



“KBL is the first pump manufacturing company to design and develop pump-making technology locally.”

R.K. Srivastava 62, Director

YUSUF KHAN

KIRLOSKAR PUMPS Established 1888

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PUMP AND SHOW

In the drought-stricken districts of Gujarat and Andhra Pradesh, Kirloskar Brothers have infused a ray of hope. The largest manufacturer and exporter of pumps in India, Kirloskar Brothers Limited (KBL) have single-handedly changed millions of lives. Ushering in the green revolution, the company has created the world's largest pumping scheme, irrigating more than two million hectares of land and supplying water to 4,620 towns and villages in Gujarat as part of the Sardar Sarovar Narmada Nigam Scheme. In a similar endeavour, KBL has commissioned a water pumping scheme, Devadula, in Andhra Pradesh's Warangal to supply water to four drought-prone, socio-economically backward districts of the state.

The largest infrastructure pumping project contractor in Asia, KBL is the flagship company of the \$1.3-billion

Kirloskar Group, running the core businesses of large infrastructure projects including water supply, power plants and irrigation. One of the three firms in the world who can manufacture and install 200 KW canned motor pumps for nuclear application, KBL is also the first to introduce concrete volute pumps in India. With a presence across 72 countries, its sales figures in the last fiscal exceeded the \$500 million mark with a market capitalisation of more than \$300 million. “Our motto is to enrich lives. As such we have made a significant contribution to the country in terms of water, power and irrigation, all of which are indispensable areas in infrastructure for the development of a

country,” explains R.K. Srivastava, 62, director, KBL.

While setting up state-of-the-art pumping stations across the country and abroad has been the company's mainstay, KBL has done pioneering work in the areas of innovation, research and development. With a workforce of 3,500, it designs specialised pumps that offer flexibility of usage to completely automated systems with electronic controls. Srivastava adds: “We have consistently received the export excellence award for the past 27 years, but one has to improve continuously.” And where the company's growth is an important concern, KBL focuses its energy equally on developing the industry segment it occupies.

Underlying the importance of indigenous development of technology, he says, “KBL is also the first pump manufacturing company to design and develop pump-making technology locally.” With an impressive record of creating value, the Kirloskar Brothers are all set to give a pumped-up performance.

by Swati Mathur

60 per cent

of the total 328 million hectare land in India is cultivated without any irrigation.