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## Globalisation has opened the doors of India for multinationals

An Exclusive Interface with:

Mr. Vivek Gupta

Director - Oswal Pumps Ltd.

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### Events Covered

- Hannover Milano Fairs
- Rajkot Machine Tools Show
- IPVS 2012

*Special*

**FOCUS**

An exclusive technology overview of manufacturing industry (Refer Pg.12)

## Globalisation has opened the doors of India for multinationals



Mr. Vivek Gupta – Director – Oswal Pumps Ltd.

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. Quality process is adopted at every stage of production, design and development by using highly advanced 3D Solid Works software. 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.

**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.. Continues R & D in our products using latest technology available to us have also helped towards our goals. 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. Quality and Service, value for customer's money - are the guiding principles at OSWAL. We ensure that for every OSWAL pump in use, there is a sales and service outlet for wide range of Agriculture, Indus-

**Q. OSWAL Pumps & Motors has earned substantial market share in Indian Pumps and Motors Industry. How has been the journey and what does your company mean to you?**

Oswal Pumps Limited formerly known as Oswal Electricals (Pumps), 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. Twelve years back if I look when we started production, it was really tough to gain entry into the market. Today Oswal top line range products are Five Star BEE rated Stainless Steel submersible pump sets. Our plant is in area of 60000 sq. metre out of which 40000 sq. meter is covered at the prestigious location on National Highway -1 near Kutail, Karnal. Today 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, well equipped with modern machineries for manufacturing of pumps and motors.

In span of just 12 years, today we have over 5000 models of various product categories to offer through a wide distributor network of more than 2000 Distributors / Dealers and 2 crore satisfied customers. We have achieved high growth in a very short span of time. The experience is like being governess to bring up a baby.

**Q. Please explain briefly about Oswal's global reach & also brief us about the Quality Policy as well as Research & Development of Oswal's Business?**

Already exporting to 20 countries and in the coming years we will be exporting almost 50 countries. Oswal products are manufactured and tested in



tries and domestic needs.

**Q. What about the distribution system from production to consumer end ?**

We have five Sales distribution dimensions for Domestic, Agricultural, Industrial, Exports and OEM segment. We are aggressively focusing on Industrial and Agricultural market. This year we have launched Rotavator in Agricultural range and in Industrial range - Multistage Vertical and Horizontal Inline pressure pumps. We have created a separate hierarchy under marketing & sales division to market these products. Focused on service aspect of Industrial market, a separate customer care division for the same is created. 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 is in focus.

**Q. Please remark on the current scenario of Pumps Industry in India also on Indian & Global perspective of the industry?**

Pump manufactures in India 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. Looking at ten years now, the global pump industry through

2015 is on upswing. 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 for 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' 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.

**Q. 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.

**Q. What is the toughest business decision you have made?**

It was year 2001 when we faced the biggest challenge to compete with established players. We were facing the difficulty to gain entry into the market on price factor. The market was price sensitive and we only could penetrate on low price tag, at the same time not to compromise with the quality. We had only one option - to go total indigenous.

We took a bold decision to make strong infrastructure so as to bring down the processing cost which could





be passed on to the customer to lower the price. We are so fortunate that our decision proved right to establish our product in the market. The strategy worked. Since then, we have not looked back.

Today we have an infrastructure to produce our own Stamping and Winding wires. In house plant for Stainless Steel Investment Casting, CI Casting, Stamping unit, Rotor die cast plant and Plastic Injection Molding. Till date we are working on the same principle of giving benefit of the process cost savings to the customer. With a result we not only have captured the domestic market but have started to export to 20 different countries.

**Q. How would you counter the factors affecting Indian Pump Industry business ?**

Managing water resources has become increasingly difficult for India which once had surplus of everything - wealth, water, food. Today, India has surplus of what the rest of world needs less. Water rationing would be the concept in the near future as the fresh water resources are fast depleting in the state. Proper and sufficient water distribution demands adequate infrastructure facilities. Thus comes, the role of the companies like Oswal Pumps Ltd. to fulfill the infrastructure needs both for drinking and irrigational purposes. Our coming in the fore to propagate the water management is seen as early steps to conserve the precious water resources and meet the growing needs of water. We are working on customized products and

services to meet the customer requirements and excel in business areas like fluid handling, turnkey fluid-handling, projects in irrigation, power, process, water supply & sewerage, and turnkey small hydro projects.

**Q. According to you what is the future of the Indian pumps industry?**

The Indian industry, at one point of time, was not very conscious about modernisation and up gradation and was quite satisfied with its 'casual' approach. However, globalisation, which has opened the doors of India to multinationals, coupled with growing concerns of pollution control, water and waste -water treatment, and demand for energy -efficient systems have changed the scenario completely.

Pump manufactures in India 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. Looking at ten

years now, the global pump industry through 2015 is on upswing - but only in specific market segments. The deep structural changes we see happening have only just begun.

**Q. Where do you see Brand Oswal - ten years from now ?**

By 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. We shall provide turnkey solutions to industrial and agricultural pump markets, domestic and globally. Infrastructure usage for in house as well as to facilitate outsourcing, will also be a key dimension by then. ■



## About Oswal Pumps Ltd.

**O**swal Pumps Limited, formerly known as Oswal Electricals (Pumps), 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.

### Infrastructure :

Oswal Pumps Limited has its own plant covering an area of 60000 sq. metre out of which 40000 sq. meter is covered at the prestigious location on National Highway -1 near Kutail, Karnal (Haryana). The plant is 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 9 to 10 years. 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. The company is one of the leading manufacturers of Stainless

Steel pumps in India.

### OSWAL have their own in-house plant for:

- Stamping unit.
- Aluminium die casting for rotor.
- Aluminium die casting for motor body & parts.
- Poly wrapped and PVC winding wire for submersible motor.
- Thrust Bearing.
- Injection plastic moulding.
- Stainless steel investment casting.
- Stainless steel pipe.
- Corrugated box facility.
- Cast iron casting plant.
- Super enamel copper wire plant.
- Rubber injection moulding plant.

### OSWAL have got prestigious Awards from :

#### National Udyog Rattan Award -

Dated. 15-09-2005 from Indian Organization for Business Research Association, New Delhi for individual achievement of National Development.

#### Bhartiya Udyog Rattan Award -

Dated. 01-12-2005 from Indian Economic Development of Research Association, New Delhi for individual achievement of National Development. OSWAL is the first company out of thousand participants, to receive the honour for the above awards for submersible pump sets.

With 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. Oswal Pumps Ltd. has received 5 STAR rating from BEE

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(Bureau Of Energy Efficiency) with 336 models of Pumps STAR rated out of which 254 models are 5 STAR rated !

They are fully committed to manufacturing energy efficient pumps.

### Export :

Exporting to 20 countries and in the coming years we will be exporting almost 50 countries.

*Oswal Pumps Limited assures you to provide quality products and best services always.*

*Quality and Service, value for customer's money - are the guiding principles at OSWAL*

*For more information  
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### Our Product Range...

