

# A Review of Quality Management Practices and their Effectiveness in the Indian Manufacturing Industry

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**Abstract:** *Global firms seek durable competitive edge in today's competitive market. Better goods or services at reduced prices may provide an advantage. Commercial organizations must use cost-based and differentiation-based strategies to survive and flourish in today's complex business climate. Global competitiveness includes product life cycle innovation acceleration. Total Quality Management improves efficiency and quality to save costs and foster innovation. Deregulation of the Indian economy has forced firms to enhance quality. The industry improves quality via procedures. Quality in Indian company has increased considerably in recent years. This empirical research investigates Indian manufacturers' quality management strategies. This essay also discusses how quality management systems impact product quality*

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