

India is emerging fast as outsourcing option

**Interview with Mr. Vivek Gupta
Director - Oswal Pumps Ltd.**

Q.1-OSWALPUMPS & MOTORS has earned a Brand value and substantial market share in Indian Pumps and Motors Industry. How has been the journey.

The journey has been remarkable. Started in year 2000, has become now India's first uniquely integrated plant with world class manufacturing facility in its own kind, backed by seasoned engineers and technicians, which has resulted in as the fastest growing company in the field of Submersible pumps, Monoblock pumps and Electric motors. Our plant is in area of 60000 sq. meter out of which 40000 sq. meter is covered at the prestigious location on National Highway -1 near Kutail, Karnal, well equipped with modern machineries for manufacturing of pumps and motors.

The company has to its credit more than

2 crore satisfied customers throughout India just in span of 12 years.

Oswal Pumps Limited is an ISO-9001, ISO-14001 certified company and all products are ISI marked .Also certified for CE

marking, B.E.E. marking and have maximum 5 star rating categories of Submersible pump sets. We are one of the leading manufacturers of Stainless Steel pumps in India.

Self praise is no praise. Hence our Quality speaks as we were honoured by prestigious Awards from : National Udyog Rattan Award -from Indian Organization for Business Research Association, New Delhi For individual



achievement of National Development - Bhartiya Udyog Rattan Award from Indian Economic Development of Research Association, New Delhi.

Over 5000 models of various product categories, are offered to the market through a wide distributor network of more than 2000 Distributors / Dealers all over India to ensure that for every OSWAL pump in use, there is a sales and service outlet for wide range of



Agriculture, Industries and domestic needs. We have achieved high growth in a very short span of time.

Q.2- To what an extent you would rate your products on quality parameters?

Quality process is adopted at every stage of production, design and development by using highly advanced 3D Solid Works software. Moreover our is a self relied manufacturing plant as the Investment, CI & SG casting, stamping unit, rotor die casting, winding wire manufacturing and Injection molding are all carried in house. The testing and quality system delivers real quality and allows us to produce the competitive products fully meeting the requirements of our valued customers. We have received 5 STAR rating from BEE (Bureau Of Energy Efficiency) with 336 models of Pumps STAR rated out of which 254 models are 5 STAR rated. We assure you to provide quality products and best services always. Oswal products are manufactured and tested in the state of the art plant set to the International standards. This self assurance comes from the strong Infrastructure and technical capability, quality input material & state of art design as a result of unique exercise in research and development. Oswal products are designed and tested under sophisticated manufacturing set up with latest modern machineries to the

stringent quality of ISO-9001, ISI, Five Star BEE and CE standards. We are continuously improving to enhance productivity, quality and service to customer. What seems today to be stable product lines with an indefinite future stand a good chance of being superseded and phased out. Good

business planning therefore must include the engineering expertise that has made such business possible in the past and will without doubt continue to do so in the future. Oswal is very focused in investing in latest technology available for plant & machinery so that benefits of technology innovation can be shared with its partners & customers. Already exporting to 20 countries and in the coming years we will be exporting almost 50 countries. Quality and Service, value for customer's money - are the guiding principles at OSWAL

Q.3- Kindly brief us brief about your company's product distribution framework.

We have a separate hierarchy under marketing & sales division to market our products.



In India as well as globally. Apart from our Domestic and Agricultural range, we are aggressively focusing on Industrial Pumps market. This year we have launched Rotavator in Agricultural range and in Industrial range - Multistage Vertical Inline pressure pumps.. Focused on service aspect of Industrial market we have created a separate customer care division for the same. We are aggressively pursuing our vision of providing turnkey solutions to industrial pump markets. A strong direct distributor network pan India & providing regional solutions with wide variety of products backed with strong customer service.

Q.4- How you analyze the scenario of the Pump Industry globally.

As per the latest reports available, the global market for pumps will increase from US\$ 21.5 billion in 2005 to US\$ 28.3



billion in 2015, with an average compounded annual growth rate of 2.8 percent. The Indian pump industry is poised to register a faster growth rate than global average. The industry is set to grow at approximately increasing its share of global market from US\$ 0.625 billion in 2005 (2.9 percent of global market share) to US\$ 1.25 billion in 2015 (4.4 percent of global market share). Globalisation has opened the doors of India to multinationals, coupled with growing concerns of pollution control, water and waste water treatment. India has today become a reliable, technically competent, competitive, and enterprising outsourcing option for many western pump manufacturers who will continue to buy more low-cost pump parts, or sell 'private-label' complimentary pumps of other manufacturers, instead manufacturing their own. The growth story has emerged through technical collaborations and joint ventures that Indian companies have had with multinational majors. Technical know-how of global standard has thus been well absorbed.

Looking at ten years now, the global pump industry through 2020 is on upswing.

Q5. In the present scenario in your prospective, what is the main cause of concern of water industry.

Descending water table is a global

concern which should be addressed by all means. We need rainwater harvesting for sustainable growth for our water resources. Developed countries have long back made it compulsory for Rainwater harvesting systems, but it has to be implemented in our country too. Currently in China and Brazil, rooftop rainwater harvesting is being practiced for providing drinking water, domestic water, water for livestock, water for small irrigation and a way to replenish ground water levels. Gansu province in China and semi-arid north east Brazil have the largest rooftop rainwater harvesting projects ongoing. In Bermuda, the law requires all new construction to include rainwater harvesting adequate for the residents. The U.S. Virgin Islands have a similar law. In Beijing, some housing societies are now adding rain water in their main water sources after proper treatment. In Australia rainwater harvesting is typically used to supplement the reticulated mains supply.

In India rain water harvesting first introduced by state Andhra Pradesh. Thereafter, state Tamil Nadu, made compulsory for every building to avoid ground water depletion. It proved excellent results within five years and every other state took it as role model. Since the implementation, Chennai saw 50 per cent rise in water level in five years and the water quality significantly

improved.

Rainwater harvesting in urban communities has been made possible. Their tanks provide an attractive yet effective solution to rainwater catchment. Sometimes a practice is adopted of directing collected rainwater deep inside the ground through pipes or shafts. Such a practice will carry surface pollutants to the ground water and thus pollute it. The best practice is to store water in ponds, lakes and other unlined surface reservoirs so that the water gets filtered through before entering the ground.

With such a vision and efforts we shall be able to secure drinking water for nationals and water reserves for fire emergencies and for crops in severe droughts situations. Water is fundamental to human life and it becomes our moral duty to provide adequate hygiene drinking to our citizens.

Q6. And how would you see Brand Oswal in 2020?

In year 2020, Oswal Pumps Ltd. will have a dedicated production dimension for Domestic, International and OEM markets. Simultaneously each dimension will be looked after by separate marketing division. In year 2020 our company will provide turnkey solutions to industrial pump markets, domestic as well as globally.

