India Kitchen Congress
AWARDS 2026

IKC AWARDS 2026 PLAYBOOK

How to Craft a Winning Entry for the India Kitchen Congress Awards 2026

To submit entries for the Awards,
visit https://ikc.sourcinghardware.net

CONTENTS

ABOUT IKC AWARDS

The vision, mission, background, and categories of the India Kitchen Congress Awards.

VISION

"To champion transformative contributions in innovation, creativity, and leadership that elevate the standards of India's kitchen and cabinetry industry".

MISSION

"To recognise and honour professional excellence across the kitchen and cabinetry ecosystem through a structured and transparent evaluation process led by an impartial jury of industry leaders and experts in Design, Retail, Marketing, Technology, Sustainability, Manufacturing, and Skilling—across key award categories such as Retail Design, Visual Merchandising, Retail Marketing, In-Store & Manufacturing Technology, Sustainability, Kitchen Design, People Skilling, and Leadership."

BACKGROUND

India Kitchen Congress (IKC) is India's foremost knowledge platform for the modular kitchen, cabinetry, and allied home-interior sector. It is an annual networking event that brings together designers, retailers, manufacturers, technologists and investors to share insights and celebrate innovation.

Alongside the Congress, the India Kitchen Congress Awards were introduced to formally recognise excellence in the domain. Launched in 2011, the IKC Awards have now become the most prestigious benchmark of achievement in the sector.

The awards shine a spotlight on outstanding contributions in design, retail, marketing, manufacturing, technology, skill development, and sustainability. Over the years, they have attracted hundreds of entries from across India, reflecting the vibrancy and competitiveness of the industry.

The awards follow a rigorous evaluation process, with a distinguished jury of domain experts assessing submissions on creativity, functionality, innovation, and impact.

Winning an IKC Award is regarded as a mark of distinction, providing both industry recognition and powerful branding opportunities. Beyond accolades, the awards encourage the adoption of best practices and inspire the industry to raise its standards.

PREPARING TO CONTEST

Preparation pointers for the IKC Awards entry.

✅ 10 Do's for a Great Entry

1. **Tell a Compelling Story**
   Present your work as a journey — from challenge to insight to execution and impact. A strong narrative always resonates with jurors.

2. **Explain the Purpose Behind the Design**
   Go beyond visuals. Articulate the strategy, consumer behaviour, or design thinking that shaped your idea.

3. **Show Real Innovation**
   Highlight what's new — materials, processes, formats, or customer experiences — and why it matters to today's kitchen and home-interior industry.

4. **Back It with Data**
   Demonstrate measurable outcomes: customer satisfaction, design efficiency, sustainability performance, or market impact.

5. **Invest in Quality Visuals**
   Submit professional photos, plans, or walkthroughs that capture both detail and atmosphere. Visual clarity enhances credibility.

6. **Celebrate Collaboration**
   IKC values convergence. Showcase how your project brought together designers, manufacturers, retailers, or tech innovators.

7. **Link to Broader Trends**
   Position your project within current shifts — sustainability, personalisation, digital transformation, or lifestyle evolution.

8. **Be Clear and Concise**
   Use structured sections, bullet points, and a logical flow. Help jurors absorb your story easily and quickly.

9. **Acknowledge Contributors**
   Credit your team and partners — it reflects integrity and aligns with the collaborative spirit of the awards.

10. **Polish Before You Submit**
    Review for grammar, formatting, and accuracy. A well-finished submission signals professionalism and attention to detail.

❌ 10 Don'ts That Can Weaken Your Entry

1. Avoid Empty Claims
Don't just say "innovative" or "unique." Show it with examples, evidence, or comparisons.

2. Don't Focus Solely on Aesthetics
The IKC jury looks for purpose, usability, and customer impact — not just beautiful spaces.

3. Don't Overwrite
Keep it crisp. Dense, long-winded text can hide your strongest points.

4. Don't Ignore Evaluation Criteria
Address all four pillars — creativity, functionality, innovation, and impact — clearly in your narrative.

5. Don't Submit Outdated Projects
Focus on recent, relevant work that reflects current thinking and execution standards.

6. Don't Overclaim or Inflate Results
Authentic, transparent storytelling builds more trust than exaggeration.

7. Don't Overlook the Human Experience
The kitchen is an emotional space. Show how your design improves living, connection, and comfort.

8. Don't Skip Supporting Documents
Missing visuals, data, or drawings make even great ideas seem incomplete.

9. Don't Reuse Old Submissions
Refresh and reframe your content for this year's context — jurors appreciate evolution and new insights.

10. Don't Wait Till the Deadline
Plan early, gather feedback, and refine your entry — rushed submissions often lose polish and coherence.

CURATING THE ENTRY

Categories, Clusters, Reference formats to structure documentation and to present entries effectively.

CATEGORIES & CLUSTERS

K01- Kitchen Store Design Award 2026 [up to 1000 sft]	
K02- Kitchen Store Design Award 2026 [above 1000 sft	
K03- Kitchen & Home Improvement Store Design Award 2026	**RETAIL DESIGN**
K04- Kitchen Shop-in-shop Design Award 2026	
K05- Kitchen Storefront Design Award 2026	
K06- Visual Merchandising & Communication Award 2026	**VISUAL MERCHANDISING & MARKETING COMMUNICATION**
K07- Kitchen Brand Campaign Award 2026	
K08- Green Manufacturing Initiative Award	**GREEN MANUFACTURING**
K09- Tech Enablement in Kitchen Design & Sales Award 2026	
K10- Tech Enablement in Kitchen Manufacture & Delivery Award 2026	**TECHNOLOGY ENABLEMENT**
K11- Tech Enablement in Kitchen Installation and Handover Award 2026	
K12- Skill Catalyst Award 2026 - Corporate	**PEOPLE SKILLING**
K13- Skill Catalyst Award 2026 – Individual	
K14- Kitchen Design Award 2026 – Completed (Classical)	
K15- Kitchen Design Award 2026 – Completed (Modern)	
K16- Green Kitchen Design Award 2026 – Completed	**KITCHEN DESIGN**
K17- Kitchen Design Award 2026 – Concept (Classical)	
K18- Kitchen Design Award 2026 – Concept (Modern)	
K19- Person of the Year Award 2026	**LEADERSHIP**

RETAIL DESIGN

K01- Kitchen Store Design Award 2026

[up to 1000 sft]

K02- Kitchen Store Design Award 2026

[above 1000 sft]

K03- Kitchen & Home Improvement Store

Design Award 2026

K04- Kitchen Shop-in-shop Design Award 2026

K05- Kitchen Storefront Design Award 2026

PROJECT DESCRIPTION CONTENT GUIDELINES

1. Maximum of 15 photos including store layout. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos without presence of customers are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Project highlights description in not more than 200 words.
6. Detailed project description in not more than 600 words.
7. Required details of the nominee.
8. Required details of designer/fabricator/contractor for the design/development/implementation of the Project.
9. NOC from Brand Owner, where required.

WRITEUP SAMPLE

PROJECT HIGHLIGHT DESCRIPTION [200 WORDS]

Brand & Objective
ABCD, a Direct-to-Consumer brand known for quality and affordability in home appliances, health, and personal care, expanded offline to build trust and visibility. The aim was to create a compact yet engaging retail format reflecting its mission: *"to offer customers the choice to make life healthy, beautiful, and exciting."*

Design Approach
The store introduced a modern, urban aesthetic with bold branding, lifestyle imagery, and a back-open window display for trending products. Smart spatial planning and modular fixtures supported experiential browsing. Key highlights included a kitchen zone for live-use visualisation, demo points for trials, and overhead storage doubling as category signage.

Customer Engagement
QR codes enabled instant access to online reviews, videos, and purchase options, ensuring seamless omnichannel integration.

Outcome
The design created a fluid transition from online to offline, reinforcing ABCD's values of quality, affordability, and engagement. Compact, connected, and immersive, the store redefined how digital-first brands bring their essence to life in physical spaces.

WRITEUP SAMPLE

DETAILED PROJECT DESCRIPTION [600 WORDS]

Brand Overview
ABCD is a Direct-to-Consumer (D2C) brand offering a wide range of home appliances, health, and personal care products. Recognised for its commitment to quality and affordability, the brand has built strong consumer trust in the online marketplace. To enhance credibility, visibility, and engagement, ABCD decided to expand into offline retail—bringing its digital promise to life through a tangible, experience-driven environment.

Objective
The core objective was to design a compact yet engaging retail format that embodied ABCD's brand mission: "To offer customers the choice to make life healthy, beautiful, and exciting."
The space had to integrate a wide product assortment within a limited footprint, deliver a memorable brand experience, and establish a distinctive retail identity aligned with ABCD's digital-first DNA.

Design Strategy
The design approach centered on creating a signature physical presence for ABCD through a modern, urban aesthetic that mirrored its youthful, functional appeal. The storefront was designed as a bold introduction to the brand, featuring distinctive mnemonics, vibrant brand colours, and a back-open window display that showcased trending products and invited discovery.

Modular and adaptive fixtures supported easy browsing, while visual hierarchy guided visitors intuitively across categories.
The environment was kept clean, functional, and lifestyle-oriented, ensuring an immersive yet approachable consumer experience.

Experience & Spatial Planning
Given the compact size, the store was carefully zoned to maximise functionality and engagement.
Kitchen Zone: A realistic kitchen setting displayed appliances in everyday context, helping customers visualise usage and combinations.
Product Demonstration Points: Strategically placed across focal areas to encourage interaction and trial.
Overhead Storage: Ingeniously served dual purposes—space optimisation and category communication, with integrated graphics and imagery.
High-Density Modular Fixtures: Allowed for efficient display of a large assortment, maintaining clarity and accessibility.
Trial Points: Built into wall and floor fixtures, offering tactile engagement for select products.
The resulting space delivered a fluid, discovery-led journey that combined utility with aspiration.

Technology Integration
To align with its digital roots, the store seamlessly incorporated omnichannel features:
QR codes linked directly to online content such as product specifications, usage videos, and customer reviews.

This integration ensured that customers could compare, learn, and validate their choices instantly—bridging online information with offline experience.
Technology thus extended the brand's D2C promise into the physical environment, enriching the shopping journey with transparency and convenience.

Material & Visual Language
The store's material palette blended matte finishes, neutral tones, and brand-accent colours to create a contemporary, inviting ambiance.
Lifestyle imagery and communication elements reinforced the brand's tone of simplicity and aspiration. Every design element—from lighting to graphics—was crafted to express trust, functionality, and approachability.

Outcome & Impact
The ABCD Experience Store successfully translated the brand's online identity into a physical reality, offering customers a compact, connected, and experiential space that showcased ABCD's strengths—quality, affordability, and a dominant assortment.
It strengthened consumer trust, encouraged trial and engagement, and positioned ABCD as a modern lifestyle brand capable of bridging the digital-physical divide.
The result was an efficient, modular, and immersive retail format—a scalable model for future brand rollouts.

PHOTOS SAMPLES

- STORE LAYOUT (OPTIONAL – will be counted as one pic)

- Professionally shot, no customers (except to showcase activities), all interior lights to be on, day and night pictures, closeup of special features (if any).

- Adding a description of the picture below it will be an added advantage.

A back open façade enables a clear view into the store and its offerings.

Overhead storage served space optimisation and communication.
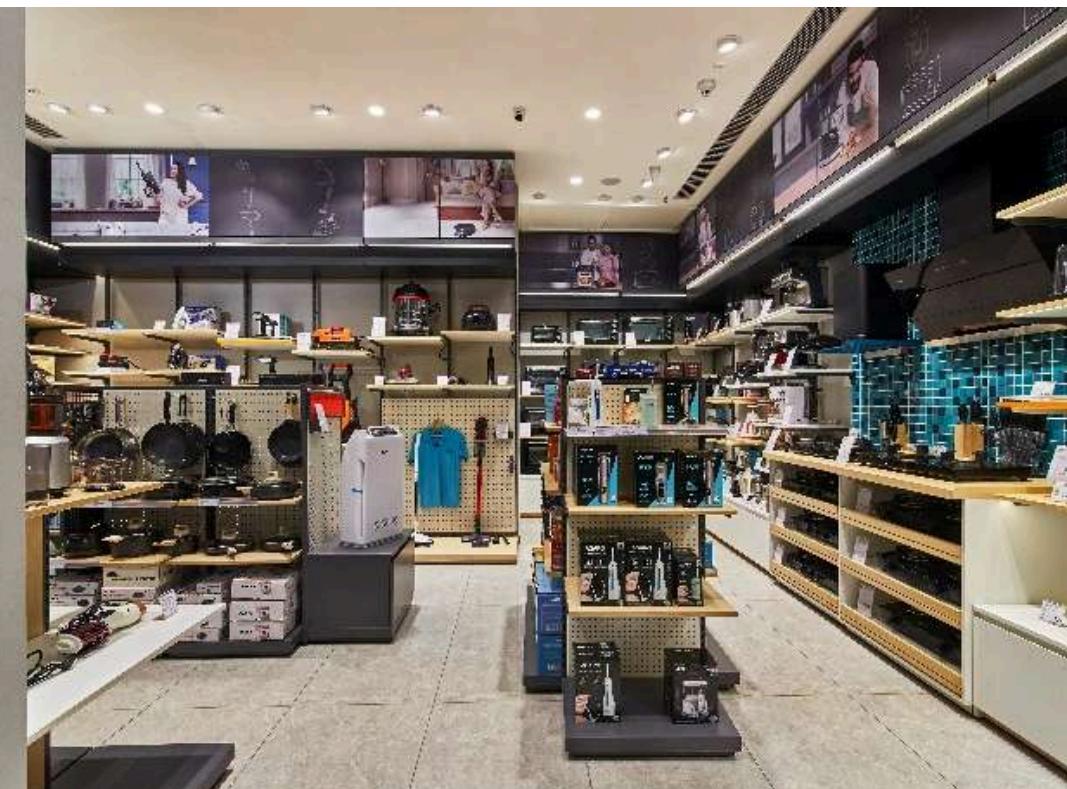
A lifestyle imagery and communication elements reinforced the brand.

A realistic kitchen setting displayed appliances in an everyday context.

VISUAL MERCHANDISING & MARKETING COMMUNICATION

K06- Visual Merchandising & Communication Award 2026

K07- Kitchen Brand Campaign Award 2026

PROJECT DESCRIPTION CONTENT GUIDELINES

1. Maximum of 15 photos including store layout. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos without presence of customers are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Project highlights description in not more than 200 words.
6. Detailed project description in not more than 600 words.
7. Required details of the nominee.
8. Required details of designer/fabricator/contractor for the design/development/implementation of the Project.
9. NOC from Brand Owner, where required.

WRITEUP SAMPLE
PROJECT HIGHLIGHT DESCRIPTION [200 WORDS]

Brand Overview
ABCD Smart Appliances, a division of ABCD Home Innovation Ltd., offers a premium portfolio of kitchen solutions — from chimneys and hobs to dishwashers, ovens, and IoT-enabled appliances. The store experience is crafted to reflect the brand's promise of innovation, design excellence, and convenience in modern living.

Visual Merchandising Concept
The store's visual merchandising establishes ABCD as a *Modern Gallery of Innovations*. A back-open window display showcases the latest products on a sleek, museum-like podium, while a dynamic digital screen narrates brand and product stories. Inside, a premium kitchen setup at the entrance anchors the brand's design ethos, leading visitors through clearly defined product zones. Innovation tables and live demonstration areas encourage tactile engagement and exploration.

Visual Communication & Brand Expression
The visual communication language blends modern sophistication with functional clarity. The recurring *"swirly smoke"* motif serves as a subtle yet distinctive brand signature, unifying spaces across the store. Warm wood finishes, premium materials, and minimalist signage reinforce an elevated, contemporary aesthetic. Digital tabs enable personalised engagement and live IoT demonstrations, making the store an immersive platform for discovery and smart living.

WRITEUP SAMPLE

DETAILED PROJECT DESCRIPTION [600 WORDS]

Brand Overview

ABCD Smart Appliances, a division of ABCD Home Innovation Ltd., offers a premium portfolio of kitchen solutions spanning chimneys, cooktops, built-in hobs, dishwashers, ovens, microwaves, sinks, and food waste disposers. Each product is crafted through extensive research and advanced technology to elevate everyday cooking and home experiences.

The store was envisioned as a premium retail environment that blends design, technology, and personal engagement. With sales staff equipped with digital tablets, the focus extends beyond sales to creating a guided, informative, and personalised shopping journey.

Visual Merchandising & Brand Positioning

Visual merchandising plays a defining role in establishing the brand's identity as a *Modern Gallery of Innovations*. The storefront acts as a strong brand statement — featuring a back-open window that showcases the latest products on a minimalist, monolithic white podium reminiscent of a museum display. A dynamic digital screen complements this setup, communicating brand narratives and innovation stories in motion.

Inside, the spatial layout reinforces brand hierarchy and experience flow. A premium kitchen display near the entrance creates the first impression, anchoring the store's design philosophy.

To the left, the key kitchen categories are organised for exploration, while innovation tables to the right invite tactile interaction. The store's zoning and product staging work cohesively to express both the brand's innovation and design sensibility.

Visual Communication & Brand Expression

The store's visual communication language merges modern sophistication with brand storytelling. The interiors are designed with a contemporary palette of warm woods, premium materials, and clean finishes inspired by high-end kitchen trends.

A stylised *"swirly smoke"* pattern—derived from the essence of cooking—is integrated across the façade and interior surfaces, creating a signature visual identity that ties the architecture to the brand ethos. Subtle use of lighting, iconography, and digital touchpoints ensures that every element—from signage to storytelling— reflects the brand's design DNA and reinforces recall.

Solution Selling Through Design & Display

Every display within the store supports solution-based selling rather than simple product presentation. The immersive kitchen setup allows customers to experience products in a realistic, tactile setting. Appliances are arranged in gallery-style fixtures, with each zone organised intuitively by category and function.

Smart space planning ensures a wide product range fits within a compact footprint without visual clutter. Categories such as sinks are displayed on slanted shelves for enhanced visibility, while built-in appliances are organised in clean, modular grids resembling a "website page" layout—designed for easy discovery and clarity.

The highlight of the experience is the *ABCD Konnect Zone*, dedicated to the brand's IoT-enabled smart appliances. Here, the integration of graphics, linear lighting, and interactive displays creates a futuristic zone where live demonstrations are conducted from a mobile console—transforming technology into an engaging, sensory experience.

Experience Summary

The ABCD Smart Appliances Experience Store exemplifies how visual merchandising and communication can shape perception, engagement, and brand differentiation. From its museum-like façade and digital storytelling to its tactile kitchen displays and connected technology zones, the store elevates the act of shopping into a curated experience.

Every visual cue, display element, and communication layer works in harmony to position ABCD as a leader in innovation, design excellence, and experiential retail for the modern kitchen.

PHOTOS SAMPLES

- Professionally shot, no customers, all interior lights to be on and aimed properly, care to be taken that main details are not cropped in the framing, minimise glare and reflection for communication which needs to be readable.

- Show a couple of pictures of the full store and then focus on the VM and communication with closeups.

- Adding a description of the picture below it will be an added advantage.

The storefront acts as a strong brand statement- featuring a back-open window

A zone is dedicated to the brand's IoT-enabled smart appliances.

Subtle use of lighting, iconography, and display helps in product storytelling

Props play a large role in articulating the brand's lifestyle design sensibility

GREEN MANUFACTURING

K08 - Green Manufacturing Initiative Award

PROJECT DESCRIPTION CONTENT GUIDELINES

1. Maximum of 15 photos. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's 's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Project highlights description in not more than 200 words.
6. Detailed project description in not more than 500 words
7. Required details of the nominee.
8. Required details of designer/consultant/service provider/manufacturer for the design/development/implementation of the Project.
9. NOC from Brand Owner, where required.

WRITEUP SAMPLE
PROJECT HIGHLIGHT DESCRIPTION [200 WORDS]

Energy Efficiency
The facility integrates 100% LED lighting with motion sensors, skylights for daylight harvesting, and a VRF HVAC system with smart climate control. A rooftop solar plant supplies 40% of annual energy needs, while energy-efficient machinery and variable frequency drives reduce power consumption by 25%.

Water Conservation
Low-flow fixtures and sensor-based taps reduce freshwater use by 35%. A treatment and recycling system reuses over 70% of wastewater for flushing and landscaping.

Sustainable Materials
Construction employs fly ash concrete, recycled steel, and low-VOC finishes. Over 60% of materials are locally sourced, minimising transport emissions and supporting local economies.

Waste Management
Waste is segregated at source, with reuse of packaging materials and composting of food waste. Landfill contribution has been cut by 50%.

Indoor Environment Comfort
The design ensures optimal air quality, balanced natural light, acoustic zoning, and ergonomic workstations. Green walls and biophilic elements enhance well-being and aesthetics.

Green Certification
Designed to meet *IGBC Platinum* standards and aligned with *ISO 14001* benchmarks, the facility exemplifies sustainable, efficient, and human-centric manufacturing.

WRITEUP SAMPLE
DETAILED PROJECT DESCRIPTION [600 WORDS]

Overview
The ABCD Manufacturing Facility was envisioned as a benchmark for environmentally responsible manufacturing in the home solutions industry. The project integrates cutting-edge sustainable practices across design, operations, and maintenance to reduce its carbon footprint while enhancing efficiency and employee well-being. Through a combination of energy-efficient systems, responsible water management, sustainable material usage, and indoor comfort measures, the facility demonstrates how manufacturing can align with both environmental and business goals.

1. ENERGY EFFICIENCY
Energy conservation formed the cornerstone of the facility's green strategy.
Lighting: The entire plant uses 100% LED fixtures with motion sensors and daylight harvesting systems to minimise artificial light use. Skylights and large window openings bring in ample natural light during work hours.
HVAC Systems: A centralised, variable refrigerant flow (VRF) HVAC system with high-efficiency filters and smart climate control ensures optimised energy usage across zones.
Renewable Energy: A rooftop solar plant generates 40% of the facility's annual electricity requirement, supported by net-metering. Backup systems are designed to use biofuel-based generators instead of diesel.

Machinery: Energy-efficient motors, variable frequency drives, and compressed air optimisation help reduce total energy consumption by 25% compared to conventional manufacturing setups.

WATER CONSERVATION
Water management focuses on reduction, reuse, and responsible discharge.
Flow Control: Aerators, low-flow fixtures, and sensor-based taps are installed across all washrooms and cafeterias, reducing freshwater demand by 35%.
Recycling: A dedicated effluent treatment and recycling plant processes greywater for reuse in landscaping and flushing, ensuring over 70% of wastewater is reused on-site.

SUSTAINABLE MATERIALS
Material selection prioritises circularity and local sourcing.
Recycled/Recyclable: Construction used fly ash-based concrete, recycled steel, and modular panels that can be reused or disassembled with minimal waste.
Non-toxic: All paints, sealants, and adhesives used are low-VOC certified, ensuring a healthy indoor environment.
Locally Sourced: Over 60% of building materials and furniture components are sourced from within a 300 km radius, reducing transport emissions and supporting regional economies.

WASTE MANAGEMENT
The facility operates on the 3R principle — *Recycle, Reduce, Refrain.*
Waste segregation stations are installed at source for metal, paper, plastic, and organic waste.
Packaging materials are reused wherever possible, and vendor contracts mandate returnable containers.
Food waste from the cafeteria is composted on-site and used for landscaping. Overall landfill contribution has been reduced by 50%.

GREEN CERTIFICATION
The facility is designed as a IGBC Platinum-rated green industrial building, meeting benchmarks across energy, water, materials, and indoor environmental quality.
The project is also aligned with ISO 14001 standards for Environmental Management Systems.

Conclusion
The ABCD Green Manufacturing Facility sets a new standard for sustainable industrial design in India. By embedding green practices at every stage — from construction to operation — it stands as a living example of how manufacturing can be efficient, human-centric, and environmentally responsible.

PHOTOS SAMPLES

- Clear pictures, preferably professionally shot, with the subject of the photograph shown in close-up and with clarity. Remove all elements that do not belong to the narrative.

- Adding a description of the picture below it will be an added advantage.

- Show a couple of pictures of the materials, methodology, measurement, and certifications.

Segregating and recycling wood, metal, glass, and plastic waste at source.

Use of sustainable packing material with a process to recover and reuse.

Implementing precision cutting and nesting software to minimise material offcuts.

Power management software and technology to increase efficiency by 28%.

TECHNOLOGY ENABLEMENT

K09- Tech Enablement in Kitchen Design
   & Sales Award 2026

K10- Tech Enablement in Kitchen Manufacture
   & Delivery Award 2026

K11- Tech Enablement in Kitchen Installation and
   Handover Award 2026

PROJECT DESCRIPTION CONTENT GUIDELINES

1. Maximum of 15 photos including flowcharts. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos without presence of customers are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's 's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Project highlights description in not more than 200 words.
6. Detailed project description in not more than 500 words
7. Required details of the nominee.
8. Required details of technology consultant/service providers for the design/development/implementation of the Project
9. NOC from Brand Owner/retailer, where required.

WRITEUP SAMPLE
PROJECT HIGHLIGHT DESCRIPTION [200 WORDS]

Objective
The project aimed to revolutionise the kitchen design and sales experience through digital integration that enhances personalisation, accuracy, and transparency. By combining immersive visualisation tools with intelligent automation, the initiative sought to empower customers to co-create their kitchens with confidence while enabling designers to deliver faster, error-free, and data-backed solutions.

Tech Enablement
The adoption of *AI-assisted design platforms and 3D visualisation tools* allowed customers to explore multiple layouts, finishes, and configurations in real time. *Augmented Reality (AR) previews* enabled them to view proposed designs within their actual spaces, bridging imagination and reality. Integrated *CRM and pricing engines* ensured instant cost visibility and reduced approval timelines. A *digital consultation interface* connected customers and design experts through hybrid in-store and virtual sessions, while interactive material libraries showcased textures and finishes digitally.

Outcome & Impact
The digital-first design approach shortened approval cycles by up to 30%, reduced manual coordination, and significantly improved customer satisfaction. The result is a smarter, faster, and more engaging design-to-decision experience that sets a new benchmark in kitchen retail innovation.

WRITEUP SAMPLE
DETAILED PROJECT DESCRIPTION [600 WORDS]

OBJECTIVE
The objective of this project was to build a seamless, transparent, and technology-enabled kitchen journey — connecting design, manufacture, delivery, installation, and handover through a unified digital ecosystem. The initiative aimed to enhance precision, efficiency, and customer experience while ensuring consistency across every stage of the kitchen lifecycle.
By integrating advanced digital tools and automation, the project sought to bridge the gap between imagination and execution.

DESIGN & SALES TECHNOLOGY ENABLEMENT
The digital transformation began at the design and sales stage, focusing on empowering customers and design consultants alike.
3D Visualisation & AI-Assisted Design: Interactive software allowed customers to visualise layouts, finishes, and configurations in real-time, using AI-based recommendations for ergonomic design and aesthetic balance.
Digital Consultation Tools: Video-enabled design sessions and augmented reality (AR) previews allowed customers to experience kitchens virtually before finalisation, significantly improving decision-making confidence.
Smart Quotation Systems: An integrated pricing engine automatically updated costs based on real-time selections, materials, and configurations — reducing manual errors and turnaround time.

CRM Integration: Each lead was tracked from inquiry to installation through a centralised system, ensuring transparency, communication, and personalised engagement.
This phase redefined how customers engaged with the brand — from static presentations to an immersive, co-creative process that fostered trust and faster conversions.

MANUFACTURE & DELIVERY TECHNOLOGY ENABLEMENT
To ensure the design intent was flawlessly translated into production, the project leveraged Industry 4.0 manufacturing practices.
Digital Order Transfer: Once the customer approved the design, data flowed directly to the production floor through a cloud-based ERP system, eliminating manual data entry and minimising errors.
CNC and IoT Integration: Automated CNC machinery, connected via IoT, ensured precision cutting, drilling, and edge-banding with zero deviation from design specifications.
Material Optimisation Software: Algorithms calculated optimal board usage, reducing waste and enhancing sustainability.
Real-Time Production Tracking: Each module's status was visible to both the customer and internal teams through a live dashboard, ensuring transparency and proactive communication.

Smart Logistics: Delivery routes were digitally mapped and synchronised with production completion timelines to ensure timely dispatch and efficient last-mile delivery.

INSTALLATION & HANDOVER TECHNOLOGY ENABLEMENT
The final phase — installation and handover — was supported by digital tools designed to enhance efficiency, accuracy, and customer satisfaction.
Digital Site Management: Installers used a mobile app to access drawings, assembly instructions, and installation checklists on-site, ensuring uniform quality and adherence to design.
IoT-Based Progress Updates: Real-time reporting allowed supervisors and clients to monitor installation progress, schedule inspections, and resolve issues promptly.
Quality Assurance through Digital Checklists: Each installation was validated using digital quality checklists linked to the CRM, ensuring zero defects before handover.
Smart Handover Protocols: Upon completion, digital documentation — including warranty cards, care manuals, and maintenance schedules — was auto-generated and shared with customers via app and email.
This phase ensured a transparent, error-free, and professionally managed closeout, elevating the overall brand experience.

PHOTOS SAMPLES

- Clear pictures, preferably professionally shot, with the subject of the photograph shown in close-up and with clarity. Remove all elements that do not belong to the narrative.

- Adding a description of the picture below it will be an added advantage.

- Show a couple of pictures that focus on the digital and tech interventions in the store environment/ customer journey/manufacturing/delivery/installation.


Digital storytelling on the storefront enables telling the brand's proposition.

Handheld tech focuses on empowering customers and design consultants alike.

Tech enables a co-creative process that fosters trust and faster conversions.
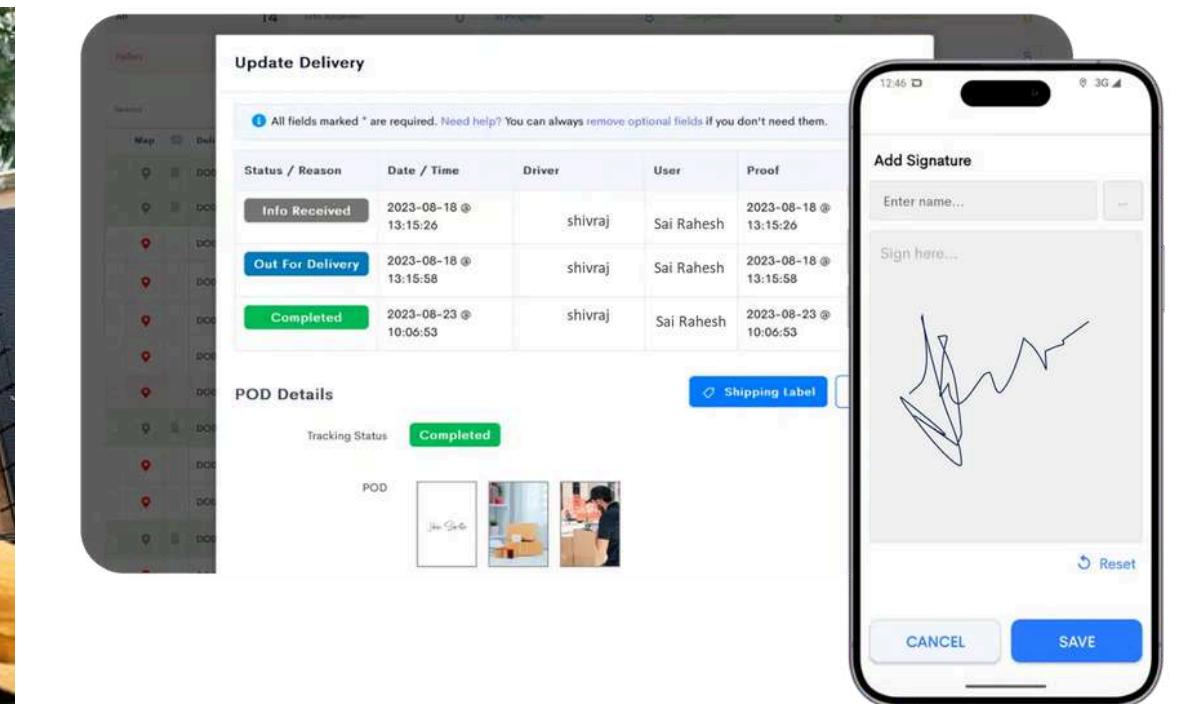
Digital tools are designed to enhance efficiency and accuracy in installation.

PEOPLE SKILLING

K12- Skill Catalyst Award 2026 - Corporate

K13- Skill Catalyst Award 2026 - Individual

PROJECT DESCRIPTION CONTENT GUIDELINES

1. Maximum of 15 photos including charts and certificates. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's 's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Project highlights description in not more than 200 words.
6. Detailed project description in not more than 500 words, with all relevant dates.
7. Required details of the nominee.
8. Required details of HR/training agency/designer/consultant/service provider for the design/development/implementation of the Project
9. NOC from corporate, where required.

WRITEUP SAMPLE

PROJECT HIGHLIGHT DESCRIPTION [200 WORDS]

Overview
With over 12 years of experience, [Trainer's Name] has transformed skill development in kitchen design, manufacturing, delivery, and installation, empowering professionals with future-ready knowledge and hands-on expertise.

Impact
Conducted 100+ training programs benefitting 2,000+ professionals, including designers, technicians, and installers..

Innovation
Pioneered blended learning combining on-site workshops and virtual simulations. Regularly updates curriculum to include AI-assisted design, sustainable materials, and precision manufacturing.

Collaboration
Partners with academic institutions, NGOs, and government missions to align with national skilling objectives.

Techification
Introduced AR/VR modules, digital twins, and smart learning platforms to modernise skill delivery and upskill technicians.

Recognition
Widely respected for mentorship and innovation, [Trainer's Name] is recognised by peers and institutions as a true catalyst for professional growth in India's modular kitchen industry.

WRITEUP SAMPLE

DETAILED PROJECT DESCRIPTION [600 WORDS]

Overview
[Trainer's Name] has been a driving force in shaping skilled talent across the *kitchen design, manufacturing, delivery, and installation* ecosystem. With over 12 years of industry experience, he has dedicated his career to transforming unskilled and semi-skilled individuals into competent professionals capable of meeting the demands of India's rapidly evolving modular kitchen industry.

The programs emphasise hands-on learning, technology adoption, and a holistic understanding of the kitchen lifecycle — from design conceptualisation to on-site execution — making him a true catalyst for skill transformation.

IMPACT
Through more than 100 specialised training programs, [Trainer's Name] has directly mentored 2,000+ professionals, including designers, factory technicians, project coordinators, and installers. Participants receive certifications from recognised industry bodies such as the Indian Kitchen Congress (IKC) and partnering design institutes, enhancing their employability and credibility.

Many trainees have gone on to lead design studios, manage manufacturing units, or establish independent installation services — multiplying the impact of their mentorship.

INNOVATION
[Trainer's Name] pioneered an integrated learning model that combines in-person workshops with virtual design and assembly simulations, ensuring access for learners across geographies.

They continuously update course modules to include emerging trends like AI-driven design visualisation, sustainable material use, and precision manufacturing technologies.

COLLABORATION
Believing in the power of partnerships, [Trainer's Name] actively collaborates with academic institutions, industry leaders, and technology providers to co-create relevant learning content. They have also worked with state skill development missions and NGOs to make skill training accessible to economically disadvantaged groups.

CONTRIBUTION
Beyond professional training, [Trainer's Name] integrates CSR-aligned community initiatives into their programs — offering free workshops for underprivileged youth and women, especially in semi-urban areas. These initiatives have created employment pathways for over 300 individuals, uplifting local communities while contributing to the broader goal of organised and responsible kitchen manufacturing and installation.

DEVELOPMENT
As a mentor within their organisation, [Trainer's Name] plays a crucial role in identifying and nurturing internal talent.

By offering structured growth programs and personalised mentorship, they have contributed to higher employee retention and career progression across design, operations, and installation teams — fostering a culture of learning and excellence

TECHIFICATION
A strong advocate for digital transformation, [Trainer's Name] has introduced AR/VR-based training modules, digital twins for design demonstration, and smart classroom platforms to improve engagement and comprehension.

Their emphasis on upskilling technicians and designers in CNC-based manufacturing, software-led design, and IoT-enabled kitchens ensures that trainees remain ahead of technological shifts.

COMPLIANCE
All programs are aligned with Skill India, NSDC, and IKC competency frameworks, ensuring adherence to national standards and global best practices. [Trainer's Name] also contributes to the development of standardised training protocols.

RECOGNITION
Respected by peers and industry bodies alike, [Trainer's Name] has received commendations for excellence in vocational training and mentorship. Testimonials from trainees consistently highlight their hands-on guidance, approachable teaching style, and lasting career impact, solidifying their reputation as a trusted and transformative educator in the field.

Conclusion
Through passion, innovation, and an unwavering commitment to empowerment, [Trainer's Name] has become a true Skill Catalyst — bridging education and employability, and redefining the standards of professionalism in India's kitchen design and manufacturing industry.

PHOTOS SAMPLES

- Clear pictures, preferably professionally shot, with the subject of the photograph shown in close-up and with clarity. Remove all elements that do not belong to the narrative.

- Adding a description of the picture below it will be an added advantage.

Transforming unskilled & semi-skilled individuals into competent professionals

100+ specialised training programs mentoring 2,000+ professionals,

Upskilling technicians and designers in CNC-based manufacturing.

Programs that ensure trainees remain ahead of technological shifts.

KITCHEN DESIGN

K14- Kitchen Design Award 2026 – Completed (Classical)

K15- Kitchen Design Award 2026 – Completed (Modern)

K16- Green Kitchen Design Award 2026 – Completed

K17- Kitchen Design Award 2026 – Concept (Classical)

K18- Kitchen Design Award 2026 – Concept (Modern)

PROJECT DESCRIPTION CONTENT GUIDELINES

1. Maximum of 15 photos including layouts. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos without presence of customers are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's 's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Contact details of customer for whom the kitchen was designed and installed.
6. Project highlights description in not more than 200 words.
7. Detailed project description in not more than 500 words.
8. Required details of the nominee.
9. Required details of brand owner/channel partner/service provider for the design/development/implementation of the Project.

WRITEUP SAMPLE

PROJECT HIGHLIGHT DESCRIPTION [200 WORDS]

Overview
The ABCD Kitchen blends modern aesthetics and functionality to create a seamless, human-centered cooking space. Designed for an urban apartment, it transforms the kitchen into a social hub.

Purpose
Built on Concept, Convenience, and Commerce, the design achieves visual harmony through calm tones and clean lines. Smart zoning, ergonomic detailing, and modular materials deliver functionality and affordability without compromising style.

People
Created for a young professional couple who enjoy cooking and entertaining, the kitchen supports shared use, easy maintenance, and intuitive organisation for busy lifestyles.

Place & Placement
An L-shaped layout with a functional island ensures smooth workflow. Built-in appliances and modular storage — including deep drawers and pull-outs — maximise space.

Practice & Personalisation
Features include LED task lighting, IoT-enabled appliances, and soft-close fittings. Sustainable elements like low-VOC finishes, E0 boards, and energy-efficient lighting reduce impact.

Conclusion
A timeless balance of design, function, and responsibility — The ABCD Kitchen embodies the spirit of modern, conscious living.

WRITEUP SAMPLE
DETAILED PROJECT DESCRIPTION [600 WORDS]

Overview
The ABCD Kitchen represents a balanced approach to modern kitchen design — where aesthetic simplicity, functional intelligence, and responsible material use come together in perfect sync. Conceived for an urban home, the project reimagines the kitchen as the social and emotional hub of daily life, blending form and function to suit a contemporary lifestyle. The design intent was to craft a space that is efficient yet elegant, technology-enabled yet human-centered, and sustainable without compromise.

PURPOSE
The project was guided by three pillars — Concept, Convenience, and Commerce.
The concept celebrates "Everyday Harmony," expressed through calm tones, tactile textures, and clean forms.
Convenience was addressed by creating a seamless workflow, intuitive storage, and optimised ergonomics that make cooking effortless.
Commerce focused on delivering high design value within a practical budget by using durable, modular materials and cost-efficient solutions.

PEOPLE
The kitchen was designed for a young professional couple with a shared passion for cooking, entertaining, and smart living. Their key needs included:
A clutter-free workspace for simultaneous use.
Smart storage systems for efficient organisation.
Low-maintenance finishes suitable for daily use.

The design transforms these needs into an environment that supports creativity, connection, and comfort, turning cooking into a shared experience.

PLACE
Located within a compact city apartment, the kitchen merges Scandinavian minimalism with Indian practicality.
Natural oak laminates, matte white finishes, and brushed metal accents create a timeless aesthetic.
Design highlights include:
A floating breakfast counter that doubles as a prep area.
Handle-less shutters for a streamlined, contemporary look.
Layered lighting and open shelving to enhance warmth and depth.
The open layout ensures a visual flow with the adjoining living area, making the kitchen both private and participative.

PLACEMENT
An L-shaped layout with a functional island promotes an efficient workflow.
Defined wet, dry, and cooking zones ensure comfort and hygiene.
Built-in appliances like the hob, oven, and dishwasher are ergonomically positioned for ease of access.
The modular storage system integrates deep drawers, vertical pull-outs, and corner carousels for maximum space utilisation.

PRACTICE
The design emphasises workflow efficiency, ergonomics, and safety.
Work heights are customised to user comfort, while soft-close hardware and rounded corners enhance safety. LED task lighting improves visibility, and motion-sensor lights add convenience.
Technology integration includes IoT-enabled appliances and smart lighting control for energy optimisation.
Sustainability was addressed through:
Use of low-VOC finishes and E0-grade boards for healthy interiors. Energy-efficient lighting and appliances.
Water-saving faucets and waste segregation units to support eco-conscious living.

PERSONALISATION
Customisation gives the kitchen its unique character.
The island counter doubles as a breakfast nook and work zone. A custom spice drawer, hidden charging dock, and multi-level storage address daily routines.
A biophilic backsplash in natural stone tones introduces calm and texture. Each detail reflects the users' habits and preferences, ensuring that the kitchen feels both personal and purposeful.

Conclusion
The ABCD Kitchen is a modern expression of balance — where beauty meets function, technology meets craftsmanship, and sustainability meets everyday living.
Designed to enhance comfort, efficiency, and emotional connection, it stands as a model for how the modern Indian kitchen can be both inspiring and responsible.

PHOTOS SAMPLES

- For completed kitchens, use professionally shot, no customers, all interior lights to be on and aimed properly, care to be taken that main details are not cropped in the framing, minimise glare and reflection for communication which needs to be readable.

- For concept kitchens, use hi-res renditions with all elements and photo-realistic effects.

- Adding a description of the picture below it will be an added advantage.

COMPLETED KITCHEN

The classic kitchen was designed for a young professional couple with a shared passion for cooking, entertaining, and smart living.

Smart storage systems for efficient organisation. Low-maintenance finishes suitable for daily use.

CONCEPT KITCHEN

The open layout ensures a visual flow with the adjoining living area, making the kitchen both private and participative.

Use of low-VOC finishes and E0-grade boards for healthy interiors.

LEADERSHIP

K19- Person of the Year Award 2026

DESCRIPTION CONTENT GUIDELINES

1. Maximum of 8 High-Resolution pics. 1 video (optional).
2. Photo quality: jpeg/png format of size 800 x 600 pixel, 150-300 dpi of not more than 25 MB in total. Professionally shot photos are preferred.
3. Video quality: Up to 2-minute length in MP4 format, of size not more than 20 MB.
4. The nominee's 's name or logo should not be mentioned in the uploaded photos or video. Nonadherence to this will warrant disqualification of the entry.
5. Required details of the nominee.
6. Professional portfolio in not more that 50 slides.
7. Copies of supporting documents/certificates that validate nominee's claims.

CRIETRIA

1. **Leadership** – Roles held in organisations and demonstrated ability to inspire, guide, and achieve transformational outcomes.
2. **Service** – Contribution through content creation, knowledge sharing, education, mentorship, and professional development initiatives.
3. **Industry Engagement** – Active participation and leadership in industry associations, forums, and collaborative initiatives that advance the field.
4. **Intellectual Property** – Original contributions such as copyrights, patents, innovations, published articles, books, or research that add value to the profession.
5. **Impact & Influence** – The nominee's overall influence on the growth, direction, and perception of the industry, including their ability to shape thought, inspire peers, and drive meaningful change.

PREPARING TO RECEIVE

Aligning your team and brand for the award ceremony and recognition moment.

6 DO'S & DON'TS

1. DRESS THE PART
Do:
Choose formal or semi-formal attire that reflects your professional stature and your brand's personality.
Stick to classic colours (navy, charcoal, beige, black, or white) with a neat, confident look.
Don't:
Over-accessorise or wear casual or loud prints that distract attention from the achievement.

2. PERFECT THE ACCEPTANCE SPEECH
Do:
Keep it short (under 60 seconds), sincere, and inclusive — thank your team, mentors, and the organisation hosting the award.
Speak from the heart, not from notes — authenticity resonates.
Don't:
Overdo self-praise or go into long stories about the project; keep the focus on shared effort and purpose.

3. THE ON-STAGE MOMENT
Do:
Maintain good posture and eye contact; smile warmly when accepting the award and during photographs.
Thank the presenter with a handshake or nod, acknowledging them graciously.
Don't:
Turn your back to the audience for photos or rush off the stage; take a poised moment before leaving.

4. THE TEAM PHOTO & INTERACTION
Do:
After the ceremony, gather your team for a celebratory group photograph — this builds morale and shared ownership.
Mention key contributors in your social media or office communication posts.
Don't:
Treat it as an individual win; emphasise collaboration and shared success.

5. THE OFFICE FOLLOW-THROUGH
Do:
Display the award prominently in the reception or meeting area — it becomes a visual testament to your standards.
Organise a small in-office celebration or town hall to thank the team personally.
Don't:
Let the moment pass quietly — recognition boosts motivation and culture.

6. THE MESSAGE FORWARD
Do:
Share the achievement with humility and inspiration — link it to future goals or values (innovation, excellence, sustainability).
Use it to motivate young team members and attract new talent.
Don't:
Let it be a one-day story; make it a continuing standard of what your organisation stands for.

SAMPLE SPEECH

"Good evening, everyone.

It's truly an honour to receive this recognition tonight. This award is not just mine — it belongs to the incredible team that brings ideas to life every day with passion, precision, and purpose.

Designing kitchens isn't only about materials or layouts — it's about shaping experiences that make everyday living more beautiful, functional, and responsible. I'm proud that our work reflects that belief.

I'd like to thank the Indian Kitchen Congress and the jury for recognising our effort, and our clients and partners for trusting us on this journey. Most importantly, I thank my team - for their creativity, craftsmanship, and commitment to excellence. This recognition inspires us to continue innovating, collaborating, and creating spaces that truly make a difference.

Thank you."

LEVERAGING THE WIN

Professional ways to leverage your IKC Awards win.

TROPHY

CERTIFICATE

DIGITAL BADGE

E-MAIL SIGNATURE

Winner: KITCHEN STORE DESIGN AWARD 2025 (UP TO 1000 SFT) – SILVER

10 INITIATIVES

1. Announce It Strategically
Craft a well-designed announcement across all digital platforms — website, LinkedIn, Instagram, newsletters, and press releases. Use consistent visuals and tone that reflect pride and professionalism.

2. Share the Story, Not Just the Win
Go beyond "We Won." Tell the story behind the win — the idea, the effort, the people, and what it means for your clients. Stories create emotional resonance and lasting recall.

3. Use the IKC Awards Digital Badge & E-mail Signature
Feature the official IKC Awards digital badge / signature on your email signatures, brochures, presentations, social media banners, and website home page. It builds instant trust and authority.

4. Display the Trophy & Certificate with Purpose
Showcase the award in your office reception, design studio, or experience center — make it part of your brand's physical narrative. Add a small plaque or story card about the winning project.

5. Create a Press Release
Create a press release to trade media and local business newspapers. Include high-quality images and quotes from leadership.

6. Celebrate with Your Team
Host a small internal event to honour the contributors behind the project. Capture candid moments, create a "team behind the win" post, and share it publicly — it strengthens culture and credibility.

7. Engage Clients and Partners
Send a personalised message or newsletter to clients and partners thanking them for their trust and mentioning how the award reinforces your shared vision for design excellence.

8. Create a Short Video or Reel
Produce a 30–60 second video highlighting the award night, the project, and team reflections. Use it as a pinned post or brand story across platforms.

9. Document the Journey
Archive the award submission, visuals, jury feedback, and media mentions as a learning and marketing asset. It becomes valuable content for pitches, presentations, and future nominations.

10. Integrate It Into Future Communication
Mention "IKC Award-winning" in pitches, project decks, webinars, and conference bios. It reinforces credibility every time your work is introduced to new audiences.

POST WIN MARKETING

1. Strategic Announcement & Media Outreach
Launch a unified announcement across all communication channels.
Publish the win on your website, LinkedIn, Instagram, and newsletters.
Issue a press release to the design and trade media
Incorporate the IKC Awards digital badge and signature in all digital and print materials.

2. Client & Partner Communication
Use the win to nurture and reaffirm relationships.
Send personalised thank-you messages or e-newsletters to clients and collaborators.
Highlight the award in client presentations and proposals.

3. Content & Thought Leadership Creation
Turn the recognition into ongoing marketing content.
Develop a case study, video reel, or blog showcasing the winning project.
Share insights on what went behind the project through posts or interviews.

4. Brand Integration & Long-Term Visibility
Embed the recognition into every brand touchpoint.
Update corporate decks, credentials, and online bios with the "IKC Award-winning" tag.
Feature the award prominently in showrooms, marketing collaterals, and event displays.

India Kitchen Congress
AWARDS 2026

To submit entries for the Awards,
visit https://ikc.sourcinghardware.net

THANK YOU AND GOOD LUCK!

✉ info@bracecorp.net