

Technology Leadership in Pumps Industry



Oswal Pumps Ltd.



AN ISO 9001 : 2008 AND ISO 14000 CERTIFIED COMPANY



Corporate Portfolio

Oswal Pumps Limited, formerly known as Oswal Electricals (Pumps), started in year 2000 has become now India's first uniquely integrated plant with world class manufacturing facility in its own kind, backed by seasoned engineers and technicians, which has resulted in as the fastest growing company in the field of Submersible pumps, Mono block pumps and Electric motors.

Infrastructure :

Oswal Pumps Limited has its own plant covering an area of 60000 sq. metre out of which 40000 sq. meter is covered at the prestigious location on National Highway -1 near Kutail, Karnal. (Haryana). INDIA. The plant is well equipped with modern machineries for manufacturing of pumps and motors. The company has to its credit more than 2 crore satisfied customers throughout India just in span of 12 years. Oswal Pumps Limited is an ISO-9001, ISO-14001 certified company and all products are ISI marked .Also certified for CE marking, B.E.E. marking and have maximum 5 star rating categories of Submersible pump sets. OSWAL Company is one of the leading manufacturers of Stainless Steel pumps in India.

At present OSWAL have their own in-house plant for:

- Stamping unit.
- Aluminium die casting for rotor.
- Aluminium die casting for motor body & parts.
- Poly wrapped and PVC winding wire for submersible motor.
- Thrust Bearing.
- Injection plastic moulding.
- Stainless steel investment casting.
- Stainless steel pipe.

- Corrugated box facility.
- Cast iron casting plant.
- Super enamel copper wire plant.

Got prestigious Awards from :

National Udyog Rattan Award – dated. 15-09-2005 from Indian Organization for Business Research Association, New Delhi for individual achievement of National Development.

Bhartiya Udyog Rattan Award – dated. 01-12-2005 from Indian Economic Development of Research Association, New Delhi for individual achievement of National Development.

OSWAL is the first company out of thousand participants, to receive the honour for the above awards for submersible pump sets.

With over 5000 models of various product categories, are offered to the market through a wide distributor network of more than 2000 Distributors / Dealers / OEM's all over India to ensure that for every OSWAL pump in use, there is a sales and service outlet for wide range of Agriculture, Industries and domestic needs.

Oswal Pumps Ltd. has received 5 STAR rating from BEE (Bureau Of Energy Efficiency) with 336 models of Pumps STAR rated out of which 254 models are 5 STAR rated! We are fully committed to manufacturing energy efficient pumps.

Export : Exporting to 20 countries and in the coming years we will be exporting almost 50 countries.

Oswal Pumps Limited assures you to provide quality products and best services always.

Quality and Service, value for customer's money - are the guiding principles at OSWAL

Oswal Pumps Ltd. : Director Interface

*An interview with Mr.Vivek Gupta, Director, Oswal Pumps Ltd.
for acquiring the current scenario of Indian pumps & valves industry.*

Q. What are the growth opportunities for pumps & valves industry in India and globally?

Globalisation has opened the doors of India to multinationals, coupled with growing concerns of pollution control, water and waste water treatment. India has today become a reliable, technically competent, competitive, and enterprising outsourcing option for many western pump manufacturers who will continue to buy more low-cost pump parts, or sell 'private-label' pumps of other manufacturers, instead manufacturing their own. The growth story has emerged through technical collaborations and joint ventures that Indian companies have had with multinational majors. Technical know-how of global standard has thus been well absorbed. Pump manufactures

in India are continuously improving to enhance productivity, quality and service to customer.

Q. Being the key player how do you plan to position your company in pumps & valves sector and your plans to launch new products in the market in near future?

We have five Sales distribution dimensions for Domestic, Agricultural, Industrial, Exports and OEM segment and a separate hierarchy under marketing & sales division to market these products. pursuing our vision of providing turnkey solutions to industrial pump markets. A strong direct distributor network pan India & providing regional solutions with wide variety of products backed with strong customer service is in



Mr. Vivek Gupta, Director, OSWAL PUMPS LTD.

focus for which a customer care cell is created. This year we have launched Rotavator in Agricultural range and in Industrial range - Multistage Horizontal and Vertical in line pressure pumps. We are now focusing to develop pumps for chemical industry.

Q. Indian market is price sensitive, what is your marketing strategy for India to counter this situation?

It was year 2001 we were facing the difficulty to gain entry into the market on price factor and the biggest challenge was to compete with the established players. The market was price sensitive and we only could penetrate on low price tag, at the same time not to compromise with the quality. We had only one option - to go total indigenous. We took a bold decision to make strong infrastructure so as to bring down the processing cost which could be passed on to the customer to lower the price. We are so fortunate that our decision proved right to establish our products in the market. The strategy worked. Since then, we have not looked back. Today we have an infrastructure to produce our own Stamping and Winding wires. In house plant for Stainless Steel Investment Casting, CI Casting, Stamping unit, Rotor die cast plant and Plastic Injection Molding. Till date we are working on the same principle of giving benefit of the process cost savings to the customer. With a result we not only have captured the domestic market and expanding but have started to export to 20 different countries.

Q. What is your quality policy for the business? How do you score R&D in your company against all other functional heads?

We are continuously improving to enhance productivity, quality and service to customers. With sound business planning and engineering expertise, we have been able to sustain ourselves firmly in the market. In house infrastructure has contributed in utmost precision quality output.

Our products are manufactured and tested in the state of the art plant set to the International standards. This self assurance comes from the strong Infrastructure and technical capability, quality input material & state of art design as a result of unique exercise in research and development. Oswal products are designed and tested under sophisticated manufacturing set up with latest modern machineries to the stringent quality of ISO-9001, ISI, Five Star BEE and CE standards. Quality process is adopted at every stage of production, design and development

by using highly advanced 3D Solid Works software. The testing and quality system delivers real quality and allows us to produce the competitive products fully meeting the requirements of our valued customers.

Continues R & D in our products using latest technology available to us have also helped towards our goals. We are very focused in investing in latest technology available for plant & machinery so that benefits of technology innovation can be shared with its partners & customers. Quality and Service, value for customer's money - are the guiding principles at OSWAL. We ensure that for every OSWAL pump in use, there is a sales and service outlet for wide range of Agriculture, Industries and domestic needs.

Q. In your opinion what initiatives should Government need to take to tackle the water pollution and scarcity problem?

Traditionally, India has large Freshwater reserves, but the increasing population and overexploitation of surface and groundwater over the past few decades has resulted in water pollution and scarcity in some regions. Existing Freshwater reserves are being polluted. Increased urbanization is driving an increase in per capita water consumption in towns and cities and also driving a change in consumption patterns and increased demand for water intensive agricultural crops and industrial products.

India would benefit from establishing an independent central regulatory body to design, control and coordinate national programs for water conservation. Government policies should be designed to ensure that water management techniques and initiatives are executed at national level in all sectors like Agricultural to improve water usage efficiency in the production of water-intensive crops and encourage adoption of techniques such as rain-water harvesting and watershed management. In Industrial Sector government should encourage investment in recycling and treatment of industrial wastewater through subsidies for water treatment plants by installing ETP's at subsidized rates.

For Domestic Sector policies should be implemented to make rain-water harvesting mandatory in cities with new construction Projects. Moreover community based education programs should be run so as to recognize the value of water management. Above all, implementation of the National River Link Project to connects 30 big rivers and canals will also be an important step to take because it will reduce regional disparities in water. Moreover Government should encourage more on heavy subsidy on the pumps to be run by solar energy. This shall not only help in saving electric supplies but the Indian Pump Market will have a major growth to manufacture solar pumps.

Q. What is your vision for your company?

By year 2020, Oswal Pumps Ltd. will have a dedicated production dimension for Domestic, International and OEM markets. We shall provide turnkey solutions to industrial and agricultural pump markets, domestic and globally. Infrastructure usage for in house as well as to facilitate outsourcing will also be a key dimension by then. ■

Oswal Pumps Ltd. - Infrastructure

Electrical Stamping Unit

In house stamping unit having **installed capacity of drawing 30 tons of stamping per day** can produce all types of electrical stamping which are specially designed and developed to suit our Oswal brand products and much more for market needs.

Our electrical stamping made from processed electrical steel of cold rolled non grain oriented (CRNGO) and semi processed CRN grade which then undergo in Hi-Perm process. In addition we have Hi-Perm plant for de-carbonising.



Aluminium Die Casting Plant for Rotor

EC grade aluminum for is used in Vertical and Horizontal Hydraulic Pressure Die Casting Machines. Every rotor is passed through stringent checks & tests. Parameters of machines and product specifications are matched for utmost results. Capacity to die cast rotor up to 250 frame. **The plant has the capacity to produce 2000 rotors per day.**



Tool Room

We are having well established tool room. Manufacturing and maintaining tools and dies in house is not only economical but also gives the advantage for day to day developments without any loss of time. Auto CAD and 3D Solid Works software are used for drawings and designing. Tool room is facilitated with most modern CNC & VMC machines shop.



Winding Wire Plant

To keep our pumps and motors in top gear we have installed latest modern in house facility to manufacture and test, Oswal Power – Poly wrapped submersible winding wire, PVC insulated submersible winding wire and Super Enamel Wire. ETP grade, drawn, annealed, round bright copper conductor with 99.99% purity as per ASTM standards are used conductor in our Poly wrapped winding wire, PVC wire and Super Enameled wire.

Our existing production is of capacity of Polly wrapped wire – 5000 Km per month, of Super Enamelled wire 40 ton per month and PVC wire 500 Kg per day.



Thrust Bearing Plant for Submersible Motors

Carbon Thrust / Radial Bearing Assemblies are manufactured for submersible motors to meet the dynamic /varying load conditions of bore-wells suitable for 3 “ to 12” submersible motors. Based on customer’s needs, the Carbon Thrust Bearing Pads / Bushes can be given in either resin impregnated or metal impregnated form. Features - High Wear Resistance, Lower Co-efficient of Friction, Self Lubricating, Low Thermal Expansion, Better Thermal Conductivity, Self aligning segments to withstand fluctuating loads. Improved efficiency due to the inherent properties of Carbon and that of high hardened, lapped and polished Stainless Steel Segments resulting in longer life. For the same we have installed high precision grinding, lapping and polishing machines. **Capacity to manufacture 1000 trust bearing sets per day.**



Injection Plastic Moulding Plant

In order to meet the desired purity of raw material and specific dimensions, we have our in house Plastic Injection moulding plant. Bowls and impellers of Noryl, PVT, HD, Nylon and Polestar carbon are drawn on Hydraulic Injection Moulding Machines with PLC controls. Also into manufacturing of critical components of Submersible Pumps and Motor. **Capacity to draw 8000 sets per day.**



Investment Casting Plant

Highly sophisticated state of art is the investment casting plant with well experienced technical team. At present plant is 100% utilised for our submersible pumps & motors parts like body, Impeller, Bowls, Diffusers, upper housing, lower housing and other parts. All types of ferrous- carbon steel, stainless steel, steel alloy and aluminum / copper based alloys in accordance to the ASTM / ISI standards. **The plant has the capacity to draw 4 ton of casting per day.**



CI & SG Casting

Perfectly crafted in house moulds are made on automatic moulding machines. The drawn casting to the minimum machining margins is then sent for shot blasting and thereafter for grinding and finishing. **The plant has the Capacity to draw 20 ton of casting per day.**



S S Pipe Plant

AISI 304 grade of strips are rounded and TIG welding is done for pipe formation with tolerance of 0.2 mm in straightness and of 0.4 mm in ovality is maintained. **The unit has the capacity to produce 2000 units per day of pipes of various sizes.**



Packaging Unit

Complete in house packing facility with Corrugation, Sheet pressing and Pasting, Rotary Creasing, stitching and cutting machine, Flexographic Printing and Die cutting unit. Proper Busting Strength and GSM standards are maintained for appropriate packaging. **Capacity to process 5 ton of craft paper per day.**



Automatic Winding Unit

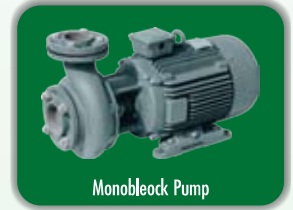
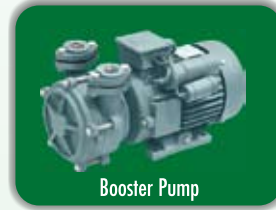
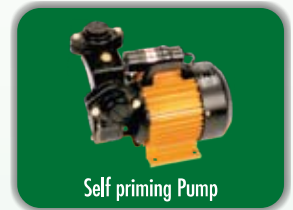
Automatic Slot insulation, Coil sets, Insertion in stator and lasing is done on coil insertion machine. Coil forming is done on State of art automatic winding unit. Stringent tests are done as every rotor is passed through Resistance check, high voltage test up to 1.75 KW on Automatic Sequential Analyzer with Surge Comparison Tests like pulse current and pulse energy.



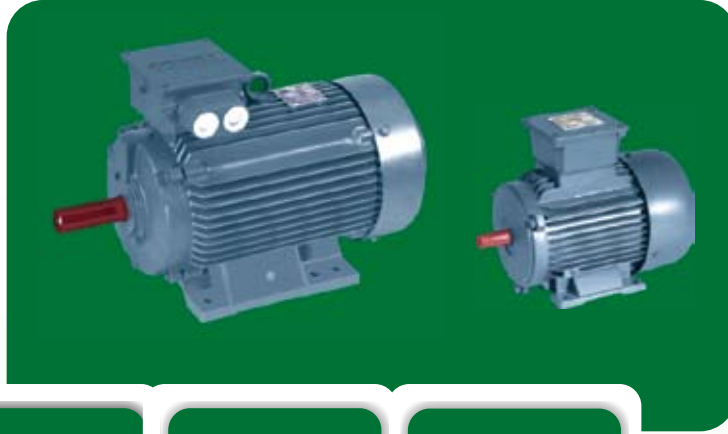
OSWAL

Pumps & Motors

Our Product Range....



OSWAL products are manufactured under supervision of highly qualified technical team, engineered to perfection with utmost care and stringent quality control at all stages with rigid inspection procedure under TQM concepts.



Submersible Pumps

OSWAL Pumps has received 5 Star Rating from BEE (**Bureau of Energy Efficiency**) with 336 Models of Pump sets Star Rated, out of which 239 Models are 5 Star Rated.

Energy Efficient Motors



PAN INDIA PRESENCE



★ Head Office, Karnal (Haryana) INDIA

EXPORTS IN WORLD



Oswal Pumps Ltd.

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