

“Be innovative and competitive. Produce global players.”



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

A. We started with representing a range of pumps and now we have our own products. In 2004, we started with booster pumps, high pressure pumps, booster systems, rotary vane pumps, etc. At present, we are focusing on dosing pumps and booster pumps.

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

A. We are offering all loaded features at very reasonable price - Booster Pumps (negative suction, lower current, and copper winding), Dosing Pumps (speed and stroke adjustment, level sensor and air bid valve, aesthetically good).

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

A. We have always facilitated Innovation & Value Engineering.

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

A. Our products are excellent as they are a value for money and value for many.

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

A. Considering industry growth, there is huge scope for growth of pump industry.

Q. What are the 'Challenges' facing your organization? How do you plan to overcome these challenges?

A. Internally - finding right talent and retaining them. Externally - trade is giving too much thrust on price than even acceptable quality.

Q. What do you like most about the 'Indian Pumps Market'?

A. More than 500 manufacturers of pumps in the country together produce more than 1.2 million pumps every year. A great qualitative and technology WAR what else can be the reason?

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

A. Government should focus on support and upgrade Indian SMEs.

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

A. Be innovative and competitive. Produce global players.