

TOPBIZ

NEWS

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brand name not only for
our products,
but many big international players
are relying on us*



Mr. Vivek Gupta,
Director - Oswal Pumps Ltd.
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Mr. Vivek Gupta - Director, Oswal Pumps Ltd

Q. Please brief us about company's global reach & latest initiatives?

Ans: We are one of the leading exporters of Stainless Steel Fabricated Submersible Pumps in India. We have reached 18 countries globally. Took initiative to study the market need, product application and developed product accordingly. That is why we are so well accepted.

Q. Which are your focus areas?

Ans: Though our product basket consists of Submersible Pumps, Monoblock Pumps, Pressure Pumps, Slurry Pumps & Electric Motors, but we are more focussed on SS Fabricated Submersible Pumps & Solar Pumps. Our high efficient Solar Pumps delivers maximum results at minimum input.

Q. What are the market opportunities for your company's products in India? How do you plan to position these products?

Ans: We are leading in India in 3, 4, 6, 8 & 12 inch borewell submersible pumps. Other companies are still manufacturing the conventional CI pumps but we are drifting the market to Stainless Steel Pumps. We see a lot of opportunity in converting the CI market to SS and we are getting excellent response from the market.

Q. Brief us in details about various pumps which you are offering?

Ans: We are offering Pumps suitable for Domestic, Agriculture & Industrial use. In domestic we have peripheral regenerative pumps, which are commonly

called as domestic or mini pumps. This dimension has shallow well pumps, booster pumps, slurry pumps & 3 & 4 inch borewell submersible pumps. We then have high pressure unit for the household too. In accessory we have electrical panel.

The agriculture range has borewell submersible pumps which are in 6 inch and above dia and horizontal openwell pumps. This range comes both in CI as well as in SS. Here slow speed mono block pumps are also offered. We manufacture flat and round submersible cable which compliment as accessory with submersible pumps.

The Industrial segment consists of high pressure vertical inline pumps for commercial RO plants and Boiler industry. Mud pumps for industrial and building segment. High speed monoblock pumps for industrial water application. Stainless Steel shallow well pump which is well accepted in food industry. Then Electric Motors for industry application. We even cater to OEM industry.

Q. What are the other products you are offering to your clients?

Ans: We have a vertical of OEM where we manufacture products for specialized equipment like single phase electric motors specially designed for chaff cutter machines, Cooling Tower Motors for cooling tower manufacturer, Vertical Inline Pump for RO & Boiler manufacturer. Moreover we are doing private labeling for big brands in India as well as in other countries too.

Q. What is your marketing strategy for India?

Ans: We work on Dealer's network. MSL is maintained for prompt delivery. A well managed service back up. And of course the BTL activities required for sale boost up.

Q. What is the role of R&D activity in your company?

Ans: R&D is carried by a separate team. Their task is to reduce the input costs without compromising the product performance and quality. Be it to the process cost with automation or related to MOC. The product after going through stringent quality checks is finally handed over to the production department for mass production.

Q. What is the infrastructure of your company?

Ans: We have the biggest in-house infrastructure in North India and one of its kind in India. Under single roof we are producing Electrical Stamping, Aluminum Die Casting, SS Pipes, Copper winding wire, Poly wrap wire, CI & Investment casting (SS), Thrust bearing, injection plating molded components, round and flat submersible cables, electrical panel & even the corrugation boxes for

packaging. Each unit acts as an independent factory in same premises which is spread in 45000 sq. meters.

Q. Brief us what are your quality policy for your business?

Ans: We are an ISO 9001 : 2015 certified company. Apart our products are ISI marked and BEE 5 star rated. Moreover we have the Star Export House status from Govt. of India. This all calls for perfect quality product.

Q. Could you brief us on Indian & Global perspective of your industry?

Ans: We have been big manufacturer in India. Specially in North India OSWAL is the leading brand. Since last three years India has earned a good name as far as our industry is concerned. International countries are now looking for Made in India products as far as Stainless Steel Submersibles is concerned. And we are counted as their first preference. Globally we are now recognized as manufacturer of quality pumps. We have made our way and brand name not only for our products but many big players internationally are relying on us as we are producing material under their brand name.

Q. According to you what are the factors affecting your business?

Ans: The factor now days are the frequently fluctuating raw material rates which are rising upwards. This bring disturbance in product costing. The market rates cannot be governed so frequently.

Q. What is impact of GST and Budget on your company?

Ans: We have welcomed the GST and the budget. There is no impact as we were doing business earlier too in an organized manner. Rather business scope has increased.

Q. What is your vision for your company?

Ans: Foremost vision to be much more on the international level. Many countries are approaching us for material. Be it our brand or theirs, we want to see our product presence Globally. At the same time we want to earn name for our Solar Products. A complete solution for solar application for surface and submersible pumps.



Oswal Pumps Ltd.

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