

# CATALOGUE

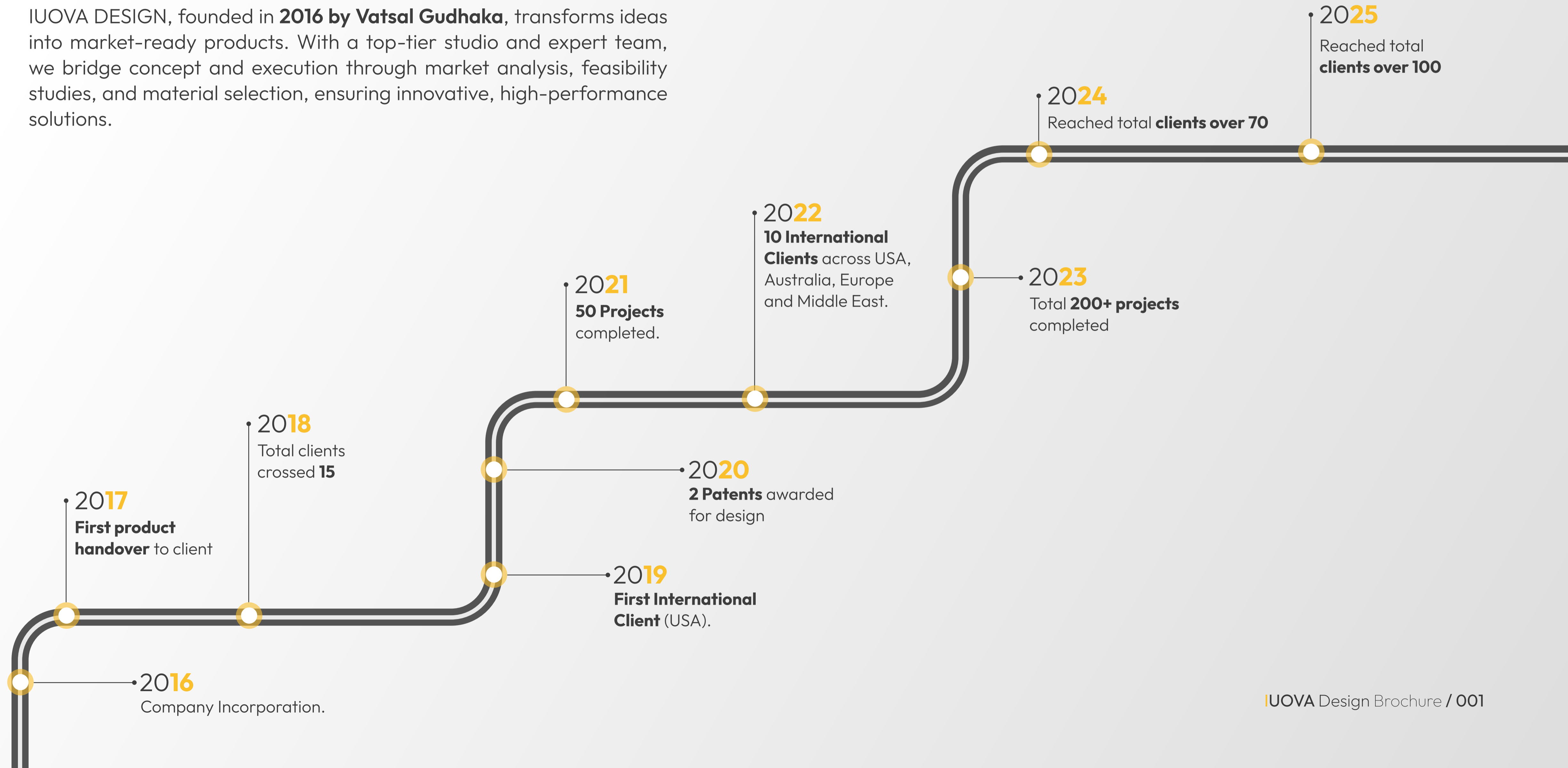
2026

**IUOVA**  
DESIGN COMPANY



# About Us

IUOVA DESIGN, founded in **2016 by Vatsal Gudhaka**, transforms ideas into market-ready products. With a top-tier studio and expert team, we bridge concept and execution through market analysis, feasibility studies, and material selection, ensuring innovative, high-performance solutions.



# Meet Our Team



**Vatsal Gudhaka**

CEO & Founder

The **DESIGNERS**



**Anirudha Masurkar**  
Design Manager



**Vallari Daithankar**  
Sr. Industrial Designer



**Sumedh Shivnagi**  
Sr. Industrial Designer



**Saurabh Nagothanekar**  
Jr. Industrial Designer



**Ruchiraa Dabhade**  
Jr. Industrial Designer



**Om Shirode**  
Design Intern

The **Business and Administration**



**Pratiksha Mane**  
MIS Executive



**Rupali Sirsath**  
Business Development Executive



**Manisha Prasad**  
HR & Admin



**Sanjana Prasad**  
JR. Accountant



**Shubham Dubey**  
Social Media & Digital Marketing



**Anurag Gupta**  
Software Developer



**Krushna Chendvankar**  
Administrative Support Staff

The **Supply Chain management and Engineering**



**Mandar Ambelkar**  
Product Manager



**Prabhakar Nachare**  
Supply Chain Manager



**Anand Prajapati**  
Supply Chain Executive



**Manish**  
3D Scanning & CAD Engineer



**Waseed Saad**  
Engineering Manager



**Kunal Ghodake**  
Design Engineer

# Our Clients

200+  
Projects

100+  
Clients

15+  
Patents

**MILTON**  
Intelligent homeware

*Godrej*

**BAJAJ**

**EUREKA FORBES**

**Crompton**

**HAVELLS**

**LucasTVS**

**Sumeet**

**IVAS**

**HelpMeSee**

**DIVINE SOLITAIRES**

**Steelbird Helmets**

**RR KABEL**  
WIRES & CABLES

**NATARAJ**

**apsara**

**SURYA**

**POLYCAB**

**USHA**

**ION EXCHANGE**  
Refreshing the Planet

**Prestige**

**LARSEN & TOUBRO**

**Saintiant Technologies**  
INFUSING INTELLIGENCE

**magenta**

**EPACK DURABLE**

**boAt**

**TIBCO**

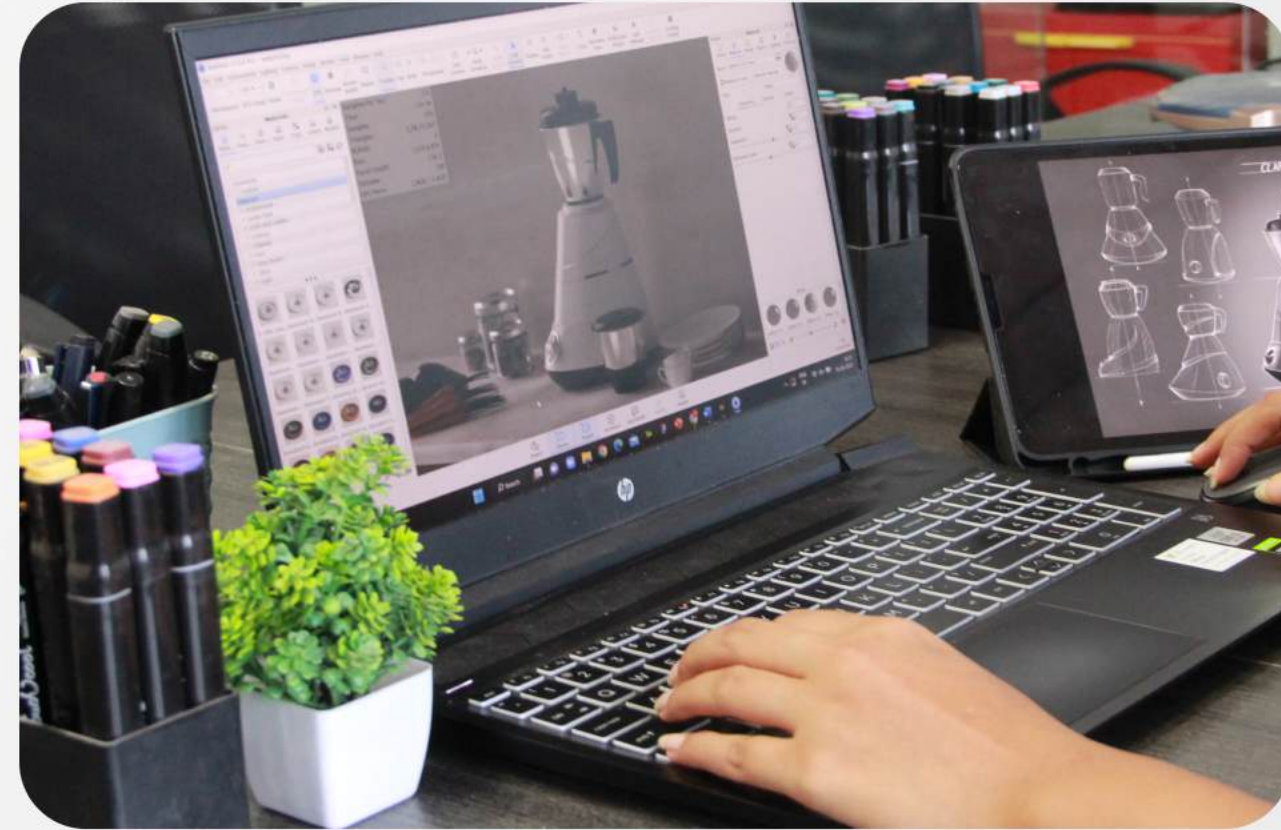
**YASH FANS**  
ENGINEERED TO SAVE YOU MONEY

**Kelvinator**

**BLUE STAR**

**BPL**

# Our Workspace



# Testimonials

Hear from our **satisfied clients** about their experience with luova Design and how our **innovative solutions brought their ideas to life.**

For testimonial video of market leaders click on the link



[\[Video LINK\]](#)



[\[Video LINK\]](#)



4.6

Google Rating

## Anup Kurup Hindustan Pencils

"Working with Team luova was a fantastic experience. Their sharp eye for detail and innovative approach brought my vision to life. The team's dedication and expertise made the entire process smooth and enjoyable. Truly impressed with their work!"

## Satyam K

"This is one the best Product design company. It's all about one thing ,creative, problem-solving to get the story out. The Environment of this company is outstanding, Great Employees, Ultimate Product Design work. Really Loved it. Especially I really Thanks to All Employees of this company because without them nothing is possible"

## Trilok Nichlani

"Having worked with numerous other design firms, Vatsal and his team are hands down the best in the business. Honest, hard working and very professional. Money well spent! Thanks guys"

## Amit Patil

Creative minds for Product Design and Development

## Dhruv Dharamshi

"Vatsal and his team at luova quickly became our go-to for 3D modeling and rendering, delivering high-quality visuals for our marketing collaterals. Their patience and commitment to understanding our specific needs make them invaluable long-term partners. With fair pricing and exceptional service, I highly recommend them for any product design project."

# Our Services



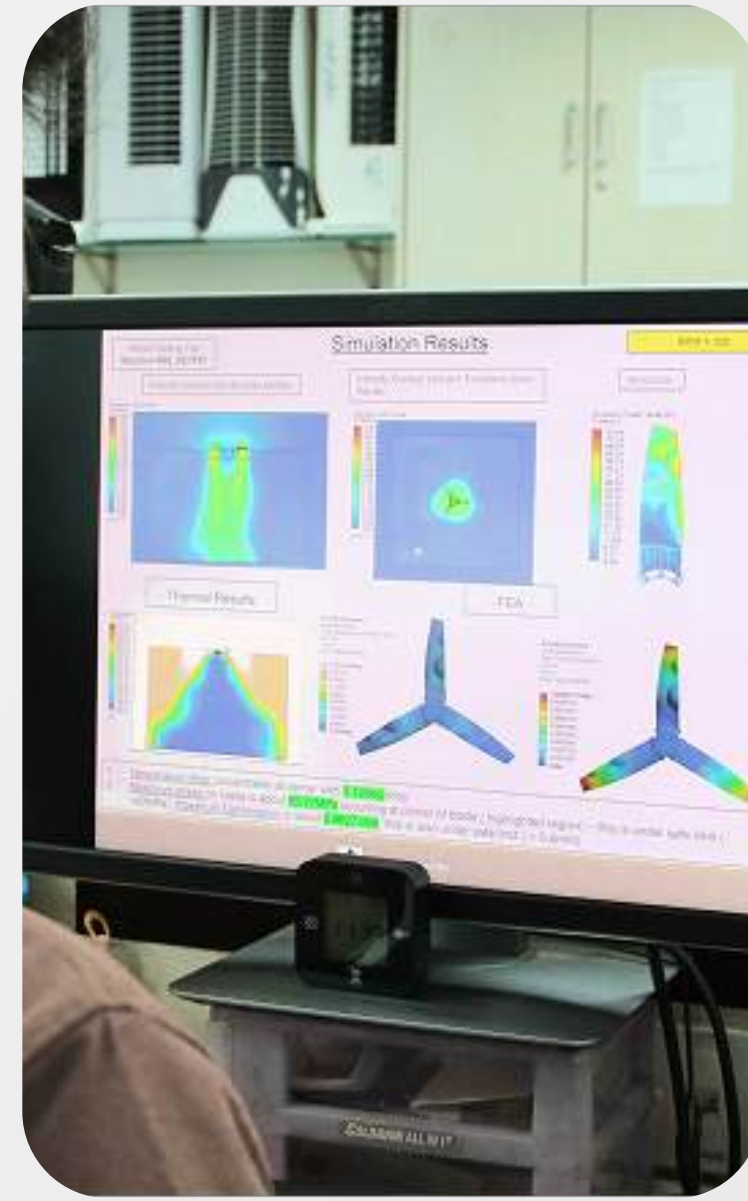
01

Industrial  
Product Design



02

Engineering  
Services



03

Product Analysis  
Services



04

Prototyping



05

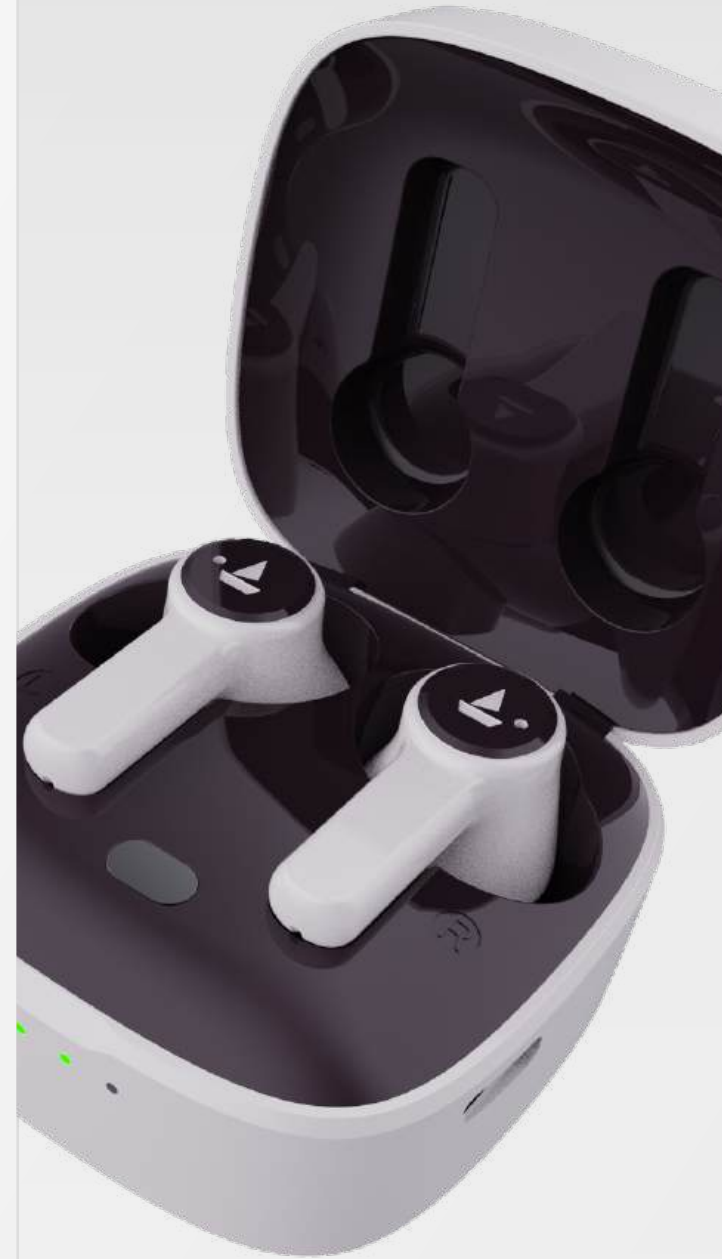
Product  
Manufacturing

# Product Categories

**Home and kitchen**  
Appliances



**Consumer** Products



**Outdoor** Products



**Industrial** Products  
(Metal Enclosures)



**Medical** Products



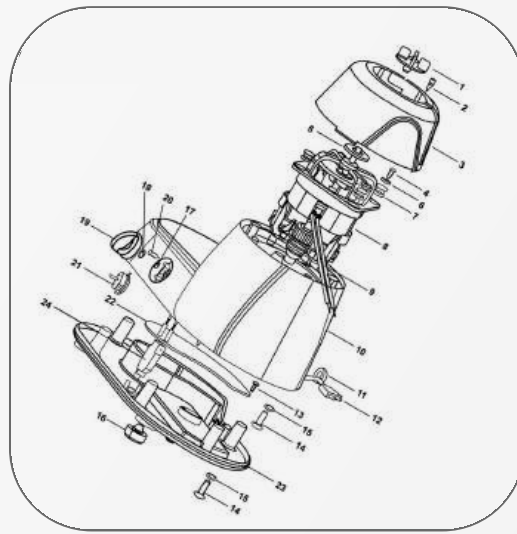
**Stationery** Products



# Research Process

# 01

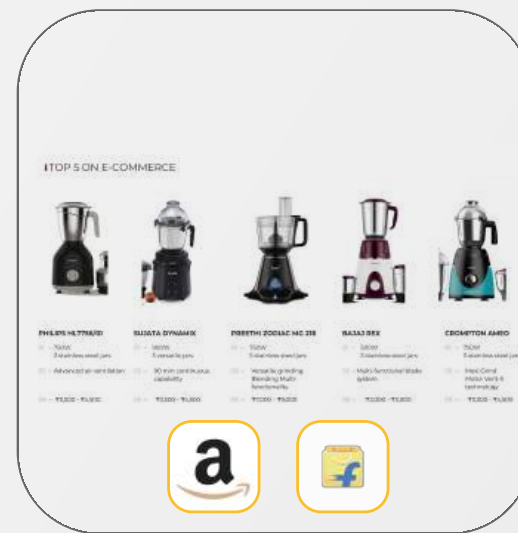
## Product Understanding



Grasping the **client's needs, objectives,** and **target user** to set a clear **direction** for research.

# 02

## Desk Research



Exploring **global e-commerce trends** and **emerging technologies** relevant to the product category.

# 03

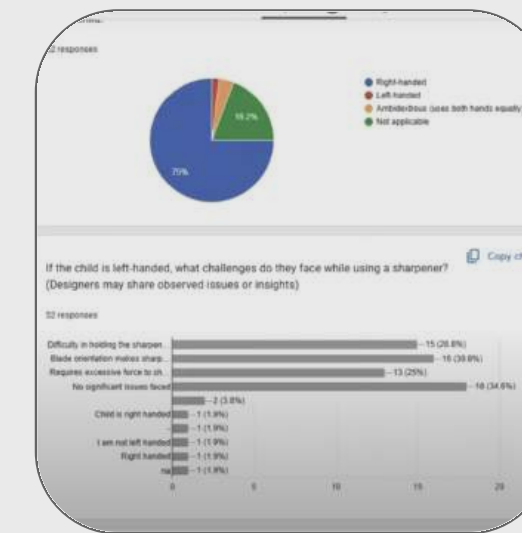
## Market Research



Gathering data from **retail spaces, and competitor products**—both locally and globally.

# 04

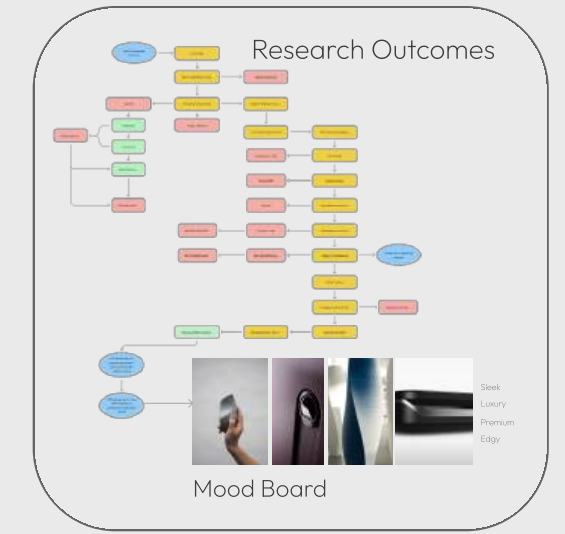
## User & Product Reviews



Analyzing the **feedback from real users** across various platforms to understand **pain points and preferences.**

# 05

## Key Insights & Opportunities



To **synthesize the findings to uncover design gaps,** user needs, and innovation possibilities.

# Our **Process** | Plastic Products

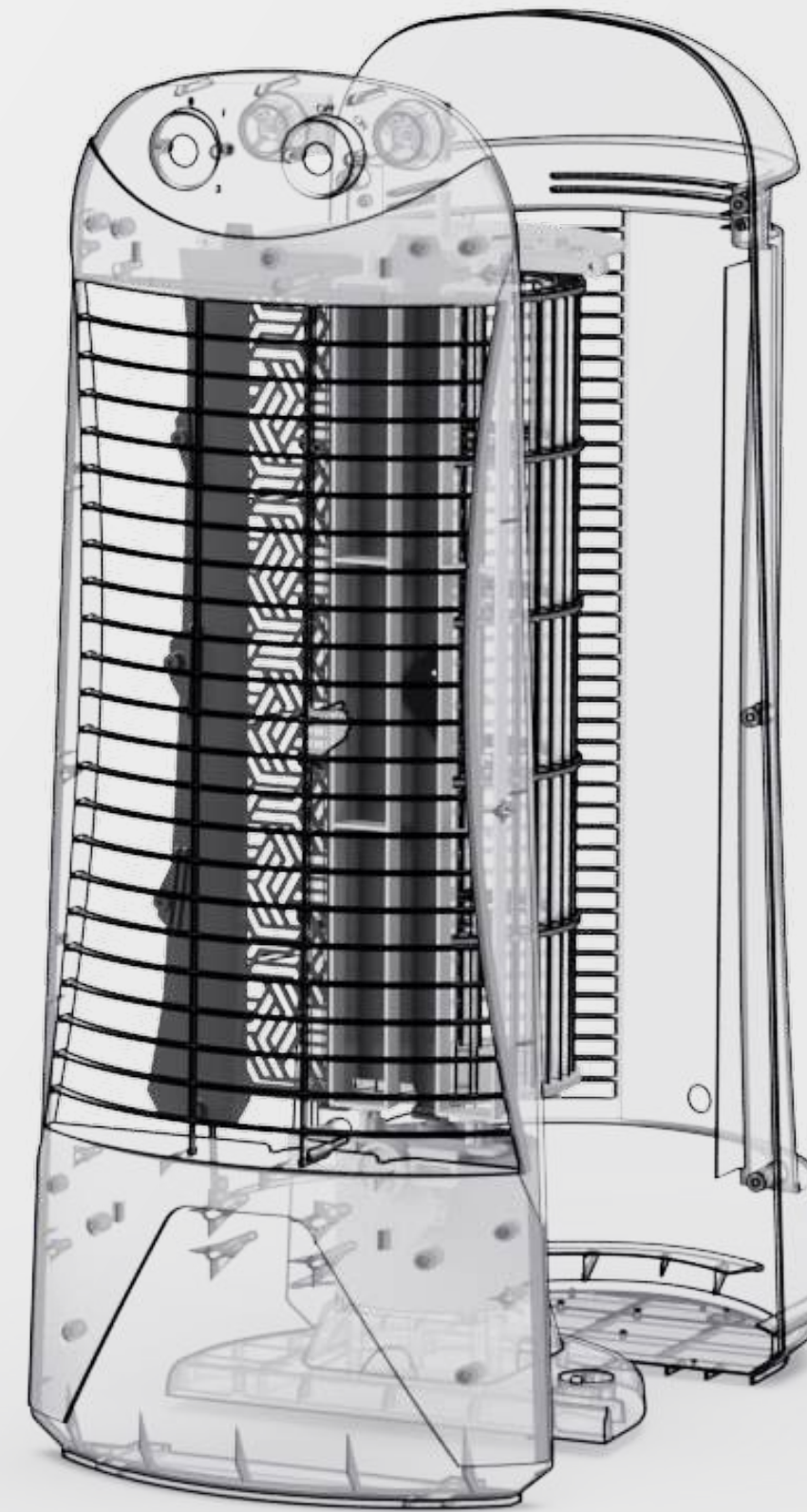
**1** Ideation



**2** Surface Modelling

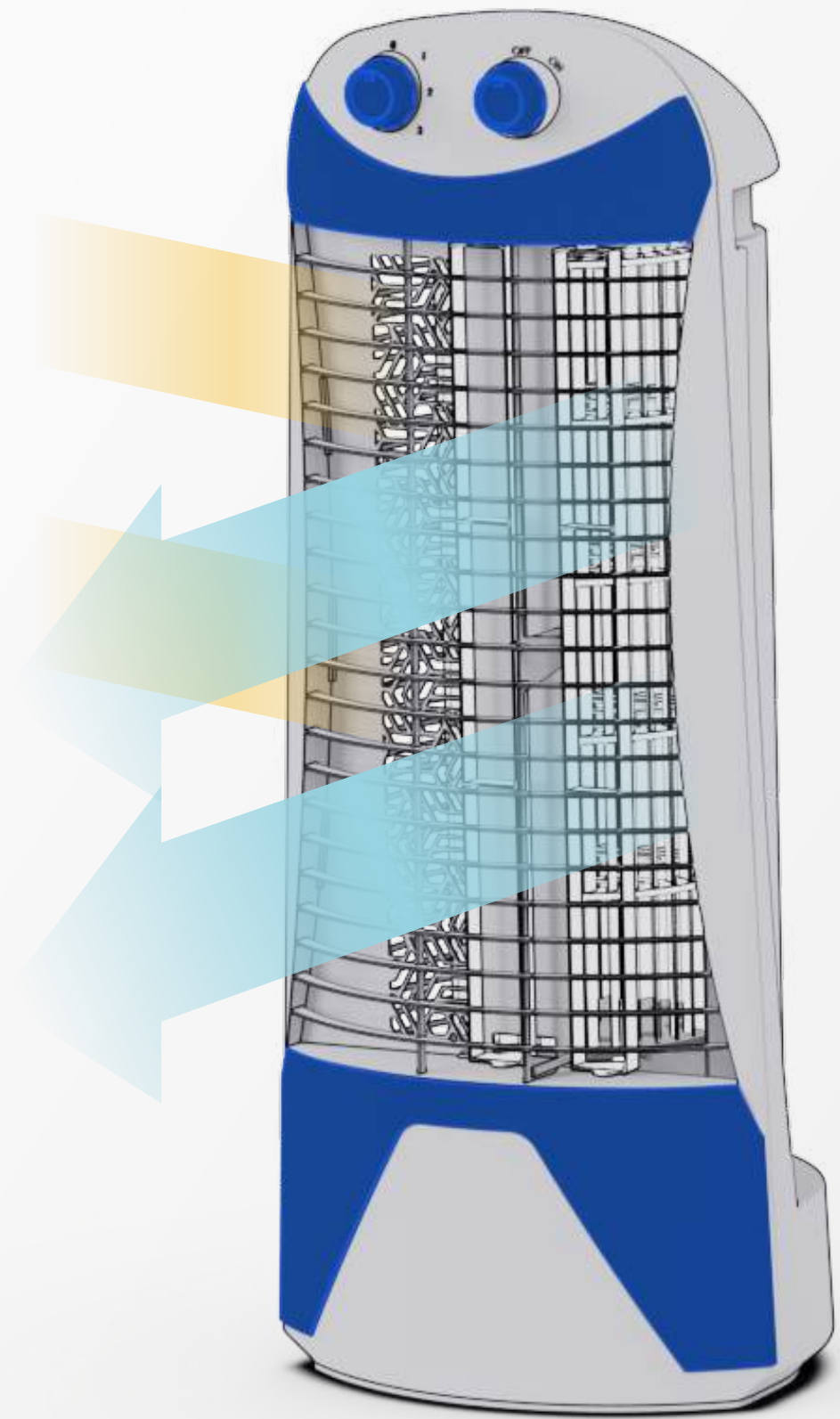


**3** Engineering



**4** Prototyping





**5** Value Engineering



**6** Tool Die and Mold Design



**7** Packaging



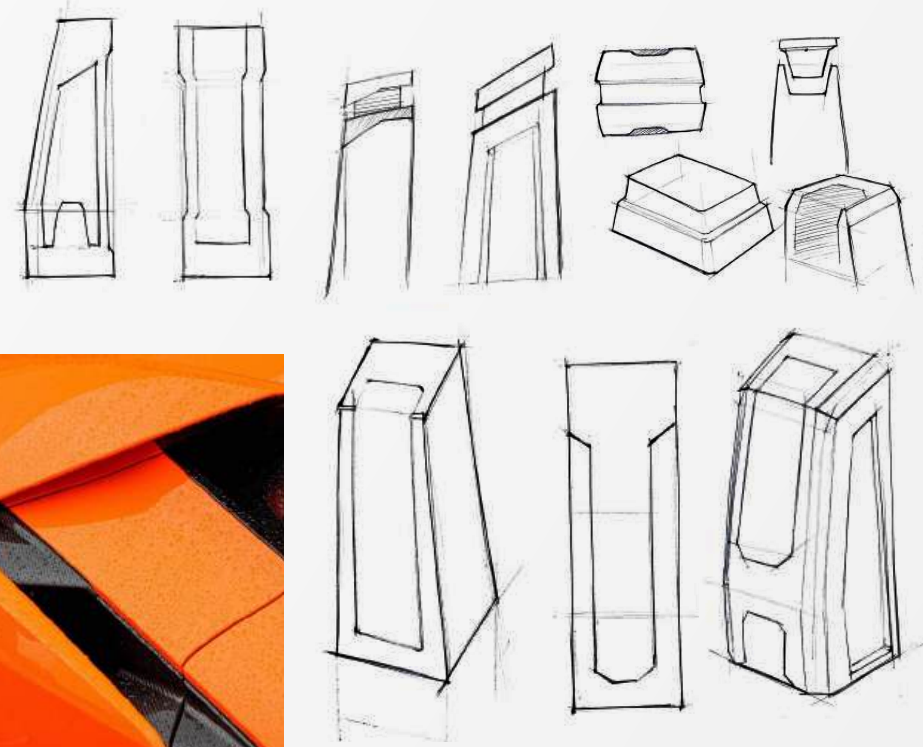
**8** Animation

For experience video of the product click on the thumbnail [\[Video Link\]](#)



# Our Process | Sheet Metal Enclosures

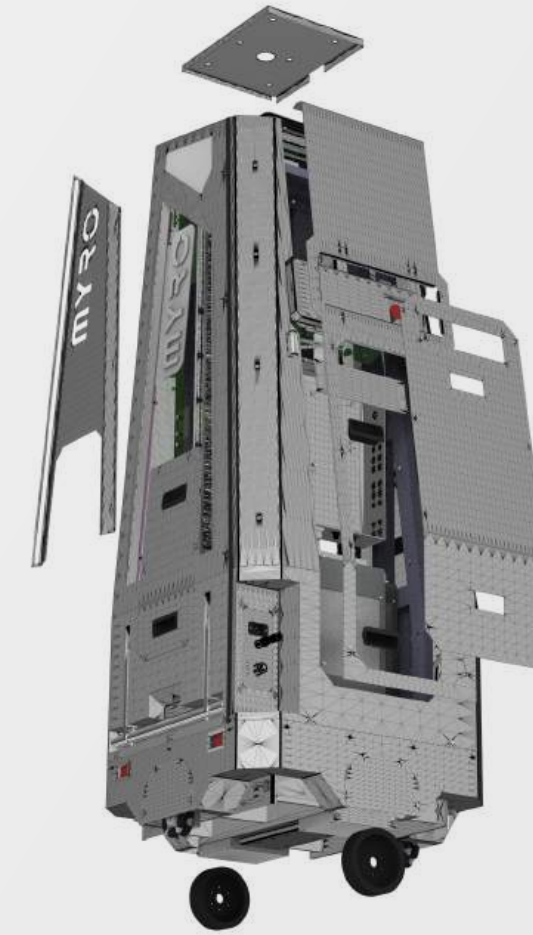
## 1 Ideation



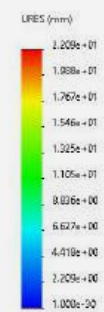
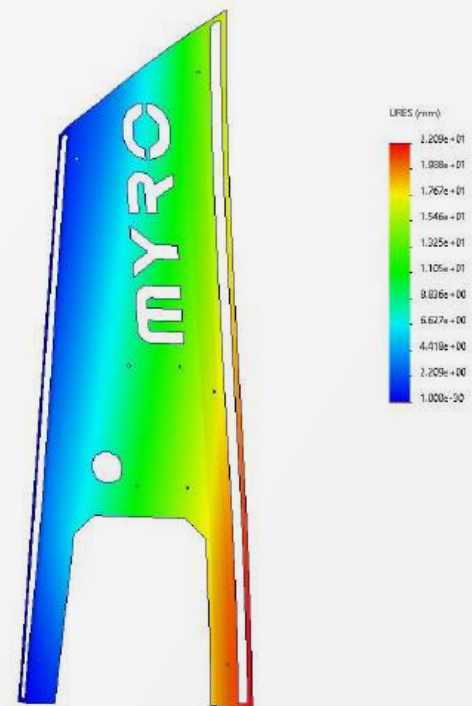
## 2 Surface Modelling



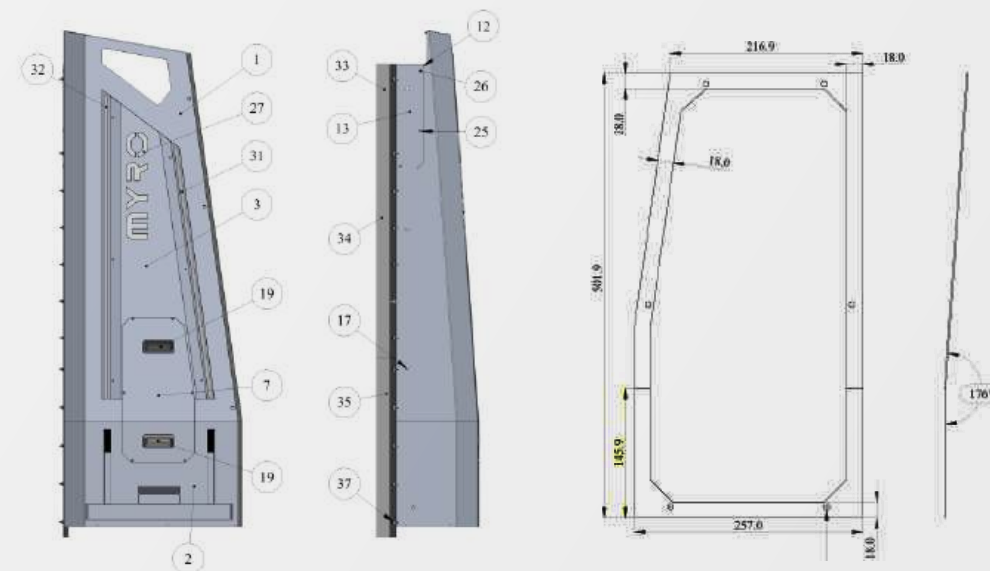
## 3 Engineering



## 4 Value Engineering

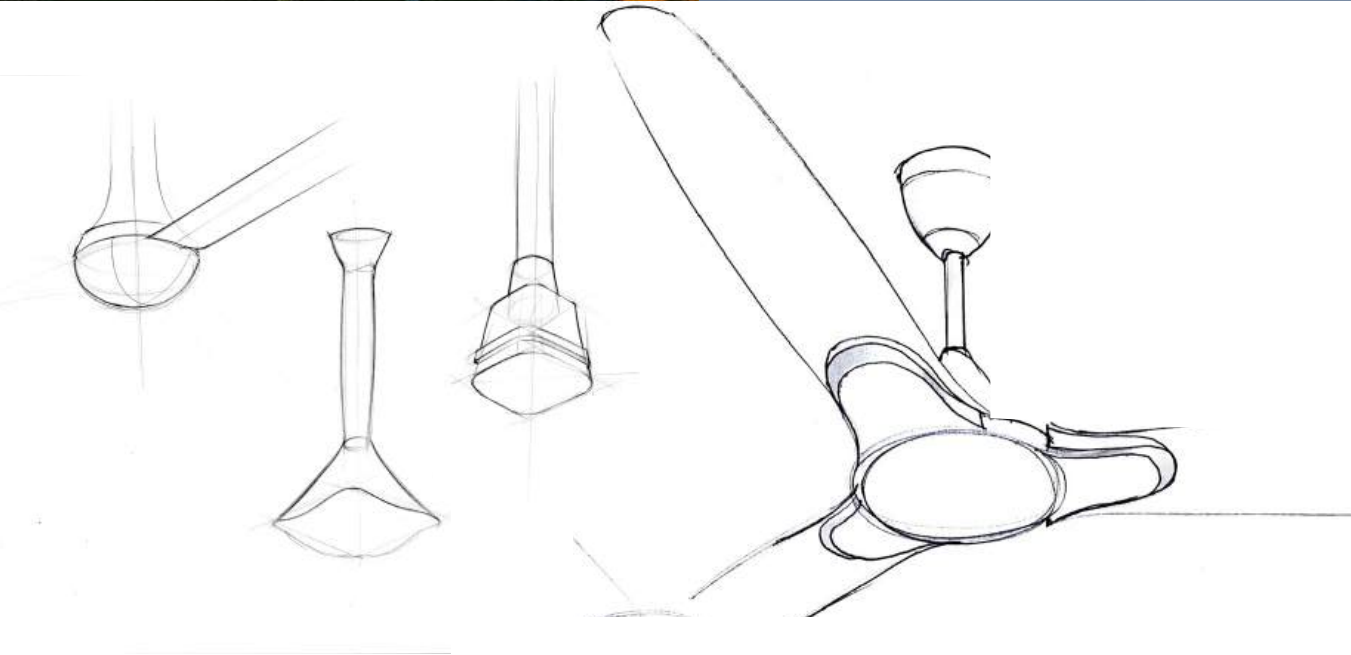


## 5 Technical Drawing



## 6 Sheet Metal Fabrication





**Polycab 1200mm Ceiling Fan Vital Petal Hs 1 Star (Metallic Green Orchid)**  
Visit the Polycab Store

**-36%** ₹3,345  
M.R.P.: ₹5,199

Inclusive of all taxes  
EMI starts at ₹162. No Cost EMI available. EMI options ▾

**Offers**

<b>Cashback</b> Upto ₹100.35 cashback as Amazon Pay Balance when...	<b>No Cost EMI</b> Upto ₹150.62 EMI interest savings on Amazon Pay ICICI...	<b>Bank Offer</b> Upto ₹1 discount Credit C...
1 offer	1 offer	25 offers

Roll over image to zoom in

[Link to the product](#)

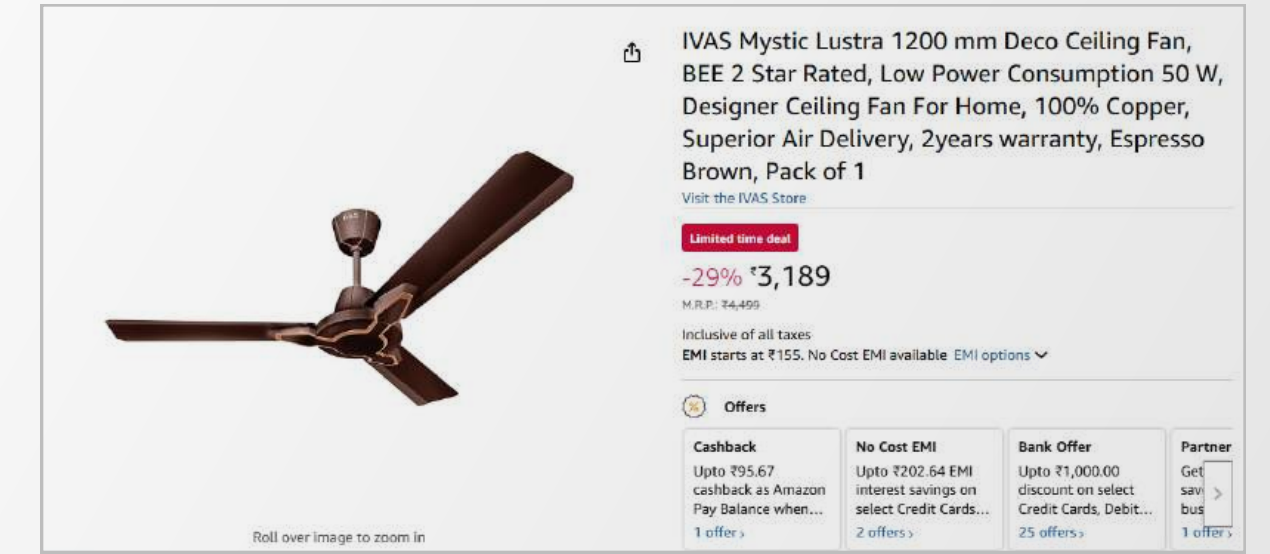
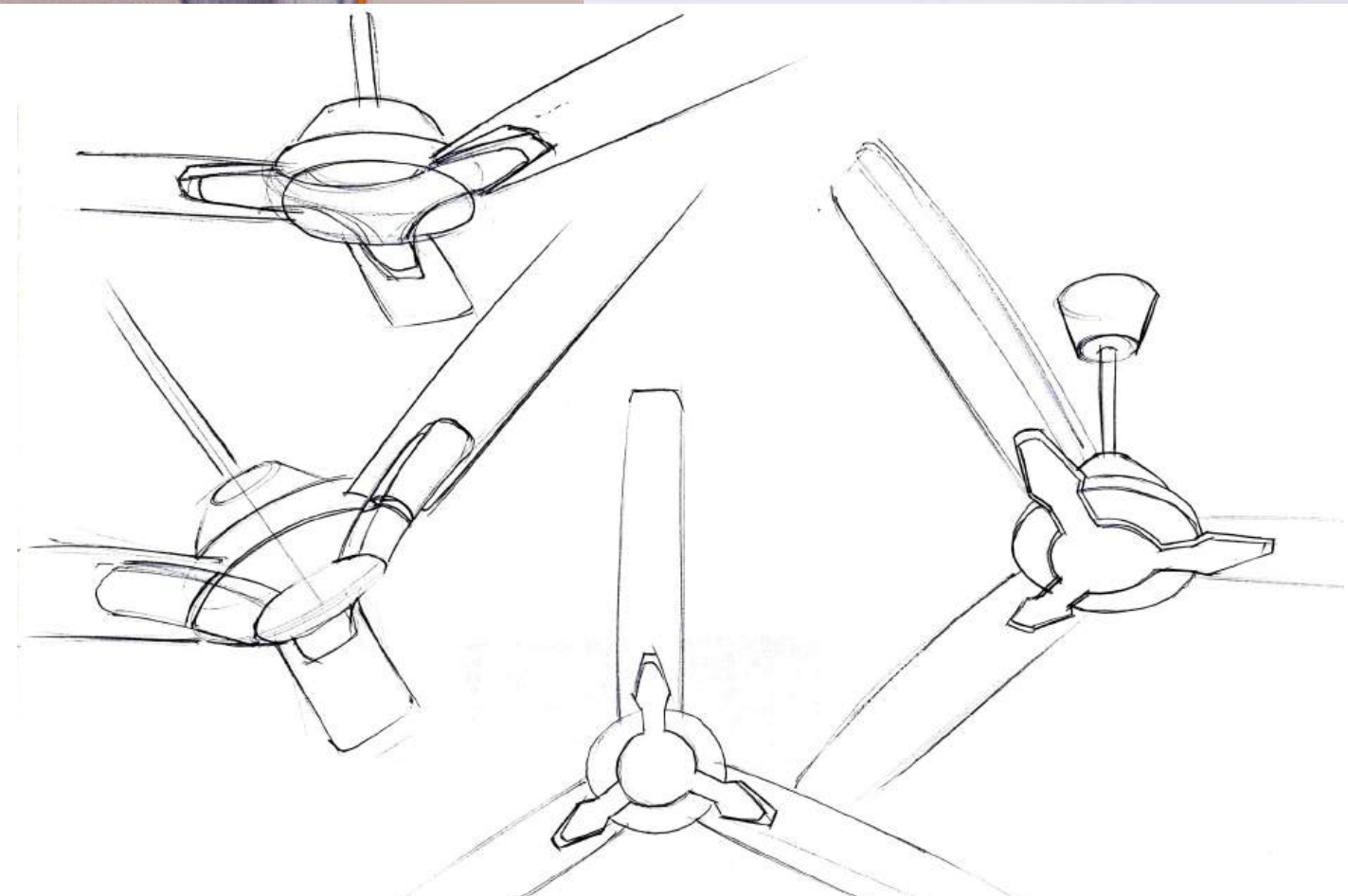
# VITAL PETAL

Ceiling fan

Elegant • Premium • Minimal

Vital Petal is a premium ceiling fan with a petal-inspired shank cover and an elegant chrome finish, blending natural beauty with superior performance.

- ▶ Ripple- and wave-inspired design
- ▶ Crafted exclusively for Polycab
- ▶ Organic, free-flowing blade form



[Link to the product](#)

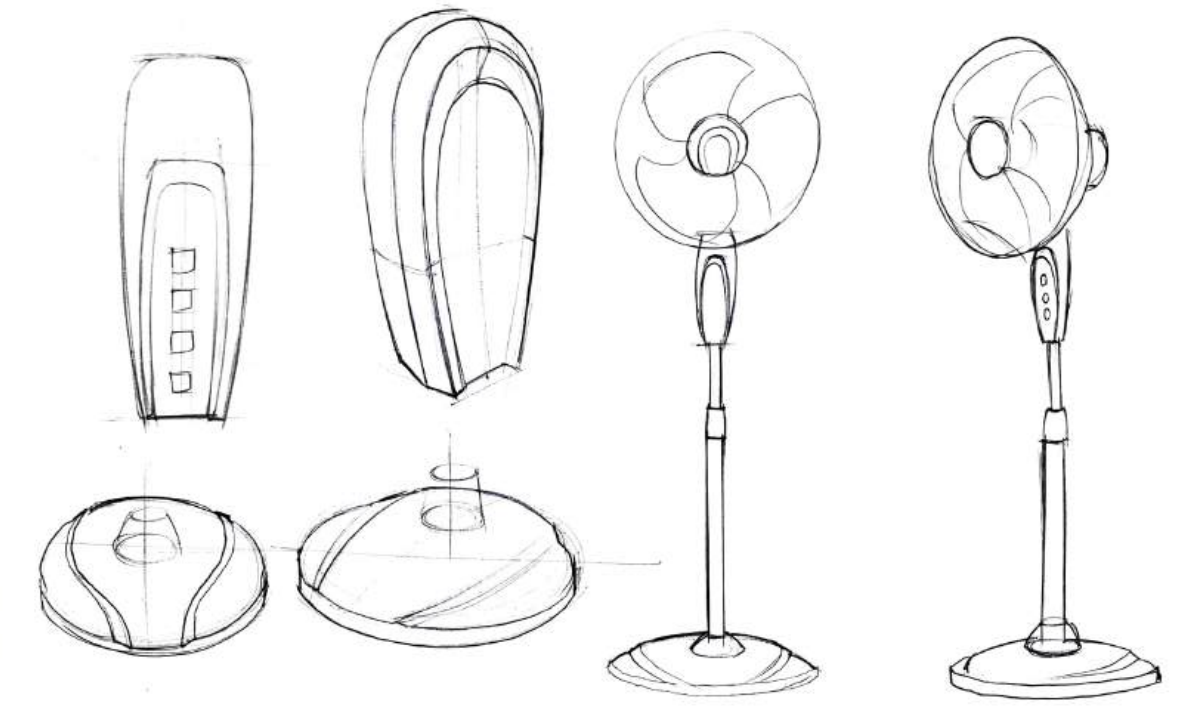
# MYSTIC LUSTRA

Ceiling fan

Sleek • Bold • Modern

The IVAS Mystic Lustra Deco Ceiling Fan boasts a sleek Aqua Teal finish, blending modern design with functionality. Its streamlined blades enhance décor while ensuring efficient airflow.

► Design and developed for IVAS




**Havells Gatik Neo 400mm Pedestal Fan (Aqua Blue)**  
 Visit the Havells Store  
 3.8 ★★★★★ 10,242 ratings  
 400+ bought in past month

**-45% ₹2,299**  
 M.R.P.: ₹4,299

Inclusive of all taxes  
 EMI starts at ₹111. No Cost EMI available EMI options ▼

[Link to the product](#)

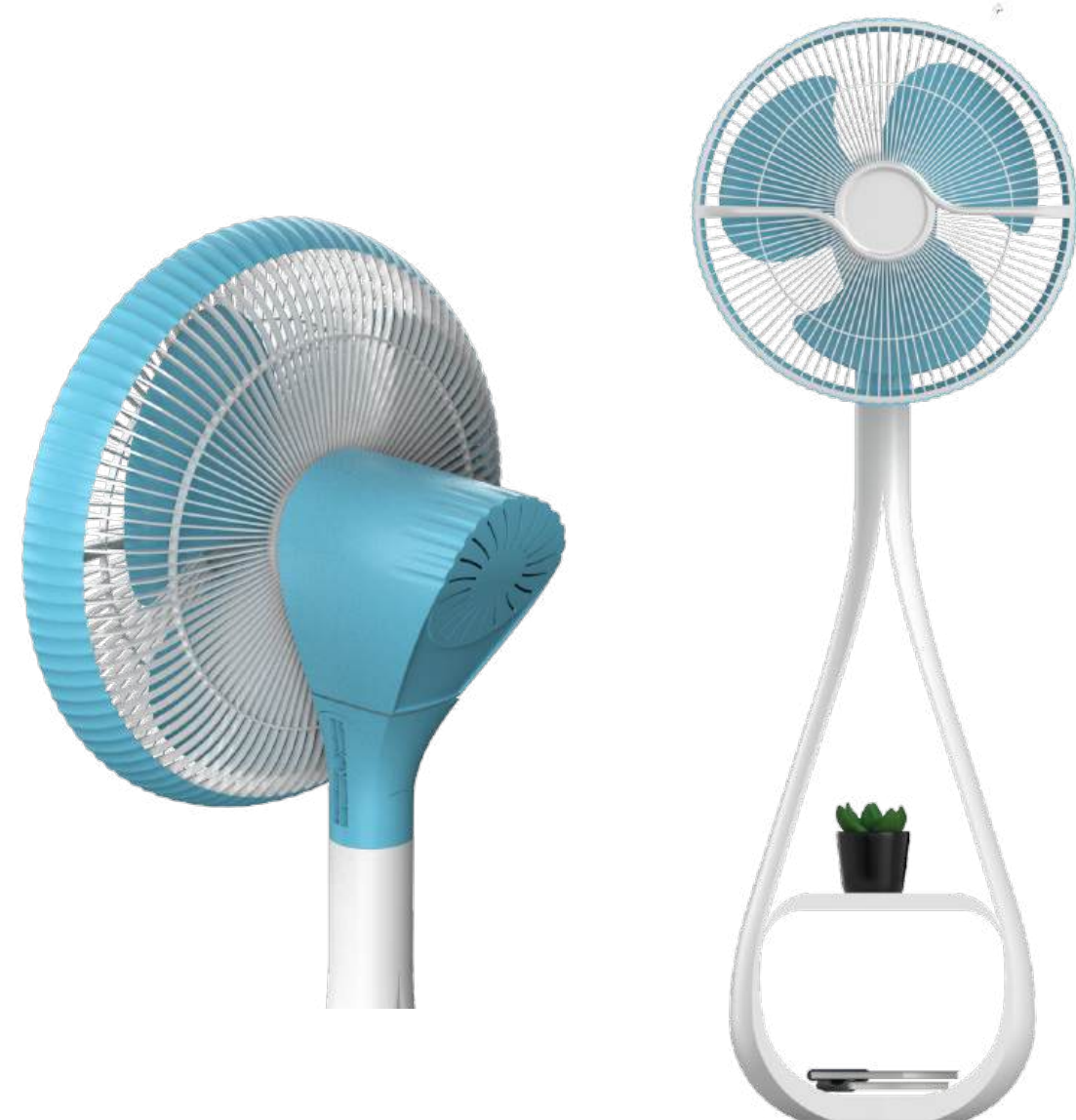
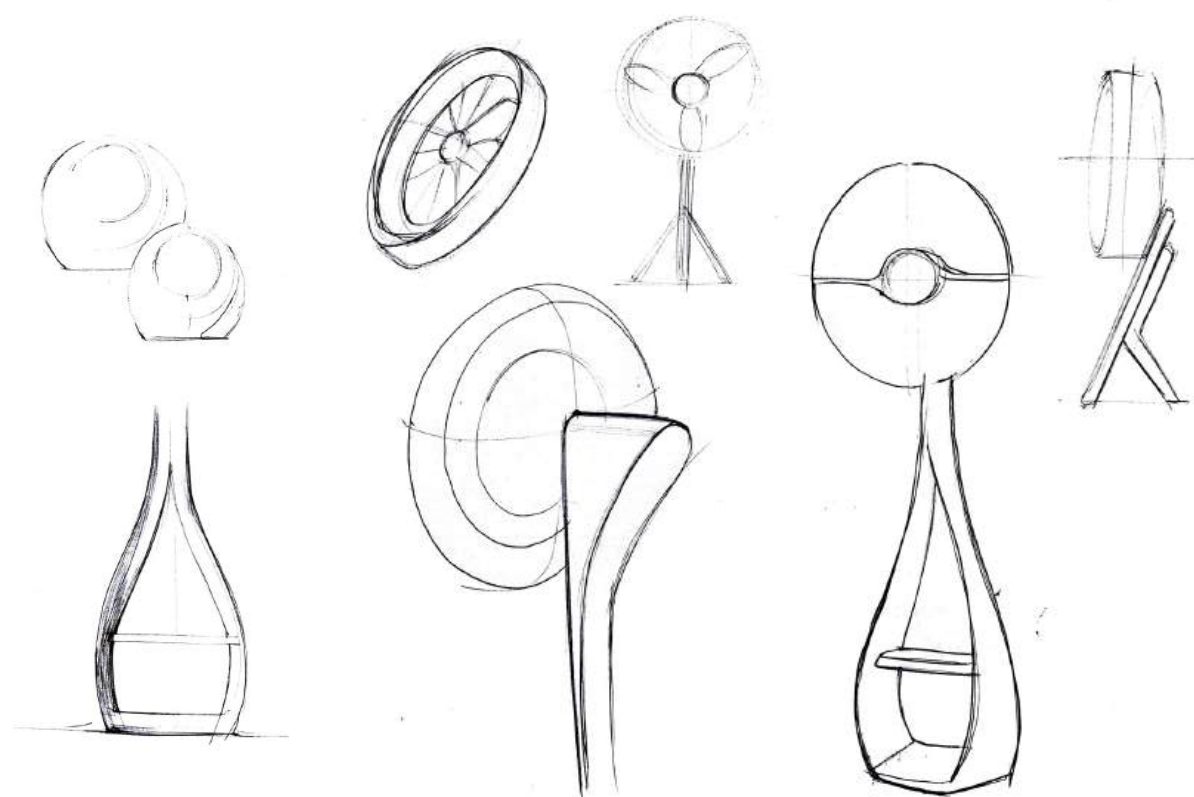
# GATIK NEO

Home Appliance | Pedestal fan

Elegant • Organic • Minimal

Gatik is a stylish pedestal fan with curved aesthetics, balanced round blades, and an ergonomic control panel for seamless functionality.

- ▶ Trims and curves inspired by a horseshoe
- ▶ Developed for Havells via OEM



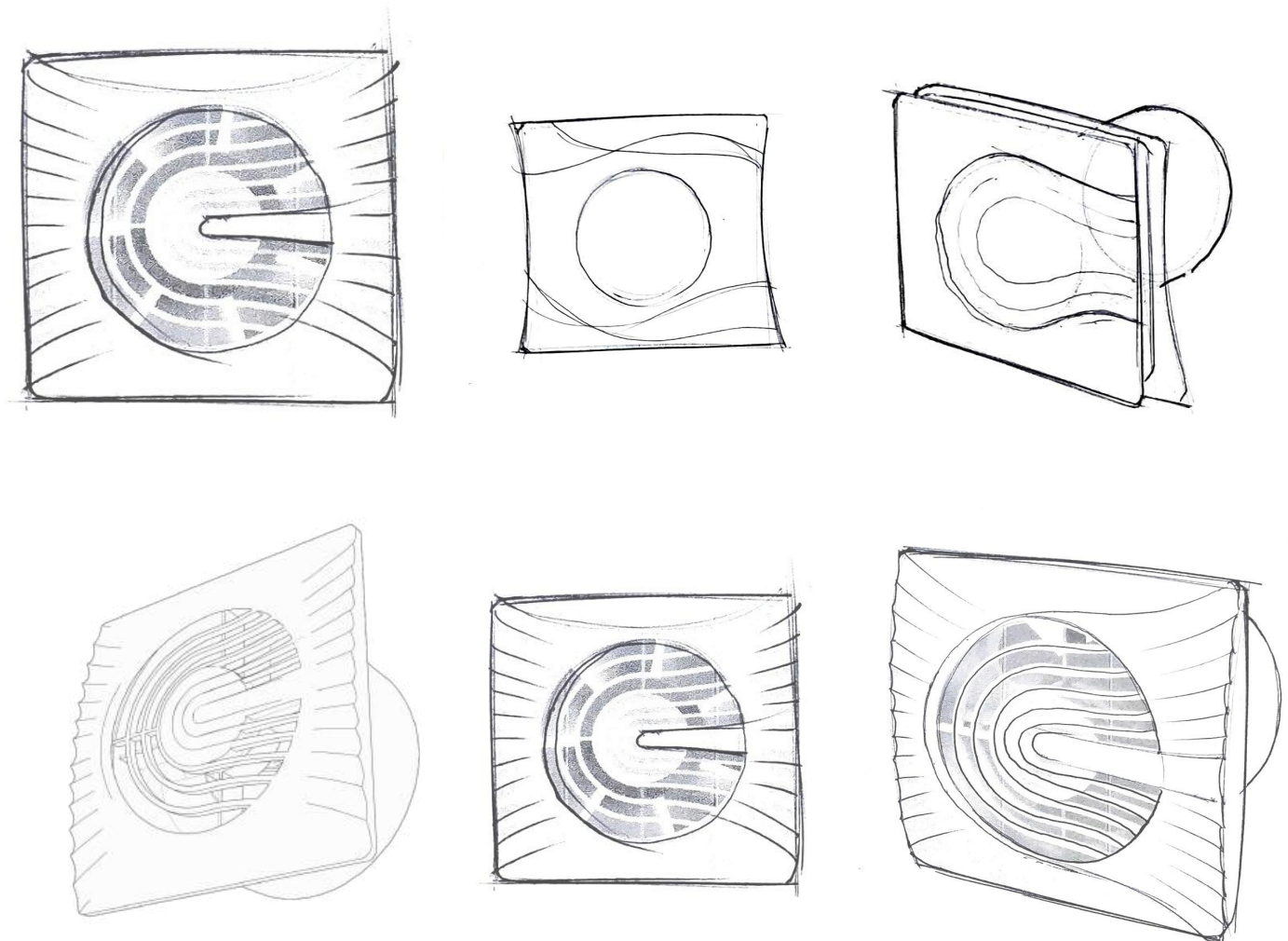
# PAISLEY

Home Appliance | Pedestal fan

Elegant • Organic • Modern

Paisley is a uniquely designed pedestal fan with a droplet-shaped form that doubles as a storage unit, blending cooling functionality with aesthetic and practical appeal.

- ▶ A hero product developed for Polycarb
- ▶ A unique blend of technology and luxury
- ▶ Integrates a lamp, wireless charging, bookshelf, storage rack, and a smooth, sturdy, high-performance pedestal fan
- ▶ Fully ABS body construction



# HIEN

Home Appliance | Exhaust Fan

Dynamic • Flowy • Robust

Hien is a stylish bathroom exhaust fan with a sleek design and rhythmic front fascia. It enhances aesthetics while efficiently ventilating moisture and odors.

- ▶ Designed and developed for Crompton
- ▶ Wave-inspired, fluid design



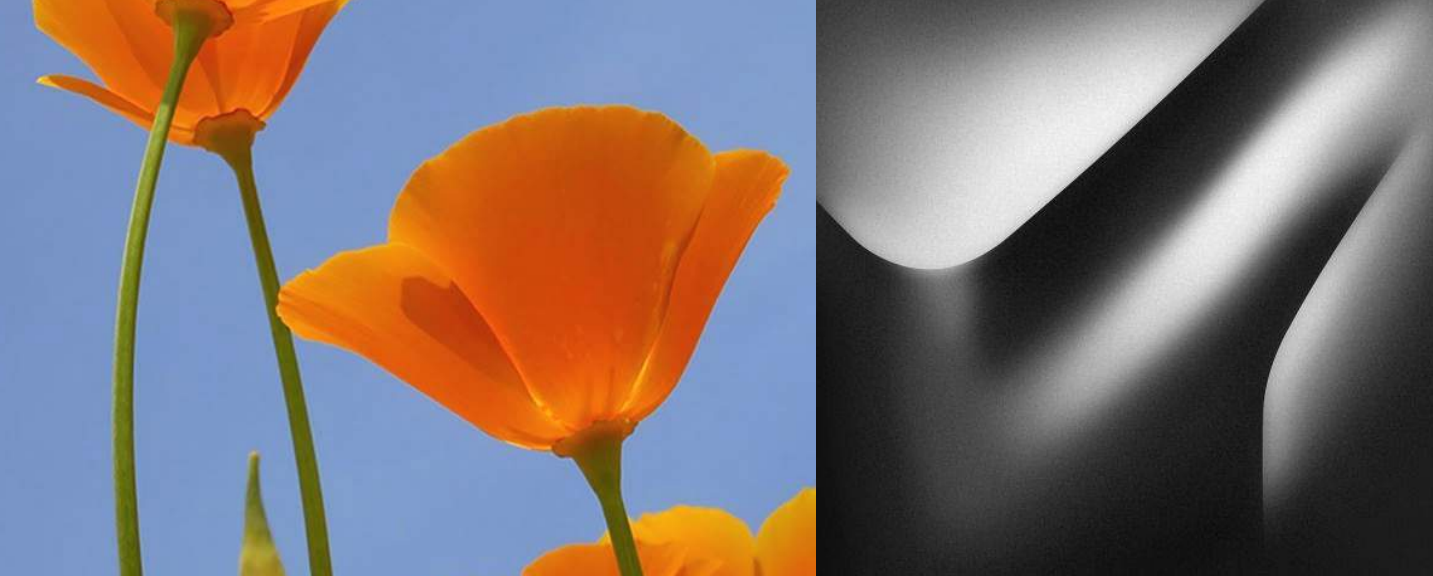
# TULIP

Kitchen appliance | Mixer Grinder

Unconventional • Organic • Feminine

Tulip is a mixer grinder with graceful, tulip-inspired curves, combining elegance and functionality for a unique, organic appeal.

- ▶ Designed and developed for Reliance Digital
- ▶ Tulip-inspired, elegant form



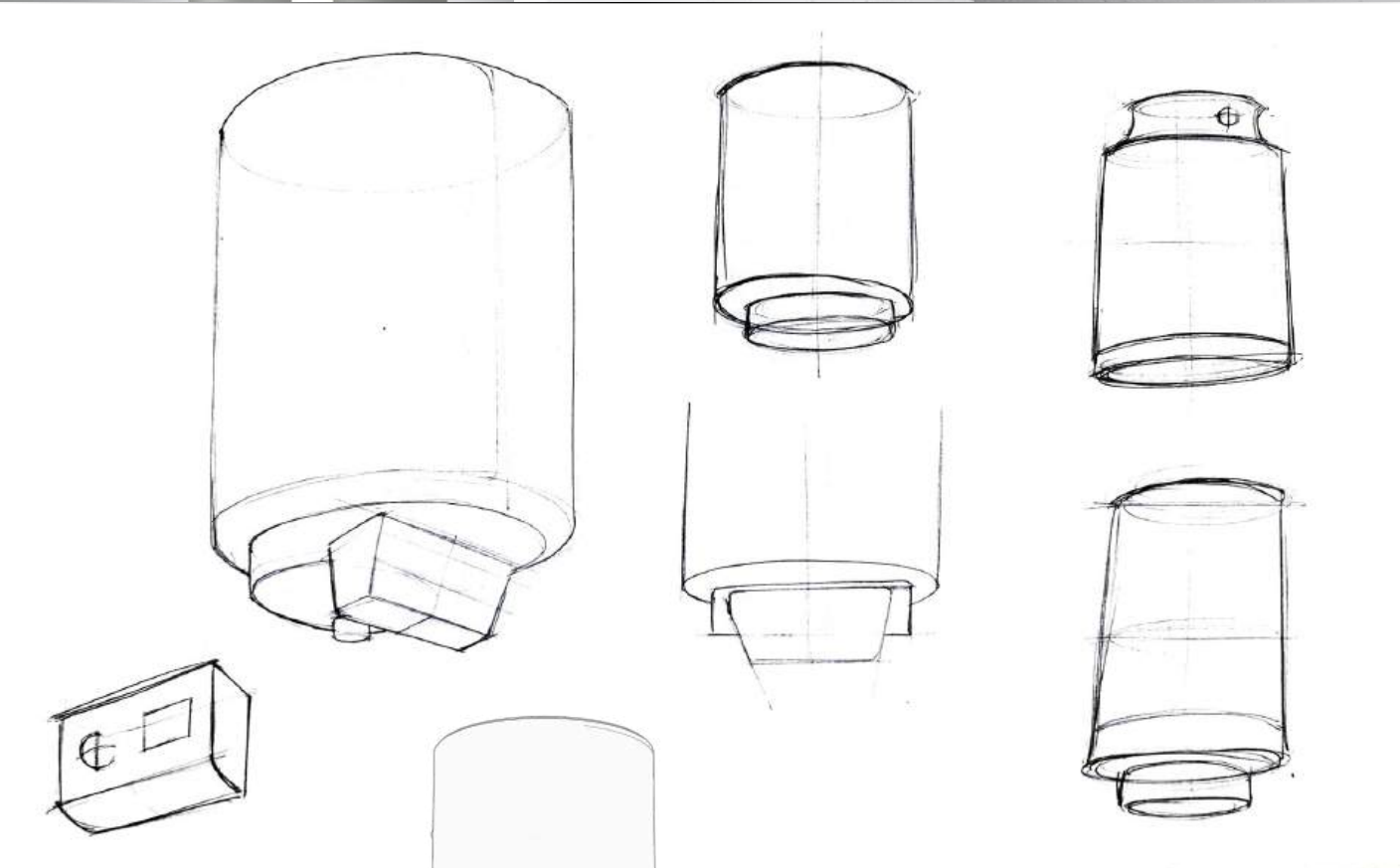
# FLORA

Kitchen appliance | Mixer Grinder

Balanced • Premium • Elegant

Flora boasts a unique, flower-inspired design that beautifully combines elegance with stability, creating a striking yet balanced look.

- ▶ Feature-rich mixer grinder
- ▶ Silent BLDC motor
- ▶ Multiple modes for chutney, smoothie, and more
- ▶ Jar and lid lock detection sensors
- ▶ Touch-capacitive control panel
- ▶ Pilot batch of 15 enclosure sets delivered to LUCAS TVS




Polycab Hohm Zuerst 10 Litres Smart Storage Water Heater/Geysler, Works with Alexa, Google Home, Hohm App, with LED display, Multiple Modes, Grey (With Free Installation)

Visit the Polycab Store  
3.3 ★★★★★ 51 ratings

**-61%** ₹7,599  
M.R.P.: ₹19,300

Inclusive of all taxes  
EMI starts at ₹368. No Cost EMI available EMI options

[Link to the product](#)

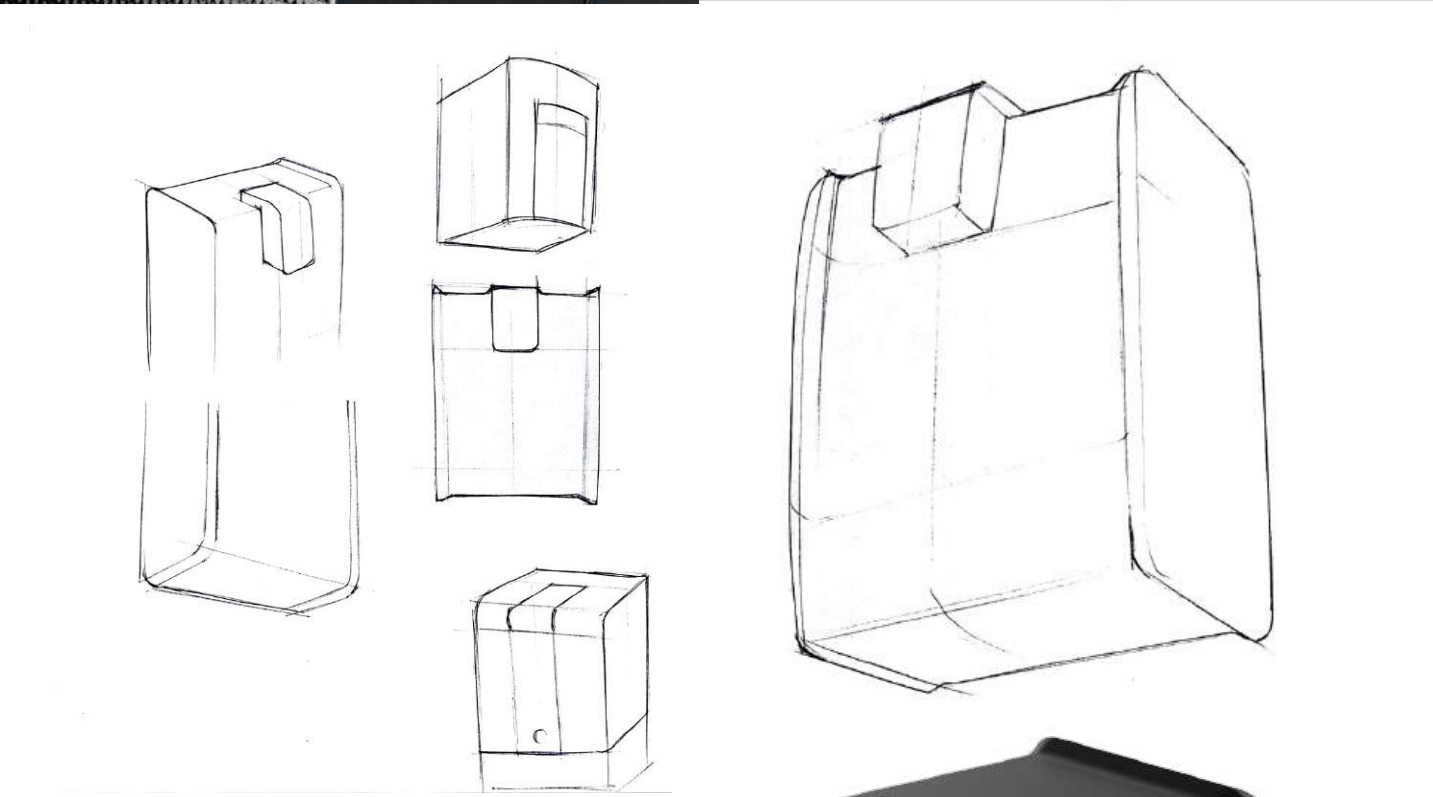
# ZUERST

Home appliance | Storage Geysler

Premium • Minimal • Professional

Zuerst is a premium AI-enabled water heater with a minimalist design. It features a front touch panel for temperature control and chrome trims for an elegant home aesthetic.

- Designed and developed for Hohm, a Polycab sub-brand



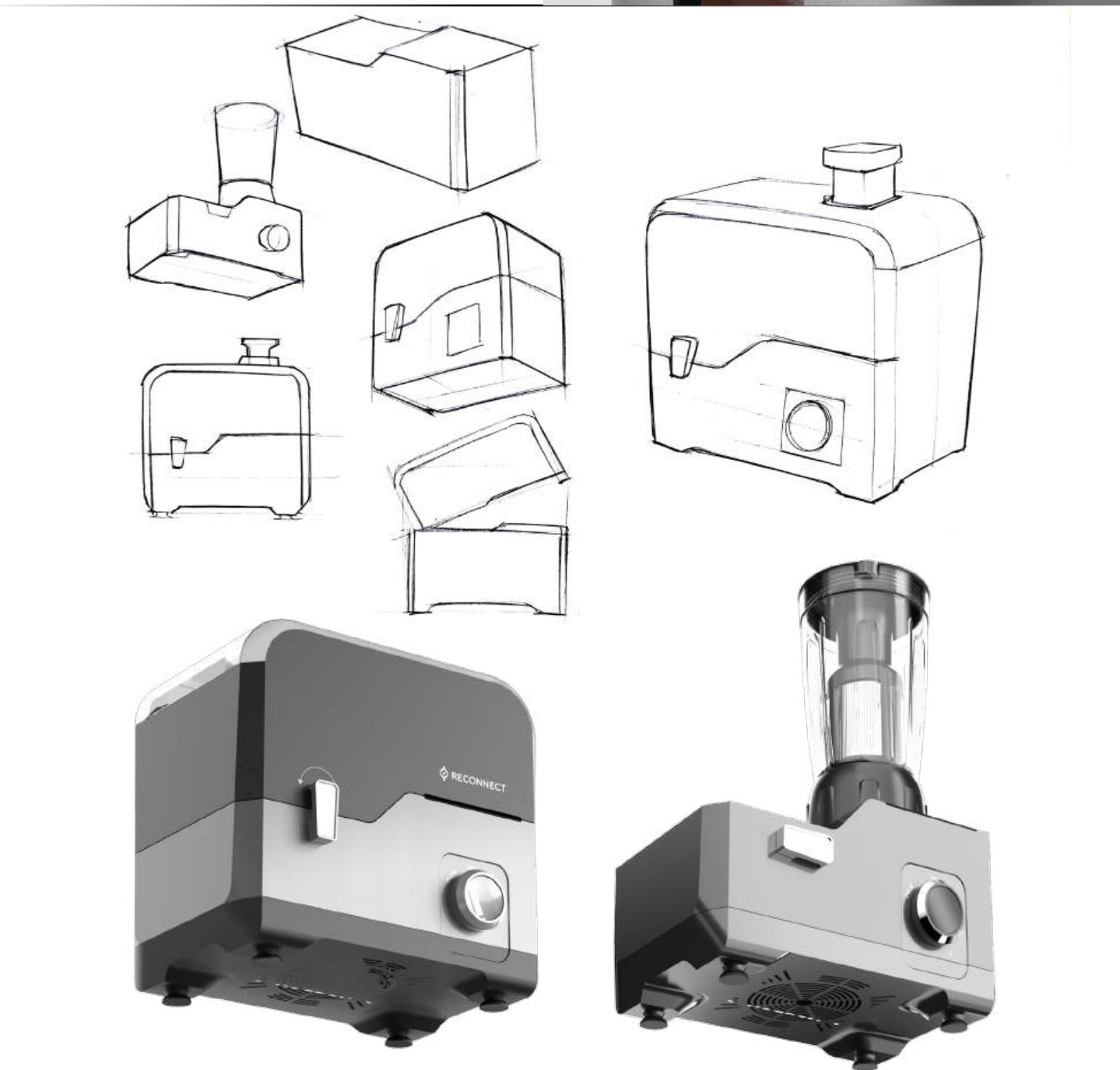
# ZUVI

Kitchen appliance | Water Purifier

Clean • Smart • Classy

Zuvi is a sleek water purifier designed for both wall and countertop use. With smart dispensing and enhanced functionality, it provides clean water with style and convenience.

- Front facia redesign and integration of sensor based dispenser.



 RECONNECT

 UOVA  
DESIGN COMPANY



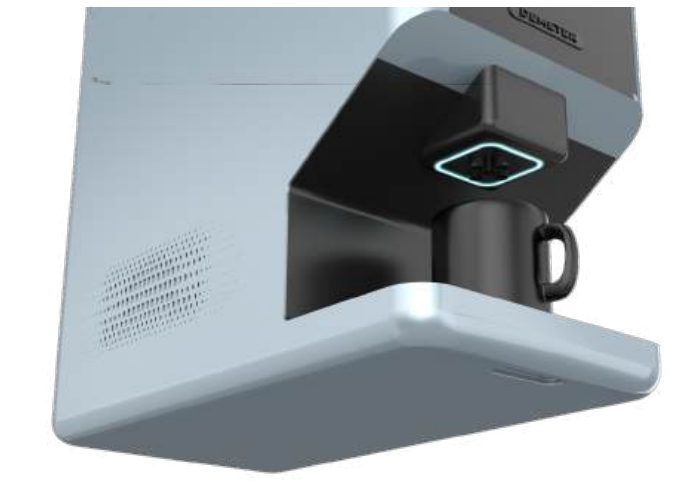
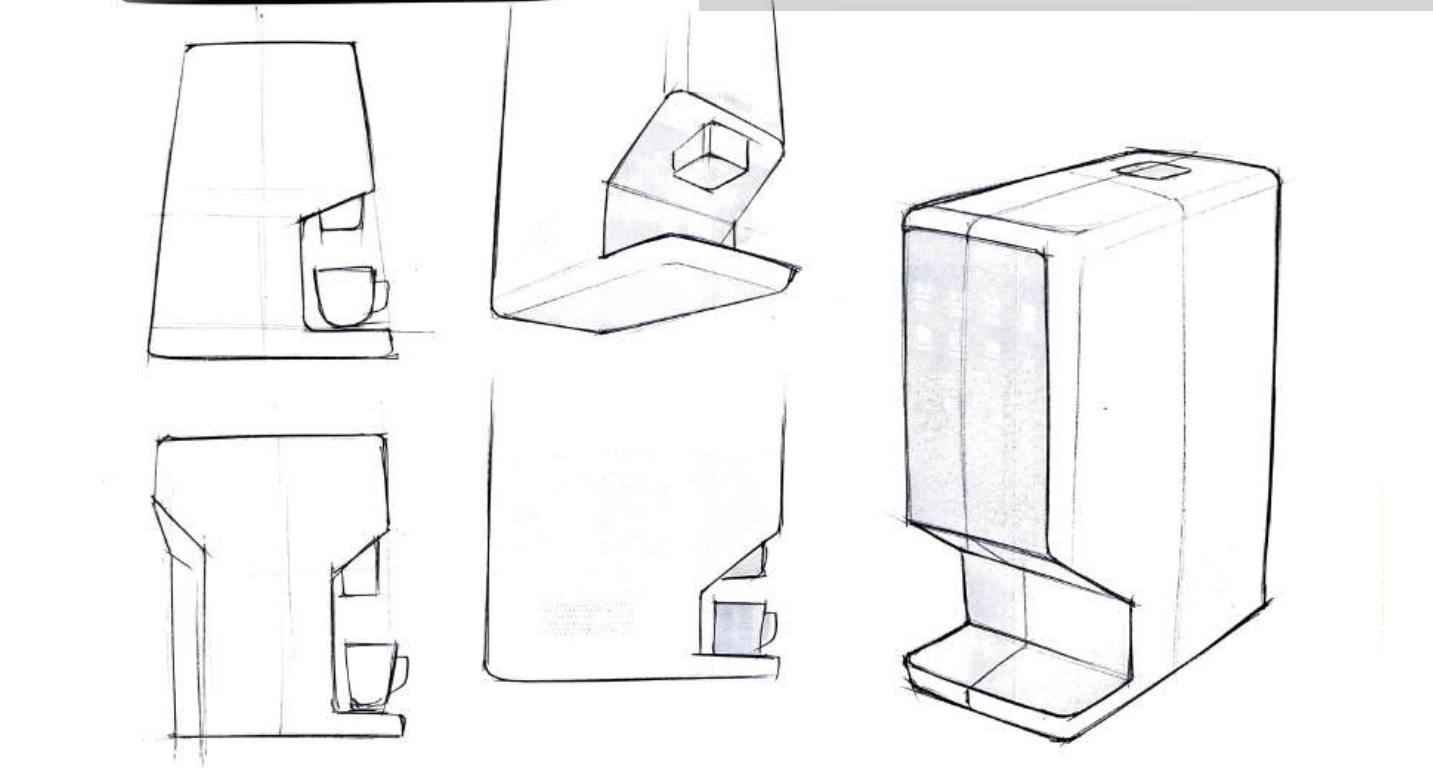
# ACUTEOR

Kitchen appliance | Juicer Mixer Grinder

Versatile • Robust • Premium

Acuteor is a premium juicer mixer grinder (JMG) with an innovative design and superior functionality. Its unique top assembly ensures effortless operation, setting it apart from the rest.

► Inspired from automobile (canoo van)



# DEMETER

Kitchen appliance | Coffee Maker

Sleek • Minimal • Professional

Demeter is a sophisticated coffee maker with a sleek, minimalist design and premium metallic accents. Its IoT integration and large touch display ensure a seamless, personalized brewing experience.

- ▶ Revamped an existing boxy, regular coffee dispenser
- ▶ Redesigned into a smooth, visually appealing coffee machine
- ▶ Achieved using sheet-metal construction with injection-moulded frames and panels



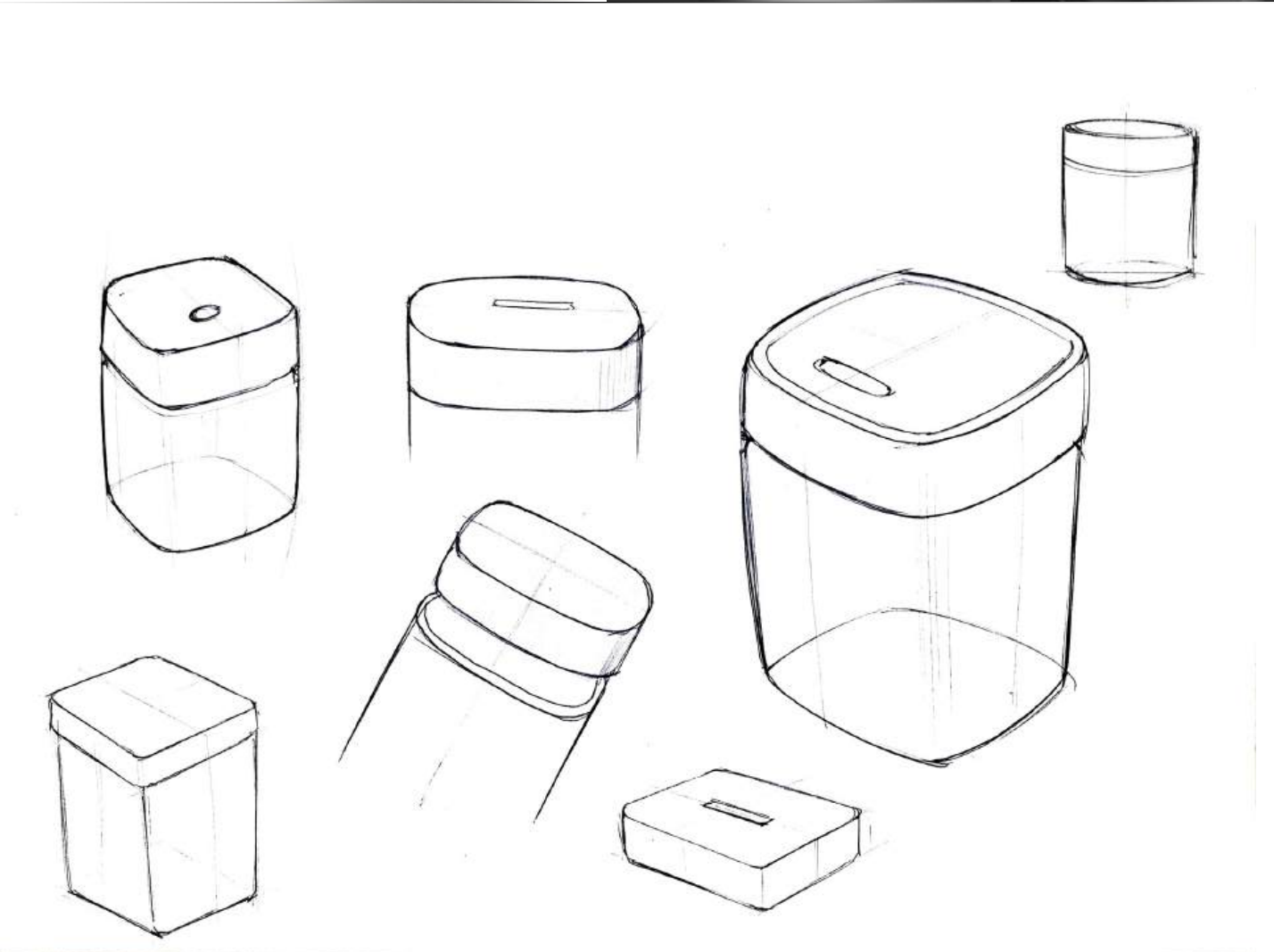
# CRAVELOCK

Consumer Electronics

Smart • Modest • Simple

Crave Lock is a smart utility device that helps users manage cravings with secure locking technology, keeping tempting treats out of reach.

- ▶ Designed to help control cravings and achieve personal milestones
- ▶ Store your desired items and set goals/timers via the app or onboard controls
- ▶ Developed for a U.S.-based client
- ▶ Use cases include:
  - Locking your phone or gaming device to stay focused
  - Storing treats that unlock only after you meet your goals





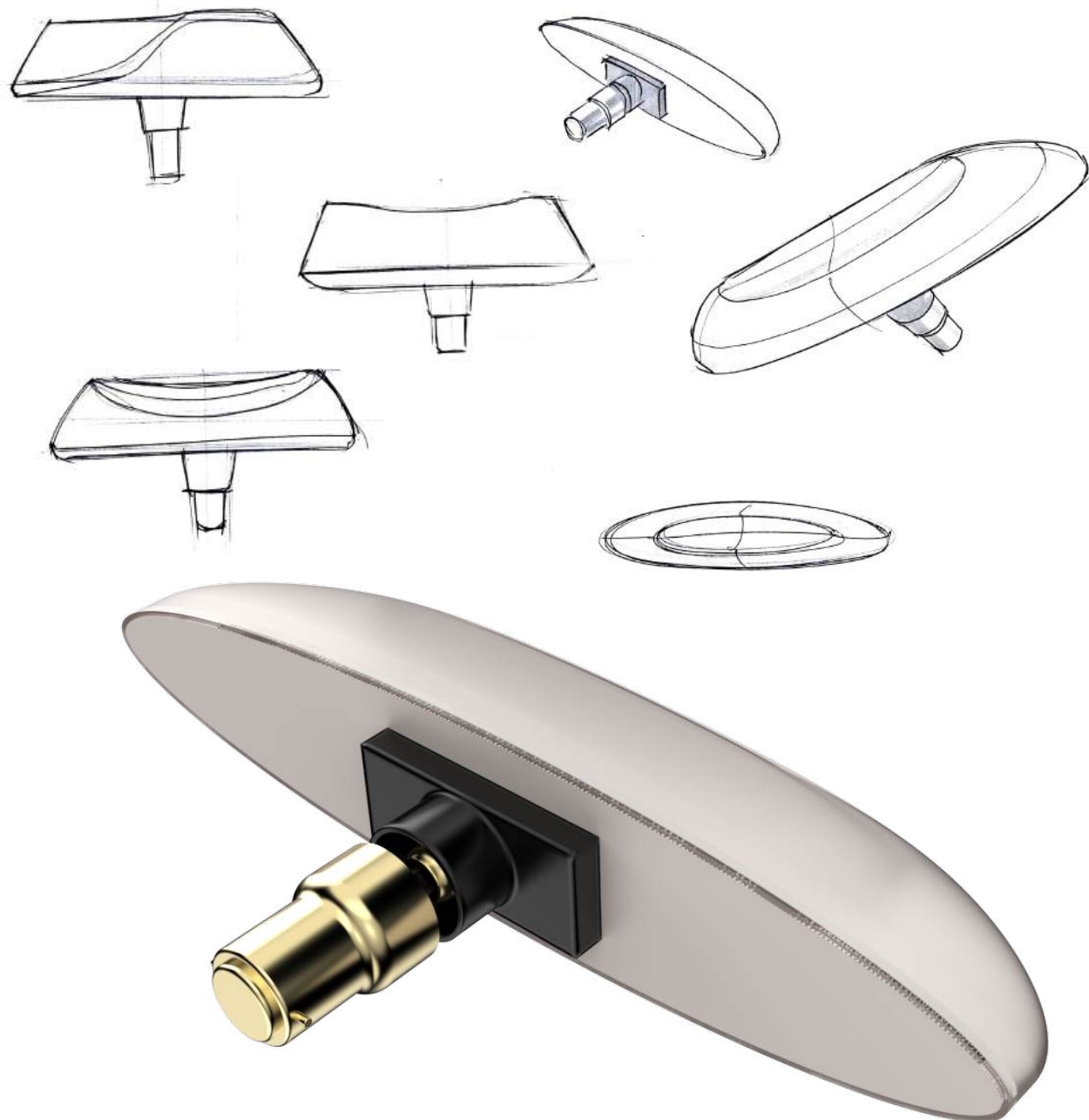
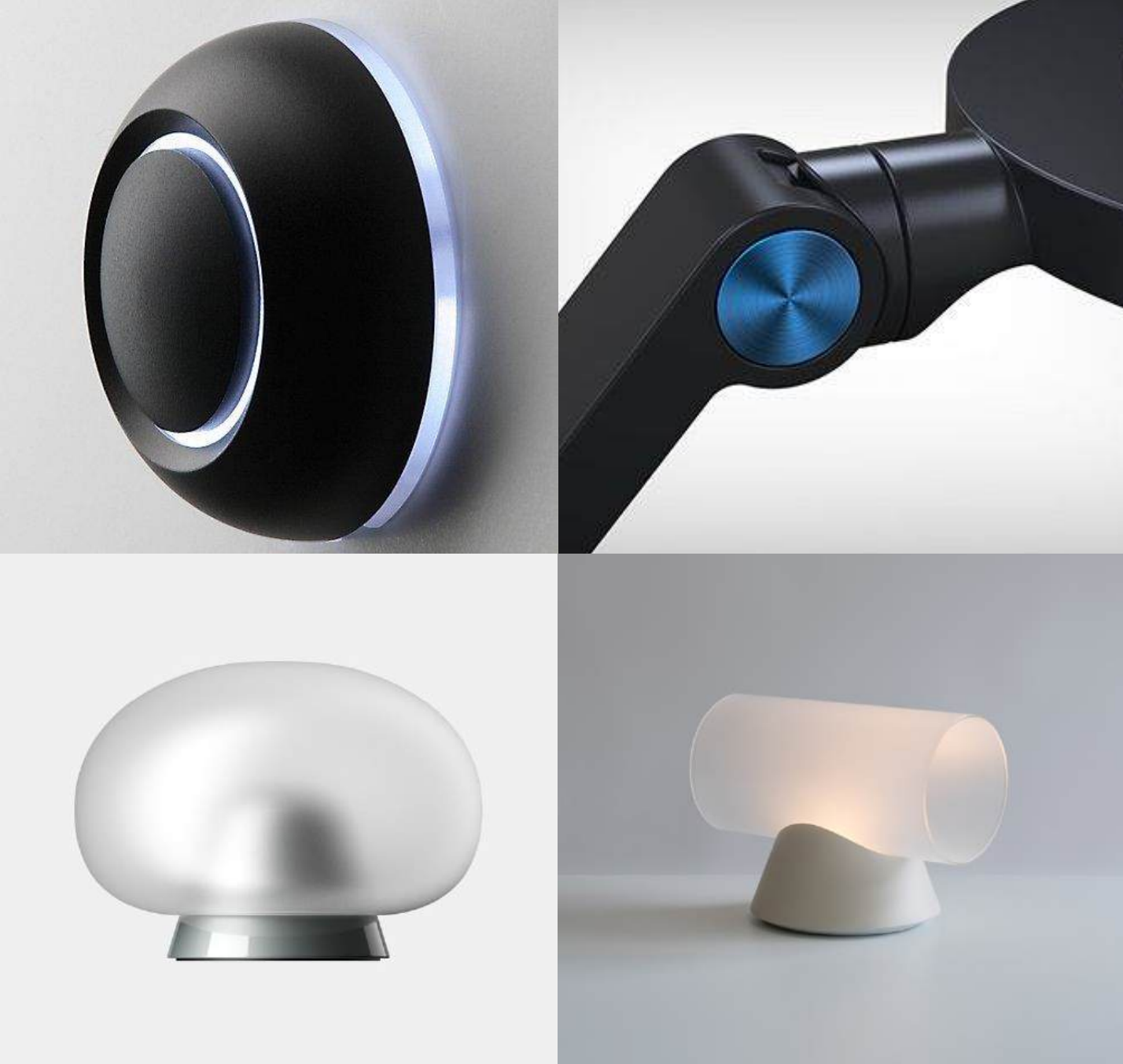
## T-BULB

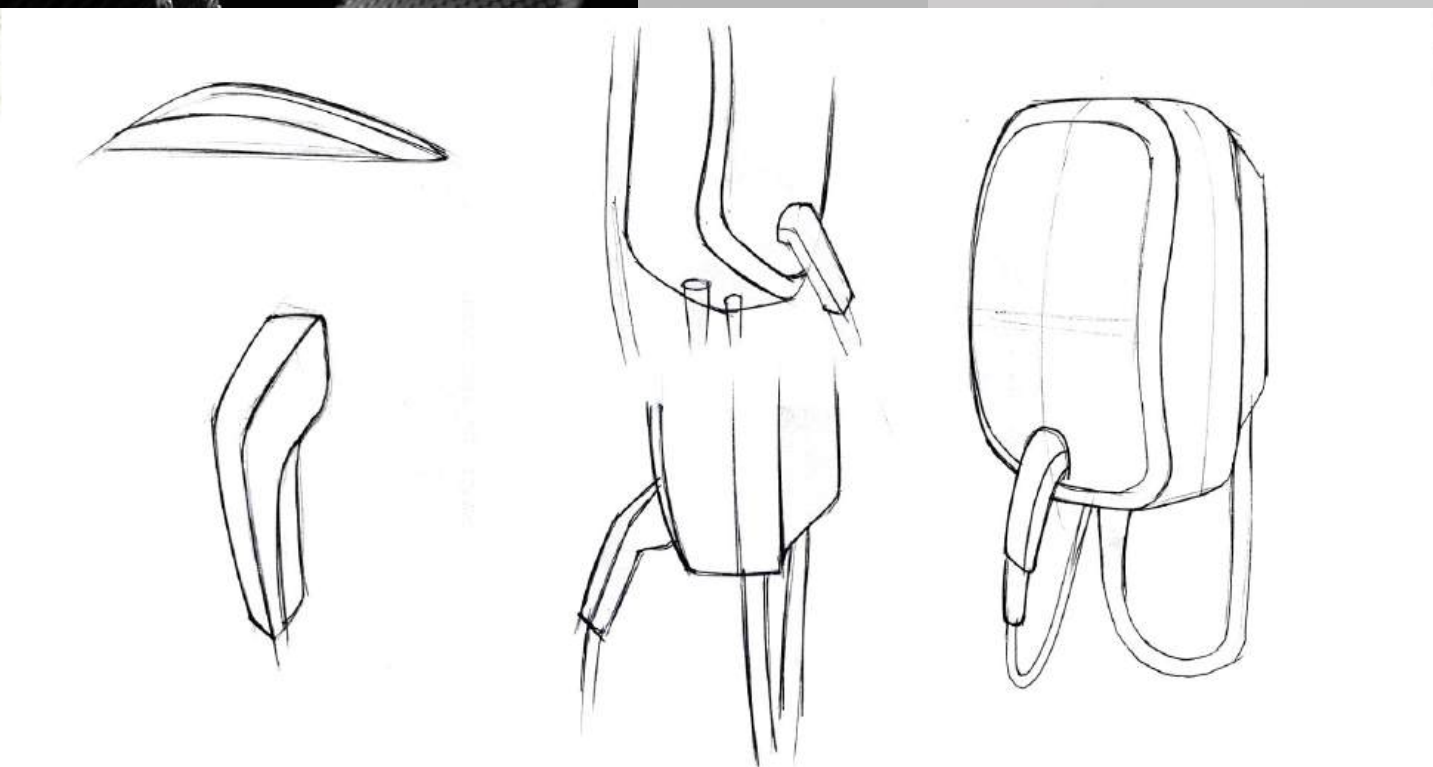
Consumer Electronics | Lighting

Unconventional • Elegant • Premium

T-Bulb is a premium horizontal lighting solution that combines elegance, durability, and energy efficiency. Its sleek design emits a warm glow, enhancing any space with sophistication.

- ▶ Designed and developed for Panasonic
- ▶ Explored alternative forms beyond the standard T-bulb shapes, resulting in options that worked remarkably well





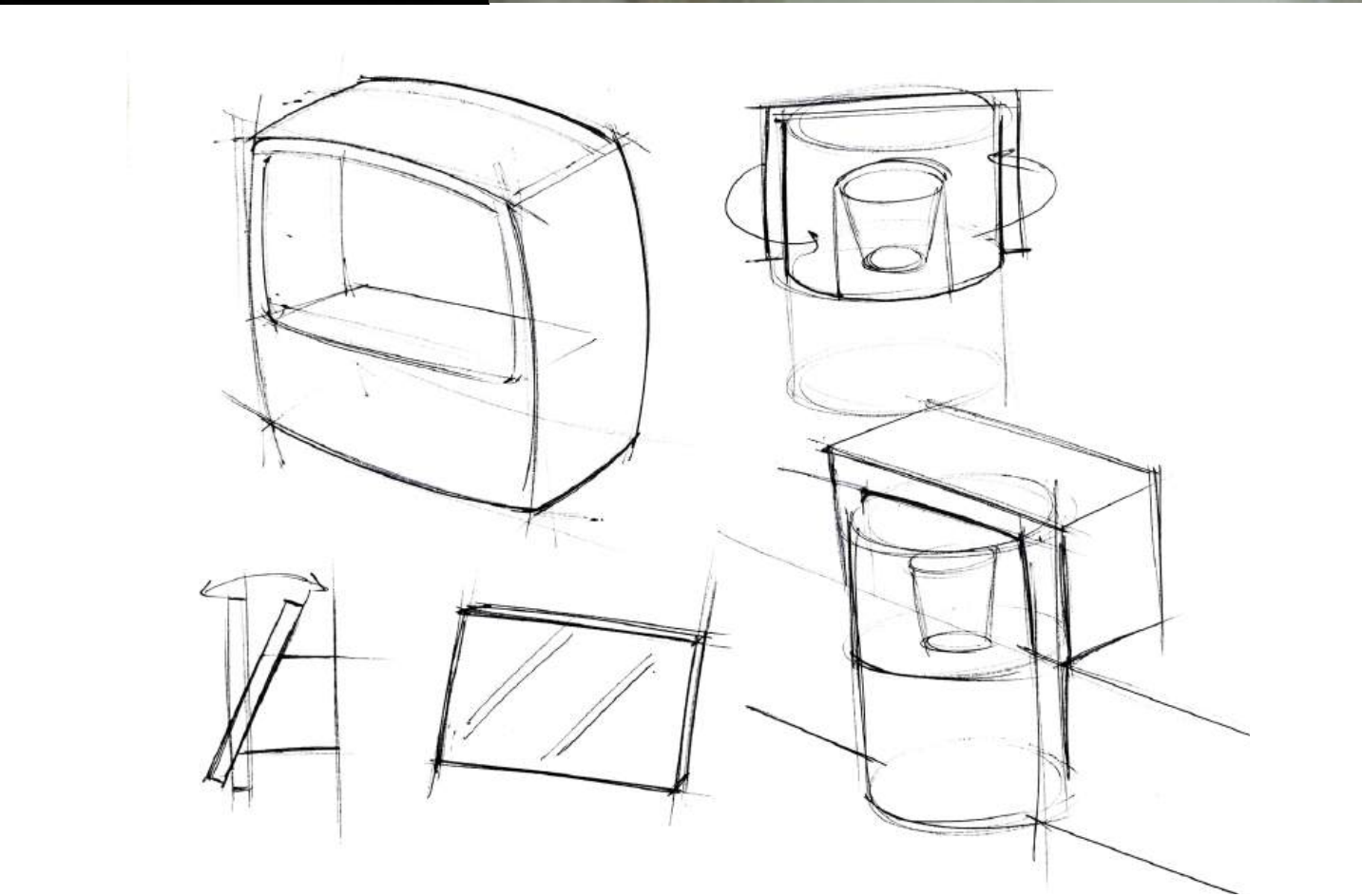
# CHARGEGRID

Outdoor Products | EV Charger

Futuristic • Minimal • High - Tech

ChargeGrid is a cutting-edge EV charger with a sleek, intelligent design that seamlessly blends practicality, convenience, and sophistication.

- ▶ Transformed an old boxy sheet-metal enclosure into an aesthetically refined injection-moulded design to compete with rivals.
- ▶ Reorganized internal components and structural framing to optimize load distribution and functionality.



## ROBOTIC BARISTA

Kiosk

Futuristic • Industrial • Techy

This robotic kiosk automates coffee ordering and serving. With a smart touchscreen and precise dispensing system, it delivers a quick, convenient, and consistent coffee experience.

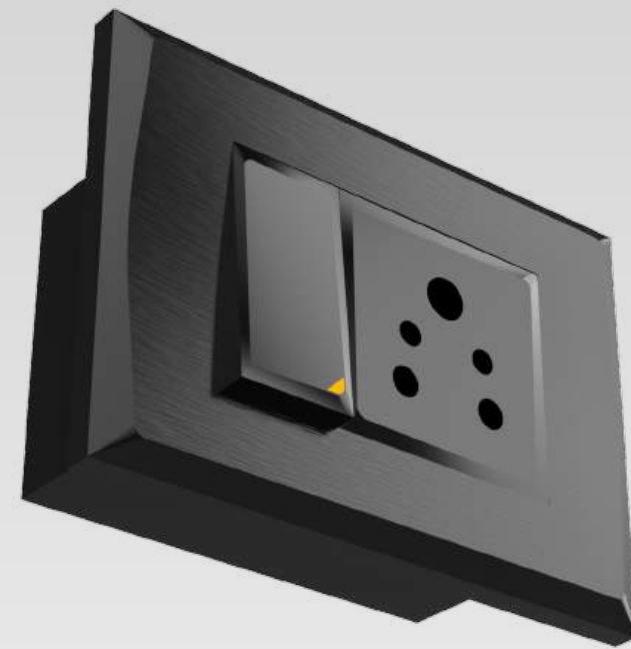
- ▶ A concept developed for an U.S based client.
- ▶ A coffee counter that serves a choice coffee with help of installed robotic arm.

# Electricals & Accessories

Designed and developed for Polycab



Smart Switch



Switch Board



Round Spike Guard



Ceiling Rose



Bulb Holder

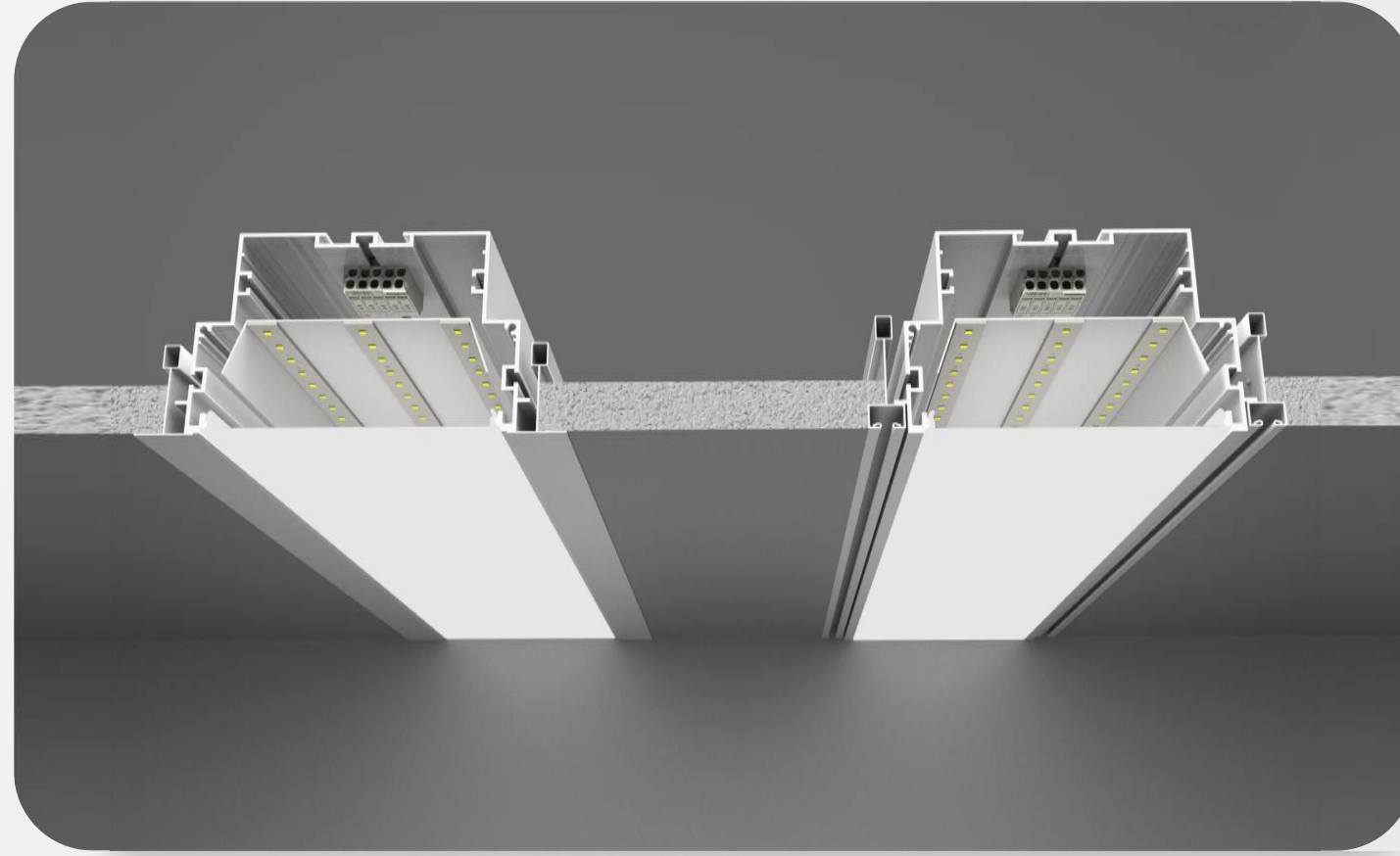


Ding Dong Bell

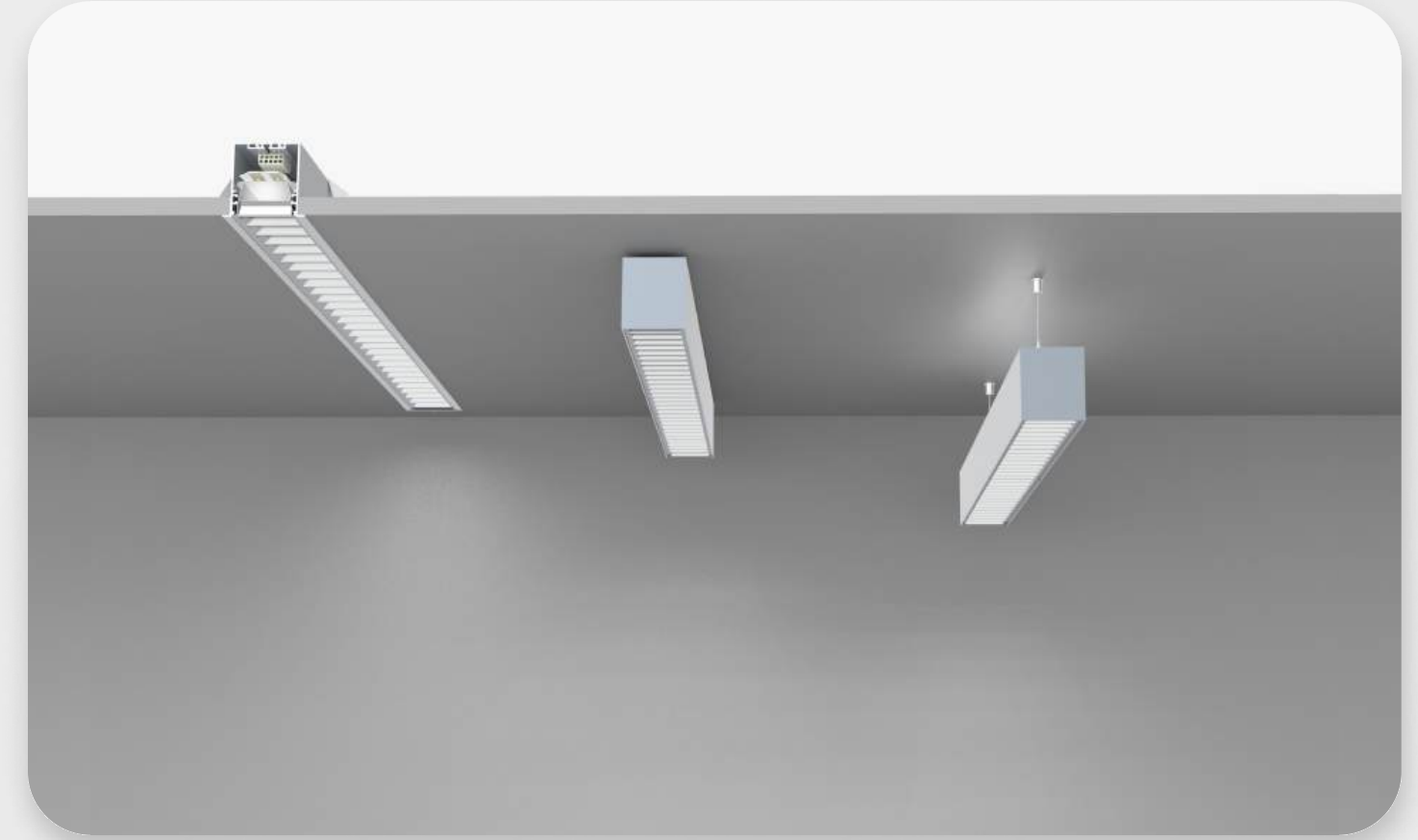
# Lighting Products & Accessories



Bulb holder



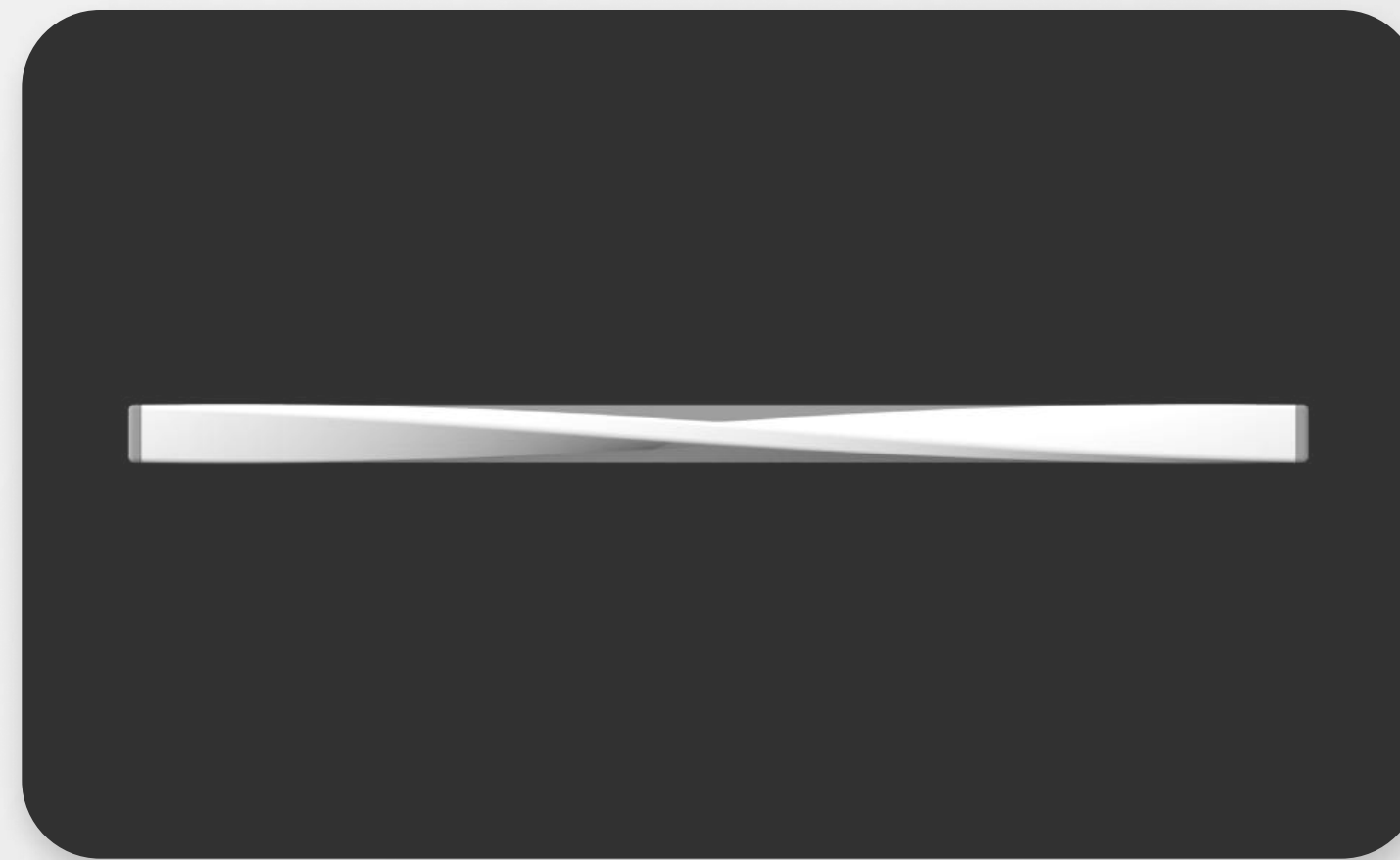
Extrusion Ceiling lighting



Recessed Ceiling lighting



Twin Tubelight



Twisted Tubelight



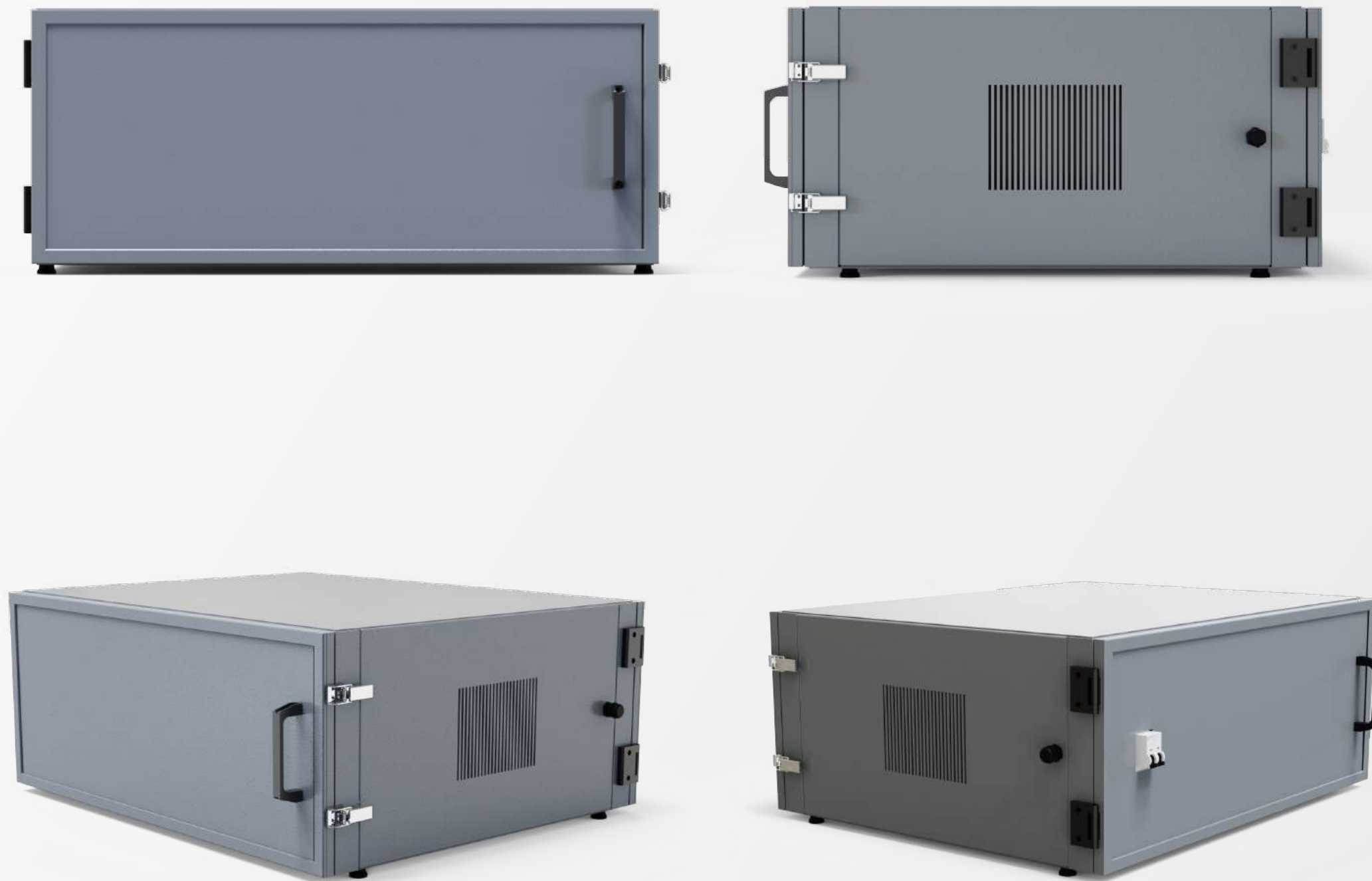
T-bulb

# Metal enclosures

Where strength meets intelligent design.

We engineer precision metal enclosures that balance structural integrity, thermal performance, and manufacturability from day one. Built to protect critical systems, streamline assembly, and scale seamlessly into production.

## L & T encloure design



## Zitrus encloure design



# HelpMeSee | Cataractor surgery simulator & Case study

## Product overview



A hands-on eye-surgery simulator designed to help users accurately practice cataract extraction. It enhances precision, builds confidence, and improves surgical skills through realistic anatomy, instrument handling, and guided procedural steps.

## But there are some Problems



### PHYSICAL UNLOADING

- Calibration issues
- Wear and tear



### FORKLIFT UNLOADING

- High cost
- Time consuming
- Unavailability of forklift at all sites



### PORTABILITY AND PHYSICAL UNLOADING

- Damage to the outer casing
- Calibration Issues Wear and tear
- Calibration issues
- Wear and tear

## Preposed Solution



So they floated an **Query** to come up with an idea which can resolve mobility and portability issues yet cost effective solutions.

- The simulator developed by a Switzerland base company Moog Design who are expert in making aircraft simulators
- The existing simulator has been developed considering tier 1 cities where forklift and transport is easily available.
- But management saw people are using bare hands and physical unloading which cause damage and portability was major concern

-Our selected **Solution** is on next slide

# HelpMeSee | First product delivered by IUOVA



- Fully modular structure that packs into six portable boxes
- Enhanced mobility and logistics efficiency
- Reduced risk of transit damage



- Redesigned with a modular structure
- Use of standard tubes and channels to control cost.
- FRP enclosure for enhanced aesthetics
- Up to 30% reduction in overall weight
- Easy installation without professional assistance



- RPT developed using metal structure and FRP panels to study and refine minute design changes
- The team rigorously tested the RPT to identify and resolve issues
- After successful validation, the first prototype was installed at the client's office

# Iuova's Own Products

## Oasis

Seamless Kitchen Sink



## Ignis

Smart Kitchen Stove



## Dex Box

Desk Organiser



## Nimbus

Portable Multi-Dispenser



## Apsire

Seamless Retractable Pen



## Loop

Wearable Air Purifier



## Cura

Heat Therapy Band



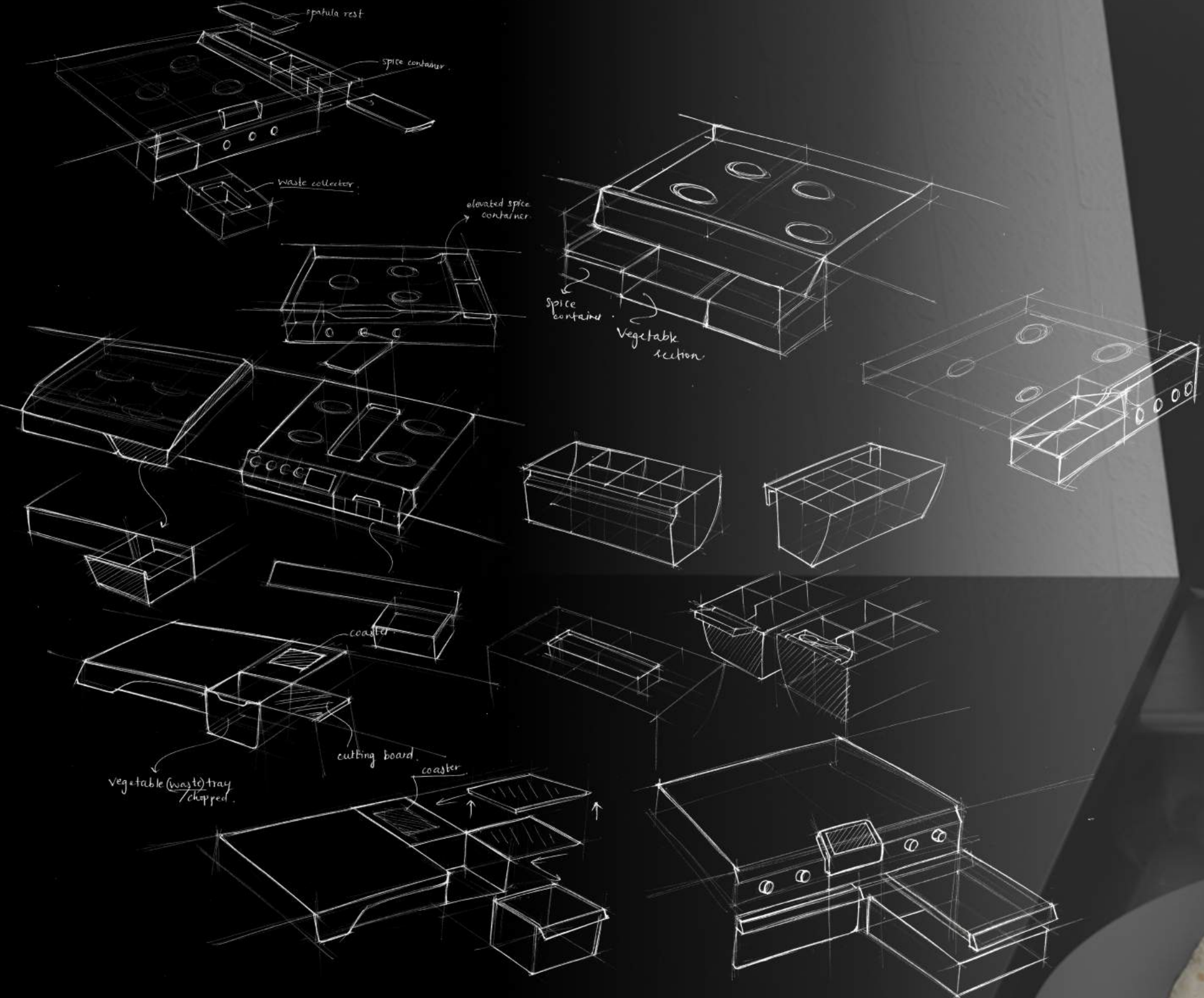


OASIS is a seamlessly integrated sink that sits flush with the countertop  
Features a multifunctional lid with an adjustable divider  
Concealed storage keeps the kitchen clutter-free  
Includes a chopping board, foldable basket, and glass rinser  
Enhances everyday kitchen efficiency and experience

# OASIS

Modular • Neat • Versatile

IUOVA Design Company / 034



# IGNIS

Seamless • Smart • Premium

IGNIS is a premium stove designed for efficiency and elegance  
Detachable spatula rest for easy cleaning  
Seamless lid prevents oily wall buildup  
Thoughtfully crafted for a cleaner cooking experience

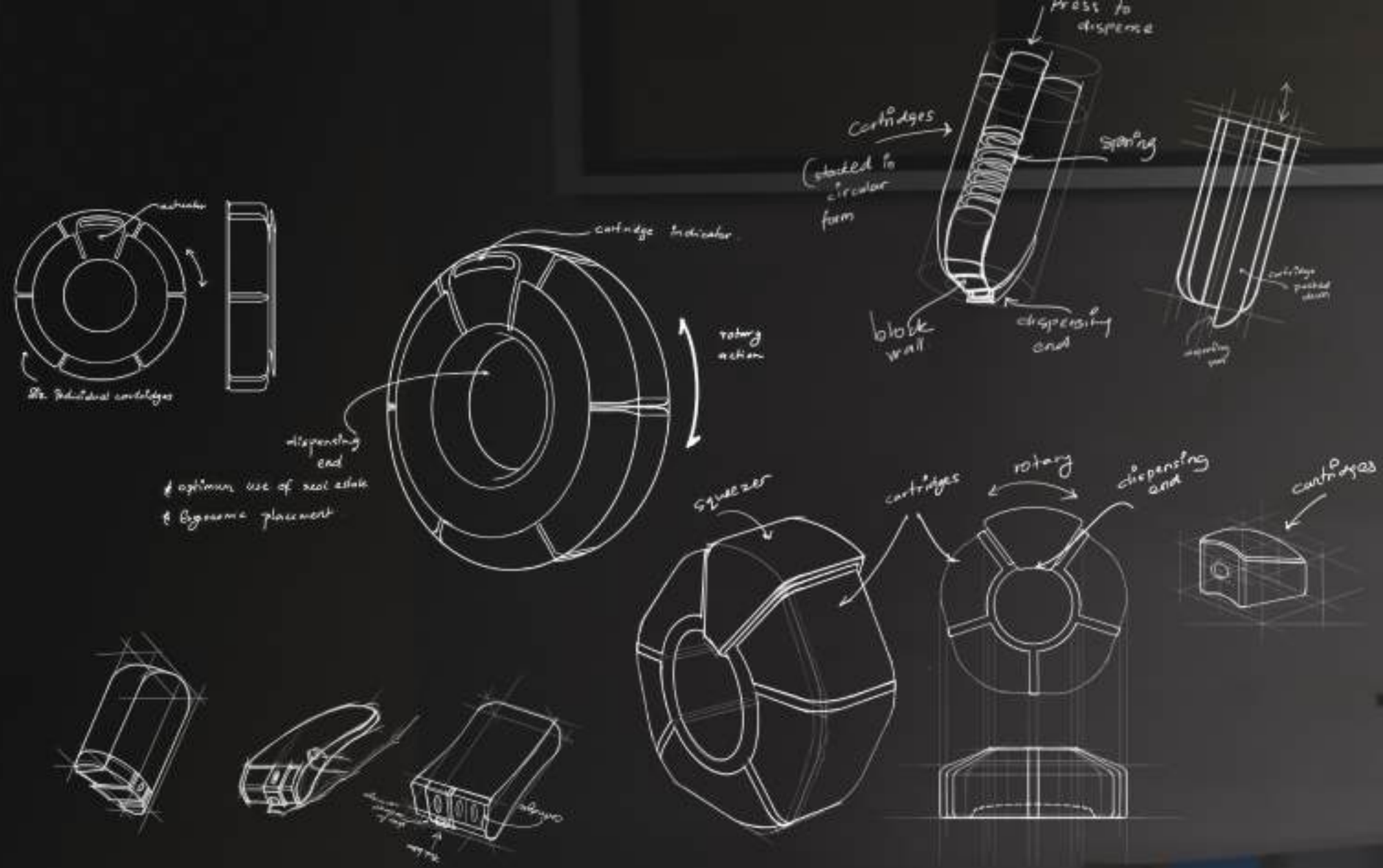




Dex Box is a modular desk organizer combining essentials like a clock speaker, lamp, calendar, storage, and planters. A mix-and-match system enables a clean, personalized workspace.

# DEX BOX

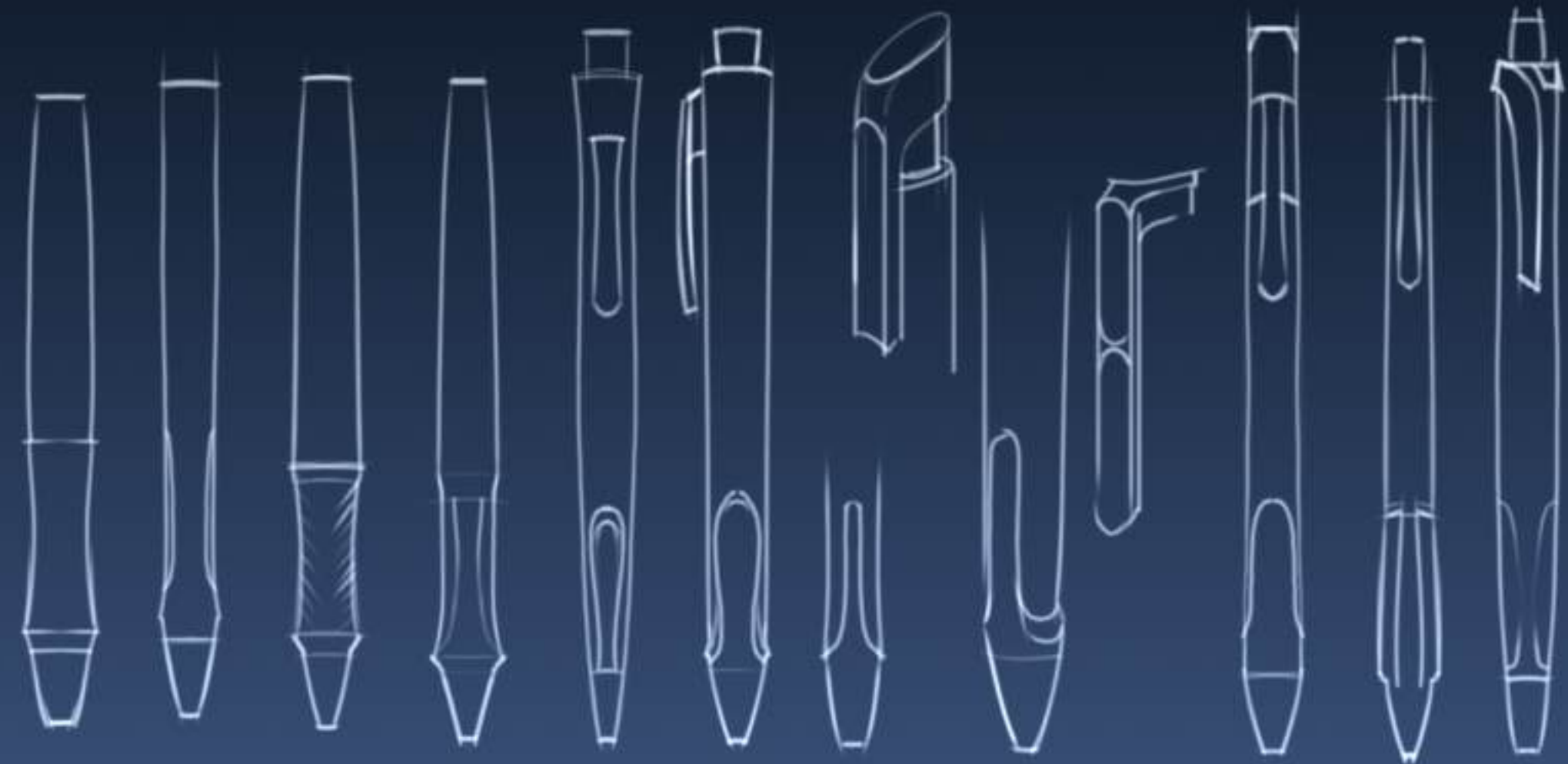
Modular • Neat • Versatile



# NIMBUS

Nimbus is a wall-mounted refilling system that integrates product and packaging into one solution. Designed for easy travel with multi-cartridge storage and effortless dispensing.

Clean • Smart • Classy

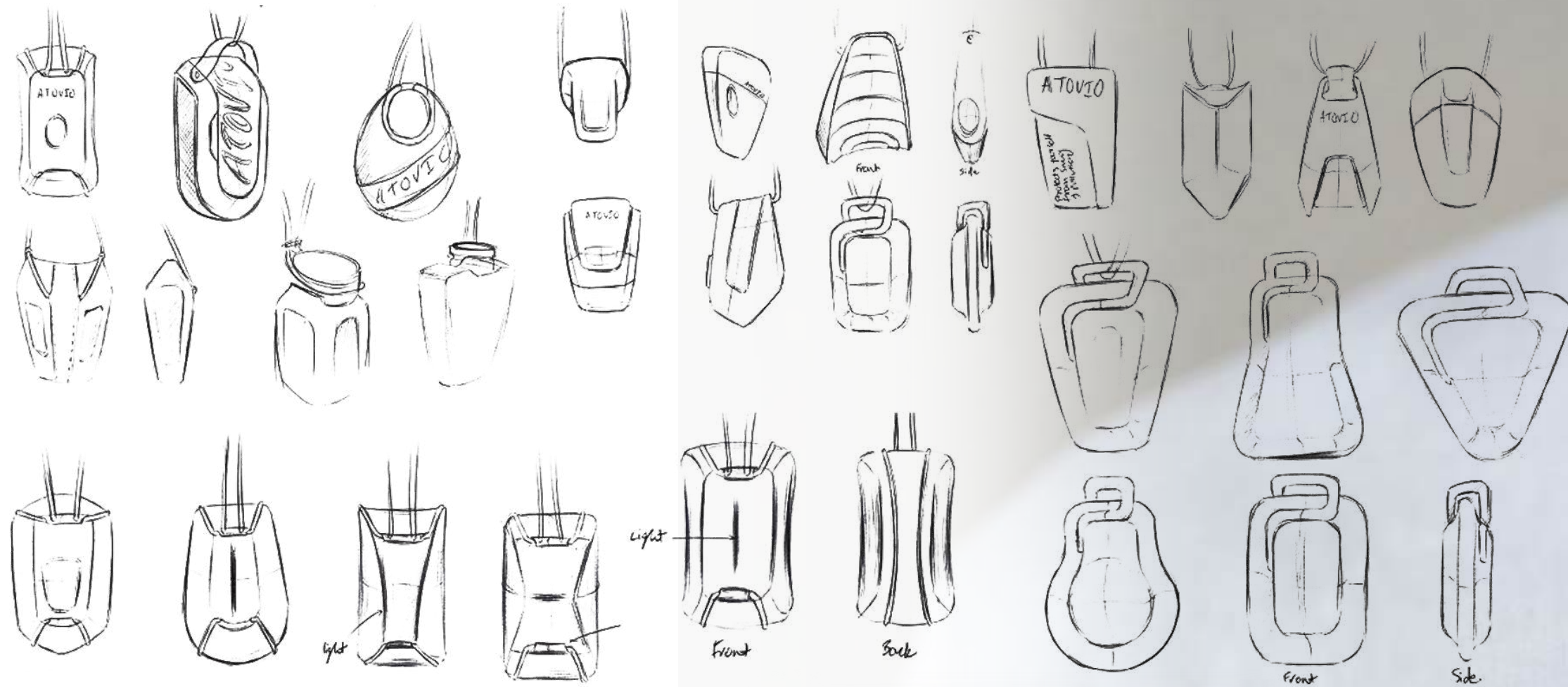


A refined click-pen design that elevates everyday expression through intentional form. Features a seamlessly integrated click mechanism blending function with craftsmanship.

Seamless • Neat • Trendy

# ASPIRE

IUOVA Design Company / 038



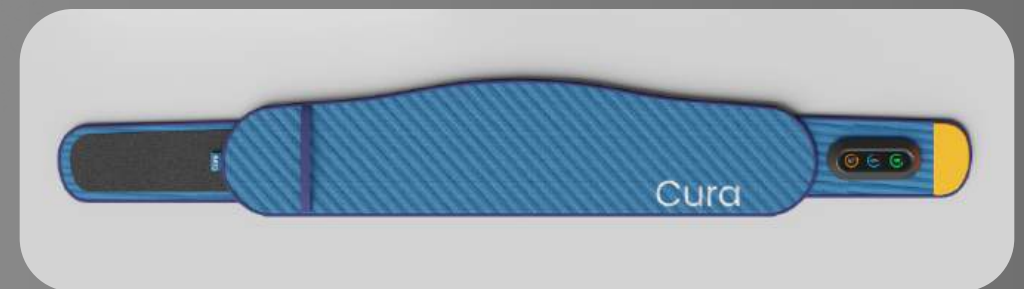
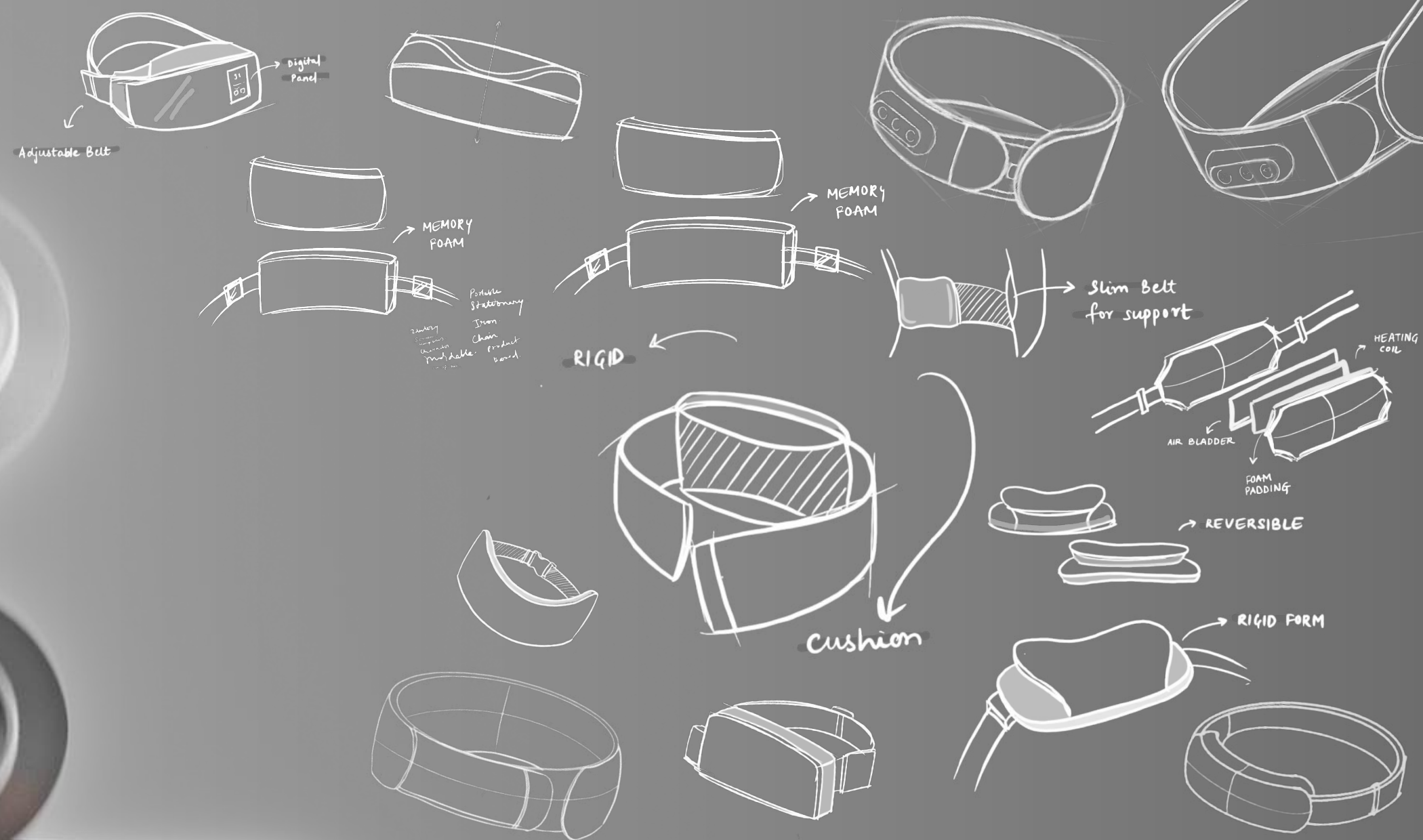
# Loop

Loop is a mini wearable air purifier that delivers effective air purification within a refined, compact form. The product's unique design language elevates its visual identity while remaining discreet on the body.

Flowy • Premium • Sleek



For experience video of the product click on the thumbnail  
[\[Video Link\]](#)



CURA redefines heat therapy with a wearable, body-adaptive design that seamlessly integrates comfort, safety, and discretion into everyday movement, transforming pain relief into a dependable, user-centric wellness experience. The internal structure is designed to balance flexibility and support, adapting to different body contours without creating pressure points.

# CURA

Smart • Compact • Portable

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# Products & Prototypes



# Thank You

This catalogue gives you an overview of what we do. Our detailed Sales Deck walks you through strategy, timelines, case studies, and projected outcomes tailored to your business.

View Our Complete Sales Presentation: [\[PDF link\]](#)

## Contact Us

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Let's Connect! Lets Create!

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