

Crompton

The Pumps Division of Crompton Greaves Consumer Electricals Limited (CGCEL) is a market leader in the residential pumps segment and has an excellent track record on almost all business parameters. This unit has been approved by several international process and quality bureaus and leads the Indian residential pump manufacturing industry in terms of market share as well as the sheer range of models it manufactures. Now past 2.3 million units in sales annually and a turnover of ₹1,070 crore, Crompton Pumps is on the threshold of launching many revolutionary innovations to satisfy the ever-increasing customer needs and is poised to cross the magical figure of ₹1,150 crore as turnover in 2019-20.

Market

A country's economy rests on several imperatives, not least of all agriculture, industry, infrastructure development and, on the rise, the services sector. In India, each of these is a robust engine of growth. Estimates indicate that agriculture – on a very large base – is growing at 3% per annum, industry is growing at 2% and the service segment is surging ahead at 7 to 8%. Linking each of these is a common denominator and a necessary input: Water.

Keeping pace with these is the pump industry. Growing 7% annually, this ₹8,500 crore sector is turning out several million pump sets each year. In this critical area, Crompton alone accounts for 2.3 million units and lays claim to be the country's No. 1 brand (Source: internal estimates) and an undisputed leader in the residential pump space.

Achievements

Clearly, Crompton's leadership in a market crowded with many significant players and a burgeoning cottage industry revolves around an innovative approach to pump manufacturing, an unfailing emphasis on quality, zero-tolerance for modest workmanship and complete focus on customer needs. Every important quality and standardisation parameter is followed by CGCEL. The company's processes and quality have been approved by the Bureau of Indian Standards (BIS) and are fully supported by the ISO: 9001 (Quality Management System), ISO: 14001 (Environmental Management System) and the OHSAS: 18001 (Occupational Health and Safety Assessment Series) certifications. Crompton takes its leadership position seriously and is represented on various technical committees such as the Bureau of Energy Efficiency (BEE), Bureau of Indian Standards (BIS) and the Indian Pump Manufacturers Association (IPMA) which decide strategies and formulate standards on pumps.

Crompton has over 130 models under 4 and 5-Star ratings as specified by BEE. Recently the bureau has amended Schedule seven and incorporated a revised labelling scheme for single and three phase pumps which will help the



country and the consumer save an additional 40% power. Acknowledging this, Crompton has matched expectations and received the Star label in more than 35 of its popular models, a move that has strengthened the Crompton brand for the current as well as planned future models. In 2016, the premium Crompton Force series was awarded the prestigious I-mark by India Design Council, while its 4" Borewell Submersible Pumps both in conventional and stainless steel, Mini Pacific Pump and GSM Controller were past awardees.



Various departments and agencies of the Union Government like Energy Efficiency Services Limited (EESL); State Governments including Delhi, Rajasthan, Orissa and Tripura; influential entities such as the Railways, Directorate General of Supplies and Disposals (DGS&D) and the Vehicle Research & Development Establishment (VRDE); as well as

third party inspectors from SGS (Société Générale de Surveillance), Lloyds, BIS, ERDA (Energy Research and Development Administration) and several others have signed their approvals for Crompton Pumps.



Acknowledging its capabilities, EESL has awarded Crompton a contract worth ₹54 crore for design, manufacture and supply of BEE 5-Star rated Submersible Pumpset and Smart Control Panels with a five year warranty in the state of Andhra Pradesh, Uttar Pradesh and Haryana.

Crompton Pumps was selected Consumer Superbrands in India in 2012, 2018 and 2020 and Business Superbrands in 2016, thus sealing the strength of brand Crompton in the

pumps market.

Crompton Pumps were also awarded the Most Efficient and Energy Conserving Products by BEE.

The Reader's Digest Trusted Brand Gold Award for Water Pumps under the Home Improvement segment that measures brand

CROMPTON HAS OVER | 130 MODELS WITH BEE STAR LABELS

preference based on votes by consumers throughout the country was also awarded to Crompton, signifying that the Crompton brand excels above others in its category.

Much of these signify Crompton's superiority over competition and account for the spectacular financial performance of Crompton Pumps. In 2019, the brand swept past the figure of ₹1,070 crore in turnover, riding partly on the strength of new product development and partly on a deeper penetration of the market. Today, the brand's

2,500-odd models cater to application of pumps in the residential, agricultural and industrial sectors and stand-in for the gap of several million mega-watts energy shortfall in India.

History

Crompton began manufacturing pumps in 1964 in Worli, Mumbai. The next 30 years saw the company rise meteorically. By



In 1996 the demand for pumps made it necessary to put up another plant in Ahmednagar. By 2011 the company shifted its entire production to this swanky new facility. In 2016, Crompton Greaves Consumer Electricals Limited (CGCEL) was demerged from Crompton Greaves Limited and came into existence to focus on consumer products.

In its new entity, Crompton pumps has reasserted that its product is a workhorse of indisputable quality that delivers customer satisfaction by providing solutions to handle liquids, round the clock. A rigorous quality maintenance regimen and modern computerised pump performance testing facilities have helped with this assurance.

Product

The range of pumps manufactured by Crompton Greaves comprise regenerative pumps, centrifugal coupled and mono-set pumps, jet pumps, submersible borewell pumps for bore sizes of 3" to 10", borewell compressor pumps, shallow well jet pumps, submersible open-well pumps and de-watering pumps. Crompton also manufactures a commercial range comprising sewage submersible pumps, end-suction pumps, garden pumps, swimming pool pumps, pressure boosting pumps, circulating inline pumps, pressure washing pumps, pressure boosting systems – the list is endless. These are new generation high-efficiency pumps with a broad range of hydraulic coverage offering the advantage of low-cost of ownership. Crompton Pumps are tasked with technology upgradation and development of a new-breed of products that are environment-friendly, energy-efficient, functionally superior as well as aesthetically appealing. Common to all is the in-built reliability to meet the challenges of industry, irrigation and large water supply schemes.

Recent Developments

Crompton Pumps operate under three business verticals: residential, agricultural, commercial and industrial and has launched many new models in the last few years:

The Force series are residential pressure boosting pumps that serve the needs of contemporary living. The innovative and energy-efficient design supplies pressurised water for bungalows and small and medium sized apartments servicing bathrooms, kitchens and other water points in houses. The IntelliPress series has the booster fitted with a reliable, efficient and elegant electronic controller that provides auto operation with in-built dry run protection. Crompton inline circulating

pumps are popular due to its reliable, efficient and intelligent operation.

In the residential segment, two HP mini pumps were first launched to bridge the gap and have the first-mover advantage. Considering the increasing voltage throughout India, all mini pumps have been shifted to a higher voltage band for better efficiency and longer life. Crompton has launched 5-Star labelled top suction

open-well submersible pumps with a unique design and maximum reliability for clear water transfer applications. Electronic control panels introduced with intelligent features have all the protections in case of under/over voltage, phase reversal, under/over current, dry run etc.

In the agriculture segment, the brand launched the Ultima series, which delivers ultimate reliability and performance at a competitive price. This series has helped to exponentially grow the agro market. By considering voltage variations in rural areas across India, Crompton has launched products in a wide voltage range – submersible openwell pumps, monobloc pumps and borewell pumps for agricultural applications, which work from 250 volts to 440 volts effectively. In addition to these, mechanical seals have been introduced instead of oil seals in openwell submersible pumps to ensure adequate sealing of motors and increase the life of the pumps.

Acknowledging the government's focus on solar pumping systems, Crompton launched solar agricultural and residential pumps which have 20-30% more water output than specified in MNRE guidelines.

To cater to the needs related to rapid urbanisation, Crompton has launched speciality pumps for swimming pools and gardens as well as horizontal and vertical-multi-stage pumps and sewage submersible pumps with cutters. Crompton has launched its pressure washing pumps series to meet the increasing demand for pressure washing needs of cars, floors and façades to name a few.

To ensure that the company's dealers and authorised service centres handle queries and service requirements efficiently, the company's divisional cross-functional team, along with the branch sales force conducts regular training programmes. They are also attended by Crompton's own sales and service networks.

Promotion

As a company, CGCEL straddles both the business as well as consumer segments. To feed this space, Crompton makes judicious use of below-the-line activities like van campaigns, hoardings, wall paintings and product boards at point-of-purchase as part of the communications strategy and relies extensively on word of mouth. The company conducts programmes for plumbers and mechanics to help

them better understand the technical and commercial aspects of its products. Crompton's van campaigns are also very effective in disseminating updates on the latest product developments and offerings. Crompton has launched online product training modules for the sale and service teams, which helps in understanding the products quickly and easily at any time. With several breakthrough technologies, the company believes this is an essential, back-end part of all promotional activities. In above-the-line, Crompton Pumps uses print media extensively. Advertisements on TV by its other businesses in fans and lighting also benefit Crompton Pumps by creating 'out-of-brand awareness'.

Brand Values

CGCEL firmly believes in its fundamental values: integrity, transparency and empathy which are netted with the enablers of personal leadership, courage, people development, innovation and execution excellence. It expects these to help it in achieving consumer, employee as well as stakeholder delight.

Crompton Pumps has contributed significantly to the development of energy-efficient and green product practices for more than five decades, especially with residential pumps. Intensifying concerns about the environment as well as energy savings has edged the Crompton Pumps team to work on numerous fronts to develop products that are synchronous with today's needs and help save the one commodity that continues to be at a premium – power. CGCEL sees itself as a company that respects its environment and strives to put its customers above all else.

Things you didn't know about CROMPTON PUMPS

- * CGCEL was listed on both the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) on 13th May 2016
- * Crompton has opened exclusive showrooms across India to help make the right choice
- * Crompton has a nationwide network of 1,800 dealers, 350 authorised service centres and 24 regional branch offices to serve customer needs
- * In Andhra Pradesh, Crompton has bagged an EESL contract worth ₹54 crore for supplying over 16,800 units of 5-Star rated Submersible Pumpsets and Smart Control Panels with five years warranty
- * The Green environmental drive by planting trees in nearby villages, rain water harvesting, organising blood donation camps, earn-and-learn schemes for ITI students and distributing education kits to students from small schools in the vicinity of its plant – are some of the initiatives the Pumps Division undertakes in fulfilling its corporate social responsibility

