

NEW PRODUCT DEVELOPMENT IN AUTOMOTIVE INDUSTRY



The poster is for a one-day webinar titled "NEW PRODUCT DEVELOPMENT IN AUTOMOTIVE INDUSTRY". It is organized by the Department of Mechanical Engineering at Pallavi Engineering College. The date is 10-07-2020, and the time is 3:00 PM. The speaker is Mr. N. Muthaiah, Divisional Manager, Corporate Strategy & Planning Department, Ashok Leyland Limited, Chennai, Tamil Nadu. The college's logo and accreditation details (AICTE, ISO 9001:2015, ISO 14001:2015) are at the top, along with a 25th anniversary emblem.

Department of Mechanical Engineering organized a webinar on "New Product Development in Automotive Industry" By. Mr. N.Muthaiah, Divisional Manager, Corporate Strategy and Planning Department, Ashok Leyland Limited, Chennai through WebEx at 03.00 PM (10-07-2020, Friday) and YouTube live session.

Huge response from various college student, faculties and Professors from different states like Andhra Pradesh, Orissa, Karnataka, Tamil Nadu, Maharashtra and across the India. 348 Participants registered to the Seminar and nearly 104 participants attended through WebEx and live session in YouTube.

I would like to convey my sincere gratitude towards Management, Sri. M. Komaraiah Garu (Vice- Chairman), Dr. K. Nagajyothi madam (Vice-Principal) Mr.Hussain Basha (Coordinator), Mr.Harikrishna, all Mechanical faculty and Students for their consistent support and making this Webinar as Grand success.

Thanking you

Dr.R.Viswanathan

Dept. of Mechanical

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