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Product development includes the conceptualization, design and marketing of newly created or newly rebranded goods or services. The product development typically consists of several activities that firms employ in the complex process of delivering new products to the market.

The product can be tangible or intangible. A good understanding of customer needs and wants, of the competitive environment and of the nature of the market represents the top required factor for the success of a product. [1] Cost, time and quality are the main variables that drive customer needs. Aiming at these three variables, companies develop continuous practices and strategies to better satisfy customer requirements and to increase their own market share by a regular development of products.

With the Above perspective we announce **The National Product development Excellence award** which will be a benchmark to recognize excellence throughout the Industry. The award Recognize individuals and organizations who passion and expertise in Product development in other word's Professional's whose work significantly and measurably increases Product development quality to improve the delivery of services quality.

### INDIVIDUAL AWARD CATEGORIES:

- Product Leader of Year
- Product Developer of the Year
- Marketing professional of the Year
- Women Leadership Award
- CEO of the Year
- COO of the Year
- Innovative Leader of the Year
- Outstanding contributing in the field of Product development / Product Management
- Emerging professional of the Year

### ORGANIZATIONAL AWARD CATEGORIES:

- Best New Product Award
- Product Development Team of the Year
- Best Quality Product
- Best Technology Products
- Best Product of the Year Award
- Best Product Development Award – Multiply Segment
- Best Product Innovation Award
- Best Green Product Award
- Best New Product Award
- Best Consumer Product Award
- Best Marketing Campaign
- Best Advertisement – Product development
- Best Brand Award
- Best Healthcare Product of the Year
- Most Innovative Company

### SPECIAL AWARD

- Master Brand Award →



### CRITERIA:

**ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

**INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)

### CO-ORDINATION OFFICE:

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Endorsed by



THOUGHT LEADERS

The Entry Fee is Non-Refundable. Entries once sent cannot be withdrawn under any circumstances. The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever.

