KIRLOSKAR BROTHERS LIMITED

Customer Service & Spares
Kirloskar Brothers Limited (KBL) is a global fluid management solutions provider and the largest manufacturer and exporter of centrifugal pumps and valves from India.

With a humble beginning more than a century ago, KBL has made its presence across the globe. Its unparalleled product range serves as lifeline to many industry segments.
Kirloskar Brothers Ltd

Vision

We shall be among the first five pump companies in the world, by year 2015 and become the preferred choice of customers as well as employees.

Mission

We shall be known globally as a reliable, innovative and cost effective solution provider in hydraulic machines & systems.
KBL Business Verticals

1. Industry
2. Power
3. Water
4. Irrigation
5. Distribution
6. Gas, Oil, Defence
7. Building & Construction
8. Customer Service & Spares
Vision

CSS shall make ‘service’, a sustainable, competitive advantage enabling KBL to become one of the top five pump companies in the world by 2015.
Customer Service & Spares

Mission

CSS shall strive to achieve the following with positive cash generation

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tr>
<td>Customer satisfaction index in %</td>
<td>80</td>
<td>82</td>
<td>85</td>
<td>90</td>
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<tr>
<td>% of spare parts relevant to OWN products</td>
<td>21</td>
<td>23</td>
<td>24</td>
<td>25</td>
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<tr>
<td>Revenue from services in M</td>
<td>150</td>
<td>300</td>
<td>400</td>
<td>600</td>
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Introduction of CSS Sector

CSS has evolved as a vital link between our customers and our dedicated service and spares facilities that ensures customer’s continued satisfaction with us.
We are committed to support our customers for on site installation of pumps to ensure proper operation, provide prompt & reliable maintenance thereafter.

We have over 423 authorized service centres and 82 service & spares dealers to cater to customer needs.

*We are in the business of winning customers by providing them with pro active services, genuine spares on time, spares planning & training of KBL products.*
*We specialize in refurbishment & retrofitting of centrifugal pumps, annual maintenance contracts, O&M, import substitution.*
Business Segments

Engineered Pumps

Industrial Pumps

Agri & Dom Pumps

Valves

SERVICE & SPARES
## Customer Service & Spares Products

<table>
<thead>
<tr>
<th>Spares Products</th>
<th>Service Products</th>
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<tbody>
<tr>
<td>Spare parts for KBL Pumps &amp; Valves</td>
<td>Supervision of Erection &amp; Commissioning services</td>
</tr>
<tr>
<td>Annual Rate Contracts</td>
<td>Warranty &amp; out of warranty services</td>
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<tr>
<td>Developments of critical components for Import substitution</td>
<td>Annual Maintenance Contracts</td>
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<tr>
<td>Modifications / Upgradations Services</td>
<td>Operations &amp; Maintenance</td>
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<tr>
<td>Supply of replacement Pumps / Valves</td>
<td>Refurbishment &amp; Retrofitting services</td>
</tr>
<tr>
<td></td>
<td>Energy Audits for Efficient Pumping Solutions</td>
</tr>
<tr>
<td></td>
<td>Training on Pump Servicing &amp; Diagnostic skills</td>
</tr>
</tbody>
</table>
Genuine Parts for Genuine Peace of Mind

KBL offers following benefits in providing spares:

- Quicker deliveries and reduced downtime
- Parts are supplied in the same material specification
- Ensure longer pump life and also enhance energy efficiency
- Guarantees fitment without any change in parent MOC
- Machined to match the exact tolerances, finishing as originally supplied parts.

The sophisticated SAP system links the entire network and allows instant tracking of stocks through a unique identification number of the part, irrespective of the variety of MOC.

For any spares information and enquiries, please write to us at spares@kbl.co.in
Recognising Genuine KBL Spares

KBL has taken several measures to safeguard its spares from counterfeit, and differentiate our packaging to protect you from spurious or duplicate parts, so that the customers receive Genuine Kirloskar Spares without a hitch. Some of the unique characteristics of KBL genuine spares packaging are:

**Unique KBL hologram:**

- Enriching life logo
- Navy blue strip encircling entire package
- The distinctive yellow color on the box is Unique - Specially created
- Save the environment logo
- ISO Certification
- Black Arrow
KBL Spares Packaging at Kirloskarvadi Plant
Customer and Dealer Training Workshops

KBL organizes customer and dealer training workshops every month, for imparting training, knowledge and knowhow, to ensure that the customers / dealers derive maximum benefits out of its world class products.

The training workshops focus on:

- Knowledge about the design, concept and constructional features of centrifugal pumps
- Applications and selection of the right pump for specific purposes
- KBL range of products and their applications
- Assembly and dismantling of pumps
- Quality aspects and requirements
- Preventive maintenance and trouble-shooting
- Benefits derived by using genuine spares and their positive impact on pump performance
- Special emphasis on Energy Audits and conservation of energy in pumping systems.

For more information about the annual training schedule at Kirloskarwadi, please visit us at http://www.kbl.co.in/pdf/customercare/Training_Cover.pdf
Customized On-site Training Programmes

- In addition to the regular workshops conducted by KBL, Customized training program for customers at their premises are also organized. These programmes are usually aimed at meeting specific training goals for running and maintaining KBL pumps.
- The programs are designed after discussion with the designated officers of the client company, the need for such training, specifying the objectives and devising a suitable training programme to meet these objectives.

Workshop for Siam Rajathanee (East) Co. Ltd, Rayong, Thailand

Seminar on Operation & Maintenance of Pumps at Hospet Steels Ltd, Bangalore
We pledge to ‘Reduce, Reuse, Recycle’

The world is moving towards a sustainable energy future with an emphasis on energy efficiency and use of renewable energy sources. With this objective in mind, Kirloskar Brothers Limited has started the energy efficient pumping solutions cell wherein a team of certified energy managers & auditors carry out performance measurement of pumps motors called Energy Efficient Pumping Solutions.
Why Energy Audits

An Energy conservation study helps an organisation:

• To understand and analyze its energy utilization and identify areas where energy use can be reduced.
• To decide on how to budget energy use
• To enhance their energy efficiency; minimise energy wastage and thereby reduce energy costs.

Some organisations have already implemented the recommendations and are benefitted up to 30% energy savings. This has helped save 11 million KWH electricity and more than Rs 40 million in energy bill.

For more information please visit our Energy Audit Website www.pumpenergyaudit.com or write to us at info@pumpenergyaudit.com
Comprehensive Online Support

Service Complaint Resolution
• This gives an easy access for registration of service issues & complaints directly on the KBL website through internet.
• Customer gets online acknowledgment of complaint registration, and prompt response up to complaint closure.
• A unique complaint number is generated for online status reports for tracking & resolution of complaints.

E- Warranty Registration / SIS Receipts
• CSS has online registration facility for dealers / customers which registers complete details of pumps and end users
• SIS receipts is mandatory for every dealer to intimate CSS for commissioning
The customers can call us on 1800 - 10 - 34443 and talk to our Customer Care Executives who will register the complaint/query/ request and will ensure that the caller receives a precise, quicker and personalized response for their queries, requests or complaints.

**Customer Satisfaction Index**
Since inception, KBL has sold crore of Agri and Domestic pumps. However since Jan 2011, KBL has received merely 40,518 complaints, which means less than 3,000 per month. Of these, 1872 complaints were resolved on the same day. 19,568 were resolved on day 3 and 12,328 on the 8th day of registration of complaint.
A whopping 73% of KBL customers are completely satisfied with the KBL service.
(Source: Concentrix, KBL's Toll Free Centre, Bangalore)
Toll Free - Performance

Count of Closed Complaints

<table>
<thead>
<tr>
<th>Days</th>
<th>Count</th>
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<tbody>
<tr>
<td>0 Days</td>
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<tr>
<td>1 Days</td>
<td>1012</td>
</tr>
<tr>
<td>2 Days</td>
<td>994</td>
</tr>
<tr>
<td>3 Days</td>
<td>19568</td>
</tr>
<tr>
<td>4 Days</td>
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<td>5 Days</td>
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<td>6 Days</td>
<td>721</td>
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<tr>
<td>7 Days</td>
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<td>8 Days</td>
<td>12328</td>
</tr>
<tr>
<td>9 Days</td>
<td>621</td>
</tr>
<tr>
<td>10 Days</td>
<td>523</td>
</tr>
</tbody>
</table>

31-Jul-12
Overall Customer Satisfaction

<table>
<thead>
<tr>
<th>Overall Customer Satisfaction</th>
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<tr>
<td>Happy</td>
<td>29623</td>
<td>73%</td>
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<tr>
<td>Un Happy</td>
<td>3452</td>
<td>18%</td>
</tr>
<tr>
<td>Others</td>
<td>7443</td>
<td>9%</td>
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</table>

*18% unhappy customers are in out of warranty category*
New Initiatives
Kirloskar Refurbishment Center (KRC) is a pioneering initiative to bring comprehensive service facilities & spare parts closer to customers.

**KRC has following benefits:**
- One-stop shop to meet every contingency
- Reduces breakdown time
- Quicker, faster, pro active service delivery

**KRCs array of services include:**
- Assembling & dismantling
- Overhauling of pumps
- Corrocoating
- Shot blasting
- Hydro-testing
- Pump testing
- Impeller Balancing
- AMC

KRCs are all set to make a large presence at key industrial areas across the country like those at 1. Jamshedpur 2. Baroda (operational) 3.Surat 4. Delhi are being replicated.
Warehouse facility at Kirloskarwadi for small & medium range pumps

Key reasons to set up a warehouse:

- Quicker deliveries
- Improving response time

The warehouse has capacity of stocking more than 5,000 moving parts and delivery of parts is made within one week for breakdown orders.

A robust SAP inventory management system is in place to ensure timely stock replenishment.

Kardex System
Introducing SAP- CRM- 7.1

CRM 7.1 is a web-based simple and powerful tool seamlessly integrated with SAP R/3. KBL's robust, customized version is designed to support Marketing, Sales & Customer Service Departments in their various activities.

The system offers unique benefits to customers such as

- **Always available**
  - 7 days, 24 hours over the Internet

- **Convenient**
  - Fast check and creation of quotation
  - Easy to access & user-friendly

- **Information at fingertips**
  - Visibility/traceability of order process
  - Stock availability - complete transparency
  - Order history

- **Cost savings**
  - Minimise spare part stocking
  - Cover all customers & dealers

- **Search engine for**
  - Customer & dealer codes
  - SAP part numbers
  - Indents for new codes
Customer Handing Over Process

KBL Products

Sales from Sectors

Dealer Sale

Direct Sales

Sale to
○ OEM
○ Contractor
○ Dealer
○ Sub-Dealer

Information to be received from –
○ eWarrantee report
○ SIS receipt
○ Dealer calling toll free
○ Mr. Customer visit
○ Complaint portal
○ From sectors

○ If OEM (Follow to get Party Details)

○ If Contractor (Follow to get Party Details)

○ If Dealer (Follow to get Party Details)

○ If Sub-dealer- (Follow to get Party Details)

End User (Party-where pump is installed) Details Collection:
- Customer’s Name
- Contact Person
- Landline
- Mobile Number
- Email Id
- Address
- City
- Pin code
- State

Follow up with Contractor/Dealer/Sub-Dealer, OEM, Sectors

Information to CSS HO & RO

Update functional location in SAP

Assign service & spares dealer
Creating Customer Delight

You come first, Mr. Customer!

With a view to establish strong and long term relationships with customers & enhance the quality of service, KBL launched the Mr. Customer initiative.

Under this programme, each KBL Sales & Service Engineer is made responsible for a particular 'Mr. Customer.'

This Service Engineer becomes a single point of contact to cater to all his requirements for service & spares, enquiries and complaints.

The performance of respective engineer and feedback of every Mr. Customer is being surveyed by KBL; accordingly the Mr. Customer activity is linked to engineers quarter wise KRA’s every year.
Project Mithas for Sugar Industry

Over 90% Sugar Mills have KBL pumps but majority of the owners purchase non genuine Spares from outside market leading to loss of opportunity of spare parts sale to KBL to the tune of approx 15 Cr. In the past KBL could not deliver the spare parts to these Mills as per commitment, hence there is a negative feeling with the community.

To develop trust and connect with the Mill owners, CSS has introduced project Mithas- A customer intimacy programme for constant touch points with customers to show them that KBL really cares.

**Project has following benefits:**

- Making them aware about the fact that KBL will deliver them all the spares with 100% Delivery Assurance.
- Spreading awareness about how using the original KBL Spares increase the efficiency of the pump by 10%. If there is no increase in efficiency then money back guarantee.
- To drive enquiries from the mill owners for KBL Genuine Spare parts.
We are implementing QR coding for every KBL pump that goes out in the market. QR coding is electronic registration of every pump executed through QR Code & SMS integration. By scanning the QR Code on the pump, the customer will be able to get the important instructions on assembly and maintenance of the product.

**With this unique technology, KBL aims to get the following benefits:**

- Track its complete pump population
- Offer immediate commissioning response to customers after intimation
- Offer complete solutions of after sales service and spares procurement
Knowledge Sharing

To strengthen CSS field engineers and make them fully equipped for catering customers, CSS team have created information material, the links are available on website:

- Troubleshooting search tool
- Technical Manuals
- Corporate Brochure
- Technical Bulletin
- Service manual
- Instruction, operations & maintenance
- Engineers data book
- Corporate Audio Visual Film (in process)
We Deliver
# Total Installed Base - FY 2003- Dec 2011

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<th>SMPD</th>
<th>LPD</th>
<th>Valves</th>
<th>Grand Total</th>
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<td>48420</td>
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<td>East Zone</td>
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<tr>
<td>North Zone</td>
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<td>818</td>
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<tr>
<td>South Zone</td>
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<td>West Zone</td>
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<td><strong>Grand Total</strong></td>
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<td><strong>6774</strong></td>
<td><strong>157872</strong></td>
<td><strong>328300</strong></td>
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# Supply Intimation Slip – Receipts
## FY 2011-12

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![Graph showing receipts by month for different cities]
Cause Wise Complaints – KOV Products
FY 2011-12

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<tr>
<th>Cause</th>
<th>Count</th>
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<tbody>
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<td>Performance</td>
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<td>User mistake</td>
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<td>Mfg Defect</td>
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<td>Transit Damage</td>
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<td>Wrong supply</td>
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<td>Bought Out</td>
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<td>Site Related</td>
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<td>Under Analysis</td>
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<td>Quality Issue</td>
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<td>Short Supply</td>
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<td>Total</td>
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</table>
Large Pump Breakdown Orders summary FY 2011-12

![Bar chart showing delivery times for different months.](chart_image)

- DELIVERY < 30 DAYS
- DELIVERY > 30 DAYS
Service Man days to Sectors FY 2011-12

Service Man Days KOV Engineer's

- Available: 423
- Actual: 242
- Water: 36
- Irrigation: 0
- Power: 16
- Distribution: 17
- Industry: 53
- CSS: 87
- B&C: 18
- GOD: 10
Service Response – KOV Product

MTTR KOV Product

* Target: Within 7 days
# Service response – Dewas Product

Enriching Lives

## KBL Dewas Average Complaint Resolution for the Year: 2011-12: Dewas/Shirval

<table>
<thead>
<tr>
<th>Name of RO</th>
<th>Total Complaints Received during the year 2011-12</th>
<th>Total days for resolving all complaints</th>
<th>Avg total complaint resolution-Days</th>
<th>0-Day</th>
<th>1-Day</th>
<th>2-Days</th>
<th>3-Days</th>
<th>Total no of complaints resolved within 3 Days</th>
<th>% of complaints resolved within 3 Days</th>
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<tr>
<td>Ahmedabad</td>
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<td>1501</td>
<td>1.5</td>
<td>206</td>
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Service Response – Dewas Products
2011-12

% of Complaint resolved in 3 days

Apr'11 May'11 June'11 July'11 Aug'11 Sept'11 Oct'11 Nov'11 Dec'11 Jan'12 Feb'12 Mar'12

94 92 91 93 97 97 97 96 97 98 96
Breakdown complaint resolution (Hrs) ACHV 2011-12

Breakdown complaint resolution (Hrs) Target 2011-12
How to Reach Us?

• Toll Free Helpdesk Number:

1800 - 10 - 34443

• CSS On Line Complaint Portal Website:

http://intranet.kbl.co.in/CompReg/

• CSS- Spares contact ID:

spares@kbl.co.in

<table>
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<td><strong>Agri &amp; Domestic Pumps</strong></td>
<td><strong>Industrial Pumps</strong></td>
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<tr>
<td>Chandrakiran Khandekar</td>
<td>Madan Desai</td>
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<tr>
<td>Mobile: 8888848705</td>
<td>Mobile: 8888887135</td>
</tr>
<tr>
<td><a href="mailto:chandrakiran.khandekar@kbl.co.in">chandrakiran.khandekar@kbl.co.in</a></td>
<td><a href="mailto:madan.desai@kbl.co.in">madan.desai@kbl.co.in</a></td>
</tr>
</tbody>
</table>

**For Escalation:** Mr. Prasad Lowalekar (General Manager) prasad.lowalekar@kbl.co.in
Mr. Ravindra Murthy (VP & Sector Head) ravindra.murthy@kbl.co.in
Ahmadabad
11, Mill Officers Colony, Behind
La Gajjar Chambers, Ashram
Road, Ahmadabad,
Pin: 380 009.
Tel: 079-26583739,
Fax: 079-26583786
Email: ahmedabad@kbl.co.in

Bangalore
No. 5, Lakshmi Complex,
II Floor,
10th Cross, RMV Extension,
C. V. Raman Road,
Bangalore, Pin: 560 080.
Tel: 080-23619914/15,
Fax: 080-23610095
Email: bangalore@kbl.co.in

Bhubaneswar
Plot No. 969, (Part - A), Uttam
Tower, Block B, 1st Floor, Ashok
Nagar, Unit - II,
Bhubaneswar, Pin: 751 009.
Tel: 0674-2536421/ 2535371,
Fax: 0674-2534965
Email: bhubaneswar@kbl.co.in

Chennai
Raj Paris Trimeni Towers, 2nd
Floor, 147 G.N. Chetty Road, T.
Nagar, Chennai, Pin: 600 017.
Tel: 044-28156546/ 47/ 48,
Fax: 044-28156549
Email: chennai@kbl.co.in

Jaipur
‘B-8, Durga Das Colony,
Behind Neelkanth Tower,
Bias Godam Circle, Bhawani
Singh Road, Jaipur - 302001,
Rajasthan.
Tel No: 0141 - 2223830,
Fax: 0141-2223943
Email: jaipur@kbl.co.in

Kolkata
KCI Plaza, 1st floor, 23C,
Ashutosh Choudhury Avenue,
Kolkata: 700 017. W.B. (India).
Phone: 033-2461 5065 / 5934 / 5325
Fax: 033-24614519
Email: kolkata@kbl.co.in

Kochi
Veejay Towers, 38/ 239A
Salim Rajan Road, Gandhinagar,
Ernakulum, Kochi, Pin: 682 017.
Tel: 0484-2206651/ 52,
Fax: 0484-2206653
Email: kochi@kbl.co.in

Kolhapur
M. A. Lane, 148/ 1, 1st Floor,
Pune, Pin: 412 010.
Tel: 0231- 2423429 & 2424593,
Fax: 0231- 2426987
Email: kolhapur@kbl.co.in

Kolkata
KCI Plaza, 1st floor, 23C,
Ashutosh Choudhury Avenue,
Kolkata: 700 017. W.B. (India).
Phone: 033-2461 5065 / 5934 / 5325
Fax: 033-24614519
Email: kolkata@kbl.co.in

Lucknow
B-1/7, Sector A, 387, Aliganj,
Lucknow, Pin: 226 024.
Tel: 0522-2326367/ 393 / 374,
Fax: 0522-2326365
Email: lucknow@kbl.co.in

Nagpur
Plot No. 1 - 3, Flat No. 7, Sagar
Palace, Laxmi Nagar, Behind
‘Bal Jagat’
East High Court Road,
Nagpur, Pin: 440 022.
Tel: 0712-2234275/ 6,
Fax: 0712-2234276
Email: nagpur@kbl.co.in
Regional Offices

New Delhi
Jeevan Tara Building, 5
Parliament Street, New Delhi,
Pin: 110 001
Tel: 011-41501055 to 62 /
41500040
Fax: 011-23342002
Email: delhi@kbl.co.in

Mumbai
10, Corporate Park,
Sion-Trombay Road,
Swastik Mills Compound,
Chembur, Mumbai: 400 071.
Tel: 022-25289320 to 28,
Fax: 022-25289329
Email: mumbai@kbl.co.in

Secunderabad
Post Box No. 1580, 403, Jade
Arcade, 126, M.G. Road,
Paradise Circle, Secunderabad,
Pin: 500 003
Tel: 040-66874700/12 to 37,
Fax: 040-27894598
Email: secunderabad@kbl.co.in

Bhopal
E-1, Shankarnagar, 6 1/2 Bus Stop,
Opposite Parul Hospital
Bhopal 462 016
Tel: 0755-4218341
Email: bhopal@kbl.co.in

Pune
Udyog Bhavan, 'B' Building,
Tilak Road, Pune Pin: 411002
Tel: 020-24440770,
Fax: 020-24440156
Email: pune@kbl.co.in
Introducing 14 Resident Service Representatives (RSR) at Locations

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<th>S.No.</th>
<th>Name of trainee</th>
<th>Location</th>
<th>State</th>
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<td>Mr. Sandeep Yadav</td>
<td>Shakti nagar</td>
<td>Uttar Pradesh</td>
</tr>
<tr>
<td>2</td>
<td>Mr. Himanshu Sharma</td>
<td>Delhi/ Gurgaon</td>
<td>Delhi / Haryana</td>
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<tr>
<td>3</td>
<td>Mr. Mohit Kumar</td>
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<td>4</td>
<td>Mr. Suman Goswami</td>
<td>Guwahatti</td>
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<td>5</td>
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<td>Angul</td>
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<td>6</td>
<td>Mr. Imran Khan</td>
<td>Chennai</td>
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<td>7</td>
<td>Mr. Shashank Salunke</td>
<td>Pune</td>
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</tr>
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<td>8</td>
<td>Mr. Ravindra Sitapara</td>
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<td>9</td>
<td>Mr. Ranjeet Shekhawat</td>
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<td>10</td>
<td>Mr. Vikrant Malik</td>
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Our Esteemed Customer-
NTPC plants in India
Nationwide Network

- Manufacturing Facilities
- Authorised service & spares dealers
- Resident Service Representative
- Kirloskar Refurbishment Centre

CSS also has an extensive network of over 432 Authorised service centers catering to Agri & Domestic pumps
Thank You !