

Ecofirst Services showcases India's vision at Expo 2025 Osaka with Bharat Pavilion, honoured with IGBC Platinum Plaque



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MUMBAI, INDIA – The *Bharat Pavilion* at Expo 2025 Osaka, a project delivered by **Ecofirst Services Limited**, a wholly owned subsidiary of Tata Consulting Engineers Limited, has emerged as a leading symbol of India's design and cultural storytelling on the global stage. Honoured with the **IGBC Platinum Plaque for Sustainable Interiors**, the Pavilion has not only set new standards in sustainable exhibition design but also captured the imagination of millions of visitors since the Expo's opening.

Commissioned by the Indira Gandhi National Centre for the Arts (IGNCA) under the Ministry of Culture and the India Trade Promotion Organisation (ITPO) under the Ministry of Commerce, the Pavilion embodies India's Expo theme: *"Designing Future Society for Our Lives."* Nestled in the "Connecting Lives" zone of the Expo, the Pavilion delivers a compelling narrative of India's heritage and innovation, while embracing a strong sustainability ethos.



Ecofirst's multidisciplinary team was tasked with a challenging brief: conceptualise, design, curate and deliver the Pavilion within a tight 90 day timeline while navigating complex regulatory requirements in Japan. From planning and execution to visitor experience, the project was managed end-to-end by Ecofirst, demonstrating its capability to deliver world-class outcomes under pressure.

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, IGNC**A, 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."



The Pavilion was conceived and constructed with a deep commitment to green principles. It features modular and recyclable materials, energy efficient HVAC systems, CO₂ monitors and real time energy tracking, setting a benchmark for sustainable design in temporary structures. In recognition of this, the Indian Green Building Council (IGBC) conferred the Platinum Plaque – a first for any Indian project of its kind and among the few in Japan's Expo history to receive such distinction.

Architecturally inspired by the Padmapani Bodhisattva, represented as a blue lotus, the Pavilion spans 18,000 square feet and evokes the Indian ethos of *Vasudhaiva Kutumbakam* – "The World is One Family". Its design invites exploration through multiple interactive and thematic zones:

- Innovation Bharat Zone: Celebrating India's achievements in space, digital technology, Ayurveda, clean energy and smart cities.
- Heritage and ODOP Zones: Showcasing regional textiles, traditional craftsmanship and the "One District, One Product" initiative.
- Cultural Courtyard and Oneness Lounge: Hosting live performances, yoga and immersive experiences.
- Bharat Bazaar and Family Zones: Featuring Indian cuisine, handicrafts, and folk art.
- State and Ministry Zones: Highlighting regional diversity and governance models.

The Pavilion's holistic experience has drawn international praise and has already become one of the top five most visited pavilions at Expo 2025 Osaka, which features over 160 countries and nine international organisations.