



Enriching Lives

cascade

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eadership

KIRLOSKAR BROTHERS LIMITED

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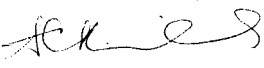
## concept

“With great power comes great responsibility,” says a comic book hero. At KBL, our leaders - the engineers, sales and marketing folks, the projects team, the customer service team realise the leading roles they play in building nations. They understand the critical nature of their jobs. It is to these hardworking leaders, this issue of Cascade is dedicated to. They stand tall, share their vision and lead their teams and are the everyday heroes of KBL.

Integrity, dedication, magnanimity, humility, openness, creativity, fairness and assertiveness are some of the traits that leaders are often attributed with. These are the values that our heros live by, everyday.

## foreword



  
**Sanjay Kirloskar**  
Chairman and Managing Director,  
*Kirloskar Brothers Limited*

A good leader is the most powerful asset any business can dream of.

I see leaders as people who take decisions and not procrastinate. They know what needs to be done and they make sure that it gets done.

It is a leader who defines values, culture, change, tolerance and employee motivation. They shape institutional strategies including their execution and effectiveness.

As companies prepare for challenging times, we need leaders who do not compromise on standards and values that are essential. Only when managers understand challenging organisational processes or structures that exist above and beyond their area of formal authority, will they begin to address their leadership responsibilities seriously.

I feel that the most important quality that a leader should possess is a sense of mission. This clarity would be the best guide for his colleagues.

The ability to motivate others, to bring them to join in the journey, and help them realise their potential is the hallmark of inspired leadership.

It is with this dream that we at KBL look at sparks of genius as the guiding lights.

# from the director's desk



Jayant Sapre  
Director, Kirloskar Brothers Limited

Employee Empowerment is an often-misunderstood concept. It is a term that few managers and organisations understand and fewer put into practice. Many managers feel empowering means relinquishing the responsibility to lead and control. This is not the case. So, what is an empowered employee? How do we know who is an empowered employee?

Open communication is easily the best yardstick to judge if the employee actually feels empowered. Communicating every aspect of the business to employees in an open and honest manner is the key. Elements of the strategic plan, financial performance, key performance indicators and daily-decision making keep an employee involved and feeling empowered. It is the process of enabling an employee to think, behave, act, react and control their work in more autonomous way is the hallmark of an enlightened organisation. This impact of open communication

and empowerment is reflected immediately on attrition rates, employee productivity, motivation, loyalty and satisfaction. Employee surveys and evaluations repeatedly tell that empowerment and communication are rated highest with regards to employee satisfaction.

Companies that empower employees demand stronger leadership and accountability. This begins with executive leadership, through all management levels and includes frontline supervisors. Successful empowerment initiatives require the entire organisation to work together as a team in order for the benefits to be realised.

The simple fact is that truly empowered employees have more self-confidence, are more creative and innovative, understand the strategic direction of the organisation and are able to act upon this strategy, which benefits both the employee and the organisation for which they work!

# editor's word



Shipra Tripathi  
Head, Global Marketing and Communication, Kirloskar Brothers Limited

This Cascade comes to you with a compilation of thoughts on good leadership.

At KBL, we have notable achievements to our credit, some of which are highlighted for you in this edition. The high point is the certification under N Stamp. We are the only N & NPT certified Indian pump manufacturing company, and the third one in the country under any category.

A visit by Princess Anne to Coleford at the silver jubilee celebration of SPP Pumps was yet another recognition and an honour for KBL. Princess Anne had been present at the inaugural of this plant in 1987.

KBL is celebrating 50 years of its presence in Egypt, a country where pumps are often referred to as

‘Kirloskar’. We partner Egypt in greening of the country by installing more than 100,000 pump sets on the banks of the river Nile. To give strength to our commitment, a Service Centre under SPP is being set up.

In India, we commemorated 50 years of our Dewas Plant that has evolved into a key facility for us.

Authorised Refurbishment Centres in India are the latest offerings aligned to our customer centric approach. With trained manpower and state of the art testing machinery these centres will reduce down time as well as cost for our customers.

I hope you enjoy reading about what we are doing at Kirloskar Brothers Limited....

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# Leadership

synergy of past experience, present trends and future vision

## Leadership Styles

- Dr. Himanshu Rai, IIM Lucknow

*It is needful to discriminate action, to discriminate forbidden action, and to discriminate inaction; inscrutable is the way of karma*

- The Bhagvad Gita (chapter 4, verse 17)



Dr. Himanshu Rai joined IIM Lucknow, India, in August, 2006 after completing a stint of a little over a year at XLRI Jamshedpur School of Business and Human Resources, India. As the Convener of CAT 2010, he successfully led the largest format change in world's testing history exceeding all global standards of testing. He is also the Chairman of the HRM Group at IIM Lucknow.

Dr Rai loves adventure, particularly mountaineering and trekking, and has over a dozen expeditions to his credit. He is a voracious reader, a yoga teacher and a connoisseur of music

Deadlines, targets, profits, productivity, development, acquisition, competition, ambition, mission, compliance, laws, ethics, innovation, creativity, necessity, and so on. In life, and especially in the business world, we must juggle these issues on a daily basis and to the best of our abilities. One who manages to do this best-avoids letting the ball drop, so to speak - is seen as successful.

And, successful managers will tell you that in this juggle, holding on to one thing for a while longer than necessary would mean letting another drop. For instance, hold on to deadlines and targets too strongly and one may have to compromise creativity and innovation. Hold on to competition too dearly and productivity may slide. We invest a large amount of our educational, technological, and financial resources to train managers in this task of striking a balancing act in order for companies, organisations, and enterprises to achieve their objectives.

Yet, the sub-prime crisis in the U.S. occurred when the managers involved in dispensing financial services were at a highly productive stage in their careers, similarly, the global recession of 2009 which devoured businesses and banks,

even several national economies in its wake saw to it that those working at the heights of the financial sector went home with rich bonuses.

In India as well, we saw the credibility of one of the foremost business houses destroyed with the Satyam scam of 2009, and even as the country hosted a mega event, The Commonwealth Games, 2010, its success was overshadowed by the numerous financial scams that followed in its wake. Such stories are coming out every other day.

One is, therefore, obligated to ask: why is it that those who have the ability and the knowledge to deliver fail to do so even while applying themselves to the best possible extent?

The answer points to the concept of Leadership. Leadership is what directs managers to choose deadlines and targets over quality, creativity, and innovation. Leadership is what fosters the need to plunge into competition, creating conditions for the management to want to sacrifice productivity. From a conventional point of view, leadership points out what is to be done, while it expects the management to figure out how it can be done most efficiently.



## Understanding Leadership

Simply put, a leader is one who leads. In business parlance, a leader influences others to accomplish an objective and directs the organisation in a way that makes it more cohesive and coherent. Several studies seem to compete in the attempt to explain the morphology of leadership:

**The Trait Theory** suggests that some specific personality traits may lead people to naturally assume leadership roles. Traits correlated with leadership include extroversion, conscientiousness, openness to experience, and emotional intelligence. According to this theory, leaders are born with these traits. They are energetic, sociable, talkative, show self-discipline, aim for achievement, are open to a variety of experience, and are able to identify, assess, and control the emotions of oneself, of others, of groups as well. Trait theory might explain why at times we find people listening to and following individuals who are charismatic, despite there being better contenders from the point of view of wisdom, knowledge and experience.

On the other hand is **The Behavioural Theory** which says people can choose to become leaders and learn, or acquire leadership skills. According to this, leaders can be developed, and skills can be cultivated. Several key skills among successful leaders have been studied and identified, and methods laid down on how to cultivate these.

Another approach attempts to bridge

the gap between these two theories: that of situational factors. We have often noticed that a situation thrust on an individual may bring out leadership qualities in him/her, out of sheer desperation to change the situation into a more favourable one. This person goes from being passive, ordinary, and uninvolved, to assuming the role of a leader, becoming active, dynamic, and involved - in every aspect of the situation, in short, extraordinary.

All around us, we come across many examples that these theories could correlate to. These theories further spawned other contingency theories that looked at how aspects such as leader-member relations, the extent of power a leader had with regard to recruitment, firing, promotions etc in the workplace, and the structure of the task, affected leadership. Another looked at choosing a particular leadership style based on the kind of followers one had. This means, analysing the base of the followers into the categories of ability and willingness, and choosing on varying degrees of control over the group.

**The Leader-Member Exchange Theory** came up later, which talks about how leaders implicitly mark a certain follower as 'in' or 'out' and how the former enjoys their trust and attention in terms of being given tasks and positions of responsibility.

**The Charismatic Theory** talks about how certain individuals use their

charisma, which derives from their ideology, vision, a new set of values, unconventional behavior, etc., to influence people towards action. The flip side of this approach may be that leaders may not be acting in the best interests of their organisation, but use their charisma to shape the image of their company.

Finally, came **The Theory of Transformational Leadership**, which puts a premium on a leader using individual consideration, intellectual stimulation, inspirational motivation, and idealised influence to encourage followers to be more innovative and creative.

These theories have, over a period of time, laid out carefully the traits that give an individual the potential to lead, the traits one should hone and practice in order to be a more effective leader, and the factors that affect the relation between a leader and those he leads.

However, one small gap remains. So far, we know that in order to achieve a certain type of goal, we need to do a particular set of things, in a specific manner. For instance, we need more power to keep our industries running on full steam, and for that, we need to harvest more resources. It is the leadership's job to decide how much more we can keep harvesting without having to accrue major environmental debts.

Thus, a distinction has to be made on what are the things worth harvesting

our natural resources for. Similar queries can be directed to all spheres of life: what kind of food is worth having - junk or natural. What kind of technology is worth developing - defense or agriculture. What form of wealth is worth acquiring - to benefit the society or for personal ease and status.

Theories apart, **Spiritual Leadership** makes this break. It handles the disillusionment we suffer when we look around our so-called developed world that draws its life-blood from the disparity of the masses from the classes, questions the loss of 'sense of purpose' and quest for actualisation fuelled by the desire to accumulate material wealth to keep up with our neighbours.

This new concept derives from the ancient, timeless wisdom of The Bhagavad Gita, with a spirit of enquiry into the pan-religious concepts of 'Swadharma' and 'Nishkama Karma'. 'Duty' is the word that comes closest in meaning to 'Dharma', and 'Swadharma' means 'one's own duty'. Nishkama karma can best be described as 'disinterested action' i.e. action that is detached from a desire of its fruits.

One does a certain duty in line with his 'prakriti' - predisposition, vetted

through his intelligence, the voice of his conscience, and the needs of his situation. This action becomes one's dharma. The doer does not get attached to the fruits or results of this action, and thus, does it for the simple reason that it is his dharma to do so.

In modern business parlance, it may be difficult to grasp or apply this concept. But, we can try. An industrialist who would find himself at the helm of his organisation could choose to produce something on the basis of the need for that product, weigh in its power to do good for the society at large, ensure that his operation does not upset the natural balance of resources, and that the workforce dependent on him is healthy, happy, and stable.

But, Spiritual Leadership is not just a call for leaders. It is a call for all of us individuals - be they managers or others - to recognise and bring out the leaders in ourselves. For, we alone are responsible for the stewardship of our lives. It is a call for us to recognise our 'Swadharma', follow it to the best of our capabilities, cast away our fears, and seek happiness from it.

*One's own dharma, though imperfect, is better than the dharma of another well-discharged. The dharma of another is full of fear*

*- The Bhagvad Gita (chapter 3, verse 35)*



# World's Largest Pumping Scheme Tastes Another First. Thanks to KBL!

For Saurashtra Branch Canal Pumping Scheme of Sardar Sarovar, KBL adapts a unique technique to measure the individual discharge of the Concrete Volute Pumps.

- Sayaji K. Shinde, Head, Irrigation Sector



## KBL and World's Largest Pumping Scheme

Kirloskar Brothers Limited (KBL) has been proudly associated in building the World's Largest Pumping Scheme, the Sardar Sarovar Narmada Nigam Limited's (SSNNL), Saurashtra Branch Canal (SBC) Pumping Scheme, in the state of Gujarat, India.



PG Testing KBL Representative Team

## Irrigating 540,000 Hectares of Land

KBL has played a major role in this illustrious project by supplying 26 Concrete Volute Pumps (each of 20 cum/sec capacity) and 22 Vertical Turbine Pumps (each of 5 cum/sec capacity). The SBC is the largest branch canal of the Narmada Project Canal System. The Canal is 104 km long and tails into Bhogavo-II reservoir (Dholi Dhaja Dam) near Surendranagar, in Gujarat. The total system will lift 630,000 litres of water per second, to provide irrigation to 540,000 hectares of land and drinking water to approximately 4,620 towns and villages, in the draught affected areas of the Saurashtra region of Gujarat.



Measuring Discharge Rates  
Innovatively

For the Performance Guarantee (PG) Test of the large Concrete Volute Pumps, KBL has for the first time, adapted a very unique technique to measure the individual discharge of the Concrete Volute Pumps. This is also probably the first time such a technique has been deployed for this application.

In association with India’s premier Research Institute, the Bhabha Atomic Research Centre (BARC) - Govt. of India, KBL decided to carry-out the discharge measurement of the Concrete Volute Pumps, using radiotracer techniques. These techniques are widely used for accurate measurement of various discharge rates in pipeline, open channel and canals. The radiotracer techniques have many advantages such as physico-chemical compatibility, high detection sensitivity, in-situ detection, just to list a few. This method is well-established and has high accuracy levels, of the order of 1%.

In such applications, the radioactive material, in a suitable physico-chemical form similar to that of the fluid being measured, is instantaneously injected into the system at the inlet. Its passage is monitored at the outlet or along the system, at strategically selected locations, using collimated radiation detectors. The monitored tracer concentration

data is then, plotted as a function of time and interpreted to obtain information about process parameters such as flow rate, hydrodynamic behaviour of the system and other occurrences. While there are two methods i.e. Pulse Velocity Method and Dilution Method for measuring flow rates using Radiotracers, for the PG test at SBC, KBL applied both methods to measure the discharge rates.

This was indeed a challenging task for team KBL, particularly as this PG tests was to be completed within a span of one month. This was mainly considering the canal pumping schedules, which is normally controlled by the Irrigation Department and other Safety and Hazard compliance requirements of BARC. For the charged KBL team, which had been working hard for nearly a year to bring the pumping station to the stage of PG testing, there was no looking back. Huge amount of preparatory activities, including liaison with the Safety and Hazard Department of BARC and co-ordination with SSNNL authorities for scheduling the test, was involved. With proper delegation of responsibility, the team worked round the clock to arrange all the facilities and gadgets required for this test, such as Metering/ Peristaltic Pumps, Radiation Survey meters, De-capping Tool, Radio-active source handling equipment, Radiation



Data Acquisition System



Arrangement for hanging radiation detectors at three different locations (Bridges) across the canal (Transit Time Method)



BARC team during Radiotracer concentration detection at Injection Point



BARC Scientist during Radiotracer Injection in Graduated Cylinder



Safety Prevention during Radiotracer Injection



Bird View of Pumping Station No. 1

Detectors, Data Acquisition Units, Laptops and Nitrogen Cylinders (for mixing the tracer). This was all arranged within 15 to 20 days.

Successful Testing

The test was successfully conducted within a record time of 28 days, including the time taken to identify this methodology, the experts like BARC to execute it and for the preparation of the test. The test was witnessed by all associated competent authorities such as the client - SSNNL, DCL-Kolkata, the Consultant and a team of Senior

Scientists from BARC-Mumbai. And the result was a successful Test with the Concrete Volute Pumps, fully meeting the guaranteed parameters.

The team from KBL led by Mr. Sayaji Shinde, Associate Vice President and Sector In-charge (Irrigation) and Mr. Abhijit Deshpande, General Manager were complimented for this significant achievement, by the top management of SSNNL and KBL. The motivated team is now forging ahead with the PG Testing at the other Pumping Stations as well.

KBL has been known for its innovative approach, particularly when the most obvious and conventional routes are blocked. This is such a classic example. Kudos to the Team KBL!



Pumping Station No. 1



# Rising Against the Tide

## Pump House Project for Mazagon Dock

### Completed Successfully

- Amit Dubey, Gas, Oil & Defence, KBL Pune



Mazagon Dock Limited (MDL) is one of the busiest shipping docks in the world. Smooth functioning of the dock is critical to the economy of India as it contributes significantly to the nation. As a part of their modernisation project, MDL chose KBL to design, supply, erect and commission complete pumping machinery and electro - mechanical package for ITD cementation (ITD).

#### Client

Mazagon Dock Limited.

#### Scope of work

Design, supply, erection and commissioning of complete pumping machinery along with electro - mechanical package for ITD cementation.

#### Impact

This project has enhanced the capacity of the dock yard by another 35%.

#### Unique Solution

KBL rose to the occasion and designed a solution suitable for 25 years. After extensive research and CFD analysis, KBL recommended pumps in special metallurgy suited to sea water and marine conditions for prolong period.

The pumping system so designed, consists of three horizontal KBL make Centrifugal Pumps with associated process ductile iron pipeline, siphon breaking valves, penstock valves, butterfly valve and instrumentation. The suction and discharge pipework of each pump passes through walls of the chamber structure enabling the extraction of water from the sea and discharge into the wet basin.



Installation of Ductile Iron (DI) pipes with help of chain pulley blocks and makeshift arrangements of supports

#### Extreme weather conditions. Tough working environment. Unpredictable location

Ensuring timely delivery of material at site, erection of ductile iron pipes and pumps in Super Duplex material in the impounding pump house in the middle of the sea against all odds of nature was an extremely challenging task. The biggest challenge was to conduct all activities without the availability of standard heavy equipment and supporting machinery like cranes. Material movements were done largely using sea route, boats or barges. The team had limited support of a barge crane but that depended on sea tide conditions. In addition there were distance and weight restrictions.

Handling and installation of Ductile Iron pipes ensuring aesthetics and functionality in that environment posed a severe challenge as well. Another challenge was to install jetting pipeline ensuring proper flow in all pipes. After a thorough analysis, orifices were placed to ensure correct flow. This was a critical installation as it ensures accurate and precise functioning of the gate while opening and closing.

#### Performance First

This was an ambitious project for MDL as it would have enhanced the capacity of the dock yard by another 35% in terms of taking in the ships. This additional capacity means a huge boost to MDL as it has provided them the edge due to the strategic location and availability of wet basin.

KBL ensured successful completion despite extremely difficult environment especially during monsoon when tides are strong in the rough Arabian Sea. Work can be slow especially when using makeshift tools and tackles, slings and safety harness at all times. The project was completed meeting all expectations to great satisfaction of the customer, end user and consultant. KBL was bestowed with Safety Awards on two occasions during the project.



#### Our Pump House







# All Eyes on Autoprime

- Duncan Jackson, SPP Pumps Ltd., United Kingdom

In May 2012, SPP and Kirloskar jointly participated at the IFAT Exhibition in Munich, Germany. IFAT is world’s leading fair for water sewage waste and raw materials management that attracts nearly three thousand exhibitors from more than 50 nations from the world. At the fair, an SPP QP150 Autoprime pump mounted on a fixed height trailer was exhibited outside one of the main halls. This exhibit allowed the visitors to see how the unit starts and also view a number of key features. Participants and visitors at the fair showed tremendous interest. DIA Pumpen located in Dusseldorf, felt that this pump would bridge a gap in the German market for an automatic self-priming pump that was small enough to be towed by a normal saloon sized car yet offer the performance of much larger and heavier competitors units. Representatives of DIA Pumpen, Manfred Kledzik and George

Hoffman visited SPP Coleford in September to discuss opportunities of further collaboration and view our manufacturing facilities. They were extremely impressed and particularly so with F2 production and test facilities. They went through the test procedure with a fine tooth comb (thanks to Phil Delaney for his support here). Following this successful visit, a towable demonstration unit has been taken to various customer facilities in Germany. The QC200 was delivered in October and taken to a number of customers where the pump was set up and operated to demonstrate noise, suction lift and performance characteristics and so on. On 5 November, Duncan Jackson - BU Manager for Autoprime, accompanied DIA Pumpen on two such demonstration visits at sewage treatment plants. Customers have been extremely impressed with the performance of the Q pump.

# Keeping the KBL Brand Glowing in Thailand

- Vinodh Chinnappan, Product Support

Glow Thailand Power Plant, Thailand had been using KBL Circulating Water Pump & Condensate Extraction Pump along with a few GSPs since 2009. In the project, Doosan Heavy Industries & Co. Ltd. was the turnkey EPC contractor. After successful continuous operation of the CW Pumps for three years, Doosan reported that one of VT Pumps were found to be using more power compared to the parallel operating CW Pump.

Kirloskar Brothers (Thailand) Limited (KBTL) was awarded the service contract for 1 CW pump. KBTL took the complete responsibility for this service task. Led by Mr. Vinodh Chinnappan, Manager - Product Support, the team totally refurbished and reinstalled the pump for operation in less than three weeks.

<b>The Owner</b> Glow Energy Public Company Limited, Thailand	<b>Pump Supplied</b>	Circulating Water Pump	Condensate Extraction Pump
<b>The Project</b> 115 MW Glow Power Plant, Map Ta Phut, Rayong	<b>Flow (m³/hr)</b>	15,000	341.0
<b>EPC Consultant</b> Doosan Heavy Industries & Construction Co. Ltd.	<b>Head (m)</b>	15	200.21
	<b>Motor Rating</b>	875 kW	300 kW
	<b>Speed</b>	490 RPM	1480 RPM



The results after the pump servicing were excellent and appreciated by the end client. The pump was operating with 9 Amps power lesser than the parallel pump in the same sump. This has created tremendous confidence for Kirloskar Pumps with Doosan, the EPC and the end user, Glow Power Co. Thailand.





# Flourishing Irrigation in Portugal

- Nikhil Dhole, Kirloskar Brothers Europe B.V., The Netherlands



Kirloskar made vertical and horizontal pumps for Irrigation meet the main objectives of controlling the water resources of the inhabitants of Portugal

Since 2009 KBL supplied pumps for total eight pumping projects in primary and secondary stations. Most of these pumping stations are used to enhance irrigation in the respective regions. Amongst all the supplies in Europe, KBL supplied the largest size of pump (with a motor of 2.8 MW) in Portugal. Apart from that, KBL provided superior and innovative technical solutions to the customers at all phases of the projects. KBL is rated better than the leading suppliers from Europe on energy savings, civil engineering (minimum space requirement) and

flexibility of design due to rich experience around the world. KBL has created its footprint on the soil of Portugal in achieving the main objective of controlling the water resources which is a very vital factor for life. KBL is now, one of the most preferred suppliers for pumps and its products are highly acceptable in Europe. These references are being taken forward and have given a great opportunity for the pump business in other countries in the irrigation sector.



# Udupi Thermal Power Plant gets Circulating Water Pump Set Package. KBL achieves the distinguished feat of developing and installing largest circulating water vertical turbine pumps for sea water application having flow capacity of 35,300 m<sup>3</sup>/hr, successfully operating since March 2012.

- Chandan Singh, Power Sector, KBL Pune

Kirloskar Brothers Limited (KBL) successfully completed a significant order from Lanco Infratech Limited for design, supply, installation, testing & commissioning of Circulating Water Pumps with motor and accessories for 2 x 507.5 MW Udupi Thermal Power Plant at Udupi, Karnataka, India.



Speciality of pumps considering the special material of construction for the pump: The pump bowls were fabricated instead of the conventional casting. This has resulted into an overall saving of pump weight by approximately 3500 kgs.

## Making of the Largest Vertical Wet Pit Pumps

Sea water application involves design of vertical wet pit pumps with pinpoint accuracy. This order had a great significance for Kirloskar Brothers Limited as it led to the development of largest vertical wet pit pumps with a capacity of 35,300 m<sup>3</sup>/hr.

Selection of material of construction for basic pump components was done with utmost care to ensure effective operation as all metallic components of pump were immersed in Sea Water. Lubrication system was designed keeping in mind the corrosive nature of liquid. Sump model studies & CFD analysis also added significant value in designing the pump sump and Forebay thereby improving the overall hydraulics of the system.



## An Award Winning Project

The Udupi Project was awarded with a “Gold Shield” by the Central Electricity Authority in the category of “Early Completion of Thermal Power Projects”. KBL played a pivotal role and ensured its contribution in completing the critical application of circulating water pumps.

## Future Ready

With the increase in overall capacity of Power Plants, the flow capacity for condenser cooling requirement has increased manifold. KBL has successfully implemented large scale projects where flow capacities have been gigantic. This project further reinforces the capability of KBL around Circulating Water Pumps for sea water application in thermal power plants. This project is a major asset and a proof point for several upcoming power projects of similar capacities.

Liquid	: Sea Water
Pump type	: Vertical Wet Pit
Quantity	: 5 Sets (4W + 1S)
Capacity	: 35,300 m <sup>3</sup> /hr
Total Head	: 30 m
Pump Speed	: 375 rpm (Nominal)
Motor Rating	: 3800 kW / 11 KV / 50 Hz



India’s First Ultra Mega Power Project gets KBL to create the World’s Largest Circulating Water System - Chandan Singh, Power Sector, KBL Pune



Mega Solution for Mega Project

The first Ultra Mega Power Project (UMPP) of India, Mundra UMPP having five units of 800 MW each, generating a total power of 4,000 MW using supercritical technology has the distinction of being the world’s largest cooling water system, pumping 176,380 liters of sea water persecond.

At CGPL MUNDRA (A Tata Power Company), Gujarat, the system consists of 10 sets of giant Concrete Volute Pumps each having a capacity of pumping 17,638 litres per second driven by 5200 kW/22P Motor. Kirloskar Brothers Limited was involved in carving out the roadmap of this project from concept till commissioning thereby delivering great value to the customer.



World’s Largest Cooling Water System	
Highlights	
Liquid	: Sea Water
Pump Type	: Concrete Volute Pump
Quantity	: 10 Sets (10 Working + No Stand by)
Capacity	: 63,000 m³/hr
Total Head	: 23 m
Pump Speed	: 270 rpm
Motor Rating	: 5200 kW / 11KV / 50 Hz / CACW / Outdoor application
One of the largest CW pump house (sea water application) ever built in India.	

**Building the largest CW Pump House in India**

Kirloskar Brothers Limited anticipated this challenge of developing circulating water system for cooling the condensers in the power plant. This is the first Ultra Mega Power Project (UMPP - Minimum plant generation capacity of 4000 MW & above) in India and a Water System for sea water application of such a mammoth capacity pumps with a total flow of 6,30,000 m³/hr for the entire CW system was developed for first time in India.

Leveraging our excellent engineering capabilities and vast experience, the KBL team developed the system successfully. Major engineering studies such as CFD Analysis and Sump model study led to streamlining design of the entire pumping system, reaffirming the core in-house capabilities of Kirloskar Brothers Limited. Material of construction for all pump components was selected with utmost care and was based on KBL’s expertise in handling the saline nature of liquid handled (sea water) for cooling condenser.

The KBL team ensured completion of the project within the stipulated timeframe. This significant contribution in completion of the first Ultra Mega Power Project is a milestone achievement not only in the glorious history of KBL; but also for the country. In the past few years, Power Generation focus in Thermal Power Plant has shifted towards Ultra Mega Power Projects. This pioneering achievement at CGPL MNDRA UMPP reinforces the credentials of KBL and gives the team a head start over competitors.



Total no. of Pump Sets : 10

Capacity of Each Pump : 63,000 m³/hr

Motor Rating : 5.2 MW

Speed : 270 rpm

Motor Weight : 55MT





# How do you see Life?

- Ravindra Ulangwar, Head, Power Sector



## Do You See Life As A Half-Filled Or A Half-Empty Glass Of Water?

Remember, the way you look at life, the life looks back at you the same way. A positive attitude is very important to be successful in life. Of course, if you don't want to be successful, you are free to enjoy your half-empty glass!

## Do You Have Substance?

Nobody is born perfect. Actually, nobody dies perfect too. Perfection is an impossibility. We can only try to be perfect, consistently. We must strive every day to be better than yesterday. Most people live with empty spaces inside them. Here, it's important to know that everybody experiences failures. We cannot judge a person's substance by the amount or severity of failures. If somebody doesn't even have a desire to succeed or do better than what he/she is doing currently, it can be called a lack of substance. It takes an effort to build substance. Those who are ready for the extra effort tend to have extra positives in life.

## Do You Consider Life A Cigarette?

Some people believe that life is a cigarette. Once it is lit, it has to finish. So, better enjoy it. This example has negative connotations, but the message is clear. We have been given a life — by God, by nature, by parents or by something else as per our individual belief. Now, it's up to us to enjoy ourselves to the fullest or complain about our problems.



For most people conversations centre on what negatives have happened to them or what positives have not happened. Though it's good to share the negatives with close friends and families, as it helps release the toxic load, conversations should be as positive and enjoyable as possible. Even if we compare life to a cigarette, we should remember that all of us don't smoke. Some people prefer to eat ice-cream, and enjoy themselves till it lasts!

## Do You Complain About No Shoes?

Do you constantly complain about having no shoes? Have you noticed smiling people with no feet or legs? You decide how you want to feel, what you want to do in life and what level in life do you want to reach. If you mostly think about the things you don't have in life, most aspects of your life and the people around you would be negative. We just need to shift our attitude to the positive side, and most negative things become positive.

## Do You Cross The Bridge When You Come To It?

The spice of life is our small daily problems. However, most problems are either temporary or don't exist in the present tense. When we are going through them, it's very difficult to ignore them. But, we know for sure that most problems either cease to exist in a short span of time or may never become a reality. With that knowledge, it is better to change our approach for dealing with problems. We should be

able to identify the problems by the degree of their severity. Most temporary problems can be put off till we find a best solution for them. They may even fizzle out on their own. For those problems which may never become a reality, we must cross the bridge when we come to it. Such problems have a tendency to turn and disappear. Most of them are imaginary. The best course of action to deal with such problems is: wait and watch.

## Do You Get Up After Falling Down?

Life may be unfair in several ways. Sometimes, our problems become overwhelming for us. Many times we trip and fall. It's not important how much time you take in getting up but, whether or not you get up after falling?

Some great people too have failed in the initial period of their lives. Abraham Lincoln is one such luminary. However, he did not accept failure and kept trying. He surely took time in getting up, but he eventually and courageously did.

Being positive in life is more important. If your thoughts, words and deeds are positive, life in full becomes positive for you.

"A leader should be like a spinning top - an unstable structure that is stable when it moves."

- Vineet Nayyar, Vice Chairman and Joint Managing Director, HCL Technologies



# Leadership and Teamwork Ensures Customer Delight

## Linde, AG of Germany Goes with KBL for its Global Projects

- Arun Chougule, Mumbai

‘Rome was not built in a day,’ the saying goes and neither does a satisfied customer. All great things are built through long duration of preparation, hard work, vision and team work. The Mumbai Zonal Office displayed these outstanding traits in winning over Linde, AG of Germany who are in the business of EPC in the Oil & Gas Sector.

Linde had assigned their Baroda office in India as one of their five Global Procurement Offices all over the world. The Baroda office was given the responsibility to source Indian equipment for Linde’s global projects. Mr. Mangirish Nadkarni, of KBL Mumbai initiated discussions with the customer, trying to understand their global requirements and specific project needs. He presented KBL’s Corporate and Product capabilities to Linde’s Engineering and Procurement officers. The aim was not only to get enquiries but to register and establish KBL in Linde as a global supplier of pumps and ensure customer delight.

### Fast on Feet

The customer was implementing several critical projects all over the world. Mr. Nadkarni rose to the occasion and ensured that various teams at KBL understood the customer needs. He mobilised the resources available at KBL head office to invite Linde’s team of engineers to Yamuna and Kirloskarvadi to showcase KBL’s manufacturing capabilities. Mr. Nandkumar Chavan accompanied the visiting customer team and explained the manufacturing process. In addition, Mr. Nadkarni ensured our capabilities were presented to Linde’s head office during the visit of KBL’s Mr. Vinay Joshi from Corporate International Business Support (CIBS) to Germany.

### Bagging the Thailand Project

Mr. Nadkarni got involved in the marketing and sales activities by getting an enquiry from Linde, Baroda for a Thailand Project by convincing them with our dedicated execution team with project scheduling, ability to comply with the extensive documentation requirements and service support by way of our presence in Thailand.

Since the order was to be finalised by the head office of Linde, it was important to ensure a continuous dialogue with the customer’s German office on technical and commercial matters. The representatives of VG Industrie who represent KBL’s interests in Germany were engaged during their visit to Mumbai. After an intense bidding cycle and closely working with the customer’s Baroda and Germany offices, the KBL Mumbai office was able

to bag their first ever direct export order from Linde, Germany.

### Mentoring New Leaders

Good leadership needs to create more leaders and encourage the followers to reach the collective goals. The order needed to be executed within the contractual delivery date, an extremely tight delivery schedule. Towards this, Mr. Nadkarni expedited the initial indenting requirements for major bought-out items. He then passed on the mantle of leadership for execution to Ms. Sujata Kedari whose team, with the guidance of Mr. Nandkumar, diligently and comprehensively executed the order before the delivery period.

### A Delighted Customer

The satisfied customer responded to the efforts and a great job by sending an appreciation mail. An extract of the

email is quoted below:

*“From Linde side we would like to convey our thanks for your full-hearted support for ordering and execution of this pump order. As we all know KBL could despatch these pumps one week before CDD. We expect same support and cooperation for all future and present enquiries.”*

The leadership at KBL too applauded the efforts and leadership of Mr. Nadkarni who worked towards a definite goal, encouraged teams, mobilised partners and resources and brought collective focus on the customer.

Today KBL is executing two more orders for Linde’s Indian and Overseas projects and closely working with them on their different requirements.



## KBL is India's First and Only N and NPT Certified Pump Manufacturing Company



Mr. Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Limited said, "We are delighted to be India's first and only pump manufacturer to acquire a prestigious certification N and NPT by ASME, USA. We at KBL are confident that this certification will help us to strengthen our position in India as well as in the overseas market. This certification is a yet another milestone for KBL and the credit goes to our team for their meticulous efforts."

Kirloskar Brothers Limited (KBL), a leading global fluid management company, received the N and NPT Certificates of Authorisation from the American Society of Mechanical Engineers (ASME), USA for pumps to be manufactured at the Kirloskarvadi plant. KBL is the first Indian pump manufacturing company and among the world's top companies to acquire the N and NPT certification.

N, NPT certification is mandatory for Nuclear Business in USA, Canada and other Western Countries. Also, these certifications are the Pre-Qualification criteria for Nuclear Business in Europe and other developed countries.

'N' Certificate authorises KBL the construction of Class 1, 2 & 3 pumps and 'NPT' Certificate authorises the fabrication required of class 1, 2 & 3 equipment without design responsibility. Under the Material Organisation (MO) Certification, KBL is also authorised to manufacture and supply castings in ferrous and non-ferrous material to international players in the nuclear industries.

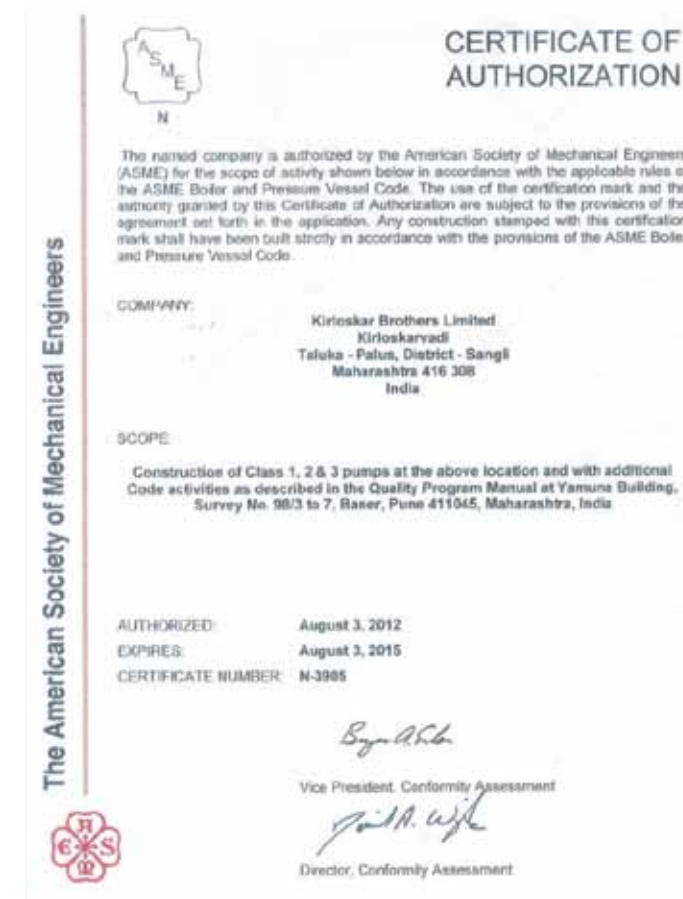
ASME is one of the oldest standards developing organisations in the world. ASME codes and standards are respected and followed all over the world and certification by ASME is symbol of pride. Post an in-depth survey of quality system and evaluation of stringent quality requirements in accordance with ASME codes, KBL

has received this prestigious N and NPT Certification. Lloyd's Register has provided their services as Authorised Nuclear Inspection Agency (ANIA) for this certification.

The increased awareness of clean energy as well as rising demand of power to meet the rapid growth of economy, a total paradigm shift towards Nuclear Energy is visible. As per the long term plan set by the Government of India, Nuclear Power is expected to reach a total gross capacity of 63,000 MW by 2032 stage wise. In line with the 123 agreement, the construction of about 28 Light Water Reactors (LWR) and 6 Pressurised Heavy Water Reactors (PHWR) are in the pipeline each of 1000 MW or higher capacity with International co-operation from Russia,

France and USA. Each reactor requires numerous critical pumps like Sodium Pump, Canned Motor type moderator coolant pumps, primary pressurising and shut down cooling pumps. KBL has proven capability to manufacture these pumps and with the expertise gained with N and NPT certification, KBL will be a prominent player to cater future requirements of Nuclear power.

In addition to the latest N and NPT certification, KBL has already proved its capability to design and manufacture pumps to various National and International standard requirements like HIS, NFPA 20, FM/UL, API, ATEX and CE marking. KBL is also ISO 9001, ISO 14001 and OHSAS 18001 certified company.





## Significant Orders for KEPL

- Ashish Tiwari, KEPL Pune



Kirloskar Ebara Pumps Limited (KEPL) secured significant orders from **Bharat Heavy Electricals Limited (BHEL)** - Trichy, **Mangalore Chemicals and Fertilisers Limited (MCF)**, **Reliance Industries Limited** and **Ion Exchange India Limited** for their various critical projects.

For BHEL Tirichy, KEPL will provide two turbine and six motor driven pumps for Opal projects, for MCF, the order is for ten pumps for Lean Carbonate Application and for heavy duty between bearing pump as HPRT (Hydraulic Power Recovery Turbine) with accessories. Reliance Industries

has ordered pumps for their Poly Vinyl Chloride DBN Project at Dahej. The order from Ion Exchange India Limited is for Rinse Circulation pumps for BHEL Bara and for L&T DB Power Plant.

## KEPL - The Approved Choice of International Organisations

- Vaibhav Patil, KEPL Pune

KEPL attained the official vendor approvals from Saudi Arabian Oil Company (Aramco), Abu Dhabi Oil Refining Company (TAKREER), Kuwait National Petroleum Company, Saipem India Projects and Cinda Engineering and Constructions Private Limited.



## Hon. Chief Minister of Maharashtra inaugurates the New 12 MW DEC Kirloskar Turbo-Genset at Vighnagar SSK Limited, Junnar

- Kaustubh Dharmadhikari, KEPL Pune



Hon. Chief Minister of Maharashtra, Shri Prithviraj Chavan inaugurated the 12MW Double Extraction Condensing Kirloskar Turbo-Genset at Vighnagar Sugar Sahakari Karkhana Limited, Junnar (Maharashtra, India) on October 24, 2012. Gracing the occasion amongst many dignitaries was the Hon. Minister of Co-operative (Maharashtra), Shri Harshavardhan Patil.



## KBL's subsidiary SPP Pumps celebrates Silver Jubilee in Coleford, UK



Royal Highness Princess Anne commemorates the occasion

SPP Pumps, a subsidiary of Kirloskar Brothers Limited (KBL), celebrated the Silver Jubilee of SPP Manufacturing Facility at Coleford. Her Royal Highness, Princess Anne had inaugurated the SPP Manufacturing Facility in December 1987. Recently the Princess Royal returned to mark the celebration of SPP Pumps' 25 years at Coleford.

Mr. Sanjay Kirloskar, Chairman & Managing Director, KBL, Owen Shevlin, CEO, KBL, Mr. Alok Kirloskar, Managing Director, SPP Pumps Ltd., Dame Janet Trotter, Her Majesty's Lord-Lieutenant for Gloucestershire, Councillor Sue Merrikin, Mayor of Coleford, Terry Newby, SPP Colefordsite Director were the other eminent dignitaries who graced the occasion.

In the year 2003, Kirloskar Brothers Limited acquired SPP Pumps, a leading global manufacturer of pumps, and pumping solutions provider. With over 120 years of engineering experience

in the field, SPP's service extends over ten different sectors including oil and gas, water utilities, fire protection, and transformer oil pumps. From design and manufacture to testing, parts, after sales service and on-site energy savings solutions, SPP Pumps' turnkey offering is world class.

Mr. Sanjay Kirloskar, Chairman & Managing Director, KBL said on the occasion, "We are proud of our association with SPP Pumps. The 25th Anniversary of SPP manufacturing facility at Coleford is testament to its resilience and pioneering approach and forms the solid foundation for the world pump specialist that SPP continues to be."



- Alok Kirloskar, Managing Director, SPP Pumps, UK

### About SPP Pumps

SPP Pumps Ltd is a part of the \$700 million Kirloskar Brothers Ltd and one of the largest Pump manufacturers in the UK. SPP is dominant in the oil & gas pumps business with significant presence in fire pumps in off shore and floating platform applications. It also has significant presence in industrial fire, mining, municipals well as transformer oil pump markets. With manufacturing plants in Atlanta, USA, Coleford, UK, Johannesburg, South Africa and Jebel Ali, UAE, SPP is close to its customers in various territories.



## Kirloskar Pumps at LB Finance Head Office in Downtown Colombo



The new land mark building located on Turret Road (Dharmapala Mawatha), Colombo.



Kirloskar pumps have recently been installed at the new LB Finance Corporate head office in Colombo, Sri Lanka. The pumps are being used for firefighting application. The pumps were supplied by Kirloskar Brothers (Thailand) Limited through ALS Engineering Pvt. Ltd. The building houses around 300 staff.

## Ghana - Seminar for the Edible Oil Industry

- Shirish Joshi, KBL Cairo



Team KBL comprising Shirish Joshi and Sukhbir Singh made an impact on the Ghanaian edible oil industry with an impressive presentation of KBL's capabilities as a "Process Pump Manufacturer", drawing the attention of prominent oil producers. Engineers from Unilever, BOPP, Norpalm Ghana Ltd., Twifo Oil Palm participated in the seminar and appreciated KBL's product range.

Our local partners Foundries and Agriculture Machinery (Ghana Limited) headed by Mr. Kamal Ram and

Mr. Kwame Addae of K - Aey Consult coordinated the event.

KBL has just shipped first consignment of process pumps to Unilever Ghana marking a new beginning in this interesting market.



## Order from Tunisian Water Sector

- Narayan Mirji, KBL Cairo

KBL has been successful in getting a break through order for the supply of two large Split Casing Pumps (Model SCT 350/54) to Belli pumping station in the outskirt of Tunisian capital

Tunis. The order has been placed by "MERI", one of the prominent EPC contractors of the country. Our pumps would be replacing the existing European make pumps.



## Opportunities for KBL in Vietnam



Vietnam has a population size of 80+ mn, comprising mostly of Buddhist, Christians and a small number of Muslims.

A resilient people and country that has fought wars for independence from the Chinese occupation and then with the French for more than a 100 years. Vietnam is perhaps best known for its stand against the US forces. Discipline touches all aspects of the life in Vietnam.

At a meeting with Ambassador Ranjit Rae, he spoke of the stability of the economy of Vietnam as also the Indian influence through the Chettiars from Southern parts of the country. The Chettiars came to Vietnam as money lenders and helped to make the economy strong. Temples to Hindu Gods made during those times still dot the country.

He mentioned that there is a perception and thus a resistance to goods from India, and acknowledged that at times the tender specify G 7 nations to bid, but also reiterated that 'things were changing'.

He stressed on Indian companies investments in skills development in the country.

At a CII organised marker event, for the 2nd ASEAN Car Rally, supported by the Kirloskar Group, the Chief Minister of Assam, and several other dignitaries from the local government, expressed their thoughts and looked to a meaningful future for India Vietnam relations.

A Meeting with Vice Chairman of the Phu Tho Province, Mr. Hoang Cong Thuy took place in Viet Tri City.

The meeting with the Vice Minister of Agriculture and Rural Development, Dr. Hoang Van Thang and his Dy. Director General revealed that there are a number of projects that need to be assessed for viability and that KBL could be a one stop shop for most of their requirements in terms of the larger pumps. The Minister was involved in development of Chung My district where Kirloskar Pumps are installed. He had received positive feedback on Kirloskar Pumps installed at Ha duc pump station, Chung My district.



Vice Chairman of the Phu Tho Province, Mr. Hoang Cong Thuy took place in Viet Tri City, and Mr. Jayant Sapre - Director, KBL



KBL delegation with Dr. Hoang Van Thang - Vice Minister of Agriculture and Rural Development

## Industry Leading Initiatives Keep Kirloskar Corrocoat Ahead

- Abhay B. Kulkarni, Kirloskar Corrocoat Private Limited (KCPL)

### Synergy of Past Experiences, Present Trends & Future Vision

Industries spend enormous money on energy. Energy savings is one of the most critical elements in improving the bottomline. Kirloskar Corrocoat Private Limited (KCPL) is the first choice solution provider of long term corrosion protection and energy conservation. KCPL routinely undertakes challenging initiative to continually deliver on the promise of conservation and energy savings. The infallible trust and satisfaction of customers has helped KCPL retain customers for over two decades.

### Saying No to Corrosion in Monsoons

KCPL completed the challenging task of coating of 42,000 sq.m. pipelines during peak monsoons. This effort resulted in huge energy conservation at many customer locations. Today, across the length and breadth of India, the synonymous word for Energy conservation and Corrosion protection is 'Kirloskar Corrocoat Glass-flake coating solutions'.

### Single Point Solution for Corrosion Protection and Energy Conservation

'Leaders don't do different things but they do things differently'. True to this, KCPL provides single point solution for corrosion protection and energy conservation by manufacturing coatings at their state of art facility at Kirloskarvadi, supplying high quality products and extending expertise in application services.

### Built and Transfer (BT) Model for Energy Savings

Kirloskar Corrocoat are the initiators of total innovative solution to the industry by implementing Built and Transfer (BT) model in India for Energy saving in Pumping. This model helps customers get returns without investment. The savings in energy bills are shared between customer and KCPL.

### Energy Conservation Awareness

By understanding the future need of the industry as well as the nation, KCPL is well set today to initiate a change by maintaining focus on Customer Education and generating more awareness of energy saving as well life enhancement of assets.

### More for Less with Rehabilitation / Refurbishment

Another industry initiative taken by KCPL is progress through rehabilitation / refurbishment. This benefits the customers by getting them better, faster as well as most reliable long term solution to combat corrosion as well as generate power by the way of lucrative saving. KCPL has a strong focus on rehabilitation / refurbishment projects in the coming years.





# KBL's Historic 50 Years Association with Egypt

Two major Pumping Stations on the River Nile at Aswan and Luxor

## TOWARDS A GREENER EGYPT

Kirloskar Brothers Limited (KBL) have had a strong presence in Egypt for over five decades. KBL recently celebrated 50 years of its presence in Egypt with the installation of two major pumping stations on the banks of the River Nile. Dr. Mohamed Baha'a El Din Saad, Minister of Irrigation, Egypt inaugurated the Benban pumping station at Aswan and Rozaikat pumping station at Luxor. Mr. Navdeep Suri, Indian Ambassador for Egypt and Dr. Mustafa A. Abu Zeid, Chairman, Mechanical & Electrical Division of the Ministry of Irrigation along with Mr. Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Limited were the other eminent dignitaries who graced the occasion.

partners in  
**GREENING  
EGYPT**



With the capacity to irrigate more than 20,000 hectares of agricultural land, the Benban pumping station and Rozaikat pumping station will increase the production of grains by 50,000 tonnes and will also generate employment for over 60,000 people in this region.

On the occasion, addressing the gathering, Mr. Sanjay Kirloskar, said, "We at Kirloskar's have a historic association with this country and we are happy with the relationship with MED." He extended his support and suggestions on skills development for the engineers in the MED.



I am very pleased with the work done by an Indian Company. The equipment and services provided by KBL are commendable. In fact the presence of the large numbers of farmers at the inaugural ceremony is a testimony for KBL's efforts.

- Dr. Mohamed Baha'a El Din Saad, Minister of Irrigation, Egypt



Kirloskar has become a synonym to the word 'pump' with its wide-scale of popularity all over Egypt in the field of irrigation & water pumping stations. I congratulate KBL for its enriched contribution to the country for last five decades. The statistics illustrates that presence of Indian companies in Egypt provide more than 35,000 job opportunities for the Egyptian youth.

- Mr. Navdeep Suri, the Indian Ambassador to Egypt



I am very happy with KBL's contribution for the country in collaboration with MED. I invite KBL to invest in the country and extend their support to the growing demand for better distribution of water.

- Dr Mustafa A Abu Zeid, Chairman of Mechanical & Electrical Division of the Ministry of Irrigation



## Power Sector Customers Discuss Energy Efficient, Innovative Pumping Solutions

- V. Ganesh Prasad, Power Sector



A technical seminar was organised for Power Sector Customers from at Mumbai on November 23, 2012, at Taj Lands End, Bandra.

Key Power Sector customers from organisations like Nuclear Power Corporation of India (NPCIL), Bhabha Atomic Research Centre (BARC), Maharashtra State Power Generation Company (MAHAGENCO), Coastal Gujarat Power Ltd (CGPL), Reliance, Tata Power, Hinduja, Gammon, Essar and other stakeholders from the Power Sector came together at a Technical Seminar organised by the KBL at Taj Lands End, Mumbai on November 23, 2012.

The theme of the seminar was “**State-of-the-art Energy Efficient, Innovative Pumping Solutions for Power Sector**”. Presentations and discussions on Concrete Volute Pumps, Lowest Life Cycle Cost Range of Pumps, Vertical Turbine Pumps, Valves, Kirloskar Corrocoat and Energy Audit were

attended by nearly 120 plus senior customers. On the same day a technical presentation and interaction was organised at the NPCIL premises. This was attended by more than 65 senior customers from NPCIL.

The KBL Team comprised Mr. Arun Chougule, Mr. Ravi Ulangwar, Mr. Ravi Murthy, Mr. Ramchandra Mahind, Mr. J.J. Dais, Mr. Ganesh Prasad and other members from Pune interacted with the customers and shared with them the KBL product range and solutions for the Power Sector.

The seminar was a resounding success with customers sharing some great insights and feedback. These kind of seminars are a great way to know customer pain points and help KBL in creating customised, energy efficient pumping solutions for the customers.



## 350000 Delhi Residents Get the Gift of Water Delhi Jal Board Trusts KBL for Chattarpur Pumping Station

- Sudhir Prasad, Water Sector

On October 27, 2012, Hon’ble Chief Minister of Delhi Smt. Shiela Dixit inaugurated the Underground Reservoir (UGR) and Booster Pumping station of capacity 14.6 ML at Chattarpur. This pumping station is designed to supply water to 3,50,000 residents of Bhati and Aiya Nagar locality in South Delhi.



Three pumps (2W + 1S) each of capacity 1229 m<sup>3</sup>/hr at 70 meter with 315 kW HT motor feed to Bhati site and three pumps (2W + 1S) each of capacity 1437 m<sup>3</sup>/hr at 70 meter with 355 kW HT motor feed to Aiya Nagar site. The construction of UGR, pumping station with complete electrical system for power supply including lighting within and outside the pump house along with piping upto the main header of Delhi Jal Board (DJB) has been done by KBL. Team KBL has been entrusted with

the job of carrying out operations and maintenance of this pump house for the next five years.

The project has been executed under the leadership of Mr. Sudhir Prasad (WRM) who was supported by Mr. Devid Singh for civil works, Mr. Virendra Kumar Amrit for Electro Mechanical works. The coordination team comprising Mr. Mukesh Chugh and Mr. Sandeep Khurana did a commendable job.





## Customer Service & Spares (CSS) Activities

### On the Job, Always for Mr. Customer - Prasad Lowalekar, CSS



Tatkal Seva - CSS has successfully developed a large network of Authorised Service Centres with technicians who have been trained in the company.

Customer satisfaction and lasting relationships with the customers have been one of the key contributors to our success. With a view to forge stronger and longer term relationships with customers and enhance the quality of our service to them, the Customer Services and Spares (CSS) team at KBL launched the 'Mr. Customer' initiative.

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

Service Engineer becomes a single point of contact to cater to all customer requirements for service & spares, enquiries and complaints. With this initiative, the customer feedback is tracked and captured for improvements in service response and quality.

With proactive and scheduled visits to customers, CSS is able to know and address the customer needs, new requirements, and product complaints in time.

### Quicker Deliveries, Improved Response Time with New Warehouse

- Madan Desai, CSS - Small & Medium Pump Division

KBL has invested in a new state-of-the-art warehouse specially designed to make quicker deliveries and improve response time for deliveries of spare parts to dealers and customers. The warehouse has a capacity to stock more than 5,000 moving parts. The

warehouse manages inventory of parts based on the consumption pattern and forecast from the KBL dealers. This will help in delivering spare parts faster and reduce the down time for KBL pumps considerably. A robust SAP inventory management system is in place to

ensure timely stock replenishment. The facility is equipped with unique features such as consumption based stock, forecast based inventory and IT enabled process.



### Mithas: A Relationship of Trust with Sugar Mills

- Madan Desai, CSS - Small & Medium Pump Division



To develop trust and connect better with the Sugar Mill owners of Maharashtra and Uttar Pradesh in India, the Customer Services and Spares (CSS) has introduced Project Mithas - a customer intimacy programme to show customers that KBL is with them at all times. The project aims to make the customers technically aware about saving energy, reduce downtime and improve plant efficiency with KBL genuine spare parts.

During the year, Project Mithas had a calendar full of activities. Some of the highlights included:

1. Data updation and validation of 265 sugar sector customers. Sharing with them CSS profile.
2. Technical Seminars at five locations in Solapur, Kolhapur, Latur, Ahmednagar and Pune on

energy efficiency & conservation and importance of genuine parts.

3. Club Mithas/Relationship Programme: 265 Mithas club members are being wished on their birthdays with text messages, e-mails, personalised cards and chocolates.

4. Mithas Patrika (monthly): A technology knowledge exchange through monthly Mithas Patrika circulated amongst Mithas members which includes interviews of sugar mill owners, creative articles, national/international news, technical updates regarding sugar industry.

5. Feet on Street: KBL pump population and data collection across various sugar factories and plants are being done for KBL records. This will help in planning for service & spares procurement.



# Authorised Refurbishment Centres

## Baroda

- Narendra Awati, CSS

Authorised Refurbishment Centre (ARC) is a pioneering initiative to bring comprehensive refurbishment and performance test facilities to customers. ARCs are one-stop shop to meet every contingency, reduce breakdown time and ensure quicker, faster, proactive service delivery. The array of services include, assembling and dismantling of pumps, overhauling, corrocoating, shot blasting, hydro-testing, pump testing, impeller balancing and so on.

At these centres, the customers can get their products refurbished for life as well as performance enhancement. Replicating the success of the first ARC at Baroda, more centres are being planned at key industrial areas across India like Jamshedpur, Surat and Delhi. With these centres in action, customers can expect a huge saving of time in getting the pump repaired from plants of KBL and also save money in transportation.



## Delhi

- Narendra Awati, CSS



Kirloskar Brothers Limited (KBL), a global fluid management company inaugurated its second Authorised Refurbishment Centre (ARC) at New Delhi, India. Mr. Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Limited inaugurated the Authorised Refurbishment Centre in the presence of eminent dignitaries.

This ARC is well equipped with state-of-the-art facility to service, repair and improve efficiency for all small, medium and large pumps manufactured by Kirloskar Brothers Limited. The facility will offer services like overhauling of pumps, impeller balancing, hydro testing, corrocoating, performance enhancement, testing, shot blasting & painting. It will also cater to customers having Annual Maintenance Contract (AMC).

The main objective behind commencing this new facility is to provide its customers with better conveniences of saving transportation cost, reduction indowntime and saving energy by upgrading the pumps.

Speaking on the occasion, Mr. Sanjay Kirloskar, Chairman & Managing Director, KBL said, "The second refurbishment centre in Delhi is yet another innovative initiative by Kirloskar Brothers to build up a stronger bond with our customers; and it will address the service needs of our esteemed customers in and around New Delhi. We are planning to set up similar refurbishment centres at different locations in India."

He further added, "All our initiatives at KBL are undertaken keeping in mind our vision to be the world's top five pump manufacturing company."

Commenting on the inauguration, Mr. Ravindra Murthy, Vice President & Business Head Customer Service & Spares, KBL said, "The refurbishment centre in Delhi adds a new feather to KBL's cap. We at KBL have always believed in customer care and focused on delivering best of technology and services to fulfill the needs of our consumers. This new initiative of ours will not only offer unique services to our existing and potential customers but will also provide real-time cost effective solutions to them; and is yet another step towards realising KBL's vision of providing sustainable and competitive advantage."



## Demineralising (DM) Water System for 2 x 500 MW Koderma Thermal Power Plant is Successfully Commissioned and Tested

- Ashish Srivastava, Amarendra Joshi, Projects, Power Sector

Kirloskar Brothers Limited has successfully completed the **Performance Guarantee Test Run** (PGTR) of Demineralising (DM) plant for Damodar Valley Corporation (DVC) Koderma Thermal Power Plant. Along with Vatech Wabag, KBL designed, manufactured, supplied, erected and commissioned two chains x130m<sup>3</sup>/hr each, four beds followed by mixed bed D M Plant with state of the art technology process as well PLC based automation.



DM Plant Successfully Commissioned

### State-of-the-art facilities

KBL scope involves complete Plant Water System on EPC Turnkey Basis for 2 x 500 MW which consists of the following major components:

- Raw Water Intake well at Tilaya Dam
- Cross Country M.S. Pipeline (dia 1100 mm x 8 km long)
- All the civil structures like Roads, Bridges and Culverts
- Raw Water Pump House at reservoir
- Water Treatment Plant
- Demineralised Water Plant
- Sewage Treatment Plant
- Effluent Treatment Plant
- Complete Switchyard and Electricals
- Control and Instrumentation along with PLC SCADA System

Damodar Valley Corporation (DVC) has been operating simple DM plant consisting of Strong acid cation, Degasser followed by strong Base anion and mixed bed, across their plants at Bokaro, Chandrapura, Durgapur and Mejia. These technologies have higher chemical consumption and generate more effluents. In the DVC Koderma, KBL offered a unique technology comprising four beds that have weak acid cation followed by strong acid cation, degasser followed by weak base

anion followed by strong base anion. This is followed by polishing mixed bed thus reducing chemical consumption to half and reducing the effluent to one third. Moreover, as a water conservation method KBL also offered Rinse Recycle Process, the final rinse which gives less contaminated water which otherwise as Raw water would have collected in N Pit and would then have to be recycled to Raw water PT clarifier. The process saves water and it is for the first time this has been used in the Power sector.



Intake well for Raw Water at Tilaya Dam

## Authorised Pump Set Original Equipment Manufacturer (APOEM) to Ensure All Time Availability of Pumps

- B.R.Pachkawade - Head, Channel Partner Management, Kirloskarvadi (KOV) Dealers, KBL



In line with the Manthan strategy to increase availability and reach of Kirloskarvadi standard range of pump sets to customer, KBL has assigned some dealers as Authorised Pump set Original Equipment Manufacturer (APOEM).

The first in the initiative to be signed on as APOEM are M/s. Jakson in the North Zone. M/s. Jakson will be assembling pump sets at their Silvassa plant meeting stringent processes, drawings, quality standards and KBL

branding guidelines laid down by KBL. With the APOEM, there will no change in existing commercial policy, area of operations, allocated customers and so on.

## SPP Pumps opens First Service Centre in Scotland

- Martin Copson, SPP Pumps Limited

SPP Pumps' first service centre in Scotland was officially opened in May 2012; making it the company's fifth such facility in the United Kingdom.

In line with SPP Pumps' pledge to providing the very best in customer service support, the service centre in Cumbernauld was able to secure £260,000 worth of service work in its first seven months of trading.

Throughout its 130-year history, SPP Pumps has been a leading manufacturer of centrifugal pumps and associated systems as well as in the servicing of pumps, pump packages and equipment for a wide range of applications and industry sectors.

The service centre was set up to offer this and more to customers and businesses across Scotland enabling SPP to further its reputation for providing a fast, cost-effective service whilst maintaining high standards of workmanship and quality.

As with SPP's other service centres, the Cumbernauld facility is equipped to deal with: pumps, valves, diesel and gas engines, electric motors, electric control panels, heat exchangers, mechanical seals and diesel generators and compressors. It is able to provide support to the following industries: water utilities, power stations, process, oil and gas, brewing, pharmaceutical, agriculture, leisure, food and steel.

Clients utilising the services at the facilities include Kelda Water Services, Scottish Water, EDF Energy Nuclear Generation Ltd and the National Health Service (NHS) in Glasgow and Clyde.

SPP Pumps' service centres are ISO 9001 approved and committed to providing a quality of work that ensures that all pumps, parts, engines and motors are serviced and repaired to the original design specifications and manufacturing tolerances.

The 2,275 sq.ft. property at 137 Greendykes View is located in the heavily populated central belt of Scotland, close to both the North-South



and East-West trunk roads subsequently providing easy access to Glasgow, Edinburgh and the industrial complex at Grangemouth.

The Cumbernauld service centre consists of two offices, a workshop area, a spray booth and a mezzanine storage area complete with a space heater.

SPP Pumps’ North West service centre relocates to Hyde



SPP Pumps has relocated its North West service centre to Hyde following the expiration of its lease in Stockport.

Since its establishment 130 years ago, SPP Pumps has been a leading manufacturer of centrifugal pumps and associated systems as well as in the servicing of pumps, pump packages and equipment for a wide range of applications and industry sectors.

The 13,100 sq.ft. Hyde service centre is specifically geared to facilitate the repairs of large pumps and associated equipment as part of SPP’s goal to further develop the aftermarket business in the power, paper, heavy industrial and oil and gas industries by primarily focusing on large pump and valve repairs.



As with SPP’s four other UK-based service centres, the facility in Hyde offers machine tools, fault finding and performance testing processes and a base from which SPP Pumps’ extensive, multi-skilled field service team can operate.

In addition to pumps and valves, the Hyde service centre can offer support on diesel and gas engines, electric motors, electric control panels, heat exchangers, mechanical seals and diesel generators and compressors. Along with the industries aforementioned, it is also equipped to deal with: water utilities, process, brewing, pharmaceutical, agriculture, leisure, and food.

Some of the service centres clients include British Salt Ltd., Heineken UK, Exxonmobil Chemical Ltd., Manchester University and Tata Steel UK Ltd.

The facility at Metrology House, Dunkinfield Road has both office space and workshop areas, which includes a 15-tonne lifting capacity, 5-metre head room under a crane, 160-kVa supply (compared to the previous supply of 60-kVa), a segregated room for potable water and relief valve refurbishment and hot desks for sales personnel.

Highlights of North West Service Centre

- 1. 15 Tonne Lifting Capacity
- 2. Suitable head room under crane (5m)
- 3. 160-kVa Supply (compared to 60-kVa existing)
- 4. Hot desks for sales personnel
- 5. Segregated clean room for potable water and relief valve refurbishment

Pappu Pass Ho Gaya!

Aseem Srivastava, is presently the Managing Director of Kirloskar Ebara Pumps Limited (KEPL). An engineer by profession, Aseem takes his responsibility as a leader seriously and believes in the mantra of mentoring people to achieve their potential. His interests include reading, writing and yoga. He is passionate about sports and enjoys traveling with his family to new destinations.



The eternal question, when will ‘Pappu pass’? We wonder and get uneasy with this question. Why? Is it because we have the yearning for chocolates (For me and my family this may be true - we love chocolates). Or is it because we have the fear of failure? If he doesn't pass then he has failed. Is this true? I wonder. Who is Pappu, by the way? He can be you, me, all of us and also our company, our nation and the whole of humanity.

What are the rules of the game? What are the criteria to pass? Can someone tell us what works? Who has the answers? We all wonder every day. Is this not a bigger question than whether Pappu will pass or not? He may pass once he completes his education, preferably from an IIT or an IIM and get six figure salary in US\$. He may be considered ‘pass’ when he gets a dream job or a dream girl (Like Hema Malini of yesteryears). Or when he buys a four-bedroom apartment or when he appears on prime time in the media. Or when he makes big profits, generates high growth or cash and ROCE or when he has a high EES, or even when he stops polluting earth and create heaven on earth as one being..... Maybe maybe.

Who has made it and how? Is it because of skill, knowledge, attitude, and aptitude, IQ, EQ, SQ and QQ! What

is QQ? I don't know. Just went with the flow or Maybe “Quotient Quotient”.

People started exploring this question long back, thousands of year ago. Many have written books and shared experiences on what makes ‘Pappu Pass’.

Robert Kelly has done a ten year research on this and written a book titled, How to be a Star Performer. His research debunks the myth about fundamental superiority. Star performers do their work very differently than the solid, average performing pack. Robert shows that cognitive skills like problem-solving, technical knowledge, communication skills, IQ, hard working nature, clean desk have very little impact on how well you will do. As per his study, these are good attributes but not the potion for success. Pappu will pass, if he does something much simpler. Like taking initiatives outside the job description in a selfless way, working on relationship for mutual benefits, networking not for gossip but for mutual interest and higher goals, teamwork, getting the big picture, self management, leadership and others. Read his book to understand more.

Martin Thomas in his book ‘Loose’, has exposed the weaknesses of many



organisations and individuals of being in control. He calls that a delusion. The future, according to him is loose. Loose management style and loose ways of working. He describes how more open ways of thinking and operating are transforming people and organisations. There are limits to being loose, but freedom can exist within a framework. The future of business is in letting go. Paradoxically, for any institution, being loose is far more difficult than being tight. It takes time and effort to create an organisation culture that can operate without command and control mindset. Such a style is more demanding than an authoritarian approach, because it requires more of the individual. It is all too easy to see why lazy leaders and weak institutions revert to authoritarianism and the illusion of control; it saves time. It is time to challenge the assumption that people cannot be trusted, that rules and regulations are the only way to control behaviours and that the only alternative to tight compliance is chaos.

Another interesting viewpoint is that of Robert Schuller, author of ‘Tough Times Never Last, But People Do!’ According to him, the difference between those who win and those who don’t is the application of a powerful concept of "Possibility Thinking." Winners dare to dream. They commit themselves to it. They dare to try, to take risk. They believe ‘If it’s going to be, it’s upto me’. They understand that failure is an event not a person. They learn from failures and take it as blessings for improvement.

Jack Welsh recipe is a cocktail of experiences. He has 24 rules of success. Some of them are:

1) What we are looking for are leaders at every level who can energise, excite and inspire rather than weaken, depress, and control.

2) You must realise how important it is to maintain the kind of corporate informality that encourages a training class to comfortably challenge the boss’s pet ideas.

3) The way to harness the power of these people is not to protect them... but to turn them loose, and get the management layers off their backs, the bureaucratic shackles off their feet and the functional barriers out of their way.

4) You can’t believe how hard it is for people to be simple, how much they fear being simple...Clear tough-minded people are the most simple.

5) Know that change is here to stay: Always know that change is with you and will never leave. If you accept that, and use it, you can gain an edge over those who do not know how to deal with change.

6) We now know where productivity-real and limitless productivity- comes from. It comes from challenged, empowered, excited, rewarded teams of people.

7) Live urgency: Don’t waste time. There is simply not a moment to lose. Take advantage of every minute, and know that even a minor delay can mean losing vital business.

8) Make decisions faster: In today’s lightning- paced environment, you don’t have time to think about things. Don’t “sit” on decisions. Empty that in-basket so that you are free to search out new opportunities.

Work harder: There is no substitute for hard work. When you are ready to go home after a long day of work, stay a few minutes more and get a jump on the next day’s work. That last phone call to a key customer just may mean new business.

9) Leading a big company means never allowing a company to take itself too seriously, and reminding itself constantly that yesterday’s press clippings often wrap today’s fish. Have fun.

Ingredients for Happiness

Tony Hsieh of Zappos fame in his book **Delivering Happiness** lists ten core values

- 1) Deliver WOW through service
- 2) Embrace and drive change
- 3) Create fun and little weirdness
- 4) Be adventurous, creative, and open minded
- 5) Pursue growth and learnings
- 6) Build open and honest relationships with communication
- 7) Build a positive team and family spirit
- 8) Do more with less
- 9) Be passionate and determined and
- 10) Be humble

Others like Stephen Covey, have other recipe of success. Covey has put it beautifully in his books 7 Habits of Highly Effective People® and 8th Habit. Covey discusses the following seven habits which set effective people aside from the rest. 1) Be Proactive 2) Begin with the end in mind 3) Put first things first 4) Think win-win 5) Seek first to understand 6) Synergise 7) Sharpen the saw.

He later evolved and realised the 8th habit, where one can grow from effectiveness to greatness by 1) Searching for meaning in life 2) Taking Charge 3) Starting Within 4) Creating the Dream 5) Teaming with Others 6) Overcoming Adversity 7) Blending the Pieces. Covey urges his readers to find their own voice and inspire others to find theirs. He tells readers to get involved 100% with their lives, in whatever they may be doing whether it

Strategies to Win

Lao Tsu, the 6th BC Chinese spiritual teacher shares secrets to live honorably

- 1) Nature does not hurry, yet everything is accomplished.
- 2) Mastering others is strength. Mastering yourself is true power.
- 3) When the best leader’s work is done the people say: We did it ourselves.
- 4) When I let go of what I am, I become what I might be.
- 5) To the mind that is still, the whole universe surrenders.
- 6) Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step.
- 7) Just do your job, then let go.
- 8) Universe is forever out of control and ever changing and trying to control events is going against universe.

is serving the need of body, mind, heart and spirit.

We have wonderful people writing wonderful ways to succeed. Can success be also linked to things like joy, peace and happiness? / Pappu will pass when he is joyous, peaceful, happy and giving? I again wonder.

In this context also many people have shared their experiences. Eckhart Tolle writes about “Power of Now”. In his opinion, when you transcend thinking and start living in this moment of now, you pass. Our minds are running on tread mill to nowhere. Once we understand that the present moment is only moment we have, we don't make it an enemy. Where you go, there you are in ‘now’. You cannot escape now. So stop resisting now. Always say “yes” to the present moment. Surrender to what is. Say “yes” to life - and see how life suddenly starts working for you rather

than against you. Is there something that you “should” be doing but are not doing? Get up and do it now. Alternatively, completely accept your inactivity, laziness, or passivity at this moment, if that is your choice.

Annemarie Postma in her book “The Deeper Secret” asks the readers not to ask themselves what they want from life but ask what life wants from them. Is there a single secret that holds the key to our happiness? Does law of attraction mean that if we wish for something hard enough and truly believe we can receive it, it will be ours? Many think it’s as simple as that - but there is a deeper secret. The true path of fulfillment lies not in what we can attract, but what we can give. Those who deepen their self knowledge become richer, more loving and liberated on an inner level - and have more to give. And those who have more to give will be amazed at what universe has to give them.

My basic approach to life has been simple. ‘What So’ and ‘What Works’. What so helps me in accepting people and situation as it is and then take action. What works, is self introspection on daily basis to see what is working for me at all levels, body, mind, intellect and soul. What works? Does anger work? What about fear, jealousy, lethargy, love, knowledge, skills, food? Introspect and drop what is not working. Embrace what is working for you.

What will work for you? Maybe one of these ideas, or all of them. I can't answer that. You have to find your answer. You are creating your own reality with thoughts, words, action and feelings. Your own belief will

decide whether Pappu will pass or not. If you believe that he has already passed, than he has already passed. If you believe he will pass, than he will pass and if you believe he will fail, than he will fail. We are all creating our reality and we have a choice to change that anytime.

In the ultimate reality, Pappu has already passed. There is but perfection in everything and nothing has to be done, to pass. Failures do not exist in ultimate reality. However, in Einstein world of relativity, where time and space exist, we face many challenges to pass. Let’s have chocolates now. At least in ultimate reality, Pappu pass ho gaya.





*Wishing you  
Tidings of Joy for 2013*



Enriching Lives

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