

India Water

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Region Focus:
MAHARASHTRA

“Need of the hour is to produce energy efficient products”



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

Q. Please give our readers a brief on your journey in Indian Pumps Market and also tell us about your Product Portfolio.

A. The journey to establish brand OSWAL has been remarkable which started in year 2000 and it has now become 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. meters 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 categories from Agriculture, Domestic, Industrial and International range of products, 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.

Q. What is 'New' in your company's line of Pumps and what is unique about it?

A. We are aggressively focusing on Industrial, Agricultural and Domestic market. In Industrial range we have successfully launched - Multistage Vertical and Horizontal Multistage pressure pumps. These pumps are available in stainless steel grade 304 & 316 which are highly efficient in water, dairy and chemical industry applications. In Domestic range, we have launched Pressure Boosting OCPH Series. The system has the tank capacity from 24 lt. to 100 lt. and can operate 12 taps at a time. We have launched Rotavator in Agricultural range. OSWAL Rotavator is the product of precision workmanship. It is a better option than conventional tillage equipments because it saves not only time and fuel but does soil compaction in lesser time. Focused on service aspect of these markets, a separate customer care division for the same is created. We have created a separate hierarchy under marketing & sales division to market these products.

Q. What are the most important 'Recent Trends in Pumping Technology' that your company has followed?

A. Today, the need of hour for any manufacturing industry no doubt is to produce energy efficient products. We at OSWAL too are emphasizing a lot to manufacture energy efficient products. There are various motivations to improve energy efficiency. Reducing energy use reduces energy costs and results in financial cost saving to consumers. Energy efficiency and renewable energy are said to be the twin pillars of sustainable energy and are high in priorities for sustainable energy. It can also be seen to have a national security benefit because it can be used to reduce the level of energy inputs. Energy efficiency has proved to be a cost-effective strategy without increasing energy consumption. Industry uses a large amount of energy to power a diverse range of manufacturing and resource extraction processes. At our end specific technologies and processes mechanisms are adopted. A number of process and energy saving techniques used at different production stages. Our products are made of superconducting materials which reduces energy losses and achieve benefits from voltage optimization. The efficiency of our pumps can be judged from the 5 STAR rating received from BEE (Bureau Of Energy Efficiency) with 336 models of Pumps STAR rated out of which 254 models are 5 STAR rated! We are ISO-9001, ISO-14001 certified company and also certified for ISI and CE marking. We are fully committed to manufacturing energy efficient pumps.

Q. How do you see the 'Growth Prospects' of your company's products?

A. We are continuously improving to enhance productivity, quality and service to customer. With sound business planning and engineering expertise, we have been able to sustain ourselves firmly in the market. In house infrastructure has contributed in utmost precision quality output. 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. Quality process is adopted at every stage of production, design and development by using highly advanced 3D Solid Works software. We are very focused in investing in latest technology



available for plant & machinery so that benefits of technology innovation can be shared with its partners & customers. Till date we are working on the same principle of giving benefit of the process cost savings to our product user by providing them with quality product at economical price. With a result we not only have captured the domestic market but have started to export to 20 different countries..

Q. Which 'Segments of Water/Wastewater Market for Pumps' do you see most important in the coming years for your company?

A. Growing concerns of pollution control, water and waste – water treatment and demand for energy – efficient systems have changed the scenario completely. Descending water table is a global concern which should be addressed by all means. Hence we come in the fore to propagate the water management which is seen as early steps to conserve the precious water resources and meet the growing needs of water. We have started working on customized products and services to meet the customer's 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. What are the 'Challenges' facing your organization? How do you plan to overcome these challenges?





A. Globalization has opened the doors to multinationals players to be in India. Thus competition has grown and market has become price sensitive, but it is a win-win situation for consumer and competitors. The consumer has various choices to choose from with economical options and for competitors it proves to be a get going theory. Such challenges make you always on your toes to meet the quality at the best selling price. This proves an advantage to us in two ways. Firstly we have in house infrastructure to produce our own Stamping and Winding wires, Stainless Steel Investment Casting, CI Casting, Stamping unit, Rotor die cast plant and Plastic Injection Molding and even packaging unit. Thus processing costs are reduced and the benefit is passed on to the customer. Hence economical product with best in quality products is available to them. Secondly we are open to have strategic business alliance, technical collaborations and joint venture with multinationals as we can prove to be a reliable, technically competent, competitive, and enterprising outsourcing option for their Brand. Reason being that 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. We are continuously improving to enhance the productivity, quality and service.

Q. What 'initiatives' does the Government need to take for a sustainable growth in the Indian Pumps Market?

A. Traditionally, India has large Freshwater reserves, but the increasing population and overexploitation of surface and groundwater over the past few decades has resulted in water scarcity in some regions. Growth of the Indian economy is driving increased water usage across all sectors. In the absence of proper measures for treatment and management, the existing Freshwater reserves are being polluted. Increased urbanization is driving an

increase in per capita water consumption in towns and cities. Urbanization is also driving a change in consumption patterns and increased demand for water intensive agricultural crops and industrial products. India would benefit from establishing an independent central regulatory body to design, control and coordinate national programs for water conservation. Government policies should be designed to ensure that water management techniques and initiatives are executed at national level in all sectors like Agricultural to improve water usage efficiency in the production of water-intensive crops and encourage adoption of techniques such as rain-water harvesting and watershed management. Agriculture based industries such as textiles; sugar and fertilizer are among the top producers of wastewater. Discharge of untreated wastewater is increasing pollution and depletion of clean water resources, which should be checked and controlled by installation ETP's at subsidized rates. In Industrial Sector government should encourage investment in recycling and treatment of industrial wastewater through subsidies for water treatment plants. For Domestic Sector policies should be implemented to make rain-water harvesting mandatory in cities with new construction Projects. Moreover community based education programs should be run so as to recognize the value of water management. Above all,



implementation of the National River Link Project to connect 30 big rivers and canals will also be an important step to take because it will reduce regional disparities in water. This all will help to bring more innovative designs in the pumps sector to circulate and regulate the water flow from the existing usage rather at the cost of water table. Secondly government should encourage heavy subsidy on pumps to be run by solar energy. This shall not only help in saving electric supplies but the Indian Pump Market will have a growth to manufacture solar pumps.

Q. 'Your Suggestion or Message' to all the players in the Pumps Market?

A. Quality and Service, value for customer's money - are the guiding principles at OSWAL. So should be for others !