Manufacturing Technology Training
An IMTMA initiative

# New Product Development
# Date : 23 June, 2026
# Venue : Marathwada Auto Cluster, Chhatrapati Sambhajinagar

## INTRODUCTION

New product development is one of key for long term sustenance of companies. In fact, in companies like 3M, one of key performance measure is growth of sales coming from products developed within previous four years. Every product undergoes a life cycle and at the end, it must be replaced by the better product as per the customer demand. Market by virtue of competition also demands faster, effective, and timely process to develop new products. There is a need for people involved in new product development to understand various aspects involved in the process.

Keeping this in view, Indian Machine Tool Manufacturers' Association and Marathwada Auto Cluster is organizing a Training programme on **"New Product Development".**

## FOCUS AREAS

- Introduction of Participants & topic
- Importance of New product development
- Link between NPD and APQP
- NPD requirements in ISO 9001: 2015
- Product and Product Types
- Why can Product fail?
- Attributes for the success of process
- NPD Process
- Capturing customer expectations and requirements
- Breakthrough product development
- VOC through QFD as applied in B2C and B2C
- Kano model introduction
- Wastes in NPD process and ways to eliminate
- Product and Program management as applied to NPD
- Best practices in NPD process & Enablers.

## KEY TAKE AWAYS

- Understanding importance of new product development
- How new product development process can be effective?
- Knowledge helps better fitment in the industry
- Appreciate how complex product development could be
- Learn best practices in new product development.

## PARTICIPATION FEE

| Rs. 2999/- | Rs. 1500/- | Rs. 999/- | USD 120/- |
|---|---|---|---|
| +18% GST | +18% GST | +18% GST | **Overseas Participants** |
| **IMTMA Members/ Micro Companies/ Individuals/ IMTMA Non Members/ Others** | **Professors** | **Student** | |

**Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company**

## PARTICIPANT PROFILE

Individuals from area of NPD, Quality, Engineering, Manufacture, purchase, and marketing.

## FACULTY

**This programme will be conducted by, IMTMA Subject Matter Expert.**

He has 35+ years of Industrial Experience including 4 years in Germany. He worked close to 23 years in Bosch in R&D, purchase, logistics and project management. He headed Robert Bosch IPO (International Purchase Office) in India for 10 Years and developed close to 25 Suppliers suitable for export. After leaving the corporate world in 2011, he is pursuing his passion in corporate trainings and mentoring manufacturing Industries under the name of M/s Saraswati Industrial Services. He has developed and delivered 45+ training modules in supply chain, purchase, quality, marketing, engineering, soft skills, and management. He worked 5+ years as adjunct professor in M/s Ramaiah University, Bangalore and was teaching for M. Tech students in supply chain management, project management and operation management He is the author of the books, ‘Knowing is not same as doing’ and ‘The Great Entrepreneur Blueprint – 52 Dimensions’. Have written 75+ articles related to manufacturing Industries.

## For Registration Contact

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**REGISTRATION :** Prior registration for participation is necessary. Number of participants is limited and will be accepted on ‘First Come First Serve’ basis. A Certificate of participation will be issued to participants.
**Important Information :** Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.