

Nilkamal NPD Transformation Project

We engaged SynCore for the New Product Development Transformation Project with an idea to improve the time to market of the new products under development.

In the beginning, the SynCore team invested time to understand the current reality in the organization and accordingly designed a solution to address the opportunities and challenges. Workshops were conducted for the management team to bring everyone on the same platform with respect to the TO-BE process understanding and team member roles.

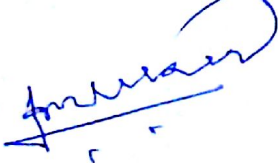
The benefits achieved by the Project Team were:

1. Awareness about New Product Development – Involved persons from all divisions
2. Focus on new products – Increased focus
3. Project scheduling – Streamlined work
4. Project plan – Focused targets / tasks
5. Parallel tasking – Reduced project lead time
6. Project status communication – Remind people for related tasks
7. Global tracker – Updated status to higher management
8. NPD meetings – Quicker decisions, improved communication

Within 6 months of implementation, a complete visibility of all the open projects throughout the organization to the Top Management and Core Team was made available. Also the time lines to market from ideation / product selection to product launch have reduced by one-third in several cases.

We wish SynCore continued success for all their future endeavours.

For Nilkamal Limited



Authorized Signatory

