

# cascade

MARCH - JUNE 2020

## UNLOCKING OPPORTUNITIES

Turning Challenges into Possibilities



**KIRLOSKAR BROTHERS LIMITED**

Established 1888

A Kirloskar Group Company

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## Concept

An illustrious legacy that is a testament to our gritty attitude to rise to the occasion, surmount it and emerge dominant. A steely resolve to convert challenges into possibilities. An inherent character to Survive, Adapt, and Succeed. That is what makes us who we are - **Kirloskar Brothers Limited.**



## Foreword

First and foremost, hope you all are safe and healthy. That is the priority in these testing times today.

It has been over four months since the lockdown came into force and I am proud of the way our organisation has worked towards minimising the impact of the Covid-19 on our business operations until now. We have been adhering to all the precautionary safety measures advised by the government from time to time while resuming our business operations. In spite of the lockdown restrictions, we have been able to effectively serve our customers and contribute towards the community.

These are testing times but we remain composed and focused on ensuring business continuity. It is the inherent persevering spirit inculcated by our founding fathers that continues to inspire us to never be bogged down by a challenging situation. Instead, we have always converted such challenges into viable opportunities whenever possible. Our illustrious legacy of over 130 years is a testimony to how we have always rose up to the occasion and overcome adversities to emerge triumphant with renewed strength and character. This resolute vigour is what makes us who we are.

We are confident that we

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will survive this situation and rise in a newer world with new possibilities. Talking about new possibilities, Covid-19 situation has accelerated the momentum towards making India 'Atmnirbhar' through the Make in India programme and by being more 'Vocal for Local'. Being one of the pioneers of industrial revolution in India, we always have, and we will continue to contribute towards shaping the dream of a 'self-reliant' India.

The pandemic has changed the way of working and workplace, and KBL has been quick to adopt these new norms. We have always changed ourselves in accordance with the shifting market requirements and customer expectations by being close to the market, an approach which has helped us stay ahead of the curve.

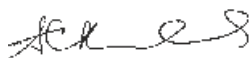
Enriching Lives forms the basis of our essence and we have always considered it our duty to serve the community in whichever way we can. I am proud to share that, through our CSR arm, we have been working hard to support the affected communities

around us by distributing meals and other essential materials. We are also helping our frontline Covid-19 warriors by supplying protective equipment. I am also happy to update that our products are also being used in various critical applications in this fight.

The current conditions may be indistinct but our approach isn't. At the end of the day it is the attitude that matters. I am confident that with a collective responsible approach and a positive attitude, we will prevail over these times as well.

My best wishes to all for their continued safety and well-being.

Stay Safe, Stay Positive!!



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

## IBH's Message



**Anurag Vohra**  
*India Business Head (IBH),  
Kirloskar Brothers Limited*

I am really happy to see how this edition of the Cascade has turned out, invigorating a much-needed fresh dash of positivity and conviction in these trying times with its optimistic tone and theme.

Enough has already been said about the Covid-19 outbreak and how the world has been preparing itself over the last few months for a new normal. However, for us, it wasn't simply about preparing ourselves but also about being able to stand up to our reputation of enduring and excelling within the existing situation. It's the never-say-die spirit of our founder that has been deeply engrained in our culture which inspires us to remain undeterred and

conquer every challenge that comes our way.

Even if the Covid-19 lockdown brought all our operations to a halt, it could not curb our commitment towards all our stakeholders. Be it supporting and serving our customers in whichever way possible, engaging our employees through various online platforms or being in constant touch with our channel partners and suppliers, we always strove towards ensuring business continuity with the available resources. Most of our employees continue to work remotely from home, achieving and completing their respective tasks. Our manufacturing plants have already resumed operation

following the guidelines laid down by government authorities time to time, while continuing to take all the suggested safety and precautionary measures.

We have been taking all the possible efforts to ascertain that the pandemic situation does not become a barrier for us in achieving our business goals. We are more than optimistic that we will emerge stronger and better sooner than later.

Stay Safe, Stay Healthy!!

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## Editor's Desk



**Anurag Kumar**  
*General Manager – Marketing,  
Kirloskar Brothers Limited*

This edition of Cascade is unique and very special to all of us. Unique because it has come at a rare occasion and special because it tells a lot about how we rose to the occasion - the Covid 19 pandemic.

Unprecedented situation demands unprecedented response. COVID-19 pandemic is one such event in the history of mankind that has changed the way we behave, work, spend time and interact with others. Apart from an individual level, it has also had a major effect on an organisational level on the way companies work, starting from a complete shutdown to now reopening and operating under the new norms.

Even at KBL, we have been going through the same hurdles, facing challenges and accordingly responding to them to enable business continuity. But then, the qualities that make KBL different are perseverance, adaptability, resolve, leadership and experience it possesses. With every challenge we have emerged better than before and ultimately converted such 'challenges into possibilities' – the essential theme of this Cascade edition.

This issue of our Cascade magazine broadly highlights the intrinsic strength of our company to ride and overcome various challenges in the past as well as present. We have also

covered what becoming 'Atmnirbhar' truly means for India and how KBL has been contributing towards realising the dream of a self-reliant India right since its inception. Finally, we have also provided a glimpse of what we have been doing during the lockdown including our customer focus, major projects and internal activities.

Enjoy the read...

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# We Have, We Will – Rise Again.

The unprecedented outbreak of the COVID-19 pandemic has brought the entire world to a stand-still. The very essence of us humans as a social species and the fact that we progressed and dominated the world as compared to any other species is related to the way we connect, interact, learn and grow together. All this has been put to test today since each one of us is being told to refrain from socialising and meeting others. This is all new for us, at least for the living generation today, including you and me.

Though, currently, the conditions across many parts of the world are gradually and slowly improving as people are

adapting and getting accustomed to the new way of life, the pandemic situation is far from over.

The national lockdown announced by the government surely helped flatten the Covid-19 curve and protect lives, but also resulted in an inevitable economic slowdown. The Indian manufacturing industry, especially, has been among the most adversely affected sectors in the country. KBL is not an exception. During the lockdown, we put halt on our operations, caring more for the wellness and safety of all our employees & stakeholders and duly complying with all the Government and Health Authority advisories.

God will help you if you have a firm resolve and are prepared to toil.

- Shri Laxmanrao Kirloskar





### KBL's First Factory Shed at Kirloskarvadi

Over the course of the last 130 years, KBL has gone through and weathered many challenges and always emerged triumphant to retain its position as one of the global market leaders.

When there is a history of over 130 years behind you and you have continued to be a leader, there must be something to it. Over the course of the last 130 years, KBL has gone through and weathered many similar challenges and always emerged triumphant to retain its position as one of the global market leaders. Our determination, hope and faith in ourselves, our business ethics and our capabilities have helped us sail through. Though this is an unprecedented situation, this isn't the first time that KBL is adapting itself for a new way of life. The first few employees of KBL, under the leadership and guidance of our founder, Shri Laxmanrao Kirloskar, even after being uprooted from Belgaum, lock, stock and barrel, established a new life

at Kirloskarvadi, a barren place, infested by snakes and cacti, with their sheer hope and faith. Our founder, his sons and their team have fought far bigger battles to get over two World Wars, a Great Depression and many wars post India's independence, to steer the organisation and make KBL one of India's iconic companies. It is this vision, resolve and experience of over a century and the never-say-die attitude instilled in us by our founding fathers that have helped us stand in good stead even during this lockdown. We have always been successful in turning challenges into opportunities and we are convinced that, as a resilient team, we will be able to sustain our position and overcome this one too.

Our preparedness and continued dialogue with our customers and channel partners during the last four months have been helpful in converting opportunities into results. Our focus has been on business sustainability, cost optimisation, product innovation and customer engagement. During this period, our emphasis has been on strengthening

market knowledge & demand analysis and prioritising our manufacturing & supply chain operations and services. We have been striving towards diverting our company culture towards a new way of working beyond the physical office to maintain 'business as usual'. Our organisation has adjusted well to the remote working ways.

Turning adversity into opportunity is in our DNA.

During the World War, when there was a severe shortage of cast iron, Shri Laxmanrao and his team literally used thousands of cannons rusting in a fort as the raw material for producing ploughs.



### Adapting to Remote Ways of Working





KBL, today, is one of the world's leading fluid management solution providers with 14 manufacturing plants worldwide and also owns the UK's largest pump manufacturing company, SPP.



Right since the onset of the Coronavirus outbreak, we have been taking all possible safety measures across all our offices and plants. This helped us resume our operations soon after the relaxation announcements. We have been following all the detailed Government guidelines to ensure complete safety of our employees.

### Safety & Sanitisation Measures taken inside the Plant



**Awareness of Do's and Don't's for Covid-19**



**Medical Check-up of Employees**



**Thermal Scanning at the Entry Gate**



**Foot-operated Hand Sanitiser**



**Social Distancing Measures at Shop Floor**



**Social Distancing Measures in Canteen**



**Covid-19 Protocol for Guests**



**Maintaining Social Distancing While Moving**



**Sanitisation of Touchpoints**



**Sanitisation inside the Factory**



**Sanitisation of Truck before Product Dispatch**



**Sanitisation in Buses**





### Resumption of Business Operations by Channel Partners

The true test of a market leader is not just related to how it can handle a difficult time but also about how fast it can make a comeback once the situation begins to normalise. Business operations across all our manufacturing plants have commenced while supply of our products has also resumed.

Operations of our channel partners have also mostly resumed with opening of our dealer and key supplier facilities, thus ensuring business continuity at an optimum level. We are confident that with the situation getting better, we will be able to pick up pace, reaching our full potential in the next few months.

At KBL, we have survived, adapted and excelled earlier, and we continue to reiterate our growth story on the same trajectory yet again. After all, Enriching Lives of all is what is our essence and drives us every day.

# Shaping the Dream of Atmnirbhar Bharat

India gained independence in 1947, but the country's quest to become 'self-dependent' still continues. Over the last few years, India has been witnessing its transition from a 'progressing' country to a 'super-power.' However, the dream of a progressed India cannot be realised so long as the country relies on other nations for fulfilling many of its integral requirements. India needs to become 'Atmnirbhar', i.e. self-reliant, to be able to stand and prosper on its own.

The 'Atmnirbhar Bharat Abhiyan' or 'Self-Reliant India Mission' is a part of the Government of India's visionary goal to make India a self-reliant nation. It is an extension to the government's Make in India movement. It is all the more relevant in today's time when the whole world has been gripped by the Coronavirus pandemic. The Covid-19 pandemic has opened up many new opportunities for the Indian industry. India, with its emergence as a credible economy and the support it has provided to the global community during the pandemic, is well equipped

to step in as a potential global manufacturing hub for the world.

Though the various programmes to make the nation self-reliant have been gaining a lot of prominence over the last few years, starting with the Make in India initiative and now the Atmnirbhar Bharat Abhiyaan and Vocal for Local campaigns, there have been some 'truly Indian' organisations which laid the foundation of the thought and dream of a self-dependent India even before the country became independent. KBL is one of them.

KBL is considered among the torch-bearers of industrialisation in the country. For us, it has always been nation-first. Our founder, Shri Laxmanrao Kirloskar, forever kept the spirit of "Swadeshi" philosophy at the forefront of his thinking and planning, establishing the first-of-its-kind industrial township for manufacturing engineering products in India by Indians.

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KBL is considered among the torch-bearers of industrialisation in the country. For us, it has always been nation-first.



Our mission has been to ensure that, in our field, India is self-reliant in all core sectors and strategic areas.

- Mr. Sanjay Kirloskar



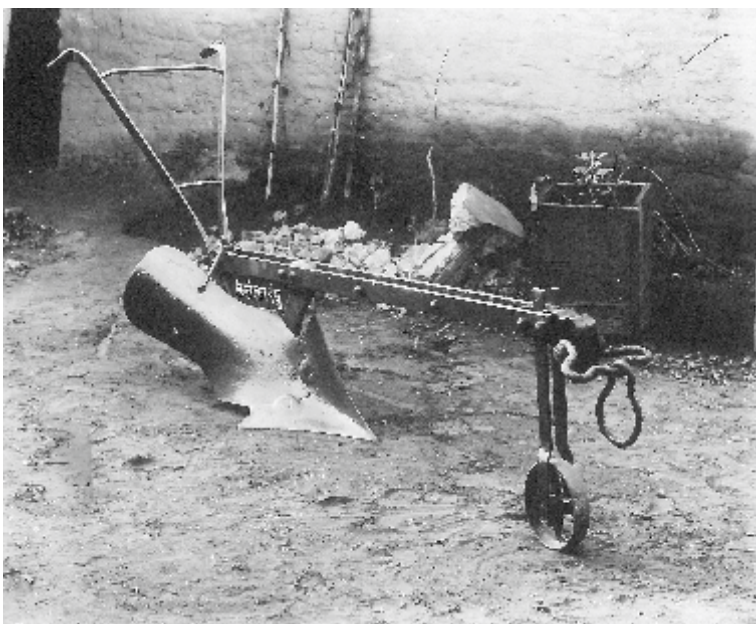
**KBL powers one of the world's largest pumping schemes at Sardar Sarovar Narmada Nigam Limited (SSNNL) in Gujarat, providing drinking water to more than 30 million people**

To realise the dream of Atmnirbhar Bharat, Indian organisations should be able to produce world-class products and solutions which are at par if not better as compared to those offered by the other recognised competitor countries with respect to their quality, cost, value for money, efficiency, etc. Otherwise, they may not be accepted by others in case they have a better choice available, and today with so much globalisation and open market, there is certainly no dearth of choice.

At KBL, we understand this and have always focused on innovation and quality in all our endeavours. Over the years, Kirloskar Brothers has helmed some of the country's and the world's most important projects. Our trusted and reliable pumping solutions have

been integral in moulding the dream of Atmnirbhar Bharat into reality. In India, KBL's pumps provide drinking water to more than 35% of the population and water to more than 60% of the country's irrigated land. KBL powers one of the world's largest pumping schemes at Sardar Sarovar Narmada Nigam Limited (SSNNL) in Gujarat, providing drinking water to more than 30 million people. KBL's pumps are used across the country's nuclear programme, including helping set up our heavy water plants as well as fast-breeder nuclear reactors at a time when India was under US sanctions. Over the last century, KBL has also been satisfying the requirements of key sectors like Defence where our products are used in submarine and other naval ships.

We have always focused on innovation and quality in all our endeavours



**India's First Iron Plough**

Going back, we introduced India's first iron plough way back in 1903, which was the biggest and first major step towards the revolutionisation of Indian agriculture. It replaced wooden plough and gave the farmers a product that was more effective thereby increasing productivity and cost savings due to its longevity. It facilitated the growth of Indian agricultural industry by helping the farmer community become self-reliant and, in the process, taking India forward.



**KBL was associated with World's Third Largest Hypersonic Wind Tunnel at the Vikram Sarabhai Space Centre, Trivandrum, developed by ISRO**

We also take immense pride in being closely associated with ISRO, an agency

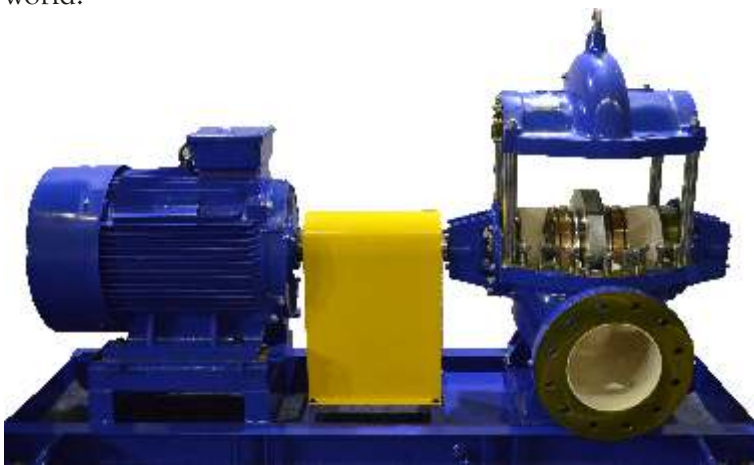
accredited by the world today for establishing our country's distinction as a

leading space power, on some of their indigenous 'Made in India' projects.

Overall, our mission has been to ensure that, in our field, India is self-reliant in all core sectors and strategic areas. Today, India can rely on an Indian company for pumps across all its core sectors – Power, Oil and Gas, Industry, Building and Construction, Municipal Water, Irrigation, Marine and Defence as well as Retail, so do many other governments around the world.



**Naval Submarine**



**Kirloskar Lowest Lifecycle Cost (LLC) Pump Series**

An integral part of our contribution towards the shaping of Atmnirbhar Bharat has been our ability to manufacture high-quality, innovative 'Made-in-India' products and solutions from time to time. Our customer value proposition has always centered around high quality and lowest life cycle cost. This is a result of the emphasis that we lay on R&D and use of latest technologies such as 3D printer in our manufacturing processes or AR, VR, AI and IOT in our service.



**KBL's Domestic and Agricultural Pumps Range**



**Largest Butterfly Valve (3800 mm) Supplied by KBL**





KBL's pumps are used across India's nuclear programme, including heavy water plants as well as fast-breeder nuclear reactors

**(Actual On-site Image) Kirloskar Primary Sodium Pump installed at BHAVINI'S Atomic Power Station at Kalpakkam, Tamil Nadu**



### Asia's Largest Hydraulic Research Centre, Kirloskarvadi

Apart from being India's first and largest pump engineering company, KBL, today, is a multi-national conglomerate being recognised as one of the global market leaders in the fluid management industry. We are making India proud across the world. Apart from being Vocal for Local, we are making our products and brand Go Global.

Today, through our products and solutions, we continue to strengthen and

prove India's capabilities against the best in the world and more importantly,

fulfil the dream of a Self-reliant India – An Atmnirbhar Bharat.



# Lending a Helping Hand in the COVID-19 Pandemic Fight

## KBL contributes towards Covid-19 Pandemic Relief Efforts



COVID-19 has shattered the lives of millions of people across India. Livelihood, especially of those from the economically weaker sections of society has been severely affected by the pandemic.

KBL team, through its charitable arm, Vikas

Charitable Trust, has been undertaking various relief operations right since the beginning of the COVID-19 pandemic by reaching out to several needy and affected people residing around the vicinity of KBL operations, most of which are located in different parts of rural India.



**KBL Team helping the Community at Kirloskarvadi**





#### Ration Distribution near Kirloskarvadi Plant

We have been fulfilling the basic need of food of such destitute people by providing them monthly ration, grocery kits and other daily essentials as and when possible. With over

2,000,000 meals distributed to needy people affected by COVID-19 around the country, we are doing our small bit towards supporting and helping them.



#### Ration Distributed near Sanand Plant

With over 2,000,000 meals distributed to needy people affected by COVID-19 across 63 locations, we are doing our small bit towards supporting and helping them.



**Safety Masks were distributed to Govt. Officials, Panchayat, Revenue Department and Police Officials by KBL Team**

We have also been supporting the Corona Warriors with Personal Protective Equipment (PPE) required to prevent the spread of the virus while serving our community. These areas include districts/talukas such as Pune, Sangli and Kondhapuri in Maharashtra, Kaniyur

(Coimbatore) in Tamil Nadu, Dewas in Madhya Pradesh and Sanand (Ahmedabad) in Gujarat. This initiative has been being undertaken with the support of the local KBL team and concerned Government officials.

Apart from PPE, wherever possible, we have also

provided the local administration officials with other safety and basic essentials like face masks, sanitisers, food packets, drinking water, face shield, safety glasses, cooking utensils, no touch sanitiser stations, among others to support them in their tryst with this pandemic.

PPE, sanitisers, food packets, drinking water, face shields, safety glasses, cooking utensils, no touch sanitiser stations, etc. distributed.



**Medical Check-up done for Police Staff**

## KBL Pumps used in Fight against COVID-19

We are proud that our pumps are being used in various applications in the fight against COVID-19 virus. Whether it is in sanitisation machines to spray disinfectants or in quarantine centres to maintain critical water supply, we have been contributing in the fight against this pandemic through our products. We are proud to support the nation's commitment to fight COVID-19.



### In Disinfectant Machine

Our KVM pump is being used in the disinfecting machine designed by one of India's leading public limited companies. The lightweight and compact design of the pump makes it easy to integrate it in the client's system making the machine quickly usable for spraying disinfectants and sanitising the areas.

### Our KVM Pump Used in Client Disinfectant Machine

### In Quarantine Centre

Our HYPN systems were successfully installed at the Defence Research and Development Organisation's (DRDO) 1,000-bed Covid hospital in Delhi Cantonment. The system ensures that the water pressure is maintained all through in this critical facility.



### KBL HYPN Systems installed at the DRDO's Covid Hospital in Delhi



# Unlocking Care & Convenience during the Lockdown

For Kirloskar Brothers Limited (KBL), our customers are at the centre of everything we do. Whatever the situation, we are always ready to walk the extra mile to serve our customers to the best of our abilities. It is this continued service commitment that has made us one of the most trusted brands among our customers for over a century now.

After the announcement of the COVID-19 lockdown, our service centres and movement of service



personnel was completely stopped like the rest of the country, making it difficult for us to reach our customers. However, the challenging situation could not deter us from finding a way out to serve them. Whether by finding new ways to assist them remotely or by extending our product

warranty, the convenience and peace of mind of our customers continued to be an integral aspect of our business commitment even during the lockdown.

#ExtendedWarranty  
#StayStrongStaySafe

**100**  
KIRLOSKAR BROTHERS LTD. | Etching Lives

**Your Care, Our Priority**

**3 MONTHS**  
**EXTENDED WARRANTY**

\*Covers Small Pump business product range  
Extended warranty applicable till **June 22nd 2020**

**KIRLOSKAR BROTHERS LIMITED**  
Established 1889  
A Kirloskar Group Company

Conditions Apply

## Warranty Extension by Three Months

During the lockdown, as our customers were unable to visit our service centre to avail free service or warranty, we extended warranty of our small pumps' product range by 3 months. The move was a clear extension of our care and commitment towards our customers.

## Pump Installation via Video Conferencing

During the lockdown, one of our clients in Baroda wanted to pump Hydroxylamine Sulphate, which can only be pumped at its melting point of 120 degree Celsius.

Our team resolved this by mounting two sets of centreline pumps and steam jacketed stuffing box for the customer. All of this was done through video conferencing where our experts guided and got the job done with the help of our channel partners.

More importantly, the task was duly executed while following all the Covid-19 prevention measures. This clearly shows that when it comes to serve our customer, no challenge can stop us.



## Helping Resume Water Supply in Farm

Farmers are the backbone of our economy; if they suffer, we suffer. We have always been proud that our pumps are used by millions of farmers across the world.

During the lockdown, a farmer was facing some issue with his pump, which stopped water supply in his farm. Understanding the critical situation amidst the lockdown, we

initially got in touch with the local government authorities and sought the permission to reach him. Once we got the clearance, we brought the pump to our service centre and promptly repaired it.

We were happy to provide prompt pump repair service despite the lockdown challenges and help a farmer resume water supply in his farm.

In the end, these assured service standards and customer commitment is what we are known for and this is what makes us who we are – India's most trusted consumer brand in fluid management solutions. And, come what may, we will continue to stand by them.

# Protecting the World's Tallest Statue

## Our firefighting pumps have been installed at the Statue of Unity

The Statue of Unity is a colossal statue of Sardar Vallabhbhai Patel, the first Deputy Prime Minister and Home Minister of independent India. The statue, located in the state of Gujarat, India, is the world's tallest statue with a height of 182 metres.

Inaugurated in 2018, the Statue of Unity, is considered among the most prominent landmark structures in India today and a popular tourist destination. According to a survey, the daily average tourist footfall at the Statue of Unity was over 15,000 last year. Protecting such a monumental structure and large group of visitors daily against fire is a very critical responsibility. We are very proud to share that this crucial responsibility is being undertaken by our firefighting pumps installed at the statue site.

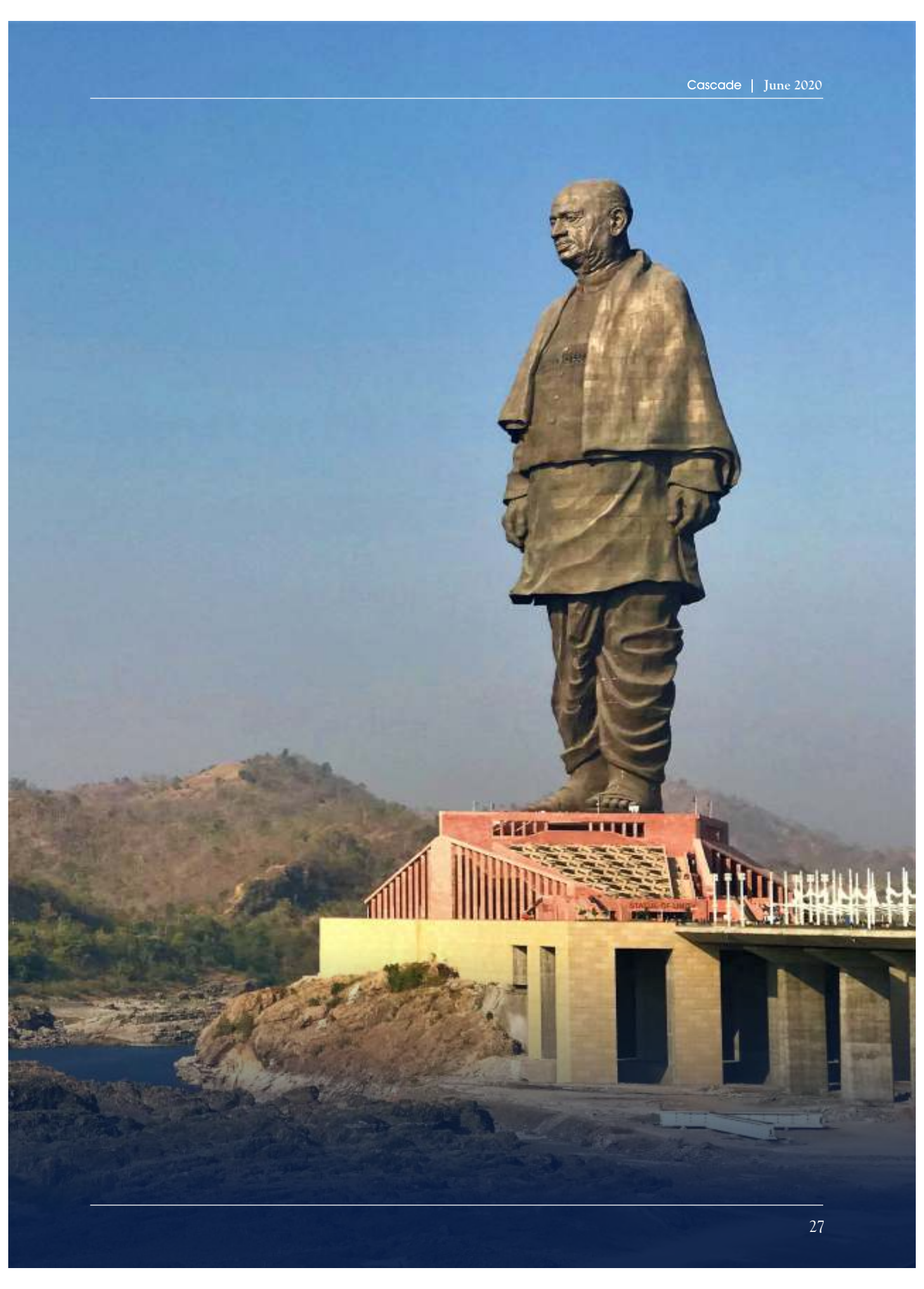
Overall, we have installed 9 firefighting pumps at the site, including 2 vertical multistage pumps installed inside the statue at a height of 121 metres. Apart from this, there are other KBL

vertical turbine pumps installed at the site which ensure supply of water to the statue premises from a dyke located 2.5 km from the statue.

KBL is one of the global market leaders in comprehensive firefighting pumping solutions and systems. Some of our most prominent firefighting solutions include all our FM Approved & UL listed pumps, MSMO pump and containerised firefighting pump system.

For the Statue of Unity, we have provided our horizontal split case and vertical multistage fire pumps.





# Largest Split Case Pumps Developed

**KBL supplies its largest ever horizontal split case pumps during the lockdown**



## **KBL's Largest HSC Pumps Ready for Dispatch at Our Kirloskarvadi Plant**

KBL has been associated with various prestigious national as well as international water utility projects over the years. We recently added a new name to the list by executing yet another noteworthy project for the UP Jal Nigam.

Our association with the UP Jal Nigam goes a long way. This project is very special for us as we executed it during the Covid-19 Lockdown. Accordingly, as per the project requirement, we supplied series of

Horizontal Split Case pumps and allied equipment of various capacities for minor lift canal divisions across different locations of the UP Irrigation Department (CESPO). These included cities like Kanpur, Banda, Ghazipur, Mirzapur and Lucknow. Overall, we supplied 17 pumps of varied configurations in accordance with the requirement, ranging from a discharge capacity of 2.5 cusecs to 10 cusecs with a head of 15-30 metres. Of these, we supplied 7

horizontal split case pumps, each with a 10 cusecs discharge capacity and 30 metres head, to the Minor Lift Canal Division in Mirzapur. These are by far the largest Horizontal Split Case pumps ever developed by KBL for any project, which makes the project all the more special for us.

# Extending Our Association with Gujarat

## KBL part of two major lift irrigation schemes in Gujarat



### Our UP Pumps Installed Onsite for the Dhadhusan Redlaxmipura Lift Irrigation Scheme

KBL, this year, was part of two major lift irrigation schemes in the state of Gujarat, India, namely the Piya Unad Package-2 and the Dhadhusan Redlaxmipura LIS.

Both the LIS contracts were related to the life irrigation M.S. pipeline project involving the transmission of 200 cusecs of water to the Dharoi main canal located near Sabarmati river in the Mehsana district in northern Gujarat. The constructed pipeline for

both the projects carries a 2050 mm ID and 12.5 thickness.

KBL played an integral role in the execution of these projects. As per the contract, we supplied 28 UP horizontal split-case pumps for the two schemes, precisely 14 pumps for each project. All the pumps carry a discharge capacity of 3400 m<sup>3</sup>/hr with their head ranging within 59-96 m, designed in accordance with the project requirement.

The Piya Unad Package-2 LIS contract involved the transmission of water from an underground sump near Boru in Manasa taluka to the Dharoi main canal. The pipeline covers an overall distance of around 50 kms. The Dhadhusan Redlaxmipura Lift Irrigation Scheme involved the transmission of water from Dhadhusan to Redlaxmipura, Dharoi main canal. The pipeline covers an overall distance of around 38 kms.



## When Size Reflects the Stature

### KOV facility develops specially-customised large horizontal split case pump for ammonia cooling water application

KBL is the market leader in the manufacture of dedicated fluid management solutions for various water utility applications. We are also widely recognised across the industry for developing specially-designed pumping solutions customised exactly in accordance with the customer requirements.

Some of the most prominent pumping solutions offered by KBL for a wide range of water utility applications include the company's signature SCT,

DB and split case pumps.

KBL's horizontal split case pump is mainly used for water utility applications apart from other specific applications like fire-fighting, recirculation, desalination, dewatering in mines, industrial utility, etc. The pump is also widely used for other dedicated applications in various process industries like paper, steel, sugar, etc. The size and technical specifications of the horizontal split case system offered by KBL differ

depending on the client and project requirement.

Accordingly, for one of our client projects, our Kirloskarvadi (KOV) facility developed and supplied a specially customised Large Horizontal Split Case pump with an impressive discharge capacity of up to 16,500 m<sup>3</sup>/hr and a 49.5 m head. The system carries a motor rating of 2950 kW.

The exclusive pump has been primarily developed for Ammonia Cooling water application.



**KBL's HSC Pumps Ready for Dispatch at Our Kirloskarvadi Plant**

# Further Strengthening Our Position in Thailand

## KBL supplies critical CW pumps for the Mae Moh Power Plant in Thailand

We are among the most prominent pump engineering companies in Thailand today. We mainly operate in the country through our subsidiary, Kirloskar Brothers Thailand Limited (KBTL).

Over the years, we have been associated with various government and non-government fluid management projects in Thailand. This year, we further strengthened our position in Thailand by being associated with a project involving the supply

of critical pumps for the Mae Moh Power Plant located in the Lampang Province of the country. Our scope of supply for the project included the supply of three Cooling Water (CW) pumps and two Auxiliary Cooling Water (ACW) pumps along with HT motors and instruments. We duly executed the project within the stipulated time period despite the prevailing Covid-19 pandemic situation.

Apart from supplying our pumping solutions and

other equipment, we also resolved certain site related issues in consultation with the motor supplier. The client appreciated us for our efforts.

KBL's CW pumps and ACW pumps, as the names suggest, are primarily used for cooling water applications in power plants, basements of residential and commercial buildings, civil and industrial construction sites, mines and municipal or rural management projects.



**KBL CW Pumps installed onsite at Mae Moh Power Plant, Thailand**

# Boost of Performance, Unleashed

## KBL launches K-booster pressure boosting pump



### Official Unveiling of K-Booster Pump at Dealers Meet in Goa

KBL, over the years, has introduced a wide range of pressure boosting pump systems into the market such as Pressure Boosting Hydro-Pneumatic System (HYPN), CPBS and Eterna. This year, we further extended our product portfolio in this segment with the launch of the Kirloskar K-Booster pressure boosting pump.

We introduced a new standard in constant pressure booster pumping system with the launch of the comparatively smaller-sized K-booster pump. The pump is designed to

maintain optimal water pressure across multiple storeys. It could be an ideal option for residential customers facing daily problems related to low water pressure in their taps, showers and other water outlets in their homes.

The compact and robust pump is primarily aimed at addressing low water pressure problems in residential complexes such as small housing societies, bungalows, farm-houses villas, etc. It is suitable for a wide range of other domestic applications such as cleaning and washing

applications which require high water pressure such as bathroom showers, washing machine, gas geyser, pressurised washing of vehicles, kitchenware washing, etc.

While maintaining high water pressure, the pump also ensures lower power consumption and higher efficiency, thus resulting in more cost-savings for the consumer. With a head range of up to 28 metres and a discharge range of up to 2050 LPH, the K-booster pump is a little master that packs quite a punch.



**K-Booster Pump**



# Unlocking Marketing Opportunities During Lockdown

During the Covid-19 lockdown, everyone was restricted to their homes. This tilted the consumer media consumption more towards the TV and digital platforms, including Google, Facebook and other social media platforms. These channels became the primary source of information and entertainment.

Understanding the change in the consumer behaviour and capitalising on the opportunity, we aligned our marketing promotion activity towards these channels to effectively reach and create awareness about our products and services

We executed advertisement campaigns on various TV channels. These were carried out during the national address by PM Modi to garner maximum eyeballs in the shortest time.

On the digital front, the Covid-19 outbreak resulted in more time being spent on digital media platforms per day. It also led to a rise in new digital media adopters, especially in rural areas.

While we have already increased our digital marketing efforts over the past few years, we have been further increasing our focus

and executing various campaigns on Google, YouTube, Facebook, LinkedIn and other relevant platforms.



**KBL Advertisement Telecast**

# Leadership Summit -Succeeding in Difficult Times, MCCIA, Pune

The Maharashtra Chamber of Commerce, Industries and Agriculture - (MCCIA) held a Leadership Summit in Pune earlier this year. Ms. Rama Kirloskar, MD, Kirloskar Ebara Pumps Ltd. & Mr. Alok Kirloskar, MD, SPP Pumps Ltd., were invited among the prominent speakers at the event.



**Mr. Prashant Girbane, Director General, MCCIA, in conversation with Ms. Rama Kirloskar, MD, Kirloskar Ebara Pumps Ltd. & Mr. Alok Kirloskar, MD, SPP Pumps Ltd., at the MCCIA - Leadership Summit in Pune**

“AI for us has been for managing knowledge. For a company of 100+ years, we have tremendous knowledge to process. All our key systems & processes are documented. We need to automate most of the things, so our people have time to do other things.”

– Mr. Alok Kirloskar,  
Managing Director, SPP Pumps Ltd.

“We learnt to make best use of people's strengths. Adopting technologies like augmented reality helped us in the service sector”

– Mr. Alok Kirloskar,  
Managing Director, SPP Pumps Ltd.

“Other than profit, we have to make an impact to the society, is what I was first being taught about”

– Ms. Rama Kirloskar,  
Managing Director, Kirloskar Ebara Pumps Ltd.

## Recipient of the Astitva Sanman Award 2020 – Ms. Rama Kirloskar



It was a proud moment indeed for us as Ms. Rama Kirloskar, MD, Kirloskar Ebara Pumps Limited, won the 5th Women Astitva Samman Award 2020 held at the PHD House in Delhi.

The prestigious Astitva Sanman recognises organisations, individuals and women entrepreneurs who demonstrate excellent leadership skills and work towards empowering the women workforce.

## CII-ITC Sustainability Award-2019

KBL was the proud recipient of the CII-ITC Sustainability Awards-2019 for Excellence in Environment Management. The assessment was conducted by a team of CII assessors at our corporate office and manufacturing plants. Across India, several organisations participated in this competition.

This award is a great recognition for our commitment and consistency in implementing sustainable measures.



**Winner of the CII-ITC Sustainability Awards-2019 for Excellence in Environment Management**



# First Indian Pump Manufacturing Company to Receive IMS Certification



We are proud to inform that KBL recently became the first Indian pump manufacturing company to receive the prestigious Integrated Management System (IMS) certification for four standards, namely ISO 9001: 2015, ISO 14001: 2015, ISO 45001: 2018 and ISO 50001:2018 by the certification Body, M/s TÜV-SÜD.

## Lakaki Excellence Award



**LAKAKI Excellence Award Winners**

Eight entities including all KBL business units and subsidiaries were assessed by the LAKAKI Excellence Assessor team. The **Winners and Runner-up Winners** were awarded by CMD, Shri Sanjay Kirloskar, at our corporate office in Pune on 5th March this year in the presence of the respective representatives from all the business units.

## Annual Dealers Conference 2020



**Group Photo: Annual Dealers Conference 2020 and Award Ceremony held at KBL's corporate office in Pune**

# Unlocking Ways to Stay Connected

Covid-19 pandemic may have kept us away from our customers but we never lost touch with them. We regularly engaged with our customers and other industry experts via webinars and video conferencing, sharing information about our products & technology and discussing about the current & future fluid management requirements and expectations.

## Participation in Webinar Sessions



**Mr. Benjamin Samuel participated as a panelist in a webinar organised by the Indian Plumbing Association on: Post Covid-19 Challenges and Opportunities for the Building Material Industry. The webinar was attended by 600 people.**

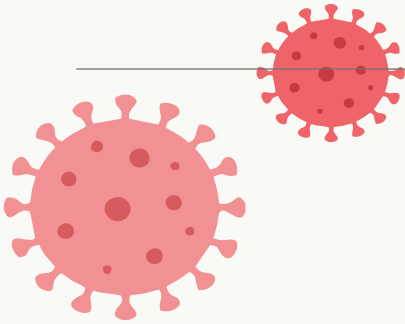
## Remote Customer Briefing

Our team organised remote briefing session about our Autoprime Pumps for the concerned authorities from the Sewage Water Department of the Municipal Corporation of Greater Mumbai (MCGM).



**Our Team remotely briefing the Sewage Water Department, Municipal Corporation of Greater Mumbai (MCGM), about our Autoprime Pumps**

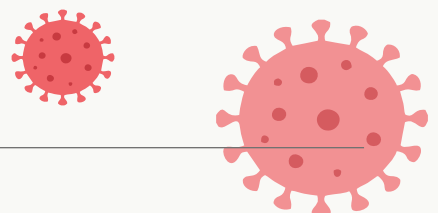




STAY ALERT  
STAY SAFE

STAY HEALTHY

Together, we will Fight and  
Win against  
Covid-19





Enriching Lives

## KIRLOSKAR BROTHERS LIMITED

Established 1888

A Kirloskar Group Company

### OUR COMPANIES



United Kingdom



U.S.A.



South Africa



India



The Netherlands

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