

## **Kirloskar Brothers Limited (KBL) inaugurates another facility at Jamshedpur**

Third Authorised Refurbishment Centre (ARC) by KBL at Adityapur Industrial Area, Jamshedpur

**Jamshedpur, February 02, 2013:** Kirloskar Brothers Limited (KBL), a global fluid management company inaugurated its third Authorised Refurbishment Centre (ARC) at Jamshedpur, India. Chief Guest Mr. H.M. Nerurkar, Managing Director, Tata Steel Limited, inaugurated the Authorised Refurbishment Centre in the presence of senior officials of Tata Group Companies and other industrial Customers of Jamshedpur.

The Authorised Refurbishment Centre in Jamshedpur 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, hydro testing, corocoating, performance enhancement, testing, shot blasting & painting and lastly it will also cater to customers having Annual Maintenance Contract (AMC).

Kirloskar Brothers Limited has six manufacturing plants in India and 7 seven outside India, and has now embarked on Authorised Refurbishment Centre (ARC), the third of which is being set up in Jamshedpur. The main objective behind commencing this new facility is to provide its customers with better conveniences of saving transportation cost, reduction in downtime and saving energy by upgrading the pumps.

At the same function, the Customer Care Portal of SAP-CRM's latest Version 7.1 robust platform was also launched by Mr. Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Limited, in presence of the Chief Guest Mr. H.M. Nerurkar, Managing Director, Tata Steel Limited.

Customer Care Portal is a web-based simple and powerful tool which is seamlessly integrated with its core SAP ECC. This is for KBL's Marketing Division, Customer Service and Spares (CSS), for their integrated cycles such as Campaign to Opportunity, Quotation to Sale Order, Service Management and Interaction Center functions. This will also help KBL in their proactive approach to service and spares.

This initiative is aimed to ensure Customer Delight by way of collaborations, transparency, faster response and resolution.

The portal is being extended to KBL's Employees, CSS Channel Partners and Toll Free.

Speaking on the occasion, **Mr. Sanjay Kirloskar, Chairman & Managing Director, Kirloskar Brothers Limited** said, *"The refurbishment Centre in Jamshedpur 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 Jamshedpur. We are planning to set up similar refurbishment centers 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 by preferred choice of customer.*

Commenting on the inauguration, **Mr. Ravindra Murthy, Vice President & business head Customer Service & Spares, KBL** said, *“The refurbishment centre in Jamshedpur adds another feather to KBL’s cap. We at Kirloskar Brothers Limited have always believed in customer care and focused on delivering best of technology and services to fulfill the needs of our consumers. He further added that the new initiative of Customer Care Portal on latest Version 7.1 of SAP-CRM will bring KBL closer to the existing and potential customers. The facilities at Jamshedpur ARC will provide real-time cost effective solutions to them and this is yet another step towards realizing KBL’s vision of providing sustainable and competitive advantage.”*