



Enriching Lives

# cascade

Dec-2020 to Apr-2021

## DELIVERING GLOBAL VALUE THROUGH GLOBAL PRESENCE



SPP PUMPS LIMITED, UK



SYNCRIFO INC., USA



KIRLOSKAR EBARA PUMPS LIMITED, INDIA



KIRLOSKAR CORROCOAT PRIVATE LIMITED, INDIA



BRAYBAR PUMPS LIMITED, SOUTH AFRICA



RODELTA PUMPS INTERNATIONAL B.V., THE NETHERLANDS



THE KOLHAPUR STEEL LIMITED, INDIA



KARAD PROJECTS AND MOTORS LIMITED, INDIA

**KIRLOSKAR BROTHERS LIMITED**

Established 1888

A Kirloskar Group Company

Managing Editor  
Anurag Kumar

Assistant Editor  
Nishant Patel

Conceptualiser  
Shravan Bhumkar

Designer  
Jyoti Gandge

Registered Office &  
Global Headquarters:  
Yamuna, Survey No. 98 (3 to 7),  
Plot no. 3, Baner, Pune 411045, India

Contact  
Tel. : +91 20 2721 4444  
Fax : +91 20 2721 1117  
marketing@kbl.co.in

www.kirloskarpumps.com

## Concept

Value-added Engineering through Global Capabilities,  
Renewed Core Philosophy to Stay Cognizant with the Times,  
Drives our foray into a new century,  
As we continue with our quest of - Enriching Lives

**Kirloskar**  
Enriching Lives

**cascade**  
Dec-2020 to Apr-2021

**DELIVERING GLOBAL VALUE THROUGH GLOBAL PRESENCE**

**KIRLOSKAR BROTHERS LIMITED**  
Established 1959  
A Kirloskar Group Company

**SPP PUMPS LIMITED, UK**  
**SYNCFLO INC., USA**  
**KIRLOSKAR EBARA PUMPS LIMITED, INDIA**  
**KIRLOSKAR CORROCOAT PRIVATE LIMITED, INDIA**

**BRAYBAR PUMPS LIMITED, SOUTH AFRICA**  
**RODELTA PUMPS INTERNATIONAL B.V., THE NETHERLANDS**  
**THE KOLHAPUR STEEL LIMITED, INDIA**  
**KARAD PROJECTS AND MOTORS LIMITED, INDIA**

**SYNCFLO**  
**EPL**  
**KIRLOSKAR CORROCOAT**



Dear All,

Hope you are healthy and safe. That is the first and foremost priority in these testing times.

market leaders in the fluid management industry, making India proud globally. From being the Pioneers, we are the Leaders today.

## Foreword

Kirloskar Brothers Limited, over the last 130+ years, which pioneered an industrial and agricultural revolution in the country with its innovative products and solutions has predominantly been known for being among India's foremost manufacturing companies. However, apart from being India's first and largest pump manufacturing company, over the last few decades, we have also extended and strengthened our global footprint as a multi-national conglomerate. Over the years, we have carved our niche as one of the global

Our ability to understand the exact needs of our customers and accordingly working towards meeting those needs is what has enabled us to sustain our leadership position in the market for such a long period. Our capability to develop superior products and solutions that provide value to our customers is what sets us apart from our contemporaries. These innovative world-class products and systems designed to add value to the traditional fluid management techniques and methods are a result of our global operations and

---

capabilities. Due to our global capabilities, we are able to leverage our process architecture across our global business operations, right from ideation and manufacturing to project execution and after-sales service support. Our operations spread across the globe may be divided on the basis of various individual teams, divisions, verticals and all the other stakeholders, but we always work together as a single team - Team KBL. This ONE KBL Team gives us that much-needed flexibility and the resultant cross-sectional knowledge-exchange enables improvement in our overall productivity and performance. The fact that we use the world's leading technologies in all our manufacturing processes and customer service provides us a competitive edge.

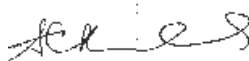
For a brand like KBL, established with the founding principle of Enriching Lives, customer satisfaction forms the core of our business operations. For us, customer satisfaction is more about exceeding the expectations of our consumers. So, as we have ushered into a new century last year with a newer vision and a newer outlook, we also revised our Purpose,

Vision, Mission and Values in line with the changing times, technology and customer requirements and expectations globally.

At the end of the day, it is the optimistic attitude that matters, especially to prevail and succeed in the challenging times that we are facing today.

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*

Dear All,

The current situation is grim with a lot of unpleasant stories coming in from all corners. In these times of despair, even a glimmer of positivity and hope can go a long way in keeping all of us going. That is exactly why I am very happy with the optimistic theme of this edition and the opportune time of its release.

As much as the edition talks about how we are reiterating our focus on providing added value to our customers through our global operations and capabilities, our incredible growth story from a small-factory shed into one of the global leaders over the last century could truly provide a sense of inspiration and much-needed motivation to

the readers.

More importantly, this edition of the Cascade also throws light on how our global presence as ONE KBL Team has helped us sustain our position even during the pandemic. All the articles and news updates clearly reflect how despite the persisting challenges, we continue to operate and further extend our growth footprints across the globe.

Overall, I am very pleased with the way the edition has turned out and I am sure the readers will definitely like it as much as I did.

Stay Positive, Spread Positivity!!

The world needs it right now.

Read It, Watch It, Share It,  
Enjoy It!!

---

## Editor's Desk



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

Dear All,

As we recently entered into the first quarter of the new financial year, we felt it to be the ideal time to release the first edition of our Cascade magazine for 2021.

I am really happy that despite the persisting work challenges and disruptions, we were successfully able to come out with the latest edition without any delays or hiccups. Means a lot!!

The theme of this edition of the magazine broadly revolves around how we are delivering global value through our global presence. It briefly highlights how, by revisiting our core philosophy, including our Purpose, Vision, Mission and Values, we have reiterated our focus on providing added value to

our customers through our innovative and sustainable world-class products and solutions in the coming future.

Besides, it briefs about the various endeavours and projects that we commissioned during the period. The issue also provides a glimpse of some of the key customer focus areas and internal activities executed during the period.

Similar to the previous edition, the edition includes video links to the various internal activities, thus providing an actual visual insight into the major events and webinar sessions, including significant management bytes and thought leadership views, which make it really interesting.

Read It, Watch It, Share It,

Enjoy It!!

**Cover Story**

Future ready with New Purpose and New Vision	.... 07
----------------------------------------------	---------

**Featured Articles**

Ready to Capitalise on Favourable Budget 2021	.... 13
111 years of KOV	.... 15
Our new website launched	.... 16
ATPD Manufacturing Facility opened at Kirloskarvadi	.... 17

**Success Stories**

First-of-its-kind Fish-passable Pump supplied in Europe	.... 18
Pumping Bhama Ashked Project	.... 19
Proud Association with Mettur Surplus Water Scheme	.... 20

**Technology**

With KirloSmart, Monitor Your Pump Remotely Anytime, Anywhere	.... 21
---------------------------------------------------------------	---------

**Management Bytes** .... 23**Awards & Recognition** .... 24**Customer Engagement** .... 27**E-Warranty** .... 29



# Value-Added Engineering through Global Capabilities

Kirloskar Brothers Limited (KBL), which completed 100 proud years of its incorporation last year, ushered into a newer century with newer promises, newer possibilities and a newer outlook. Now, as we step into a new decade of opportunities, we felt that it was about time we also revisited our core philosophy by updating our Purpose and Vision to stay in-line and abreast with the changing times, technology and evolving customer requirements and expectations in order to meet and stay committed towards our ultimate goal of Enriching Lives. Accordingly, our renewed Purpose and Vision are:

**Purpose: Enriching Lives. Transcending Boundaries.**

**Vision: Enriching lives across communities through innovative and sustainable engineering solutions.**

Apart from being India's

Enriching

Enriching Lives across communities

To lead the industry through reliable, intelligent hydro



**Teamwork with  
Mutual Trust  
and Empathy**



**Commitment  
towards the  
Environment**



**Inte  
Acco**



## PURPOSE STATEMENT

Enriching Lives. Transcending Boundaries.

## VISION

Communities through innovative and sustainable engineering solutions.

## MISSION

Hydraulic machines & systems providing superior value and ensuring customer delight.

## Values



Integrity and  
Accountability



Speed and  
Accuracy



Progressive  
and Proactive



Process  
Centric



first and largest pump engineering company, KBL, over the years, has also extended and strengthened its global footprints as a multi-national conglomerate. We have carved our niche as one of the global market leaders in the fluid management industry, making India proud globally. From a humble beginning, KBL, today, has a presence in virtually all the continents across the globe. We achieved this feat by acquiring some of the leading international pump manufacturing companies from various

countries. Our international subsidiaries, regional offices and manufacturing facilities in various countries, coupled with our extensive service support network, make us a global team with global operations. As a result of our global operations we have been able to complement our R&D and facilitate value buying transition or knowledge sharing across our global teams. It has also helped us extend our experiences, technological capabilities, product basket, customer knowledge, etc. Thus, eventually, apart from expanding our presence, our global operations have been

critical in further strengthening our capabilities and ensuring one of the most desirable characteristics that a customer expects whenever he buys a product from a reputed brand like ours—added value. Our quest to provide our stakeholders with added value through our products and solutions is what drives our actions every day. Thus, it continues to be an integral part of our renewed Mission statement as well.

**Mission: To lead the industry through reliable, intelligent hydraulic machines & systems providing superior value**



### and ensuring customer delight.

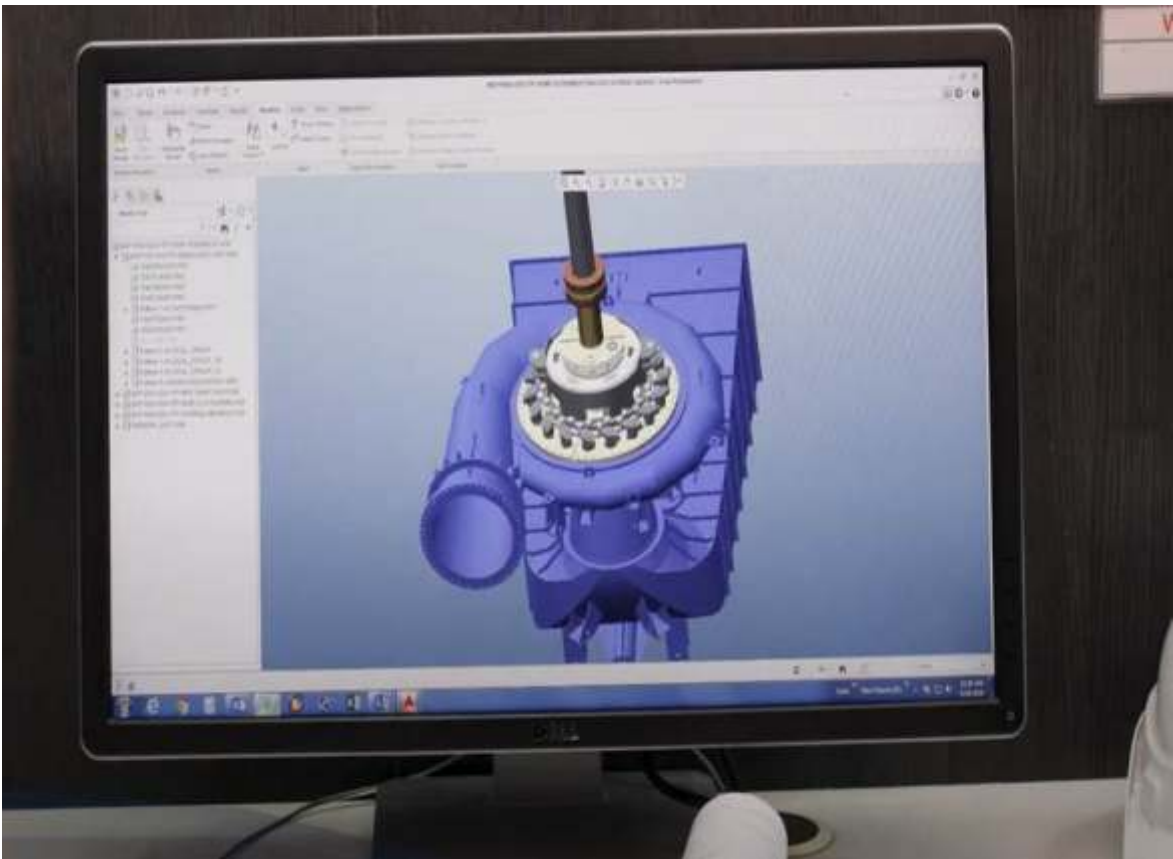
This becomes all the more important in the current times when the whole world has been grappled by the Covid-19 pandemic as, today, the importance of providing more value to the customers using the existing limited available resources is felt more than ever before from all quarters and in every industry. Over the last one year, the global situation and priorities have completely changed and, in the post Covid-19 world, technology and its use to produce value-added products will drive the value chain and that is exactly what we are able to provide with our global capabilities.

In these times of an economic unrest, only the major players with operational flexibility have been able to sustain their position in the market. The situation has clearly shown

how leading organisations with a global presence have had advantage in securing their survival and dominance in the market as compared to the other smaller players with only a local presence. Being one of the global leaders in utility pumps, KBL is in the same league. As much as our trusted brand reputation has been crucial in sustaining our leadership position in the industry, our global capabilities and operations have been equally integral in bestowing us that flexibility and support needed to be able to endure and hold our ground even in this situation. During the crisis, all our various international subsidiaries and other group companies, which together form the KBL group umbrella, supported each other in the same way they did before the onset of the pandemic. We focused more on the bottom line. Our global presence through our

regional offices and manufacturing plants of our international subsidiaries, and our extensive service network helped us deliver our solutions to our customers despite the lockdown challenges.

Our global R&D team, which includes our team from KBL and other group companies, works together. We strive towards and truly believe that providing our customers access to a global quality product is our duty and that is what drives us. In order to ensure the same, we are well-equipped with state-of-the-art in-house technologies, such as our dedicated 3D printing machine, which helps reduce defects and manufacturing time, thereby improving quality of the product. Our products and solutions are known for their universal appeal, which is largely attributed to the knowledge exchange, experience sharing and joint R&D team efforts of our global subsidiaries and global companies. For instance, our innovative Lowest Lifecycle Cost pump series, introduced with the aim to meet the new environmental requirements globally, is a result of the joint R&D efforts between KBL and our UK-based international subsidiary, SPP Pumps. Similarly, the development of many of our



prominent products is a result of our cross-sectional team efforts along with our international subsidiaries, which makes them globally viable. It is a testament to how well our group companies complement each other to provide added value to the customers through the development of innovative products with a universal appeal.

By extending our horizons into a multinational conglomerate, we have successfully touched and contributed towards enriching millions of lives. We have been making an impact on a global scale

with our association with various critical government and private pumping projects globally. Over the last few decades, we have been associated with a large number of government projects in majority of the African countries, especially Egypt, where the trusted Kirloskar pumps have played a crucial role in transforming over 10,00,000 hectares of arid desert land into green fertile land. In fact, in Egypt, the Kirloskar brand is so common and popular that it is synonymous to the word “pumps.” Similarly, KBL has played an integral role in completely transforming

developing economies like Senegal, Laos and Cambodia, all suffering from severe water and food crisis, into completely food-sufficient countries by helping bring maximum cultivable land in these nations under irrigation. In other South- East Asian countries such as Thailand and Vietnam, the company has reiterated its success story and brand reputation as a leading fluid management solutions provider by assisting them in securing their farmlands and cities from incessant floods with the company's ever-reliable flood-control Autoprime pumps.



Apart from all this, KBL, majorly through our subsidiary SPP, has been primarily responsible for ensuring fire-safety across some of the most iconic landmark structures across the globe, such as Burj Al Dubai, Marina Bay Sands, Sydney Opera House, The Shard- London, etc. with the help of our best-in-class firefighting pumps and solutions. Even the world's largest water bridge in China is secured by Kirloskar firefighting pumps. Besides, KBL has also been among the leading suppliers of specialised pump sets for the prestigious ITER (International Thermonuclear Experimental Reactor) project touted to be the world's largest magnetic

confinement plasma physics experiment. The customised Kirloskar pumps provided for many of these milestone projects have been the largest or the first in their category, which makes these endeavours even more noteworthy and memorable. This expertise and the experience of working on such critical and significant projects is what differentiate us from other global players.

More importantly, at the end of the day, it is our actions that define us and all our actions are driven by our strong legacy and the path shown by our founder, Shri Laxmanrao Kirloskar. Continuing on the same path and principles of our founder, we also revisited our Values as follows:

- Teamwork with Mutual Trust and Empathy
- Commitment towards the Environment
- Integrity and Accountability
- Speed and Accuracy
- Progressive and Proactive
- Process-centric

Thus, with our new purpose, vision, mission and values, we retain our focus on providing added value to our customers through our innovative and sustainable world-class products and solutions in the coming future.



# Ready to Capitalise on Favourable Budget 2021



Budget 2021 came at a very crucial juncture as we have still not fully recovered from the Covid-19 pandemic. The damage due to Covid-19 is significant and it is estimated that it will take a significant time for our economy to recover from the debacle. Earlier, our country already witnessed an economic slowdown in FY19-20, which was followed by the serious challenge posed by the Covid-19 pandemic and its aftershock over the last fiscal year. Hence, during this budget day, there were huge expectations and questions on how the government will take the steps necessary to revive the economy. So, in a way, it

was a make or break budget, this time.

However, the budget took into consideration this grave situation and steps taken in the budget are expected to be very helpful in bringing the economy back on track. The budget provides potential opportunity for our economy to raise and capture the pace that it needs for sustainable growth. The government has opened its coffer and proposed to spend significant expenditure across all sectors. It, for some time, has not been too much bothered about the increase in fiscal deficit, as the creation of demand from all sectors has taken

priority.

Now, being a fluid management solutions provider, the promising budget will definitely benefit us as our products go in all sectors right from rural and domestic to industry and infrastructure. However, the increased focus on rural economy and infrastructure sector, where higher expenditure has been proposed, will benefit us the most. Besides, being a truly Indian company, we are bound to benefit from the government's continued rise in impetus on the Atmnirbhar Bharat mission and Vocal for Local programme.

The various supportive initiatives and schemes that the government has proposed to ramp up and revive the domestic demand are noteworthy. The rise in budget allocation towards the Rural Infrastructure Development Fund from 30,000 crores to 40,000 crores is a good news for all the organisations like us, for whom the rural consumers form one of the primary target segments. The proposed enhancement in the agricultural credit target to 6.5 lakh crores in order to ensure that the farmers receive adequate credit, which in turn will help boost their confidence and spending power, is anticipated to drive demand for our dedicated pumping solutions for the agricultural sector. Similarly, the announcement to augment the existing Micro Irrigation Fund, created with a corpus of 5,000 crores under the NABARD, by another 5,000 crores, is expected to augur well for us, India's leading providers of fluid management solutions for the Irrigation sector.

The proposed launch of the Jal Jeevan Mission, which aims at facilitating universal water supply in all 4,378 urban local bodies, ensuring tap connections in around 2.86 crores households and enabling liquid waste management in 500 AMRUT cities, is expected to boost demand for our domestic and waste-water

management pumping solutions this fiscal year. Moreover, the rise in financial allocation of funds for various supportive initiatives aimed at facilitating complete sludge management and waste water treatment as part of the government's continued focus on Swachh Bharat Mission is anticipated to lay a further impetus to the demand for our signature waste-water handling pump products.

Besides, we are all geared-up to meet the expected rise in demand for our domestic pumps range in view of the extension in deduction of interest on loan taken to purchase an affordable house by one more year, i.e. till 31<sup>st</sup> March 2022, and the proposed tax holiday related to the same, as part of the Government's vision to ensure 'Housing for All' under its Affordable Housing policy.

The various Production Linked Incentive (PLI) scheme announced by the government to enable our manufacturing sector to register a double digit growth on a sustained basis and create manufacturing global champions for an Atmanirbhar Bharat, will help bring scale and size with respect to the demand and market for our pumping solutions in

various key sectors.

"The 2021-22 budget is a step in the right direction. It will help to attract foreign players, augment foreign direct investment and help boost local manufacturing".

**Rama Kirloskar, Director  
Kirloskar Brothers  
Limited**

We expect the increased fiscal allocation for the National Infrastructure Pipeline (NIP) scheme by the government could play an integral role in driving an all-round demand for our pumping solutions from most of the major infrastructure-related sectors. Besides, the government's proposal to provide additional capital infusion of 1,000 crores to Solar Energy Corporation of India and 1,500 crores to Indian Renewable Energy Development Agency, is a good news for one of the leading providers of solar pumping solutions like us.

Overall, this year's budget is promising and encouraging for the manufacturing industry, and be it as an Indian or a global pump engineering company, we are ready to make the most of it.



# Kirloskarvadi Factory completes 111 Years



Kirloskar Brothers Limited accomplished yet another remarkable milestone in its illustrious success journey with the completion of 111 years of foundation of its Kirloskarvadi factory in March 2021.

The industrial township of Kirloskarvadi, which is the

mother-plant of KBL, was officially established on 10th March 1910, paving the way for the birth of one of the country's foremost 'factory villages'.

Over the last 111 years, our mother-plant in Kirloskarvadi has played an integral role in pioneering

an industrial and agricultural revolution in the country and continues to strive and contribute towards shaping the dream of a self-reliant India.

# Our New Website is LIVE

## New website comes with many new features for enhanced browsing experience



A corporate website is considered to be the face of the company. It is the first source for interaction that a customer has in his early stage of engagement with the organisation. The significance of a convenient and well-developed website has become all the more relevant in the post Covid-19 world as most of the interested users now prefer or are primarily bound to visit the website for getting in touch with or procuring any information related to the company or its products.

Taking all these integral factors into consideration, we recently launched our new corporate website

which includes new features like:

- Enhanced look and feel of the Home page, including large size banners and covering important sections along with the relevant links
- Enhanced UI/UX experience in each section
- Detailed product section with astute navigations based on product category, application and market
- Corresponding business vertical sections with relevant information with respect to the product links, projects, etc.
- Separate sub-section for

small/retail pumps to help the users obtain all the relevant information in one place

- Implementation of a mobile responsive website version, which will enable seamless adaptation of the website on all devices, thus ensuring a seamless user experience

Happy browsing!!!



# ATPD Manufacturing Facility opened at Kirloskarvadi

**Advanced Technology Product Division (ATPD) built for manufacturing high-end technology products**



Kirloskar Brothers Limited (KBL) is a company which has always been known for staying ahead of the curve and being ready for the future. As part of another progressive step in the same direction, KBL recently built a new manufacturing division at the company's mother plant in Kirloskarvadi called "Advanced Technology Product Division" (ATPD).

As the name suggests, the ATPD has primarily been built as a dedicated manufacturing division for high-end technology products, especially those used for nuclear applications. It is a state-of-the-art facility spread across 6000 sq. mtr. area and is fully equipped with modern machines and test facilities, including special measuring instruments. The facility is a

one stop shop, wherein machining, quality control checks, assembly and testing under high pressure and high temperature will be executed.

This facility marks our continued commitment towards the Government of India's Make in India and Atmnirbhar Bharat initiatives.

# First-of-its-kind Fish-passable Pump supplied in Europe

**KBL completes its first CV pump order in Europe, wherein the prefabricated fish-friendly design was conceptualised by Rodelta International B V**



Rodelta Pumps International B.V., located in the Netherlands, is a subsidiary of KBL. It is among the leading providers of a wide range of fluid management solutions in the European market, especially in the Benelux region.

The company, with the help of KBL, recently supplied its first Concrete Volute (CV) pump in Europe. The heavy-duty pump was supplied to the Orvelte Lock pump station located in the Drenthe province of the Netherlands.

Due to frequent climate change problems in the area, there was a need for a higher capacity pump at Oranjekanaal, located near Orvelte village. To address this requirement, the administrative body in Drenthe were seeking a pump that would not only

be responsible for water management in a large part of the province but would also play an important role in facilitating the fish migration route through the concerned region.

Now, KBL has an extensive experience and reputation as a leading supplier of CV pumps for various landmark projects globally while Rodelta has a vast experience in designing fish-passable pumping solutions. Consequently, we won the tender to build the highly customised and innovative fish-passable pump in a concrete pump housing design.

Accordingly, the Rodelta team built the special CV pump, which is a so-called slag-house pump consisting of a steel extractable rotor unit placed in a concrete pump housing structure. The concrete construction

of the pump makes it extremely durable and ensures its low maintenance.

The pump's impeller hydraulics are specially designed and optimised with the latest 3D CFD software, ensuring that it's completely fish-passable. More importantly, the Rodelta engineers were able to use their broad experience in the field, as the Dutch standard with regards to the design of fish-passable pumps in the Netherlands was written in close collaboration with the Rodelta engineers.

For, KBL, this was our first-ever CV pump order in Europe. The prefabricated design for the project was conceptualised completely by Rodelta Pumps International B. V.



# Pumping Bhama Askhed Project

**KBL supplies VT pumps and commissions pump house for PMC's Bhama Askhed project**



Bhama Askhed Dam, is an earth-fill dam on the Bhama river located near Khed, Pune district in the state of Maharashtra, India. The Bhama Askhed project is an associated water supply scheme developed by the Pune Municipal Corporation (PMC). As part of the project, the PMC has laid a 42-km-long pipeline from the Bhama Askhed dam to meet the water needs of residents of eastern Pune. The PMC project aims to facilitate the supply of around 200 MLD of water across over 58 sq.km area in eastern Pune. It is expected to ensure supply of freshwater to around 14.50 lakh people by 2041.

Kirloskar Brothers Limited (KBL) is proud to be the primary fluid management solutions provider for this prestigious project. In accordance with the project requirements, we have supplied our Vertical Turbine (VT) pumps, which are predominantly used for lift irrigation and water supply schemes involving transfer of large mass of water, and also commissioned the related pump house.

This water supply project is one-of-its-kind as it involves pumping water from the dam up to the adjacent hill and then diverting it down from the hill to the treatment plant using

gravitational force, which thus helps save substantial energy cost. The project is thus expected to save at least 15% of recurring cost of the water supply system.

The project includes only one pumping station in the backwaters of Bhama Askhed dam, which has been built by KBL. This pumping station sends water to a tank located 8 km from the dam. Then, the water goes to a treatment plant, and then across the stretch of Nagar Road in eastern Pune.

# Proud Association with Mettur Surplus Water Scheme

**Kirloskar Brothers Ltd. will be the primary pump provider for the Mettur Surplus Water Scheme project in Tamil Nadu, India, which will divert surplus water to help farmers with irrigation**



KBL is proud to be associated with the Mettur surplus water scheme inaugurated recently by Tamil Nadu CM, Edappadi K. Palaniswami, which is expected to benefit about 16.44 lakh farmers by facilitating the supply of surplus water for irrigation from the Mettur dam into the dry lakes in the region.

KBL is the primary provider of relevant fluid management solutions for the scheme and has supplied vertical turbine pumps and commissioned the relevant pump houses for the project located near Salem, Tamil Nadu.

As per the project plan, surplus water from 79 lakes will be diverted via the Mettur dam into 100 dry lakes in and near the Sarbanga basin in the Salem district, facilitating better use of the surplus water for both agriculture and drinking. The scheme is expected to enable the irrigation of around 4,238 acres of agricultural land and will positively influence the lives of farmers from 40 villages in the region.

Apart from these prestigious water irrigations scheme, KBL, over the years, has been closely associated with many other prominent project in India as well as

globally, which includes powering one of the world's largest pumping schemes in the form of Sardar Sarovar Narmada Nigam Limited (SSNNL) in Gujarat, which provides drinking water to more than 30 million people.

## With KirloSmart, Monitor Your Pump Remotely Anytime, Anywhere



*The intelligent KirloSmart technology helps the users to: remotely monitor status of their pump via live streaming, receive predictive maintenance alerts and carry-out trend analysis*

Kirloskar Brothers Ltd. has always believed in setting new benchmarks in engineering excellence with its innovative products and solutions. In this digital age, we have the first-mover advantage and competitive edge with our smart technologies that facilitate better customer service and convenience.

Our intelligent pump monitoring system, 'KirloSmart,' is a perfect

example of the same. It is a unique software technology developed by KBL that enables the users to remotely monitor the condition of their pump by measuring and transmitting its analytical field parameters on KBL's web-based portal. With the help of KirloSmart, the users can monitor their pump status remotely via live streaming, receive predictive maintenance alerts and conduct trend analysis.

The 'KirloSmart' technology is capable of generating alerts for the probable causes leading to the failure of the pump. Thus, a 'KirloSmart'-enabled system helps the user in



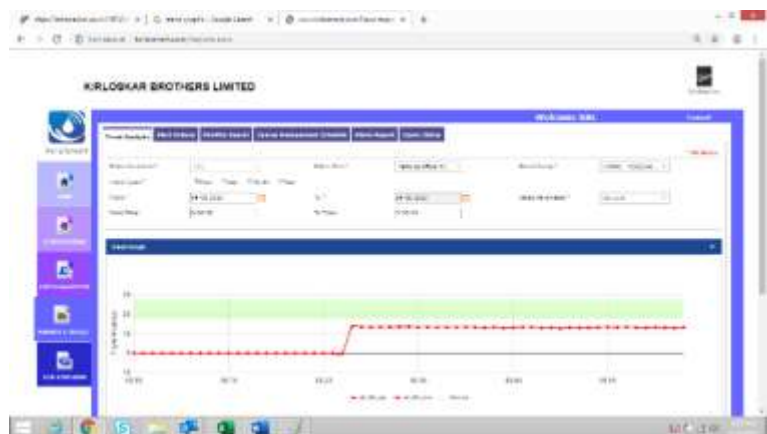
monitoring the pump health on a real-time basis by appropriately sensing the critical health



parameters of the pump. 'KirloSmart' remotely manages the pump and notifies its current state by transferring the data using wired Ethernet or GPRS. The fact that this smart monitoring system can be operated on a mobile or on an iPad makes it all the more convenient and user-friendly.

The importance of the remote monitoring technology couldn't have been more relevant than in the times today when maintaining a safe distance and operating remotely is the call of the hour due to the government-imposed restrictions on public movement. Similarly, even during the post-Covid world, KirloSmart, with its customer-convenient features and the increasing importance of remotely-operated technologies, is expected to continue to be the preferred option for monitoring pump parameters.

For us, customer convenience always comes first. 'KirloSmart' is one such effective and ideal smart technology that reflects our customer-centric philosophy in the truest sense.



“Our journey over the last 130+ years is also a testimony to the significance of the micro, small and medium enterprises in making India self-reliant.”

**- Mr. Sanjay Kirloskar**  
Chairman and Managing Director,  
Kirloskar Brothers Limited.



“Indian manufacturing is at the threshold of a golden era. The technology advantage, greater impetus for infrastructure development along with some of the best white-collar labour laws in the world has put a stronger focus on India’s manufacturing opportunities for global companies”.

**- Mr. Alok Kirloskar,**  
Director,  
Kirloskar Brothers Limited.

“Passion, curiosity, and teamwork together are key to effective management”.

**- Ms. Rama Kirloskar,**  
Director,  
Kirloskar Brothers Limited.



# ASSOCHAM Best Employer for Women



KBL's all-women operated Kaniyur facility received the certificate of excellence in the Best Employer for Women category at the ASSOCHAM 'Diversity & Inclusion Excellence Awards & Conclave'.



Rama Kirloskar, Director, KBL, dedicated the honour to every member of the KBL family who helped KBL reach where it stands today.

## National Award for Manufacturing Competitiveness 2019-20



KBL's Dewas plant was adjudged the proud winner of the prestigious National Awards for Manufacturing Competitiveness 2019-20 where we won the Silver Medal. The award, instituted by the International Research Institute for Manufacturing (IRIM), is a unique awards programme that recognises non-conventional approaches and tailor-made strategies of organisations.

## Winner of TPM Award by JIPM



KBL's Dewas plant won the prestigious Total Productive Maintenance (TPM) award by Japan Institute of Plant Maintenance (JIPM)



## Number 1 in Domestic & Agricultural Pump Sales in Odisha



KBL was adjudged the number 1 company in domestic and agriculture pump sales in Odisha at the Bazaar MRG Award 2020 presentation ceremony held in Bhubaneswar.

## BEE Star Rating for KBL Submersible Pumps Range



KBL received Star Rating from the Bureau of Energy Efficiency (BEE) for 26 models of submersible pump-sets manufactured at its Sanand facility.

## Annual Dealer Conference (ADC) 2020-21



KBL's Annual Dealer Conference 2020-21 was organised virtually for our Kirloskarvadi dealers on 5<sup>th</sup> February 2021. The conference was attended by all our 170 dealers from across India and Indian Subcontinent. The key note address at the event was delivered by Mr. Sanjay Kirloskar, CMD, KBL, followed by a special address by Mr. Alok Kirloskar, MD, SPP Pumps; Ms. Rama Kirloskar, MD, KEPL; Mr. Anurag Vohra, IBH, KBL & Mr. Baban Pachkawade, General Manager, IDCD, KBL. All the KBL (Kirloskarvadi) sector heads also addressed the dealers.

## KBL KBC Grand Finale Season 3 Winners



KBL KBC Quiz Contest Grand Finale was conducted online on 4<sup>th</sup> February 2021 to select the three national winners of the season. The 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> rank holders were rewarded during the Annual Dealer Conference.

## Participation in Plumb Skills Expo 2021



Our booth at the Plumb Skills Expo organised by The Federation of Indian Chambers of Commerce & Industry between 24<sup>th</sup> and 27<sup>th</sup> February 2021.

## BARC-Director visits KBL and KPML Offices



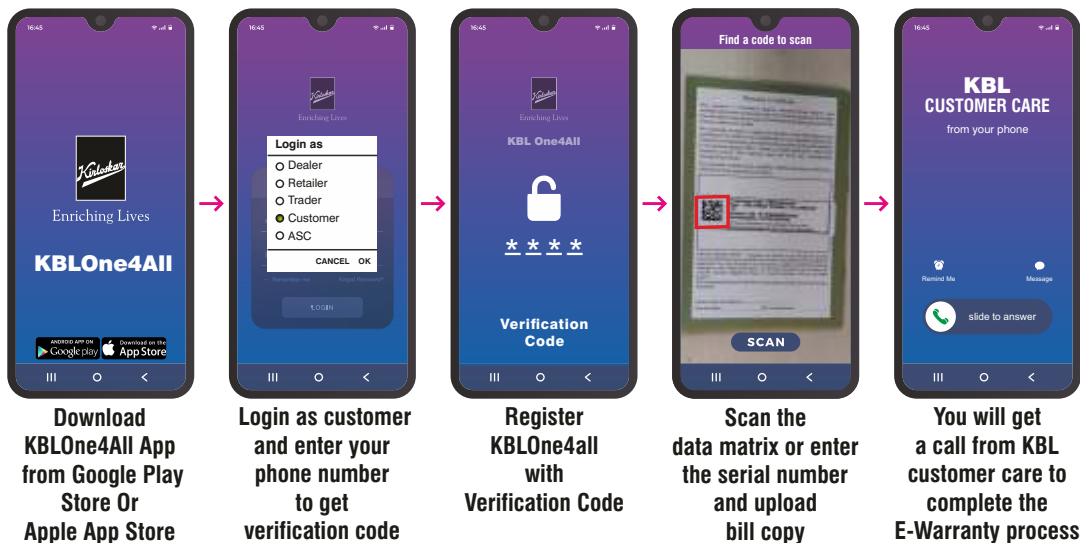
Dr. A. K. Mohanty, Director, Bhabha Atomic Research Centre (BARC) and his team visited our Yamuna and Karad Projects and Motors Ltd. (KPML) offices



# 5 Steps to register your Kirloskar Pump's **E-Warranty** with **KBLOne4All App**

## WHY SHOULD YOU REGISTER?

- ✓ Fast servicing
- ✓ Hassle free and paperless transaction
- ✓ Product genuinity
- ✓ Useful maintenance tips



**3 Options to scan data matrix code and to find the product serial number to register E-Warranty:  
Warranty Certificate OR MRP Sticker OR Pump Name Plate**

**ALWAYS BUY PUMPS WITH**

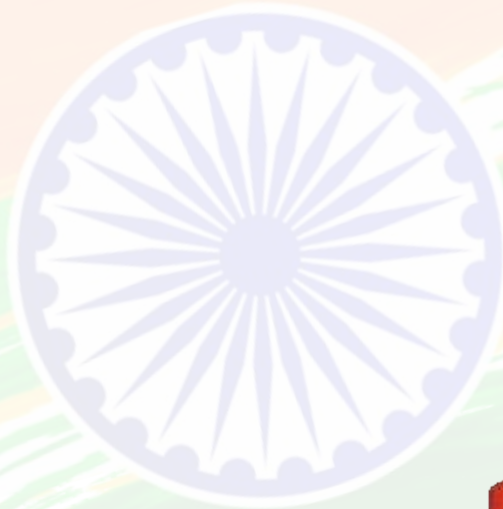


and



**LOGOS ON PACKING**

# **Making India Atmnirbhar Since 1901**



## **Pumps | Valves | Turbines | Turnkey Projects**

**Water & Irrigation | Power | Industry | Oil & Gas | Marine & Defence  
Building & Construction | Retail Pumps | Solar Pumping System**

# Break the Chain



Get vaccinated



Sanitize regularly



Stay healthy



Maintain social distancing



Enriching Lives

## KIRLOSKAR BROTHERS LIMITED

Established 1888

A Kirloskar Group Company

### OUR COMPANIES



**Registered office & Global Headquarters:** Yamuna, Survey No. 98 (3 to 7), Plot no. 3, Baner, Pune 411045.  
Email: [marketing@kbl.co.in](mailto:marketing@kbl.co.in) | Website: [www.kirloskarpumps.com](http://www.kirloskarpumps.com) | CIN No.: L29113PN1920PLC000670