



GRAND FINALE

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Arttd'inox 3D Challenge by JSL Lifestyle

About JSL Lifestyle Ltd.

An initiative of Jindal Stainless Ltd, JSL Lifestyle (JSLL) is committed to creating an 'aspirational stainless culture' in India operating in both B2C and B2B domains. Led by Mrs. Deepika Jindal, the company strives to make richer life experiences by infusing modern sensibilities and design into the versatile innate quality called 'Stainless'. With our state-of-the-art massive manufacturing capabilities in Chennai, Rohad and Pathredi, we deliver scale, quality and finish of global repute.

JSL Lifestyle is India's largest integrated stainless solution provider, proffering a range of products and services through its diversified verticals - **JSLL Value Engineering** (in OEM services), **JSLL Mobility** (public sector manufacturing projects especially Indian Railways), **Jindal ARC Infra & Plumbing Solutions**, **Jindal Kitchens** (bespoke and masstige stainless steel kitchens) and **Arttd'inox** (a premium designer home fashion lifestyle brand) extending kitchens and homeware solutions.

About Arttd'inox 3D Challenge

Arttd'inox 3D Challenge is a design competition conceptualized by JSL Lifestyle Ltd. It is an opportunity for young, aspiring architects and design students to contribute to a real-life scenario with their creativity which inspires a meaningful product design that enhances a consumer's lifestyle. The competition aims to provide students with a once-in-a-lifetime opportunity to acquire industry-wide recognition, strengthening their capabilities and portfolio.

Catalysing Stainless Transformation



India's first segment proffering a broad range of home-ware and home-space products for its patrons, comprising Tableware, Home Décor, Bespoke Kitchens, Vanities, and Wardrobes.



Assisting a variety of companies in procuring stainless steel products and components across industries, it extends exhaustive capabilities and aggressive support in product development and delivery.



JSLL Mobility is a tender-based manufacturing arm that caters to the mobility sector, especially Indian Railways and Delhi Metro with a wide variety of products like retention tanks, coaches, chassis, etc.



JINDAL PLUMBING

An integrated plumbing solution provider in stainless steel with comprehensive pipes and fitting solutions in grade EN 316L and JIS 304 & 316L, guaranteeing quality products with easy installation.

JINDAL INFRA

It provides a wide variety of infrastructural products such as Railings, Facade, Claddings, BOS, Structures, Benches, Dustbins, Toilets, Sanitary Solutions, etc., with a dynamic and versatile service outlook.

JINDAL KITCHENS

We are committed to creating a 'healthy stainless steel culture' for Indian homes by offering a range of kitchen solutions including Arttd'inox, Arc Kitchens, and Commercial Kitchens that combines modern sensibilities with durability.



Jury

Deepika Jindal

Creative and Managing Director, JSL Lifestyle Ltd.



A remarkable businesswoman and a new-age womenpreneur, Deepika Jindal is the Creative Head and Managing Director of Jindal Lifestyle. She started her design journey with the inception of 'Arttd'inox', a Jindal Lifestyle brand that exemplifies 'art in stainless steel'. By marrying fine artistic sensibilities with classic home décor solutions, Arttd'inox is India's first stainless steel lifestyle brand that resonates with an individual's personality and

creates spaces that are beautiful and ever-lasting. With a vision to make luxury an everyday phenomenon, Ms. Jindal is leading India's lifestyle revolution. She always wanted to place India's heritage artisans at the forefront of a global panorama, and showcase their handcrafted magic to the world. Given the level of craftsmanship, our national legacy boasts of the culturally conscious. Ms. Jindal has won the honorary Red Dot Award and under her leadership, the company has won acclaimed awards such as EDIDA and India Design Mark. She is the Chairperson and mentor of O.P. Jindal Modern School and Vidya Devi Jindal School in Hisar, Haryana (India). She is also the Chairperson of O.P. Jindal Cancer Hospital and N.C. Jindal Institute of Medical Care & Research. A true philanthropist, she is the Chairperson of Jindal Stainless Foundation, which is the CSR wing of the Jindal Stainless group and a recipient of the PDH Astitva award. Her penchant for art manifested itself in the Stainless Gallery, which is a one-stop destination for art. Besides spending quality time with her family, Ms. Jindal enjoys traveling and loves to devote her free time to spiritual activities.

Jury

Rajesh Mohata

CEO, JSL Lifestyle Ltd.



With over 28 years of experience in varying domains of Oil & Gas, Metal & Mining, Energy, and Cement industries, Mr. Rajesh Mohata is the Chief Executive Officer and Executive Director of JSL Lifestyle Limited. A seasoned business professional, he is currently leading JSLL's and its various business verticals including tableware & home décor, bespoke kitchens, sanitation solutions, commercial kitchens, infrastructure, Original Equipment

Manufacturing (OEM) businesses, and plumbing solutions and Railways.

Having earned his bachelor's degree in Engineering (Civil) from MBM Engineering College, Jodhpur, and a management degree from the University of Pune, Mr. Mohata has spearheaded some of India's frontline organizations in various capacities, like Aditya Birla Group, Reliance Industries, Essar, RPSG, Adani, and Vedanta. A pragmatic leader with extensive expertise in commercial and marketing functions, Mr. Mohata has been acknowledged for his leadership on various business platforms. He is a business leader in the truest sense as he believes in leading by example and the overall development of his team. His business ideology encourages him to promote employee welfare and growth. With his well-developed leadership skills, he has driven his team to create innovative offerings and the same time created a strong work environment at his organization.

Besides being a fitness enthusiast who enjoys yoga and running, Mr. Mohata is an avid reader and shares a keen interest in philanthropy.

Jury

Dr. Esther Schmidt

Kitchen Design Category



Dr. Schmidt is an Associate Professor of Interior Design, Design History & Heritage Studies and Director of the Center for Historic Houses at O.P. Jindal Global University, India. A scholar-practitioner, she is inspired by traditional design and the revitalization of historic principles of design in a contemporary setting. She has championed a holistic approach between design and theory and practice in addition to emphasizing the

importance of regional, sustainable and traditional design practices. Currently she is working on revitalization projects in India in combination with capacity building and poverty alleviation.

Vimi Rath

Kitchen Design Category



Vimi Rath is a versatile designer with more than 19 years of experience with acumen in Graphics, Lighting, Retail, and Interior Design. She is also actively involved as a visiting faculty with the Sushant School of Architecture, Gurgaon, for their Master's course. After her assignments as an Art Director with a design house and a lighting design consultant with "Vis a Vis", Vimi initiated her own studio and founded Stonehenge Designs, which

truly gives shape to the tagline "your story in your space".

Jury

Professor Snehanshu Mukherjee

Product Design Category



Snehanshu Mukherjee won the first prize in the National Architectural Design Competition with A R Ramanathan and Anurag Gupta to design The New Wing of the NGMA, Jaipur House, New Delhi; which led to the formation of the firm, TEAM, where he has been in practice for over 38 years as a founding partner. With over 38 years of experience in the field of architecture and design, he also has over 30 years of experience as an academician.

Currently, he is also a Professor, Course Leader Interior Architecture & Design at the Indian Institute of Art And Design, New Delhi.

Dr. Ranjit Konkar

Product Design Category



Ranjit Konkar's educational specialization is in the area of design and kinematic/dynamic analysis of mechanical systems and Robotics. At NID since 2007, he is affiliated with the Product Design discipline and takes courses in that as well as in many other disciplines of the institute such as Furniture and Interior Design, Ceramic and Glass Design, Exhibition Design, and New Media Design. He has also headed the Skill Development Lab (Workshop) at

NID. At a personal level, Ranjit has developed innovations in the domestic and automotive domains. Ranjit has consulted for the International School of Business (Hyderabad)'s Design program and serves on the review panel of the National Council of Science Museums.

Jury

Mukul Goyal

Product Design Category



Mukul Goyal's distinctive creative expression successfully walks the line between art and design, aesthetic and function. With an experience of almost three decades, he has undertaken several installations and artworks for various private and public spaces such as Mumbai International Airport, IIT Delhi, Avadh Shilpgram, Aravali Biodiversity Park, etc. A Gurgaon-based Studio, Designwise India Pvt. Ltd (est, 1998) believes in the

synthesis of design and making to bring an idea to life. His studio also creates and sells its products under two distinct brands, TATTVA, a range of Sculptural Artesque Hardware & his eponymous label Mukul Goyal, which consists of objects for the home.

Mohammad Sharique Farooqi

Product Design Category



A restless hands-on teacher and mentor, Sharique has consistently inspired students and teams to go beyond the obvious. A product design graduate from the National Institute of Design, he has been part of several successful design education startups in India, bringing clarity and commitment to the formative processes as his unique contributions. Currently, a professor of Social Entrepreneurship at the Ambedkar University Delhi,

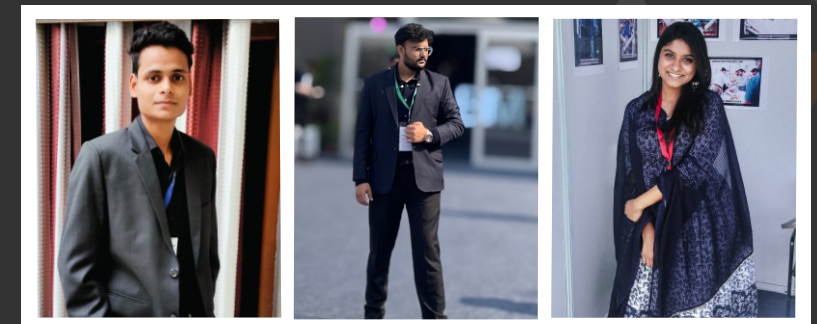
Sharique plays an advisory role at Creatnet Institute of Applied Management (CIAM), New Delhi, facilitating individuals and business organizations towards the development of leadership and team building for higher performance and productivity.

Finalists (Kitchen Category)

Mohammad Ali, Mantasha Muqeem, Mohd Anas

JMI Delhi

By experimenting with invisibility, the Black Pearl kitchen puts an ultra-modern take on the traditional heart of the home, to make the kitchen as camouflaged as possible.



Harshika Aggarwal

Sushant University Gurgaon

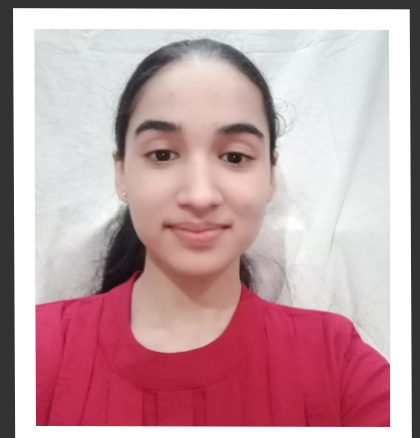
A G-Shaped kitchen with shiny and seamless finishes to enhance the rough texture along with the traditional aspect of this material which is going to be used in the kitchen. Adorned with a sunroof, the kitchen shows an appearance of natural light coming in the kitchen to make it even more welcoming.



Sakshi Verma

Chandigarh University

In this kitchen design, the countertop material doesn't stop at the edge of the island; it flows down along the sides, showcasing the beauty of the chosen countertop material from multiple angles. With this look, the island kitchen becomes a true statement piece.



Finalists (Kitchen Category)

Vaibhav, Suhasini, Sijal Chandigarh University

Inspired by family-togetherness after the pandemic, this open/island has a front-facing hob to include the person cooking with the rest of the group in the seating area. This kitchen also includes space to grow a small herb garden.



Anas, Anil Yadav, Rizwan Ahmed JMI Delhi

Based on the Vastu Shastra of the space, this kitchen has been planned to place a window in the east, a gas outlet in the south, and other appliances in the northeast. The kitchen is organized based on the direction of the sun and wind.



Finalists (Product Category)

Sakshi Singh, IIT Roorkee

Acegrip is designed to aid people with amputations or injuries performing their chores by helping them hold, open and clean objects. Using stainless steel and silicone, the product helps the user have a sturdy grip.



Finalists (Product Category)

Sumit Jangra, NIFT Delhi

The collection Lente is Inspired by camera lenses. Lente is designed for a young aged person with a taste for artifacts, who seeks perfection and is expressive about the same.



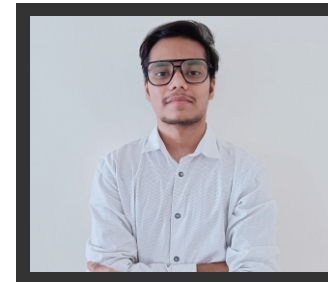
Joshita Rawat, NIFT Mumbai

Modh, a dinnerware collection, brings intrigue into our dinnerware through its whimsical origami-inspired design imitating the fold, mountains, and valleys of a folded origami paper while keeping the simplicity of an everyday meal through the use of stainless steel.



Siddharta Sharma, NIFT Bhopal

Indives, a seafood cutlery set has been designed that embodies the Maldives and Indonesian culture. The cutlery set is ergonomically designed to prevent slipping and scratches while using the same.



Azlan Quamer, UPES Dehradun

A thali set inspired by Indian festivals, Dawat is designed to prevent spillage while also keeping in mind the presentation and preservation of the food to be served.



Amal Koshy Abey, UPES Dehradun

Gusto is designed to enhance a cooking experience and help people connect and spend quality time with each other. The grill is designed to solve the elaborate set-up and constant aeration issues that come with a traditional grill.





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