**INDIAN PUMPS & VALVES: MANAGING FLOW!**

Pumps & valves contribute significantly to the growth of Indian economy. The sector has proved highly critical in productivity of other core sectors of the economy. The pumps & valves sector has a net value addition ratio in manufacturing of over 30 per cent. India exports pumps & valves worth over $1.55 billion, serving various engineering segments, to over 100 countries. The exports in this segment are growing at a healthy rate of around 10-12 per cent annually. Additionally, the Indian market is already worth over $700 million in pumps & $900 million in valves. India is already selling & supporting niche scientific & engineering technologies to developed economies in areas such as aeroplane engineering, auto components, biotechnology etc.

Today, India has attained near self-sufficiency in pumps for nuclear power, complete self-sufficiency in captive power generation, pulp & papers, energy efficient pumps in utilities & in agriculture sector. Considerable manufacturing segment of this sector is focusing on catering steel applications in tritypharma, such as of retropump, India’s innovation and strength lies in many areas like the smart pump developed for energy efficiency, solar pumps for farming, sea water pumps etc.

Use of Kirloskar Brothers Limited’s specialized De-watering pumps in the rescue operations of young boys from a flooded Thai cave is a testimony to India’s technical expertise in this sector.

Given the fact that among ‘machineries’, pumps are said to be produced and sold in largest numbers, second only to electric motors. The overall scenario in Indian economy also signifies growth & development in Indian pumps & valves industry, thereby, spurring huge potential of international collaborations. India is acting as an active outsourcing hub for pumps and majority of Indian pumps comply to highest quality systems requirements – ISO 9000, AWS, API, or EN-ISO norms.

**Growth Opportunities**

- Investment demands from infrastructure, energy, manufacturing & real estate is expected to sustain in medium to long term. The Government support to boost economic development is also expected to provide an attractive avenue for the pumps & valves industry.
- Indian companies are increasingly looking for international partnerships for accessing technology collaborations and foreign markets.
- The industry is remoulding itself to promote energy efficiency and sustainable design features and they are star rated, promoting energy efficiency and is capable to offer customized solutions. Indian pump industry is also adopting Internet of Things (IoT) solutions and digitisation in manufacturing of pumps.
- The Government of India is encouraging technology development & transfer to enable small scale sector’s entry into high-tech areas such as aeroplane, defence & manufacturing etc with a view to enhance competitiveness and offer advanced technology solutions.
- Large number of small scale sector players have created price sensitive efforts as an alternative to costly solutions by large players.
- One of the key strengths of the Indian industry is offering excellent after sales service. Consistency and advisory services related to pumps & valves industry.

**International Recognition**

There are several globally well-accepted products from India, namely vertical execution multi-stage multi-outlet (MMDM) pumps, lowest life cycle cost ($1.02) pumps and concrete value ($CV) pumps. Lowest life cycle pumps are in high international demand, especially due to sustained energy efficiency over longer period and lowest pump maintenance cost. MMDM pumps are well suited for high rise urban development projects for saving valuable space. Concrete value products are very good at cost effective in handling large volumes of water. Other important products offered are latest solar centrifugal pumps & solar power conditioning units that has proved its potential in saving millions of units of electricity annually.

Energy efficient systems and intelligent process equipment systems are being integrated in such a manner so as to meet international demand and save costeffectiveness for domestic industrial and infrastructural goals.

**Promoting**

Promoting and developing small scale sector is the priority of India’s industrial policy. Small scale sector is the largest employer generator in India, and earns a significant share of the country’s export revenue. Creating equitable development opportunities and promotion of international trade has been an integral endeavour & a foundation of India’s cultural & socioeconomic system. Pumps & valves are one of the most successful equipment that India has to offer to large a partnership focusing on all round & balanced development of various economic sectors.

**INDIA EXPORTS PUMPS AND VALVES TO OVER 100 COUNTRIES.**

**INDIA OFFERS ONE OF THE HIGHEST NET VALUE ADDITION (20 PER CENT) IN PUMPS AND VALVES.**

**INDIAN PUMPS, INDUSTRY, COMPARES WITH QUALITY CERTIFICATIONS AND INTERNATIONAL STANDARDS.**
BRAND INDIA ENGINEERING: AN OVERVIEW

B

rand India Engineering campaign, launched by the Ministry of Commerce & Industry, Government of India, aims at creating true brand value in international markets for Indian engineering products & services. It is expected to catalyse India's exist in engineering capabilities, by highlighting India's competitiveness, credibility & service commitments in engineering sector.

EEPC India, an apex national body representing the entire Indian engineering industry and India Shines Equity Foundation (IEF), a Trust established by the Department of Commerce, are steering the campaign in coordination with national associations & industry stakeholders in various verticals of engineering industry.

EEPC India Chairman, Mr Ranjeet Sehgal said that the engineering sector, being closely associated with the manufacturing and infrastructure sectors of the economy, is of strategic importance to India’s economy. Growth of the sector drives the growth of one section like infrastructure, power, steel, automobiles, oil & gas etc.

India's engineering exports accounting about one-fourth (25.16 per cent) of the country’s total merchandise exports have grown significantly to $76.5 billion during April-March 2017-18 as against $59.2 billion during the same period last fiscal registering 18.61 per cent year-on-year growth.

Substantial growth in the exports was observed in the area of iron and steel, copper, aluminium & fabricated products of all types, air-conditioners & refrigerators, electrical machinery, auto components & parts, railway transport & construction machinery. It is the region with the highest 21 per cent share in India’s engineering exports during fiscal 2017-18 followed by North America (18 per cent) and ASEAN (10 per cent). Middle East and West Asian region constitutes 11 per cent of the total engineering exports from India.

USA remained the biggest market with 11 per cent of India’s exports. Other big markets include Germany, to Japan recorded a growth of 11 per cent. Spain, Brazil, China, Indonesia, South Africa, Thailand also witnessed noteworthy positive growth.

Mr Suraj Pandey, Executive Director, EEPC India said that India has a well-developed vendor base for supporting engineering industries. Industries such as machine tools, textile machinery, auto components, etc., provide simple support to the engineering sector. Some of the sectors have developed global capabilities and help in the engineering sector achieve global competitiveness. Mr Gupta also said that the presence of supporting industries provides a conducive environment for the engineering sector to grow and prosper. India's engineering industry has significant support from India's well-established IT sector as well as institutions of higher education. He added that India has a well-developed technical and tertiary education infrastructure of over 250 universities, 1,500 research institutions and over 10,000 higher education centres, which support the engineering sector not only in accepting a steady stream of qualified manpower, but also in areas of research and development.

Among developing countries, India offers the broadest combination of low cost, availability and skills and capabilities of manpower for the engineering sector in terms of availability and skills. India produces over 1,000 PhDs a million engineers, more than 300,000 non-graduates and 2,100,000 other graduates each year. It thereby ensuring a steady supply of qualified manpower for the sector. India also has a significant labour cost advantage over other countries. Several companies in the engineering sector have leveraged India’s advantages in labour effectively.

India also has the raw material resources to meet the demands of the engineering industry. Key raw materials required by the engineering sector - ferrous and non-ferrous metals such as mild steel and aluminium - are available in India. Ready availability of these materials gives India a major cost advantage, as material account for nearly 30 per cent of the industry’s operating costs.

The Foreign Trade Policy 2015-20 along with the Brand India Engineering campaign provides promotional measures to boost India’s exports in the engineering sector.

- Engineering industry accounts for 25 per cent of India’s total factories in the organised sector.
- Engineering industry contributes a little more than 32 per cent of total output in the country.

MEET INDIAN COMPANIES AT BIG 5 2018