



TTK Prestige's 'Hobtop' wins 'Red Dot Award' for best product design 2017 in Germany

- First ever Indian company to be bestowed with the most sought-after recognition for high design quality
 - Hobtop designed and developed to specifically cater to Indian cooking

Bangalore, May 05, 2017: TTK Prestige, India's largest kitchen appliance brand, has won 'The Red Dot Award' for high design quality for its 'Hobtop' product. As the first Indian company to have been bestowed with this honor, TTK Prestige's award-winning product will be displayed at the Red Dot Design Museum in Essen, Germany and will also be featured in the Red Dot Design yearbook.

Specially commissioned by TTK Prestige, the 'Hobtop' has been designed by Dyutiman Moulik of INCUE, a Bangalore based design firm. The product, built with superior burners and internal components from SABAF, Italy and break resistant, scratch proof glass top from Schott Ceran, Germany was designed and developed specifically for Indian cooking habits.

Speaking on the occasion Mr. Dinesh Garg, Executive Vice President – Appliances at TTK Prestige Limited said, "We are honored to receive the Red Dot award, which is a symbol for quality design and innovation. It is a great privilege to be recognised globally for our design, by such a prestigious forum for amongst some of the best names in the world. We are thrilled that we were selected as the winner out of submissions received from 54 countries."

The Hobtop is a four-burner gas cooking appliance, which can be used either as a freestanding cooktop or installed as built-in hob as per the user's preference. It is the first and only solution offered in the Indian market to be used as a product compatible for both kinds of installation. Compared to any existing burner in the market, the Hobtop's burners are designed for over 70% thermal efficiency, with 50% reduction in carbon emissions. It also uses significantly less but better components for manufacturing and assembly.

The origins of the Red Dot Design Award date back to 1955. Its distinction, the Red Dot, is established internationally as one of the most sought-after quality marks for good design and a seal of quality. In order to assess the diversity in the field of design in a thorough and professional manner, the award breaks down into three disciplines: the Red Dot Award: Product Design, Communication Design and Design Concept – each award is organised once a year. From products to communication projects and packaging to design concepts and prototypes, the Red Dot Award tracks the most prominent trends worldwide.

About INCUE

INCUE is a design practice based in Bangalore. It was started in 2008 by Dyutiman Moulik, a product design graduate of National Institute of Design, Ahmedabad. INCUE works with various local and global brands for design of products and services in consumer electronics, commercial infrastructure, clean energy and home appliances. Some of their clients include ABB, AO Smith, Cafe Coffee Day, Philips, Prestige and SemaConnect.



About TTK Prestige

TTK Prestige Limited is part of TTK Group. Over the past six decades TTK Prestige Limited, has emerged as India's largest kitchen appliances company catering to the needs of home makers in the country. Every Prestige brand product is built on the pillars of safety, innovation, durability and trust, making the brand the first choice in millions of homes. In April 2016, TTK Prestige launched 'Prestige Clean Home' a range of innovative home cleaning solutions.