

Last date for registration 19 November 2026

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, IMTMA is organising this programme focusing on importance, processes, best practices, and challenges of new product development in the Organization.

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 B2B
- 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. 4999/-
+18% GST
**IMTMA Members/ Micro
Companies/ Individuals/
IMTMA Non Members/
Others**

Rs. 2500/-
+18% GST
Professors

Rs. 999/-
+18% GST
Student

USD 200/-
Overseas Participants

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.

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.