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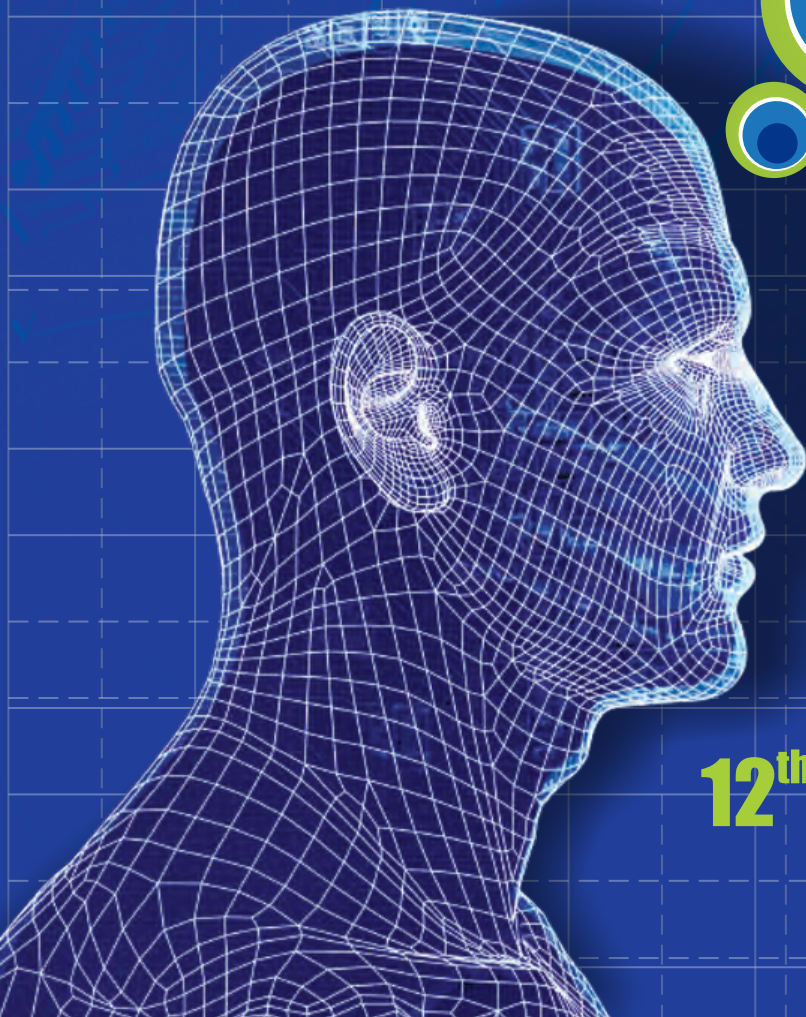
JUNE 2012 | ₹ 1000 | US \$ 50



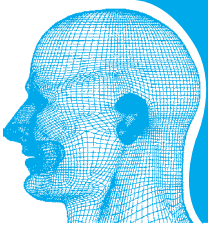
EVERYTHING ABOUT WATER

Thinking
BIG

VISION 2020



12th ANNIVERSARY ISSUE



THINKING BIG

VISION 2020 FOR SUSTAINABLE
GROWTH OF WATER SECTOR

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Water: Fundamental to Human Life

The Indian water industry, at one point of time, was not very conscious about modernization and up gradation and was quite satisfied with its 'casual' approach. However, globalization, which has opened the doors of India to multinationals, coupled with growing concerns of pollution control, water and wastewater treatment, and demand for energy-efficient systems have changed the scenario completely. Pump manufacturers in India are continuously improving to enhance productivity, quality and service to customer. What seems today to be stable product lines with an indefinite future stand a good chance of being superseded and phased out. Good business planning therefore must include the engineering expertise that has made such business possible in the past and will without doubt continue to do so in the future. Looking at ten years now, the global pump industry through 2020 is on upswing - but only in specific market segments. The deep structural changes we see happening have only just begun.

As per the latest reports available for water sector, the global market for pumps will increase from US\$ 21.5 billion in 2005 to US\$ 28.3 billion in 2015, and US\$ 32.49 billion in year 2020, with an average compounded annual growth rate of 2.8 percent. The Indian pump industry is poised to register a faster growth rate than global average. The industry is set to grow at approximately increasing its share of global market from US\$ 0.625 billion in 2005 (2.9 percent of global market share) to US\$ 1.25 billion in 2015 (4.4 percent of global market share). According to industry estimates, India produces 1.2 million pumps of various kinds. There are around 800 large, medium and small units producing pump for sectors from agriculture to nuclear power generation. Indian pump manufacturers are able to meet most of the domestic market demand. Exports have registered an 11 percent growth in the last two years.

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' complimentary 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.

The trend is in direction to improve performance and operational efficiency, lower conversion cost, improve customer perception & satisfaction, and adapt to regulatory requirements. Agri and domestic pump market is mostly

My company for me is..

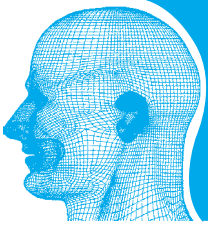
A lot. Twelve years back if I look when we started production, it was really tough to gain entry into the market. Today Oswal top line range products are stainless steel Five Star BEE rated submersible pumps. These are highly energy efficient sets which we are highlighting more in our markets. We have recently launched our industrial pumps range with Vertical Inline Pressure Pumps, available in CI, AISI 304 & 316 grade. In the agriculture implement markets, we have launched our Rotavator range of tillers. Our market strategy remains focused on customer solutions by providing best value for price the customer pays. Prompt & effective after sales service are backed by technical support. This has worked for us before & we are continuing on the same path. The experience is like being goddess to bring up a baby.

Part of my job which I enjoy most..

Though every dimension is equally important, but I would mark production as the most enjoyable because it teaches you every day a different approach to enhance the efficiency and performance keeping in mind the cost cutting with optimum performance. And the motive is to pass on the cost cutting benefits to our costumers. Hence I consider manufacturing as a creative job.

Social issue I feel most strongly about..

Corruption. It is a termite which eats away the progress. Corruption makes a citizen self centered; hence the country is deprived of its deserving pace of growth. This issue must be addressed very strongly. We can only win it over by making our laws strictly applicable. Moreover we have to have a clear conscience to govern it.



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The toughest business decision I have made..

It was year 2001 when we faced the biggest challenge to compete with established players. We were facing the difficulty to gain entry into the market on price factor. 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 product 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, Plastic and Rubber Injection Molding. With a result we have not only captured the domestic market but have started to export to 20 different countries.

The best thing about my company right now..

At present we are aggressively focusing on industrial pumps market. This year we have launched a wide range of Multistage Vertical Inline pressure pumps & separated the industrial range of Oswal for various applications by creating separate hierarchy under marketing & sales division. We are introducing Horizontal Multistage pumps too. We are focused on service aspect of Industrial market & have created a separate customer care division for the same. We are aggressively pursuing our vision of providing turnkey solutions to industrial pump markets.

The best thing about my company in 2020..

In year 2020, Oswal Pumps Ltd. will have a dedicated production dimension for Domestic, International and OEM markets. Simultaneously each dimension will be looked after by separate marketing division. In year 2020, our company will provide turnkey solutions to industrial pump markets, domestic as well as globally.

for me...

LEADERSHIP

An aura of thought, vision & aim, in which collective people work for that aim.

LEARNING

Each moment is a learning chapter in itself.

CHANGE

Which brings prosperity, efficiency & modernization.

a high volume, cost driven, retail market of pumps as consumer durables being reached to the customer almost 100% through dealer chain across the country. Whereas at other extreme end lies market of multibillion infrastructural pump projects. And midway lies the industrial pump market divided into water and process pumps being served by several niche products

as well as value added packaged pumping systems. Naturally, marketing strategies for each of these segments cannot be unique, and Oswal deploys segment specific strategies to win over competition, with the main theme of its strategy revolving around being a friend philosopher-guide to a customer. The pumps and pumping system designed by Oswal are state of the art technology with special emphasis on energy efficiency and reliability.

Water is the most common substance on earth and constantly renews itself through evaporation and rainfall. 97% of the world's water is in the oceans and most of what is left is locked up in ice caps and glaciers, etc., leaving just 1% of the world's water available for human consumption. This water must not only satisfy domestic use, but also industry and agriculture. The world's water needs, however, are not being satisfied. Over a billion people still have no decent water supply and 2.4 billion do not have proper sanitation; over 60% of global ill health can be linked to water. Without tackling these problems, little progress can be made on other development issues. Descending water table is a global concern. One very important dimension which needs to be addressed is Rainwater harvesting for sustainable growth for our water resources. Developed countries have long back made it compulsory for Rainwater harvesting systems, but it has to be implemented in our country too. Currently in China and Brazil, rooftop rainwater harvesting is being practiced for providing drinking water, domestic water, water for livestock,

water for small irrigation and a way to replenish ground water levels. Gansu province in China and semi-arid north east Brazil have the largest rooftop rainwater harvesting projects ongoing. In Bermuda, the law requires all new construction to include rainwater harvesting adequate for the residents. The U.S. Virgin Islands have a similar law. In Beijing, some housing societies are now adding rain water in their main water sources after proper treatment. In Australia rainwater harvesting is typically used to supplement the reticulated mains supply.

In India rain water harvesting was first introduced by the state of Andhra Pradesh. Thereafter, Tamil Nadu state, made compulsory for every building to avoid ground water depletion. It proved excellent results within five years and every other state took it as role model. Since the implementation, Chennai saw 50 per cent rise in water level in five years and the water quality significantly improved. Rainwater harvesting in urban communities has been made possible. Their tanks provide an attractive yet effective solution to

rainwater catchment. Sometimes a practice is adopted of directing collected rainwater deep inside the ground through pipes or shafts. Such a practice will carry surface pollutants to the ground water and thus pollute it. The best practice is to store water in ponds, lakes and other unlined surface reservoirs so that the water gets filtered through before entering the ground.

India is starting to roll out its national water mission, which aims to raise water use efficiency by 20% over the next five years. The focus will be on the agriculture sector.

Securing drinking water for nationals and water reserves for fire emergencies and for crops in severe droughts is all very important. India saw a vision to link all major rivers so as to overcome the droughts and floods.

Water is fundamental to human life and it becomes our moral duty to provide drinking water with adequate hygiene to our citizens.
