



A STUDY ON IMPACT OF MOTOR PUMPS INDUSTRY IN COIMBATORE-TAMILNADU

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ABSTRACT

India has a robust pump manufacturing base with each Indian and international players involved inside the market. Coimbatore houses the largest wide variety of pump producers. Coimbatore exports pumps to United Arab Emirates, Europe, Egypt, America, Italy, Greece and southern elements of African nations with the aid of keeping this in thoughts, the researcher framed the objective to perceive the global advertising techniques followed by the Coimbatore Pump enterprise. For this examine, a scientific studies method has been followed and the desired records has been accumulated from diverse to be had assets. studies suggests in that the huge metropolis pump manufacturing industry has adopted worldwide marketing techniques and keeps to pursue manufacturing and deliver chain control overall performance The look at also highlights some enterprise developments relevant to the pump manufacturing enterprise.

Keywords: Manufacturing; strategy; pumps; marketing; logistics.

Introduction

Pumps play an crucial role in agriculture, oil and fuel production, refining, petrochemicals, electricity technology, family and day by day necessities and other fields, making notable contributions to the country wide economy. Indian pump manufacturers are leading the manner in catering to the wishes of the domestic market. In India, water pumps are widely used to pump water from village wells. way to LPG (liberalization, privatization and globalization), Indian pump manufacturers started out exporting overseas and those pumps are used for specific purposes in diverse industries together with refineries, steel flora, mines, and so on. This causes those pumps to upward thrust. The Indian pump market is mature. home

sales are predicted to develop by means of 16% to 18% yearly inside the following few years, and exports are anticipated to develop by means of approximately 10% to twelve%. There are over 800 pump producers in India, a handful of huge - Indian and multinational organizations with belongings of over Rupees a hundred crore - and many small and medium establishments. The pump marketplace is split into segments: commercial pumps, serving the development enterprise; and agricultural and family sprays. worldwide players encompass KSB Pump, Flowserve, CRI, Texmo, Sharp and Aquasub, that have production bases in India. additionally, lower manufacturing charges and home demand create a conducive surroundings for worldwide players. The corporation introduces new technology for electricity performance and high performance.

Review of Literature

Devakumar¹ Today it is found that consumers have many choices at the point of sale (POP). Therefore, marketers and consumers need to understand buyer influence and buyer influence by understanding consumer needs and desires. Whenever a customer is dissatisfied for some reason (e.g. emotional, psychological, or personal), the customer's behavior changes. In order to meet the needs of our customers and keep them satisfied, we have chosen various methods such as customer phone lines with trained staff, emergency services and fast after-sales service and support. This study aims to determine the level of customer service quality, distribution and customer satisfaction among micro pump dealers in the city of Coimbatore. The analysis was conducted using data collected from 250 respondents from different POPs. The study results show that customer commitment, timely after-sales service, extended warranty period and customer attitude have a significant impact on customer satisfaction. Michel Cartiller attempted to study the impact of small businesses on the economic growth of the irrigation pump industry in Coimbatore. The study was conducted according to protocol. First, they analyzed the size, demand and economics of the small water pump industry in Coimbatore, including number of units, power connections, employment, revenue and output. Second, he focused on selling water pumps. Finally, he attempts to measure the role and impact on agricultural development. As a result, pump sets help farmers reduce the cost and quantity of irrigation.

Ramathilagam³ studied the economic performance of small mechanical units in Coimbatore city and attempted to assess their contribution in promoting other industries and economic development in the region. According to CODISSIA records, there are 1200 sub-categories, of which 120 categories are generated by product groups, such as electric vehicles, textiles were studied. This study focuses on the financial performance of micro enterprises in Coimbatore. McIntyre, Craig⁴ talk about the importance of knowing what information is needed to protect your pump and help it work properly in the United States. It is known as a device that measures and displays pump performance to protect the pump and allow monitoring of unspecified performance. The pump is installed. However, investing in sensors can improve pump and pump reliability and performance.

IWMI Working Papers⁵ presents information on a study conducted on the supply chain of portable motor pumps for irrigation in Zambia. The study found that all motor pumps being used in Zambia are imported,

and most of them are imported from China, Thailand, and Japan. Pumps are imported by many large companies that also wholesale and retail the pumps, and pumps are also imported by smaller companies that only retail the pumps. Diesel pumps are more expensive than gasoline pumps of the same type.

Profile of Pump Industry in Coimbatore

India's first electric water pump was developed in Coimbatore seventy years ago. India's first pump was manufactured in 1928 at DPF in Coimbatore. Today, 60% of India's domestic and agricultural pump requirements are manufactured in Coimbatore. Apart from Coimbatore, there are agricultural pump factories in Ahmedabad, Vadodara, Kolkata and Dewas. Today, pumper and truck manufacturing is one of the largest engineering industries in the city. Coimbatore's pump manufacturing industry occupies an important position in the pan-India market. Over the years, the city has become famous for its high heels and clothing. The brands in the international market are mostly Coimbatore-based companies with innovative technologies and products that help the industry meet domestic and international needs. In addition to dominating the water pump market, the city's factories are also actively producing industrial pumps. The motor and pump industry meets more than 40% of India's demand. Major pump manufacturers Aquasub Engineering, Mahendra Pumps, Suguna Pumps, Sharp Industries, Deccan Pumps, CRI Pumps, Texmo Industries, PVG Industries, Flowserve, Kirloskar Brothers & Co. KSB pumps are the industrial base of the city.

Water pump is a device to transport liquid from one place to another. This device is used in most of household in Indonesia. Small-scale water pump which is effective to lift more discharge is generally used. The ones that are most preferred are centrifugal types which having low absorbability. Pump performance is limited by pressure level in real electrical power whereas pump efficiency is influenced by head and discharge. The research aims to find out the efficiency of five distinct brands of home water pumps which are broadly distributed in market. Efficiency analysis take by laboratorium and financial analysis using NPV and BCR are done in order to obtained discharge and pressure from each pump. At the end of the research, one out of 5 home water pump brands will be selected as the optimal working home water pump with low operational expense based on the utilizing age. The result of the research shows that the maximum efficiency value among various brands of water pump is diverse. Each value is arranged as follow from water pump A to E orderly: 12,9%, 13,5%, 12,8%, 14,8%, and 3,4%. From the calculation, water demand of South Lubuklinggau at stage 1 is 1117,7 l/s and stage 2 is 3495,2 l/s.. Moreover, the researcher conducts of investment, operation and maintenance cost with 25 years pump utilizing age towards 2 conditions (1) of maximum efficiency.

Most households use well to get clean water. The water is distributed by pumping system. Pumps which broadly distributed in the market are mostly centrifugal types. This kind of pump has a simple construction and a low cost. Therefore, people from different classes can use centrifugal pump. One of its weaknesses is its small capacity. This weakness makes the motor is forced to work harder. When the pump machine works beyond its limit, the needs of electricity is increasing. It means that the performance of the pump is not optimum and the rate of the efficiency is decreasing. The use of electricity which is generally

high for a pump, makes the electric charge of the centrifugal pump is more expensive and will make the operational cost increases. People are then forced to buy a better-qualified pump with higher costs. The availability of various pump brands for households make the society should be more selective in choosing a pump for their needs. This study is proposed to analyze water pump efficiency in a household used by the society.

Pumps in foreign markets:

5% of total domestic consumption, with the United States, China and France as the main sources. At the same time, the low-cost strategy of local manufacturers has reduced the number of Chinese goods entering the agricultural field, and the lack of after-sales service has also reduced the popularity of Chinese goods in the construction industry.

Analysis and Findings

Global Marketing Strategy Marketing strategy planning is critical to achieving success in the market. Project planning must first identify emerging business opportunities, understand market conditions, consider the external environment, identify customer groups and provide a marketing mix. These pumps are sold directly by the manufacturer through their own sales network, or in combination with EPC kits. For the agricultural and household sectors, small pumps are sold through distribution networks. Here, low price is the most important factor influencing customer decision-making. Each segment of the Pumps and Pumps automotive product line develops its own marketing strategy. This group has no common marketing strategy. Few medium-sized enterprises export their products to other countries. These short-term marketing strategies are developed by each unit. Others offer it to consumers who purchase through retailers. Some customers come to Coimbatore to order and pick up the goods themselves. These retailers create price competition among manufacturers. Distribution and Information Systems: Near Coimbatore Exit. rupee. 100 Cr. Deliveries are restricted across Europe due to fierce competition from Turkey. China may also pose a threat to exports as its finished product prices are similar to those of Indian companies.



Following are some common dealers: Coimbatore

Major Players in Indian Pump Industry

Indian pumps have been exported to Australia, Egypt, the United Kingdom, the United States, Singapore, Ghana, Germany, Nepal, the United Arab Emirates, the Netherlands, Italy and many other countries. Around 15 out of 70 registered companies from Coimbatore participated in the meeting. and small and medium-sized enterprises, and has entered markets in Asia, the Middle East, Egypt, the United States, Italy, Greece and southern Africa. Some of the famous manufacturers in Coimbatore include CRI Pump, Sharp Pump, Aqua Sub Pumps, Suguna Motors, and Suguna Motors. Pump, Texmo Pump, Aqua Sub and Mahendra Pump to name a few. Many companies export their products to Indian countries and Middle Eastern markets. This shows the distance between the body and the world. According to recent reports, the company has expanded into European and American markets. These companies have international experience, market knowledge, networking capabilities and entrepreneurial spirit.

Strategies for the future

They need to better define their own areas rather than leveraging their power across entire industries. Large companies face significant challenges in cost competitiveness when targeting the agricultural sector. These companies need to look at their own problems and focus on growth opportunities in the industry. The pump part must cooperate with the construction personnel to reduce the impact of rate reduction at the end of the process. Increasing industry market share requires pump manufacturers to focus on strengthening all aspects of the value chain, from customer-facing solutions to service offerings.

Suggestions

Become a one-stop service provider that can provide integrated delivery to the best customers through various products and after-sales network. 2. Increase the cost of living and provide an effective way to reduce operating costs. 3. Long-term partnerships with EPC (Engineering Procurement and Construction) players provide the opportunity to avoid cost pressures and have the tools to enter export markets. 4. It is difficult to develop rural markets. Therefore, innovative marketing strategies, such as developing marketing strategies in partnership with self-help groups or financial institutions, are key to adding value. 5. Restructuring distribution pipelines and redesigning access incentives are ways to improve access to these difficult markets.

Conclusion

Coimbatore's industrial revolution began with pumps, and today it remains a major source of many products in India; more than 60% of the country's pump needs are met by Coimbatore. Pump manufacturers in Coimbatore are very competitive in their product range and are always willing to invest in research and development. The study looks at the strength of the industry and the researchers obtained information about the performance of the industry from the market. This study provides opportunities for future research.

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