FICCI 100 YEARS OF BUILDING TOMORROW

CFBI Centre for Business Innovation A DIVISION OF TQMI



NEW PRODUCT DEVELOPMENT

ONE-DAY SESSION

Date
10th December, 2026

Venue
FICCI, New Delhi

INTRODUCTION

Markets are changing faster than ever. Customer expectations are evolving, technology cycles are shorter, and competition is no longer limited by geography. Successful companies are racing to launch new products and services that address the stated and latent needs of customers and consumers.

Being proactive in bringing in new products and services can help achieve profitability margins, with premium prices on the uniqueness of these products/services.

"The biggest challenge in New Product Development isn't how to make a product. It's knowing what should be made."

The right market segmentation, customer insights, market validation and strategic planning at the beginning of the journey can determine whether a product succeeds or struggles after launch.

FICCI and Centre for Business and Innovation (CFBI) – A division of TQMI are pleased to launch the first ever Session on New Product Development.

WHAT YOU WILL GAIN

- Develop a Structured and Customer-Centric Approach to New Product Development
- Gain deeper insight into customer needs and expectations
- Improve product concept evaluation and selection
- Translate the Voice of Customer into product specifications
- Enhance the efficiency and effectiveness of NPD processes

PROGRAMME AT A GLANCE

- Innovation in face of Me-too product launches
- Categories of New Product Development Projects
- Understanding the success of NPD launches at your own organization
- Advantages of a structured approach
- Overview of Broad NPD Approach – Process, Project Management, Latest Tools and Practices

TOPICS COVERED

- **Overview & Importance of NPD** and the need for TQM in NPD
- **Key Challenges in NPD**
- **NPD Process**
- **Key NPD Tools:** Understanding Market Segment & Customer Requirements (Voice of Customer); Translating VoC into Output Specification; Identifying & Prioritizing Concepts; DFMEA; DFM/DFA; Reliability
- **Planning for NPD:** Plan for initiating the NPD process for better effectiveness & efficiency

WHO SHOULD ATTEND?

- Chief Technology Officers
- Chief Marketing Officers
- Project Heads
- Project Teams
- Product Teams
- Commercial Teams
- R&D; Teams
- Designers
- QA Teams

MODE OF DELIVERY	FEES	DATE
Physical: 1-Day Session	**₹15,000/- + GST**	**10th December, 2026**

CERTIFICATION

Upon successful completion of the programme, participants will be awarded a **FICCI Certified Certificate of Participation**, recognizing their active participation and successful completion of the programme requirements.

FACULTY & EXPERTISE

Lead Facilitator

Anil Sachdev, President, TQM International Pvt. Ltd.

Mr. Sachdev has vast experience in New Product Planning and Development across Automotive, Auto-components, Home Appliance, Water Solution, Optical Media, Heavy Engineering, and service sectors including telecom and insurance.

With over 4 decades of extensive experience, Mr. Sachdev has facilitated large projects including launches of vehicles, tractors, tyres and new ranges of auto components, and more than 100 projects focused on improving product design through new features, reduced field failures, reduced cost/weight with the same functionality, using a structured NPD process and application of NPD tools.

Co-Facilitator

Vaibhav Agarwal, Principal Consultant, TQM International Pvt. Ltd

With 2 Decades of professional experience, Mr. Agarwal is a Quality and Business Excellence professional with deep expertise in Advanced Principles of TQM and New Product Development (NPD). He specializes in helping organizations strengthen their NPD journey by effectively translating the Voice of Customer into Product Specifications. His expertise enables organizations to develop customer-centric products and accelerate innovation.

ABOUT FICCI QUALITY FORUM

FQF is a specialized training and consultancy division of the Federation of Indian Chambers of Commerce and Industry (FICCI) providing value added services to industry in Process, People, and Planet domain through capacity building programs, advisory services, research and work in thought leadership space.

It is focused on enhancing the quality quotient of client and partner organization and making them CRISP i.e., Competitive, Responsible, Innovative, Sustainable, and Profitable through focused interventions. We regularly connect with industry to assess their needs and introduce interventions to satisfy their expectations.

ABOUT CFBI

CFBI (Centre for Business Innovation) is the innovation and new product development initiative of TQM International (TQMI), a leading management consulting organisation established in 1992. Drawing on more than three decades of experience in quality, operational excellence, and business transformation, CFBI helps organisations strengthen their New Product Development (NPD) capabilities through structured methodologies, practical tools, capability building, and proven best practices. Its focus is on enabling organisations to make better product decisions, reduce development risks, and improve innovation outcomes.

For More Details, Please Contact

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