

12<sup>th</sup> Edition

# NAMC

2025-26

## National Awards For Manufacturing Competitiveness

Empowering India Through Manufacturing Competitiveness



MEDIA PARTNER





## About IRIM

The International Research Institute for Manufacturing is a professional body involved in supporting the manufacturing industry in various parts of the world through research, consulting and training services. We seek to be agents of positive change in all our endeavours.



## Director's Foreword

“The future of manufacturing is forged by our actions today.”

– **Anand Louie**, Director, IRIM

It's with immense pride and anticipation that we launch the next edition of the National Awards for Manufacturing Competitiveness. This year, we are particularly excited to introduce our new Digital Manufacturing Assessment, a crucial step in understanding and accelerating India's journey towards advanced manufacturing. Your relentless pursuit of excellence, innovation, and sustainable practices, now amplified by digital transformation, is not just reshaping our industry but strengthening India's position on the global stage. We eagerly await the inspiring stories this edition will undoubtedly bring forth.

## What is NAMC

The National Awards for Manufacturing Competitiveness (NAMC), instituted by the International Research Institute for Manufacturing (IRIM), is India's only meritocratic platform recognizing manufacturing competitiveness through a rigorous, forward-looking evaluation framework. Unlike conventional audits, NAMC assesses a facility's operational alignment with business strategy, future readiness, and its ability to drive long-term competitiveness.

### MISSION

**APPRAISE AND APPLAUD THE  
MANUFACTURING COMPETITIVENESS  
OF ORGANISATIONS IN INDIA AND  
ENCOURAGE THEM IN THEIR PROCESS  
OF BECOMING WORLD CLASS**

### PROMISE

NAMC offers more than recognition, it delivers a transformative experience. Our expert team ensures every participating facility walks away with clarity, confidence, and a roadmap to world-class performance.

# Why NAMC Matters?

The National Awards for Manufacturing Competitiveness (NAMC) has established itself as a meritocratic platform that recognizes strategic manufacturing advancements and future-readiness.

800+

Assessments Completed

500+

Manufacturing Facilities Evaluated

350+

Organisations Participated

80%

Of Participants Are Industry Leaders

**NAMC goes beyond a standard audit; it serves as a strategic partnership process. It evaluates how effectively a facility's operations are aligned with the organisation's long-term goals and competitive aspirations.**



# What Brings Leaders Back, Again and Again.

NAMC is not a one-time evaluation, it becomes a strategic enabler for continuous improvement and enterprise-wide alignment. A recent survey of over 100 senior leaders explains why 80% return to participate in multiple editions

92%

Say NAMC assessments align operations with business strategy

87%

Observed clear momentum in internal improvement initiatives

78%

Reported stronger cross-functional team engagement after participation

64%

Integrated NAMC insights into the boardroom and strategic planning

NAMC earns trust not just for its rigor, but for its ability to translate assessment into action and catalyze lasting impact.

## Leaders speak of the same outcome



I sincerely thank IRIM for recognizing our efforts to enhance competitiveness. The NAMC award inspires us to continue producing world-class products trusted around the globe. With IRIM's partnership, we remain committed to building exceptional manufacturing infrastructure in India and advancing the Make in India initiative.

– JMD, Kirloskar Brothers



This comprehensive assessment was led by IRIM's seasoned professionals. Our facilities were rigorously evaluated across key areas such as production, human resources, team development, and strategic execution. This process offered deep insights into how well we sustain initiatives, develop our teams, and uphold high standards to deliver quality products to our customers.

– South Asia Manufacturing Director, Reckitt Benckiser



Receiving this award is a significant achievement that challenges us to raise our standards further. I deeply appreciate the IRIM team for their guidance and consistent support. Their assessment motivates us to reach higher, and we are excited to pursue

– SVP, Jindal Stainless



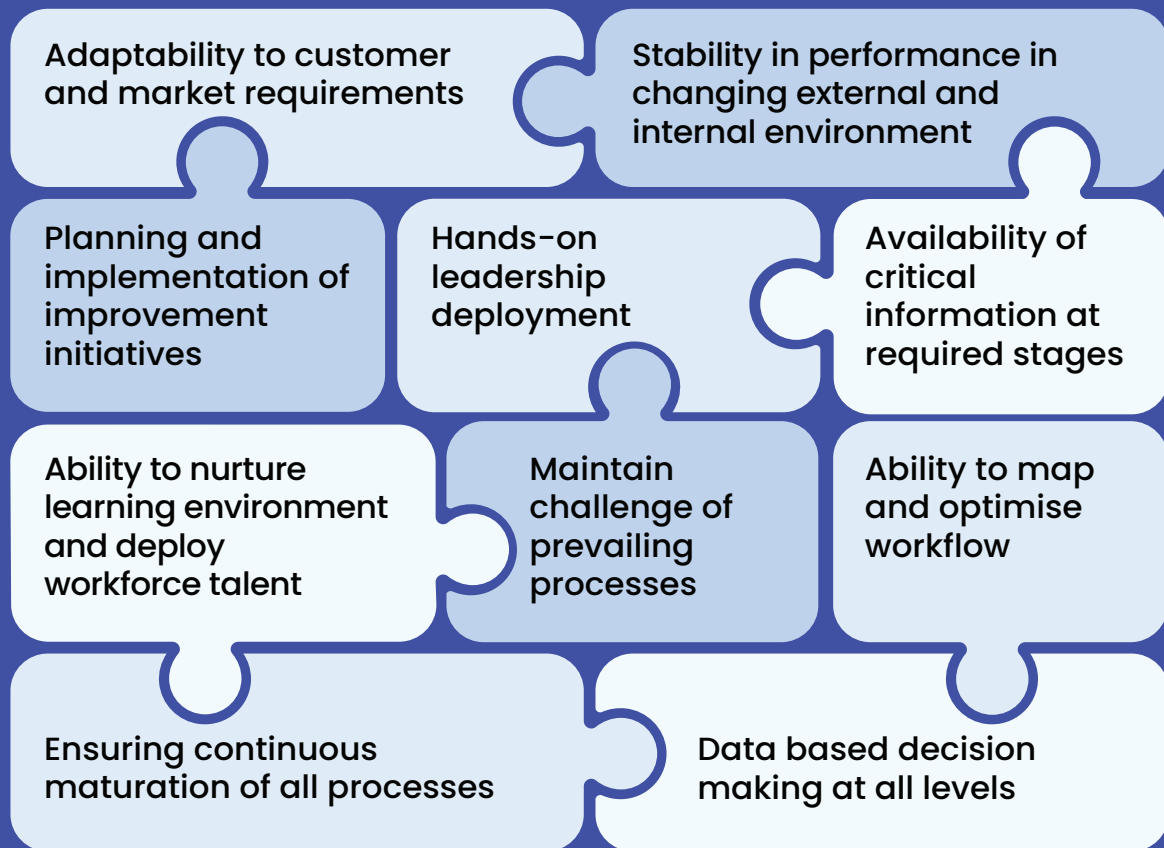
NAMC didn't offer a checklist of fixes; it revealed how we approach challenges and decisions as an organisation. That clarity continues to shape how we evolve.

– Chief Manufacturing Officer, Titan

# NAMC Assessment Methodology

The NAMC Assessment is built on ten carefully defined indicators. These reflect an organisation's ability to respond to changing needs, deploy strategic improvements, and optimise workflows.

## 10 Indicators for Manufacturing Competitiveness:



*Priority-adapt*<sup>®</sup>

### Onsite Assessment

Priority Adapt<sup>®</sup> is a moderated group discussion that helps your leadership team identify focus areas specific to your site's context. It brings together key decision-makers for a facilitated dialogue that leads to custom-built evaluation.

## BENEFITS



**Builds alignment across teams**



**Uncovers strategic improvement areas**



**Leads to a more relevant and impactful assessment**

Interactive, practical, and tuned to the unique characteristics of your operation.

# Digital Maturity Assessment (DMA) By IRIM

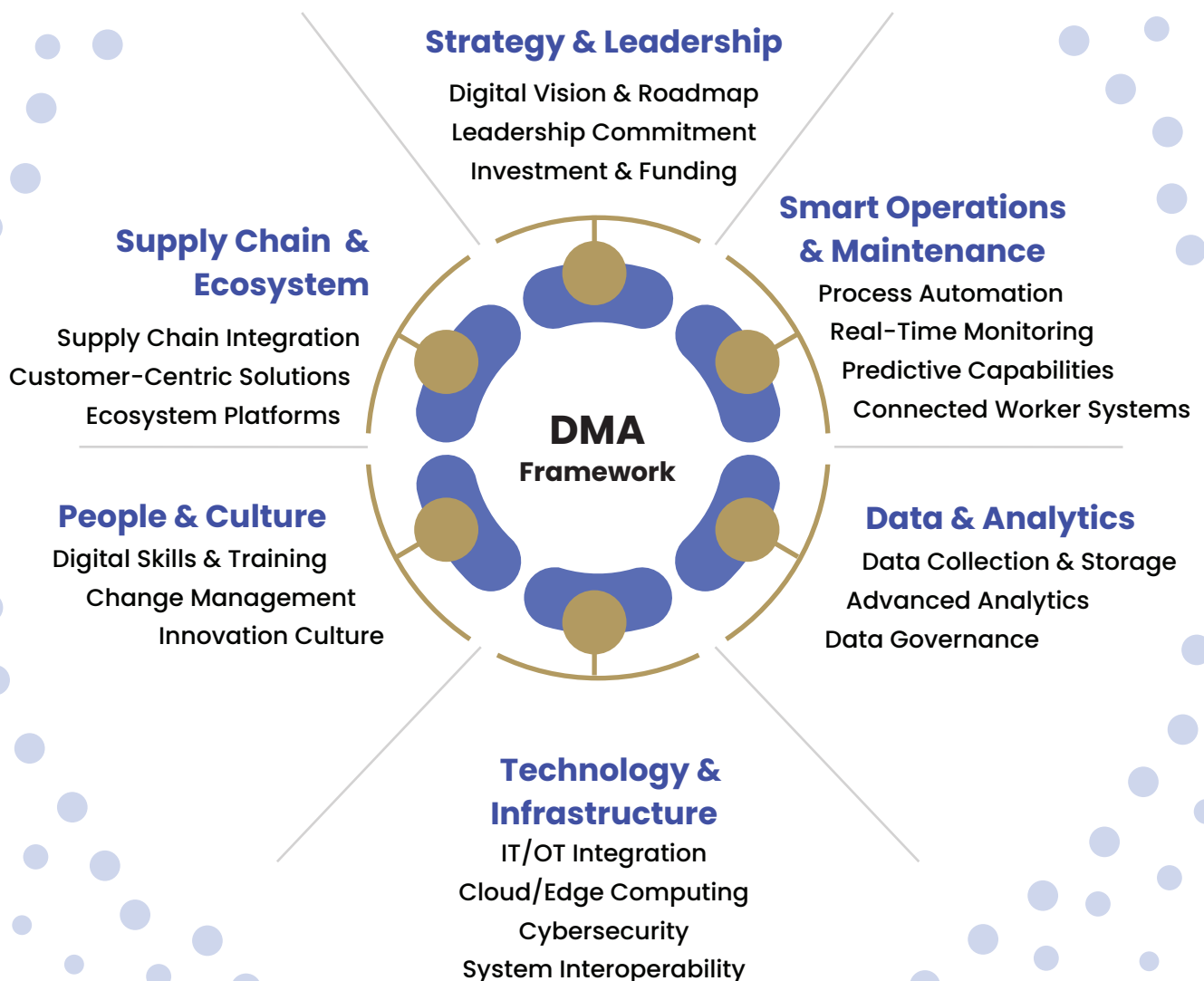
In today's rapidly evolving industrial landscape, digital manufacturing is no longer a choice, it is a business imperative. The adoption of digital tools and technologies is the key to unlocking business competitiveness and sustainable growth.

**DMA program is designed to help manufacturing organisations:**

Evaluate their current level of digital maturity across key dimensions

Benchmark themselves against industry standards and global peers

Identify opportunities and gaps to drive smarter, faster, and more connected operations



# What the Assessment Reveals

The NAMC report is designed to offer practical, forward-looking recommendations. It helps your team move with clarity and confidence.

## 01 Strategic Strengths

Highlights key enablers that are driving performance and creating differentiation.

## 02 Priority Areas for Growth

Identifies operational and capability gaps aligned with your business goals.

## 03 Industry Trends & Opportunities

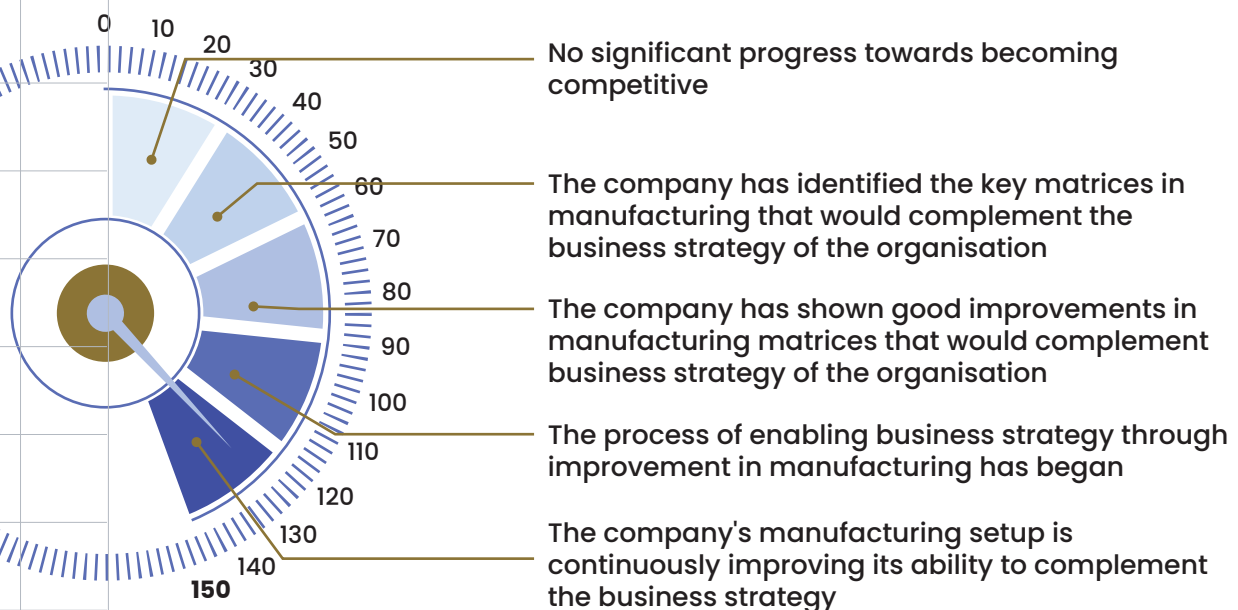
Presents relevant benchmarks and emerging practices to stay ahead of the curve.

## 04 Insights for Competitive Advantage

Provides a pragmatic roadmap to improve alignment, agility, and execution across functions.

## The MCI Scale Manufacturing Competitiveness Index

### 0-150 Manufacturing Competitiveness with Digital Maturity





# Manufacturing Competitiveness Facilitator Programme

## WHAT IT OFFERS

Manufacturing Competitiveness Facilitators Programme is a curated workshop designed as an immersive learning experience. This workshop brings together delegates from participating factories and is facilitated by qualified IRIM trainers with practical expertise gained through on-site manufacturing assessments. An intensive, insight-driven learning journey to strengthen internal capability, align teams, and accelerate improvement initiatives.

## HIGHLIGHTS



### CREATING INTERNAL CHAMPIONS

This programme enables your team/participants to become trusted facilitators of competitiveness, ready to lead strategic improvements across functions.



### ASSESSMENT READY

Mock Priority Adapt exercise to build clarity, confidence, and familiarity with the assessment process.



### RIGOROUS REAL TIME INDUSTRY PROBLEMS & INSIGHTS

Grounded in real-time industry insights and proven best practices.



### EQUIPPING WITH CONTEMPORARY DIGITAL SKILLS TO BE AN EFFECTIVE CHANGE AGENT

Enabling use of No code Low code platform to build custom applications for factory requirements.



### CROSS INDUSTRY LEARNING

Small-group format ensures deep engagement and peer learning.

**Developing Internal Champions for Transformation/manufacturing competitiveness.**

### WHAT IT IS

With global supply chains becoming increasingly intricate, organisations must prioritize both robust risk management and cultivating strategic self-reliance. The Aatma Nirbhar Factory Recognition Program has been created to commend organisations for their proactive steps towards self-sufficiency, guided by a carefully designed affirmative action plan. The ultimate goal of these efforts is to strengthen an organisation's own operational independence and/or contribute to the nation's overall self-reliance.

### WHY IT MATTERS

**Reduces risk from external disruptions**

**Strengthens national manufacturing capability**

**Encourages innovation and local sourcing**

**Builds trust among customers, employees, and stakeholders**



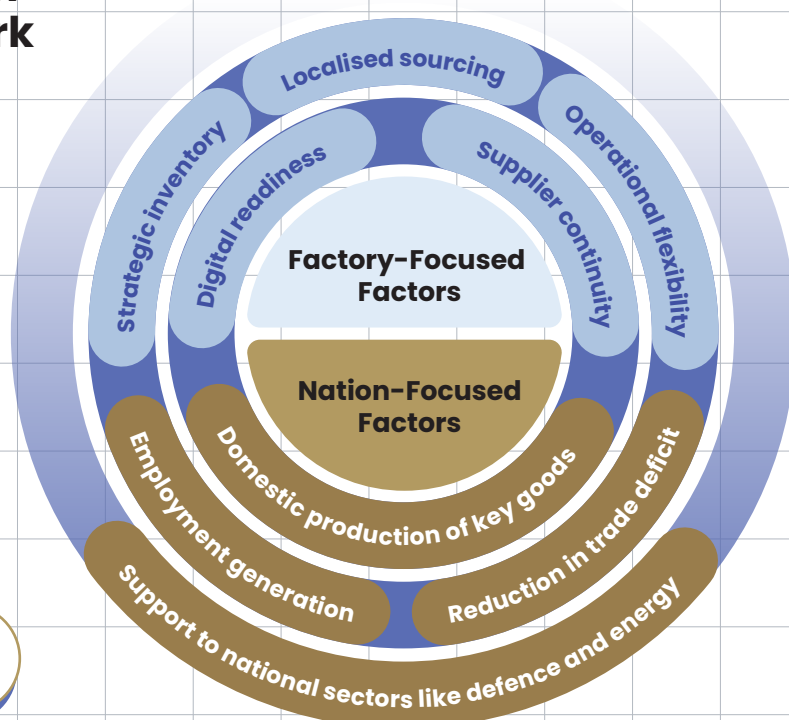
## AFRP Evaluation Framework



### AFRP Recognitions

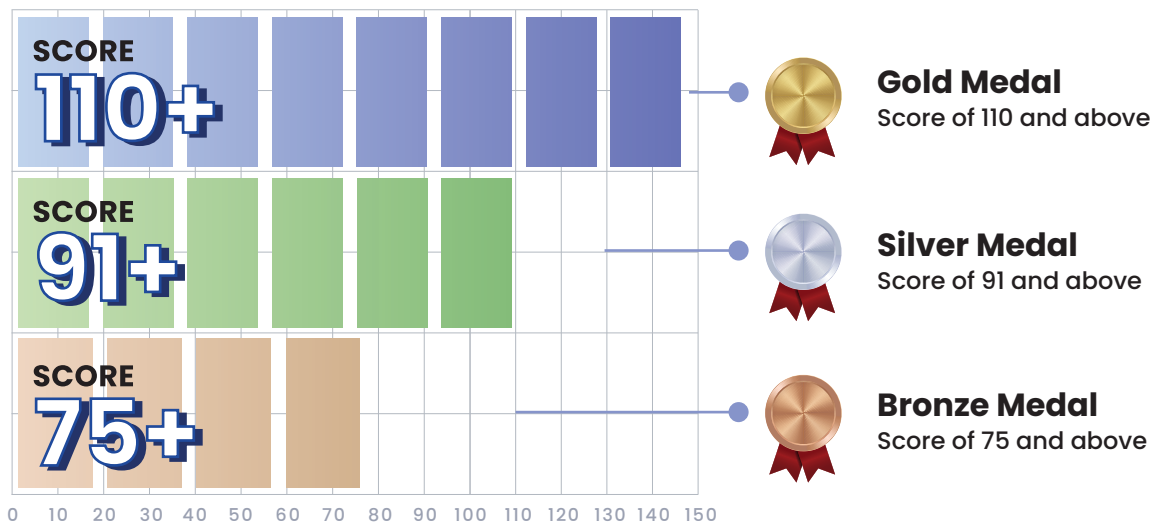
- Commendation Certificate
- Special Recognition For Exemplary Work In Specific Factors
- AatmaNirbhar Factory Award
- AatmaNirbhar Nation Builder Award

**ELIGIBILITY:** Participation is open to all facilities enrolled in NAMC 2025–26



# NAMC Awards and Recognition Structure

## MEDAL CRITERIA



## APEX RECOGNITION



### NAMC AWARD

The facility receiving a Gold Medal and having the highest score among participating facilities across all sectors will earn the NAMC Award.



### DIAMOND TROPHY

Awarded to facilities that have consistently outperformed NAMC Gold standards and demonstrated global competitiveness. To win this you must have won the Gold Medal twice in the last three NAMC editions and qualify for Gold in the current edition.

# Road to NAMC 2025-26

Enrolment Deadline

Award Finalisation



## Turnover of Manufacturing Facility

Turnover	Category	Enrolment Fee	Site Assessment Fee
Below ₹200 Cr	Emerging	₹1,00,000	₹2,83,000
₹200 Cr – ₹800 Cr	Medium	₹1,00,000	₹4,68,000
₹800 Cr – ₹2000 Cr	Large	₹1,00,000	₹5,85,000
₹2000 Cr and Above	Very Large	₹1,00,000	₹6,80,000

**AFRP Fee: ₹2,00,000**

All fees are exclusive of 18 per cent GST. Government taxes may vary at the time of invoicing.



# We are privileged to be working with some of the best and most forward Looking Organisations In India



# MTLS 2025

## Manufacturing Thought Leaders Summit & Awards

The Manufacturing Thought Leaders Summit brings together senior executives from India's top manufacturing organisations. This exclusive platform delivers powerful insights, equipping industry leaders with the strategies to drive impact, solve challenges, and foster collaboration.

With distinguished speakers from across sectors, the summit sharpens decision-making, fuels innovation, and empowers professionals to lead the future of manufacturing.






# NAMC Awards 2025



The NAMC Award Ceremony is one of the most prestigious industry events in the manufacturing sector. The event was covered by nationwide television channels such as CNBC TV18, and by print media including Forbes India, Fortune India, and Mint.





 **National Awards**   
**For Manufacturing Competitiveness**

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## Programme Impact


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**800+** Assessments

**500+** Facilities


**350+** Participating Organisations

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