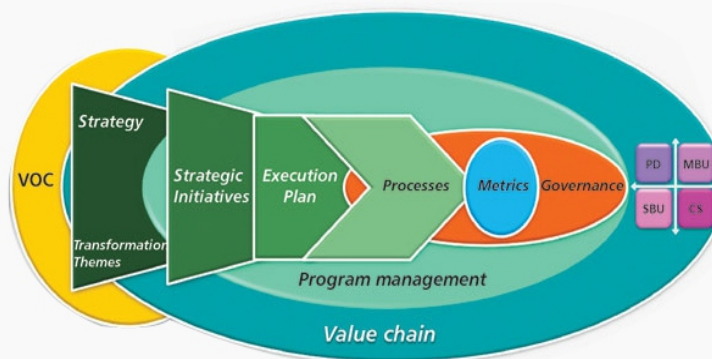


Strategy to Reality Approach

The QMO approach gets impetus from the voice of the customer and is integrated to the value chain elements such as product design and development, supply chain management, manufacturing, project management, operational maintenance services and corporate support services.



The voice of the customer is converted to QM strategies and transformation themes which have been derived in terms of strategic initiatives and execution plans. These are integrated into processes with linkage to the deliverables in the form of metrics. Further, all processes and metrics follow complete governance and program management rules throughout the value chain.