories, and emerging trends in design.
- Recognise excellence and achievements in design through structured awards and felicitation programmes.

Summit Highlights

The 25th edition of the Summit witnessed strong engagement from across the design ecosystem. Key highlights included:

- Participation of more than 800 delegates, reflecting wide industry and institutional interest.
- Presence of over 35 eminent speakers from industry, academia, policy, and global design organisations.
- Signing of three strategic international MoUs to strengthen collaboration in design education, research, and business-led design practice.
- Felicitation of 100 winners of the CII Design Excellence Awards, celebrating exemplary achievements in design.
- Felicitation of participants of the CII iDesign Programme 4.0, recognising structured design capacity building within organisations.
- Hosting of 28 exhibition stalls showcasing innovative products, solutions, and design capabilities.
- Curated industry visits to leading organisations:
 - **Titan Company**
55 participants
 - **Dynamatic Technologies**
80 participants



Knowledge Sessions and Discussions

The Summit featured a comprehensive and curated programme of Design Talks and Panel Discussions, reflecting diverse perspectives on design's role in industry, business, sustainability, education, and urban development.

Design Talks



Design Cities for Transformation | The Taiwan Story

By Prof Oliver Lin, Vice President, Taiwan Design Research Institute (TDRI) and Board Director & Treasurer, World Design Organization



Design @ the Centre of Business | The Titan Story

By Ms Revathi Kant, Chief Design Officer, Titan Company



Maruti Suzuki Victoris: Where People, Purpose, and Planet Me

By Mr Rajesh Gogu, Vice President, Maruti Suzuki India Limited



Time Bends Forward

By Ms Srishti Bajaj, Director, School of Design, Presidency University





Design For Energy Efficiency

By Mr Amod Gijare, Principal Designer, Forbes Marshall



When You Stop Delivering, You Start Defining

By Mr Prasadd Bartakke, Co-founder, Chief of Design and Research, YUJ Designs



Empowering with Creativity

Ms Shalini Gupta, Associate Dean, Pearl Academy



Crafting Change Through Empathy

By Mr Amol S, Exterior Designer, Hyundai



Designing Workplaces That Think: Where People, Purpose & Planet Converge

By Mr Nalin Kagrani, Blue Pebble



India's Designed Industrial Ascent

By Ms Suu Eing Chee, Global Chair, World Design Business Organisation



Talk 11



.NEXT – AdaptiveX

By Mr Sunjeet Gupta, Managing Director .NEXT - AdaptiveX

Talk 12



How Can Design Ensure Business Success? Desmania's 30 Years of Designing Success

By Mr Saurabh Singh, Partner, Desmania innovation Labs

Panel Discussions



Discussion 1 The Next Revolution in Design Education: Human-Centered, Tech-Enabled, and Future-Ready



Discussion 2 Design for a Better Planet: Shaping a Sustainable Future





Discussion 3 Design for Cities: Shaping Human-Centric, Resilient Urban Futures

These sessions collectively reinforced design as a strategic tool for value creation, sustainability, competitiveness, and long-term impact.

Exposition and Design Showcase

The Design Exposition served as a vibrant platform for showcasing innovation and creativity. With 28 exhibition stalls, the exposition featured:

- Industry-led design solutions and products.
- Academic institutions presenting student work and research outcomes.
- Startups and design studios demonstrating emerging concepts and prototypes.
- Interactive exhibits highlighting design processes and methodologies.

The exposition enabled meaningful interaction, knowledge exchange, and potential collaborations among exhibitors, delegates, and industry stakeholders.





Strategic MoU Signings and Global Collaborations

A key outcome of the Summit was the signing of three significant MoUs aimed at strengthening international cooperation and accelerating design-led growth across industries and institutions.

MoU between CII and Taiwan Design Research Institute (TDRI)

An MoU was signed between the Confederation of Indian Industry (CII) and the Taiwan Design Research Institute (TDRI) with Prof. Oliver Lin, Vice President, Taiwan Design Research Institute (TDRI) and Board Member, World Design Organization. The collaboration focuses on strengthening cooperation in design research, policy exchange, capacity building, and industry-driven design innovation.



MoU between CII and Cumulus Association

An MoU was signed between the Confederation of Indian Industry (CII) and the Cumulus Association with Ms. Archana Surana, Executive Board Member, Cumulus Association and Founder & Director, ARCH College of Design & Business. The partnership aims to advance global academic collaboration,



enhance knowledge exchange, and promote international mobility in design education and practice.



MoU between CII and World Design Business Organisation (WDBO), Business Design Singapore

An MoU was signed between the Confederation of Indian Industry (CII) and the World Design Business Organisation, Business Design Singapore, with Ms. Suu Eing Chee, Global Chair, World Design Business Organisation. The collaboration seeks to promote business-led design adoption, strengthen global industry–design linkages, and enhance design-driven competitiveness.



Collectively, these MoUs reinforce India's positioning as a credible global partner in design-led innovation, education, and business transformation.

Awards and Felicitations

The Summit celebrated excellence and long-term commitment to design through structured recognition programmes.

CII Design Excellence Awards

- Felicitation of 100 award winners recognising exemplary design across sectors.
- Recognition of organisations and individuals who have successfully embedded design into their business strategies and operations.

CII iDesign Programme 4.0

- Felicitation of participants who successfully completed the programme.
- Recognition of efforts towards building structured design capability and leadership within organisations.

These recognitions reinforced the importance of sustained investment in design, talent development, and organisational capability building.



1 Industry Visits

The curated industry visits provided participants with first-hand exposure to design-led practices in leading organisations:

Titan Company

Insights into design integration, innovation culture, and end-to-end product development processes.



Dynamatic Technologies

Exposure to advanced manufacturing systems, engineering design, and system-level thinking.



These visits effectively bridged theory and practice, offering valuable experiential learning opportunities.





Key Outcomes and Impact

The 25th CII Global Design Summit and Exposition reaffirmed design as a national priority and a strategic capability for India's growth agenda. The Summit:

- Strengthened global partnerships and international engagement in design.
- Showcased India's expanding leadership in design-led innovation.
- Reinforced the role of design in driving sustainable, inclusive, and competitive development.
- Provided clear direction for deepening industry-academia collaboration and embedding design within business strategy.

The outcomes of the Summit will continue to inform CII's design initiatives, policy engagement, and global collaborations.

Conclusion and Way Forward

The 25th edition of the CII Global Design Summit and Exposition clearly demonstrated the growing relevance of design in India's industrial and economic landscape. As industries face increasing complexity, global competition, and sustainability challenges, design will play a central role in driving innovation, resilience, and inclusive growth.

CII will continue to build on the momentum generated by the Summit through policy advocacy, capacity building programmes, global partnerships, and sustained industry engagement. The insights and outcomes of the Summit will serve as a strong foundation for strengthening India's design ecosystem and advancing design as a national priority.





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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