

Bharat Pavilion at Expo 2025 Osaka Showcases India's Design and Sustainability Leadership

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Mumbai, 24 July 2025: Ecofirst Services Limited, a subsidiary of Tata Consulting Engineers, has delivered the “Bharat Pavilion” at Expo 2025 Osaka, Kansai, Japan. The Pavilion highlights India’s cultural heritage, technological innovation, and engineering skill. Located in the “Connecting Lives” zone, it reflects India’s vision of “Designing Future Society for Our Lives” through a careful blend of tradition, sustainability, and modern infrastructure.

Ecofirst Services team, engaged by the Indira Gandhi National Centre for the Arts (IGNCA), under Ministry of Culture, Government of India and India Trade Promotion Organisation (ITPO) under Ministry of Commerce, successfully completed the entire project in just 90

days in highly compressed timelines and meeting multiple regulatory frameworks of the country of Japan. Ecofirst’s scope covered concept development, planning, design, curation, execution, technical operations, and creating an experience for visitors. The Pavilion stands as a testament to India’s ability to deliver complex, high-quality projects swiftly and efficiently.

The Ecofirst team designed and executed the entire project in the most sustainable manner, with meticulous planning. For this achievement, the Indian Green Building Council (IGBC) conferred the Platinum Plaque for Sustainable Interiors, making it the first of its kind in India and one of the very few temporary Expo structures in Japan to achieve this prestigious recognition.

Adding to the accolades, the CMD of ITPO, **Shri Pradeep Singh Kharola**, stated: *“The Bharat Pavilion has emerged as one of the most visited pavilions of the Osaka World Expo. This moment of success has been achieved through excellent designs and curation by Ecofirst along with their strong execution capabilities, for which they were selected to execute the project. I truly appreciate the professionalism and dedication of the entire Ecofirst team in realising this important national representation at a global forum.”*

Speaking on the success of the Pavilion, **Dr. Sachchidanand Joshi**, Member Secretary, IGNCA, remarked: *“The Pavilion is a remarkable outcome of teamwork, creativity, and strong coordination. I commend Ecofirst for their innovative ideas, thoughtful selection of materials, and effective management of multiple agencies in Japan. The speed of work, attention to detail, and quality of content and exhibits are noteworthy. The Pavilion has been recognised as the best in its X-box category and is counted among the top few pavilions across all categories.”*

Amit Sharma, MD & CEO of Tata Consulting Engineers, said, *“Delivering the Bharat Pavilion within such tight timelines and in challenging site conditions shows not only our technical skill but also our commitment to representing India on a global stage. We are honoured to contribute to this symbol of national identity, sustainability, and forward-looking design.”*

Expo 2025 Osaka runs until 13 October 2025, with participation from over 160 countries and nine international organisations. The India Pavilion has already become one of the five most visited in OSAKA World Expo 2025. This edition of Expo in OSAKA also marks the fifty-fifth anniversary of the 1970 Osaka Expo, offering a moment to reflect on the evolution of global priorities, from the 1970 theme of **“Progress and Harmony for Mankind”** to today’s focus on inclusivity, resilience, and sustainable development. The Bharat Pavilion captures this progression through its collaborative and environmentally conscious design.

Architecturally, the Pavilion is inspired by the Padmapani Bodhisattva, represented as a blue lotus; an enduring symbol of purity, wisdom, and spiritual harmony. Spanning 18,000 square feet, its petal-like form

invites visitors to engage with India's philosophy of interconnectedness, resonating with the ancient Indian ethos of Vasudhaiva Kutumbakam or "The World is One Family".

The Pavilion features several immersive zones:

- The Innovation Bharat Zone, showcasing achievements in space exploration, Ayurveda, digital transformation, clean energy, and smart urban development
- Heritage and ODOP Zones, celebrating traditional crafts, regional textiles, and entrepreneurship
- The Cultural Courtyard and Oneness Lounge, hosting live performances, yoga sessions, and interactive experiences
- The Bharat Bazaar and family zones, offering Indian cuisine, handicrafts, and folk art
- State and Ministry Zones, presenting models of governance and regional showcases

From the outset, the Pavilion was envisioned as a model of green construction and responsible design. Built using modular and recyclable materials, it incorporates low-flow fixtures, high-efficiency HVAC systems, occupancy sensors, CO₂ monitors, and real-time energy tracking. Sustainability has been central to every stage, from material sourcing to day-to-day operations.

Overcoming a range of challenges, including global logistics, compliance with Japanese structural codes, and integration of multilingual technical systems, the Pavilion was delivered on time due to disciplined project management and cross-border collaboration.

Chitranjan Kaushik, CEO of Ecofirst Services Limited, said: "Representing India at a global event of this scale is about more than cultural display. The Bharat Pavilion invites the world to connect with India's living traditions and its ongoing transformation into one of the world's top four economies. It is a space where legacy and innovation meet seamlessly."

The successful delivery of the Bharat Pavilion reflects India's capabilities in global design, engineering, and delivery. The project has drawn significant attention from Expo organisers, local media, and other national delegations for its impactful content and high-speed execution. Through this project, Tata Consulting Engineers and Ecofirst Services have exemplified India's integrated design approach, cultural depth, and commitment to sustainability on the world stage.

As Expo 2025 Osaka continues to attract millions of visitors, the Bharat Pavilion stands as a vibrant and compelling representation of India's design leadership, cultural narrative, and forward-looking spirit.