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a promise of eternal trust

TATHASTU - The In-house Newsletter of Angel Pumps (P) Limited

Volume 14 May, 2018

MERCURY

Mini Open-well Submersible Pumps
Up to 2.00 HP



New Composite Packaging



Welcome to this new edition of Tathastu. I send to all of you my Greetings.

Another fiscal just left us, and a new fiscal has come to play. There are newer challenges, but far more interesting opportunities. The keywords for success in today's scenario, as I see it, are just two – Preparedness and Positivity.

Towards preparedness, we have focussed largely into Open-well submersibles for the past few months. While the CI modules of VENUS & MARS had been launched earlier, we have recently launched the Mini, SS module – MERCURY. In fact, we have re-modelled the entire range in the horizontal application models and are now working hard to do the same for the vertical application models too. The mind-set behind the development exercises are absolutely focussed into aesthetics, efficiencies, range, life, versatility and affordable pricing. We are confident that the new range shall prove to be a game changer for our dealer friends and clients alike.

While the new product range for Open-well Pumps roll out, we are also putting our minds into creating newer and far-reaching models for our range of domestic submersibles, of which my co-director for R&D shall keep you posted. I promise you, the revelations will be most interesting.

The Integration Exercise at works is ON in full swing, and the process reconsolidation and operational relocation activities are almost through. Very soon, we will be able to share with you photographs of the renewed plant infrastructure that I am sure you will appreciate. We have also shifted our Service Workshop, till now integral to the plant layout, to an adjacent location within Metoda, and the new Station is now fully operational.

At Marketing, we have decided to dedicate the entire fiscal in planning and executing innovating ways of providing to our clients an amazing experience over their association with us. This branding exercise will be a collective endeavour along with our dealers and shall see several expressions – by way of direct contact programmes that we will indulge in throughout the year. We have made this into an internal programme, that we have named 'SHRAM'.

This being the eighth year of our avatar as Angel Pumps (P) Limited, we think it is time to take stock of our growth phase since inception and streamline our energies into pinpointed focal areas of (a) Specific Products and (b) Specific Markets. And while doing this, we will concentrate on having tailor-made products for the markets of importance. This will also be a year of resurgence of our Customer Service activities that we are in decision to promulgate among most markets of importance.

We need to prepare for our Consolidation Phase where we will venture within a couple of years' time. It is necessary that we leave the (necessary) birth pangs of the bygone years behind and build upon that experience.

Though my prayers are sometimes unanswered, I would still implore each of you to engage in a communication with us on every facet of your business with us. We are eager to know your needs, observations, opportunities and threats such that we can create corrective changes within the system to meet or face those needs and threats. Without a continuous stream of communication, we are literally on a trial-and-error mode at everything. I am sure you will agree that it is not the scientific approach towards any reasonable outcome.

God bless! Jai Hind!!!

Kirit S Adroja





Usha Hanumant Mane
Mane Irrigation & Drip Agency
Satara - Maharashtra



Mubinabeg Navabeg Patel
National Machinery & Hardware
Nanded - Maharashtra



Shivaji Pandurang Holge
Surya Machinery Stores
Loha - Maharashtra



Salauddin Jamaloddin Shaikh
Paras Machinery
Kalamnoori - Maharashtra



Anil Dattaram Khandekar
Globe Water Solution
Raigad - Maharashtra



Shyan Narayan Marudwar
Shyam Agencies
Himayatnagar - Maharashtra



Namdev Balaji Gadhe
Gurukrupa Machinery Ele. & H/w.
Nanded - Maharashtra



Narayan Kanbarao Deshmukh
Komal Agency Machinery Store
Nanded - Maharashtra



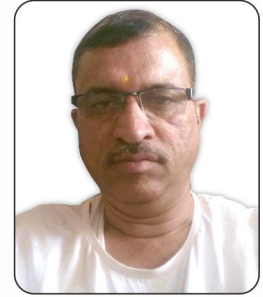
Bhagwan Swarupchand Kaklij
Vaibhav Machinery & Motor Rew.
Pune - Maharashtra



Sanjeev Gupta
Jyoti Machinery Store
Talbehat - Uttar Pradesh



Yakub Ali
Hindustan Tubewell & Sanitary Store
Muzaffarnagar - Uttar Pradesh



Rajkumar Sahu
Bhanu Enterprise
Babina - Uttar Pradesh



Shailendra Kumar Gupta
Lakhan Lal Iron Store
Poonch - Uttar Pradesh



Gopeshwar Kumar Pandit
Pandit Traders
Badarzimi - Bihar



Durga Prasad
Sri Durga Traders
Bathua - Bihar



Parmeshwar Madhavrao Alure
Pragati Motor Winding Works
Pune - Maharashtra



Santosh Kumar Kheria
Raghav Trading Company
Khagaria - Bihar



Birendra Kr. Pathak
Ma Ambey Traders
Bettiah - Bihar



Sanjeev Kumar
Shree Balaji Hardware & Colour Mart
Narkatiaganj - Bihar



Brajesh Kumar Gupta
Sahu Trading
Mairwa - Bihar



HariPrasad Bansal
Moongipa Agencies
Tosham - Haryana



Sanjeev Sharma
K. D. Enterprises
Ambala - Haryana



Ashok Kumar
Gain Mohan Submersible & Tubewell
Fatehabad - Haryana



Shyam Sundar Ray
Pooja Marbles
Sundargarh - Odisha



Sisira Sahu
Krishna Enterprises
Jharsuguda - Odisha



Anil Kumar Gupta
Shiv Shakti Collection
Kalahandi - Odisha



Hakimuddin Bhai
Bharat Motors & Spares
Nayagarh - Odisha



Tophan Padhiary
Sai Sanitary & Paints
Nayagarh - Odisha



Dilip Siddappa Bandi
Mahalaxmi Enterprises
Kolhapur - Maharashtra



Vishnu Vaman Deshmukh
Deshmukh Electrical Works
Pune - Maharashtra



Jaykant Shashikant Patel
Jay Enterprises
Ratnagiri - Maharashtra



Mariya Murtaza Bharmal
Rabab Enterprises
Raigad - Maharashtra



MERCURY



The New Packaging

The Product is packaged in dual die-cut Polystyrene blocks (one at the base & the other on top). The top block also houses the cable connecting kit & (for models up to 1.00 HP in 1Ø) a Control Panel that we have named **Pluto**.

The complete polystyrene ensemble is wrapped at the base and top with coloured corrugated laminated sheets for better protection & communication. The complete package comes wrapped in polyethylene & has straps that hold everything together.



Over the Launch of the range MERCURY, all erstwhile models of the range Mini OWS are withdrawn. However, 2-Stage models of the older composition shall continue to be booked & invoiced.

The range of MERCURY comprises of the best available efficiencies in the Indian Market, combined with extra-ordinary sturdiness & path breaking aesthetics. We are looking at a gradual shift in the domestic market segment into the Open-well option from the MMB range, & we understand that, if perfectly presented, MERCURY shall prove to be the Game Changer for all those dealing with domestic segment customers.



DIFFERENCES (and Benefits thereof) BETWEEN 'MERCURY' AND THE OLD RANGE

A. Comprehensive Model Variance

- 3Ø Application in 0.50 HP
 - Additional Pipe Sizes
- Micro level coverage of all possible requirements*

B. Casting

- All Fe Casting shall be in Greensand Execution, in FG 200 Grade (as per IS:210)
- Greater strength and durability*

C. Axial Bearings

- Double Thrust Bearings in Imported Carbon execution
- Greater axial thrust compatibility, Better performance in variable heads, More durability*

D. Radial Bearings

- Twin bushes in Bronze Execution, Grade LTB4 (as per IS:318)
- Greater radial stress compatibility, Enhanced durability*

E. Diaphragm

- Diaphragm is provided within the motor (Nitrile Rubber)
- Better suitability towards higher temperatures*

F. Stampings

- CRNO to replace CRC stampings
- Superior electrical compatibility, Better efficiencies, Better performance under variable voltages*

G. Interchangeability towards Pumps

- All pumps (Volute segments and impellers) within a particular
 - Motor HP shall be interchangeable
- Will provide for freedom at field to convert pump definitions, whenever necessary*

H. Packaging

- Superior Packaging in new design with additional buffing arrangement
- Better aesthetics, Better protection from transit and handling stresses*

I. Control Panels

- An electronic Control Panel shall come along with the package with all pumps in 1Ø application up to 1.00 HP rating
- Competitive pricing, Better protection for the motor*

J. Cable Sealing Arrangement

- A Plug-&-Nut arrangement shall replace the Clamp arrangement
- Better sealing, Better protection against ruptures*

K. Increase in Motor Volume

- Better Cooling*
- Better protection against over-heating*

L. Motor Casing (Steel)

- Material Grade changed to SAE 304 from SAE 202
- Much superior durability, Better heat dissipation*



Display Van Activities - Odisha



Display Van Activities - Jharkhand





Bihar Dealers' Conference at Digha

Dealers from Bihar met for a Meeting and Conference at Digha (West Bengal) on 26 May 2018. While the day was spent at leisure, the evening was spent over serious discussions and thought-sharing over business. This was followed by a gala entertainment programme and sumptuous food. The agenda and goals for 2018-19 was set. Mr. Kirit Adroja (Director) addressed the congregation. Mr. Biswajit Mishra (General Manager - Marketing), Mr. Ranjeet Trivedi (Branch Manager - Bihar), the Sales Team from Bihar and also Managers from Jharkhand, Odisha & West Bengal attended and participated in the proceeds.





Mega Plumbers' Meet - West Bengal:

A Mega Plumbers' Meet was conducted on 10 February, 2018 through our Distributor M/s New Kalimata Hardware Stores at Arambagh, Hoogly of West Bengal by our Kolkata Branch Team. 240 Plumber participated in the event from different parts of the district. The Meet was addressed by our GM - Marketing and BM - West Bengal. The Distributor gave away prizes to the plumbers that had achieved the scheme for the same floated by The Distributor earlier in the year.





Marketing – Plumbers' & Mechanic Meets

Plumbers' Meet - Chhattisgarh

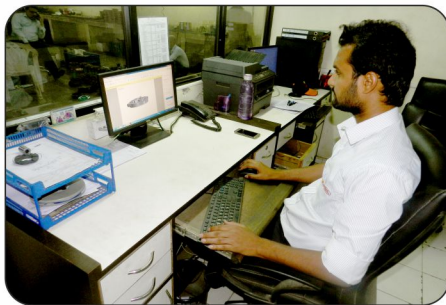


Mechanic Meet - Maharashtra





The 'Research & Development' Department is entrusted with the prime responsibility for Innovations in design & product. The Department is accountable for creating new products & to better the existing ones so as to keep the Company a step ahead of the competition. The R&D Department sources its targets from Marketing towards market expectations & delivers along those lines within specified time frames & keeping to cost limitations. This department reports to the Directors in the Organization.



CAD Drawing Work



No Load Testing



Lock Rotor Test



Pump & Motor Couple Assembly



Loading - Unloading Process



Routine Performance Test

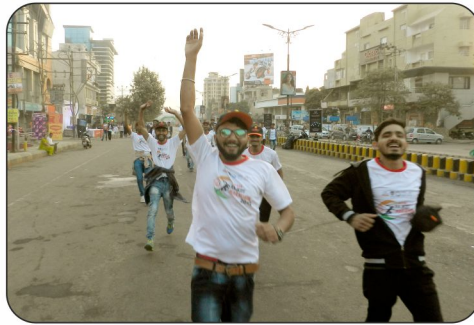


Performance Test



Rajkot Marathon 2018:

The Rajkot Marathon, arranged by The Rajkot Municipal Corporation is an annual event in which Angel Pumps has always been a Sponsor & Participant. This is in line to the Company's stated commitment to the health & well-being of fellow citizens. 2018 was no exception & the Company participated in the event with full vigour & enthusiasm.



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