

KIRLOSKAR BROTHERS LIMITED



Enriching Lives



Customer Service & Spares



Water is Life, We give Life to Water



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Kirloskar Brothers Limited (KBL) is a global fluid management solutions provider and the largest manufacturer and exporter of centrifugal pumps and valves from India.

With a humble beginning more than a century ago, KBL has made its presence across the globe. Its unparalleled product range serves as lifeline to many industry segments.

Vision

We shall be among the first five pump companies in the world, by year 2015 and become the preferred choice of customers as well as employees.

Mission

We shall be known globally as a reliable, innovative and cost effective solution provider in hydraulic machines & systems.

KBL Business Verticals



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1. Industry

2. Power

3. Water

4. Irrigation

5. Distribution

6. Gas, Oil, Defence

7. Building & Construction

8. Customer Service & Spares



Power



Water



Building & Construction



Irrigation



Industry



Gas, Oil & Defence



Customer Service & Spares

Vision

CSS shall make 'service', a **sustainable, competitive advantage** enabling KBL to become one of the top five pump companies in the world by 2015.

Customer Service & Spares



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Mission

CSS shall strive to achieve the following with positive cash generation

	2012	2013	2014	2015
Customer satisfaction index in %	80	82	85	90
% of spare parts relevant to OWN products	21	23	24	25
Revenue from services in M	150	300	400	600

Introduction of CSS Sector



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CSS has evolved as a vital link between our customers and our dedicated service and spares facilities that ensures customer's continued satisfaction with us.

We are committed to support our customers for on site installation of pumps to ensure proper operation, provide prompt & reliable maintenance thereafter .

We have over 423 authorized service centres and 82 service & spares dealers to cater to customer needs.

We are in the business of winning customers by providing them with pro active services, genuine spares on time, spares planning & training of KBL products.

We specialize in refurbishment & retrofitting of centrifugal pumps, annual maintenance contracts, O&M, import substitution.



Business Segments



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Engineered
Pumps



Industrial
Pumps



Agri & Dom
Pumps



Valves

SERVICE & SPARES

Customer Service & Spares Products



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Spares Products	Service Products
Spare parts for KBL Pumps & Valves	Supervision of Erection & Commissioning services
Annual Rate Contracts	Warranty & out of warranty services
Developments of critical components for Import substitution	Annual Maintenance Contracts
Modifications / Upgradations Services	Operations & Maintenance
Supply of replacement Pumps / Valves	Refurbishment & Retrofitting services
	Energy Audits for Efficient Pumping Solutions
	Training on Pump Servicing & Diagnostic skills

Genuine Parts for Genuine Peace of Mind



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KBL offers following benefits in providing spares:

- Quicker deliveries and reduced downtime
- Parts are supplied in the same material specification
- Ensure longer pump life and also enhance energy efficiency
- Guarantees fitment without any change in parent MOC
- Machined to match the exact tolerances, finishing as originally supplied parts.

The sophisticated SAP system links the entire network and allows instant tracking of stocks through a unique identification number of the part, irrespective of the variety of MOC.

For any spares information and enquiries, please write to us at spares@kbl.co.in



Recognising Genuine KBL Spares

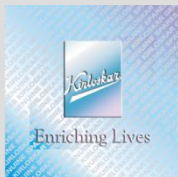


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KBL has taken several measures to safeguard its spares from counterfeit, and differentiate our packaging to protect you from spurious or duplicate parts, so that the customers receive Genuine Kirloskar Spares without a hitch.

Some of the unique characteristics of KBL genuine spares packaging are:

Unique KBL hologram:



KBL Spares Packaging at Kirloskarvadi Plant



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Customer and Dealer Training Workshops



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KBL organizes customer and dealer training workshops every month, for imparting training, knowledge and knowhow, to ensure that the customers / dealers derive maximum benefits out of its world class products.

The training workshops focus on:

- Knowledge about the design, concept and constructional features of centrifugal pumps
- Applications and selection of the right pump for specific purposes
- KBL range of products and their applications
- Assembly and dismantling of pumps
- Quality aspects and requirements
- Preventive maintenance and trouble-shooting
- Benefits derived by using genuine spares and their positive impact on pump performance
- Special emphasis on Energy Audits and conservation of energy in pumping systems.



For more information about the annual training schedule at Kirloskarwadi, please visit us at

http://www.kbl.co.in/pdf/customercare/Training_Cover.pdf

Customized On- site Training Programmes



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- In addition to the regular workshops conducted by KBL, Customized training program for customers at their premises are also organized. These programmes are usually aimed at meeting specific training goals for running and maintaining KBL pumps.
- The programs are designed after discussion with the designated officers of the client company, the need for such training, specifying the objectives and devising a suitable training programme to meet these objectives.

Workshop for
Siam Rajathanee
(East) Co. Ltd,
Rayong, Thailand



Seminar on Operation &
Maintenance of Pumps at
Hospet Steels Ltd, Bangalore



Energy Audits for Efficient Pumping Solutions- Our Commitment to Sustainability



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We pledge to 'Reduce, Reuse, Recycle'

The world is moving towards a sustainable energy future with an emphasis on energy efficiency and use of renewable energy sources. With this objective in mind, Kirloskar Brothers Limited has started the energy efficient pumping solutions cell wherein a team of certified energy managers & auditors carry out performance measurement of pumps motors called Energy Efficient Pumping Solutions



Why Energy Audits



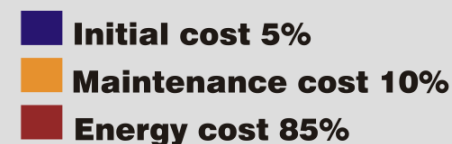
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An Energy conservation study helps an organisation:

- To understand and analyze its energy utilization and identify areas where energy use can be reduced.
- To decide on how to budget energy use
- To enhance their energy efficiency; minimise energy wastage and thereby reduce energy costs.

Some organisations have already implemented the recommendations and are benefitted up to 30% energy savings. This has helped save 11 million KWH electricity and more than Rs 40 million in energy bill.

For more information please visit our Energy Audit Website
www.pumpenergyaudit.com or write to us at
info@pumpenergyaudit.com



Original Pump Efficiency : 83%

Comprehensive Online Support



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Service Complaint Resolution

- This gives an easy access for registration of service issues & complaints directly on the KBL website through internet.
- Customer gets online acknowledgment of complaint registration, and prompt response up to complaint closure.
- A unique complaint number is generated for online status reports for tracking & resolution of complaints.

E- Warranty Registration / SIS Receipts

- CSS has online registration facility for dealers / customers which registers complete details of pumps and end users
- SIS receipts is mandatory for every dealer to intimate CSS for commissioning

Toll Free: Customer Helpdesk



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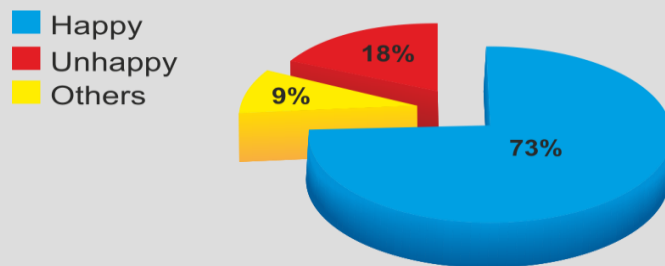
The customers can call us on 1800 - 10 - 34443 and talk to our Customer Care Executives who will register the complaint/query/ request and will ensure that the caller receives a precise, quicker and personalized response for their queries, requests or complaints.

Customer Satisfaction Index

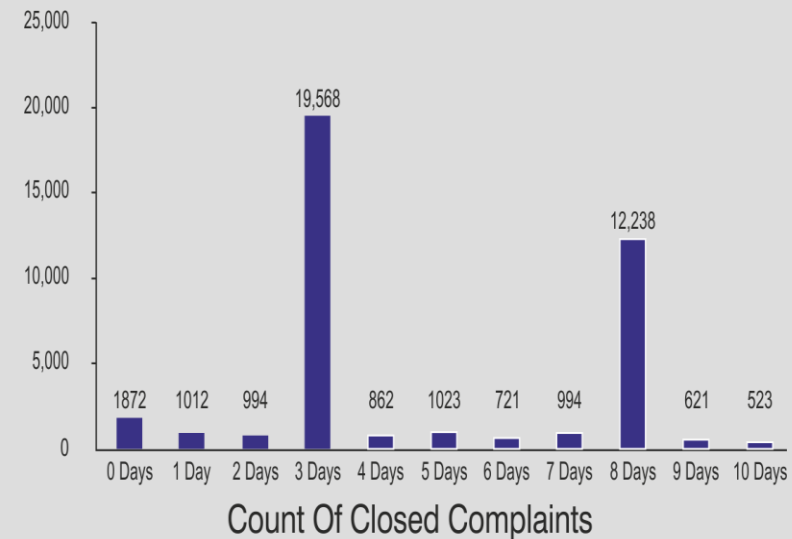
Since inception, KBL has sold crore of Agri and Domestic pumps. However since Jan 2011, KBL has received merely 40,518 complaints, which means less than 3,000 per month. Of these, 1872 complaints were resolved on the same day. 19,568 were resolved on day 3 and 12,328 on the 8th day of registration of complaint.

A whopping 73% of KBL customers are completely satisfied with the KBL service.

(Source: Concentrix, KBL's Toll Free Centre, Bangalore)



Overall Customer Satisfaction

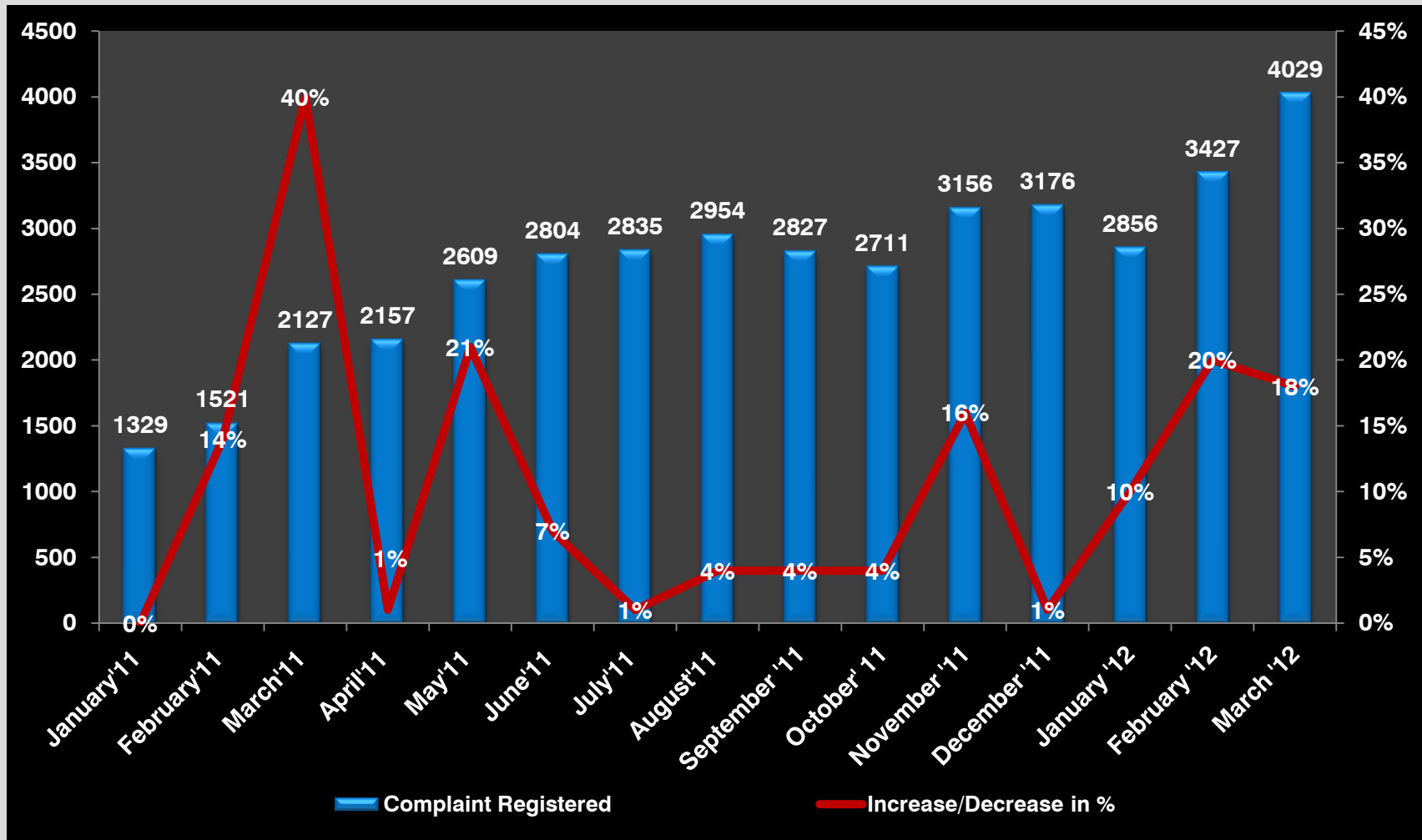


Count Of Closed Complaints

Toll Free - Volume



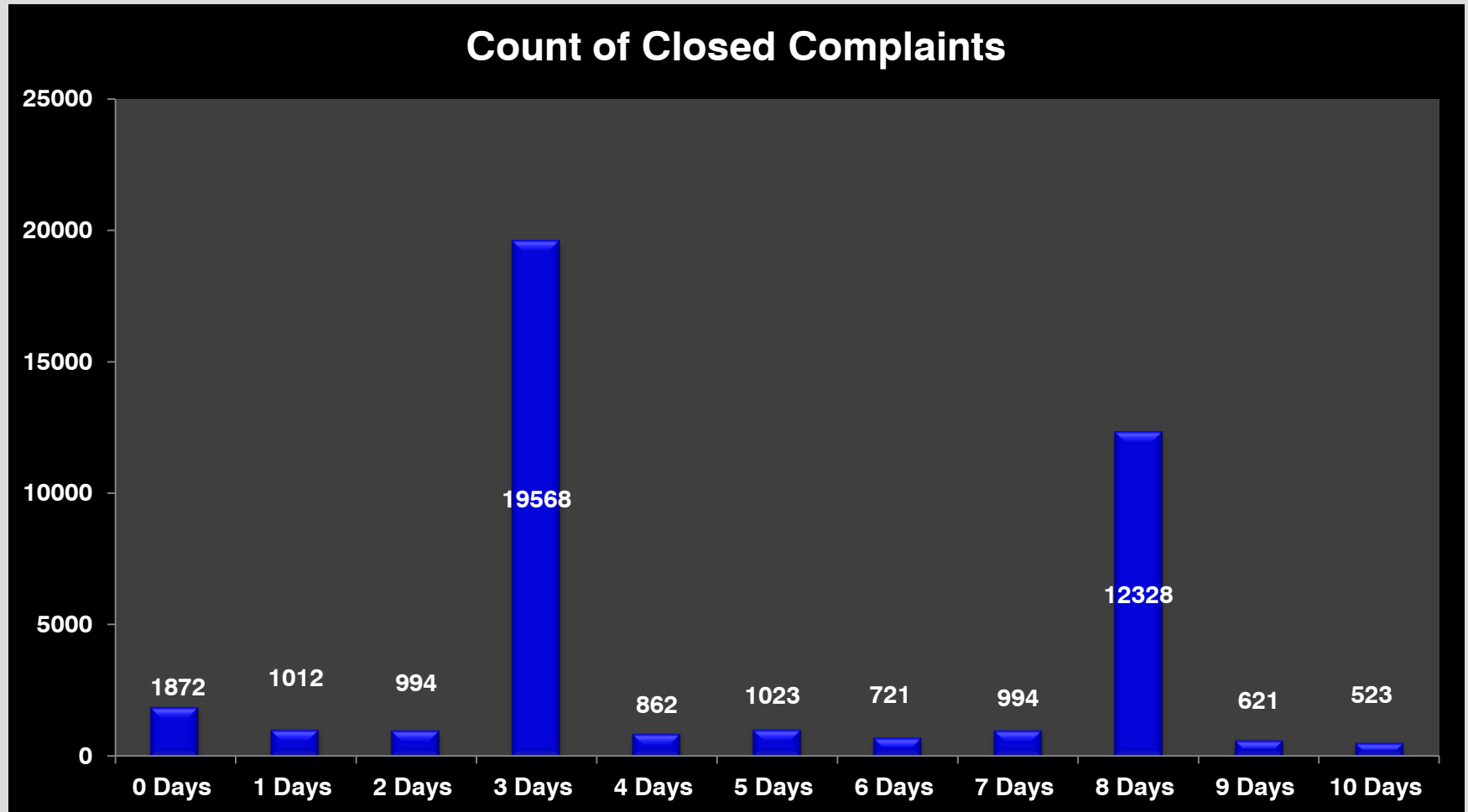
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Toll Free - Performance



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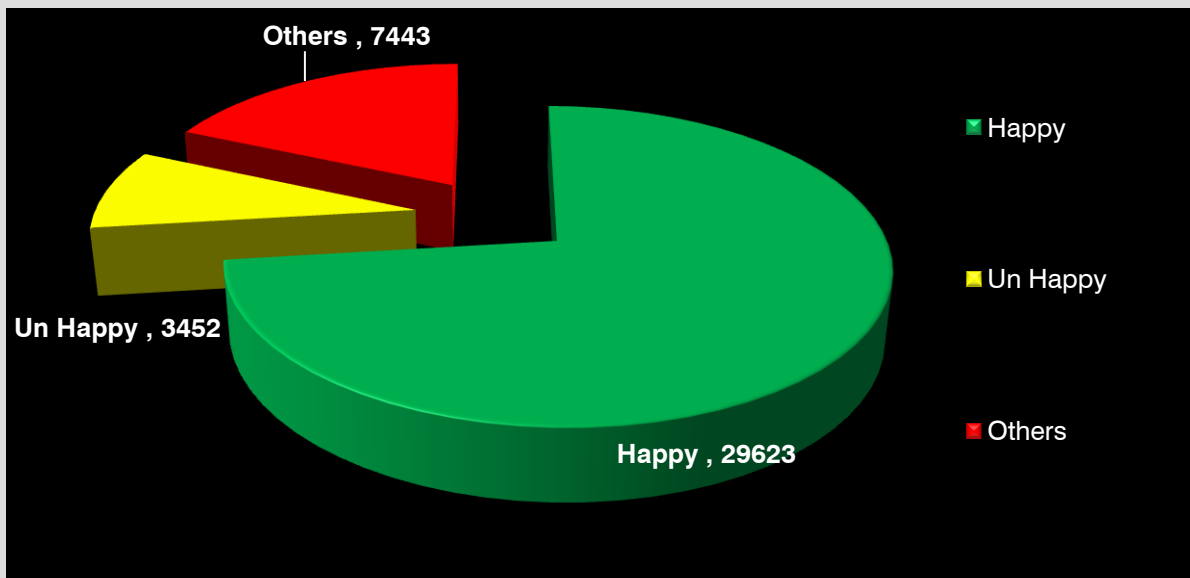
Overall Customer Satisfaction



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Overall Customer Satisfaction		
Happy	29623	73%
Un Happy	3452	18%
Others	7443	9%

*18% unhappy customers are in out of warranty category





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New Initiatives

Kirloskar Refurbishment Center in vicinity to industrial area - First Time in India



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Kirloskar Refurbishment Center (KRC) is a pioneering initiative to bring comprehensive service facilities & spare parts closer to customers.

KRC has following benefits:

- One-stop shop to meet every contingency
- Reduces breakdown time
- Quicker, faster, pro active service delivery

KRCs array of services include:

Assembling & dismantling
Overhauling of pumps
Corrocoating
Shot blasting
Hydro-testing
Pump testing
Impeller Balancing
AMC



KRC at Baroda – Jay projects

KRCs are all set to make a large presence at key industrial areas across the country like those at **1. Jamshedpur 2. Baroda (operational) 3. Surat 4. Delhi** are being replicated.

State of The Art Warehouse



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Warehouse facility at Kirloskarwadi for small & medium range pumps

Key reasons to set up a warehouse:

- Quicker deliveries
- Improving response time

The warehouse has capacity of stocking more than 5,000 moving parts and delivery of parts is made within one week for breakdown orders.

A robust SAP inventory management system is in place to ensure timely stock replenishment.



Warehouse at Kirloskarwadi

Kardex System





Introducing SAP- CRM- 7.1

CRM 7.1 is a web-based simple and powerful tool seamlessly integrated with SAP R/3. KBL's robust, customized version is designed to support Marketing, Sales & Customer Service Departments in their various activities.

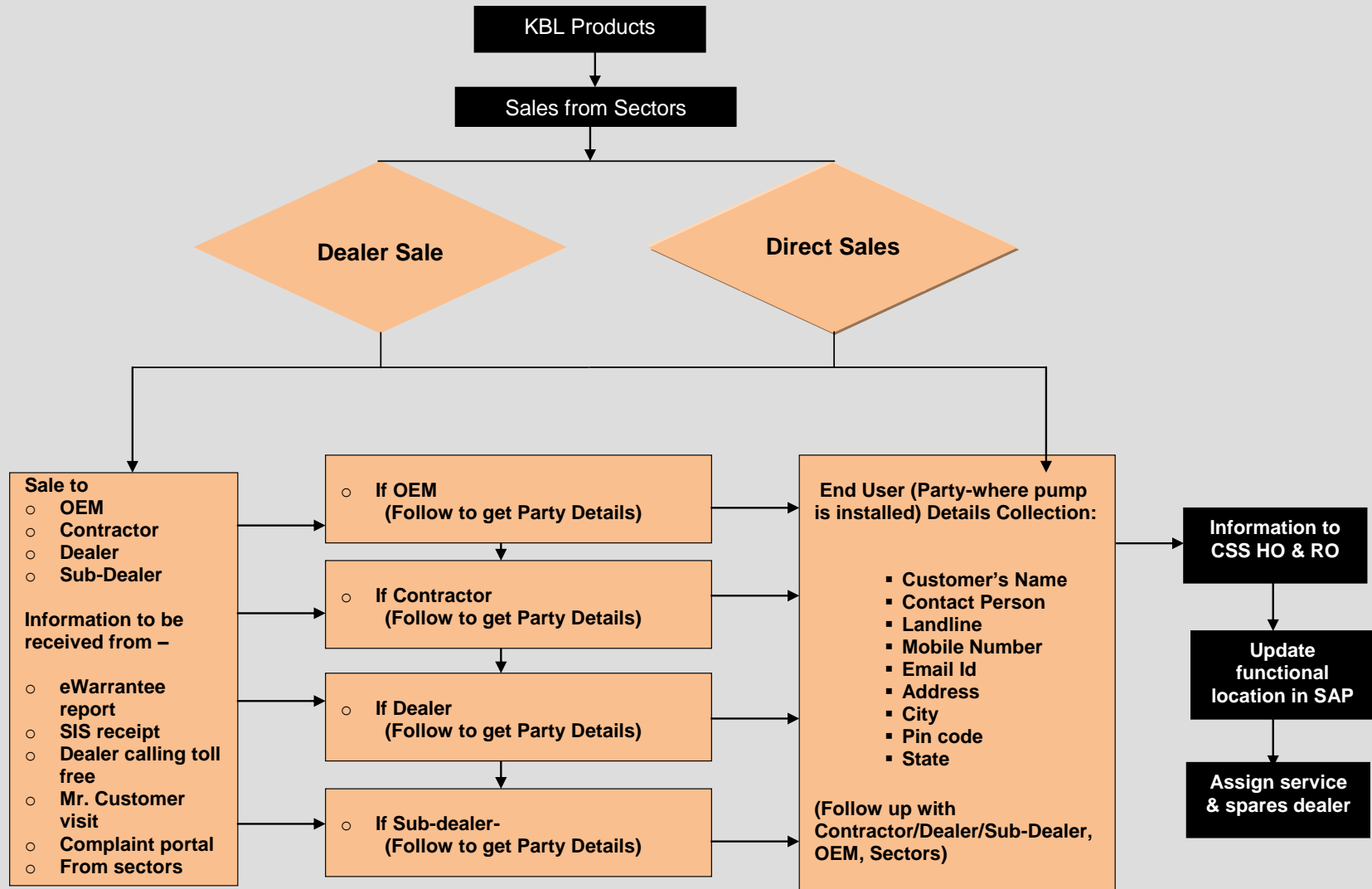
The system offers unique benefits to customers such as

- **Always available**
 - 7 days, 24 hours over the Internet
- **Convenient**
 - Fast check and creation of quotation
 - Easy to access & user-friendly
- **Information at fingertips**
 - Visibility/traceability of order process
 - Stock availability - complete transparency
 - Order history
- **Cost savings**
 - Minimise spare part stocking
 - Cover all customers & dealers
- **Search engine for**
 - Customer & dealer codes
 - SAP part numbers
 - Indents for new codes

Customer Handing Over Process



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Creating Customer Delight



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You come first, Mr. Customer !

With a view to establish strong and long term relationships with customers & enhance the quality of service, KBL launched the Mr. Customer initiative.

Under this programme, each KBL Sales & Service Engineer is made responsible for a particular 'Mr. Customer.

This Service Engineer becomes a single point of contact to cater to all his requirements for service & spares, enquiries and complaints

The performance of respective engineer and feedback of every Mr. Customer is being surveyed by KBL; accordingly the Mr. Customer activity is linked to engineers quarter wise KRA's every year



Project Mithas for Sugar Industry

Over 90% Sugar Mills have KBL pumps but majority of the owners purchase non genuine Spares from outside market leading to loss of opportunity of spare parts sale to KBL to the tune of approx 15 Cr . In the past KBL could not deliver the spare parts to these Mills as per commitment, hence there is a negative feeling with the community.

To develop trust and connect with the Mill owners, CSS has introduced project Mithas- A customer intimacy programme for constant touch points with customers to show them that KBL really cares.



Project has following benefits:

- Making them aware about the fact that KBL will deliver them all the spares with 100% Delivery Assurance.
- Spreading awareness about how using the original KBL Spares increase the efficiency of the pump by 10%. If there is no increase in efficiency then money back guarantee.
- To drive enquiries from the mill owners for KBL Genuine Spare parts.

QR Code



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We are implementing QR coding for every KBL pump that goes out in the market. QR coding is electronic registration of every pump executed through QR Code & SMS integration. By scanning the QR Code on the pump, the customer will be able to get the important instructions on assembly and maintenance of the product.

With this unique technology, KBL aims to get the following benefits:

- Track its complete pump population
- Offer immediate commissioning response to customers after intimation
- Offer complete solutions of after sales service and spares procurement



Knowledge Sharing



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To strengthen CSS field engineers and make them fully equipped for catering customers, CSS team have created information material, the links are available on website:

- Troubleshooting search tool
- Technical Manuals
- Corporate Brochure
- Technical Bulletin
- Service manual
- Instruction, operations & maintenance
- Engineers data book
- Corporate Audio Visual Film(in process)



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We Deliver

Total Installed Base- FY 2003- Dec 2011



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Zones	SMPD	LPD	Valves	Grand Total
Central Zone	18593	2071	27591	48420
East Zone	18695	574	20966	40255
North Zone	50613	818	48083	99661
South Zone	29642	1271	27886	58905
West Zone	45667	2040	33346	81059
Grand Total	163210	6774	157872	328300

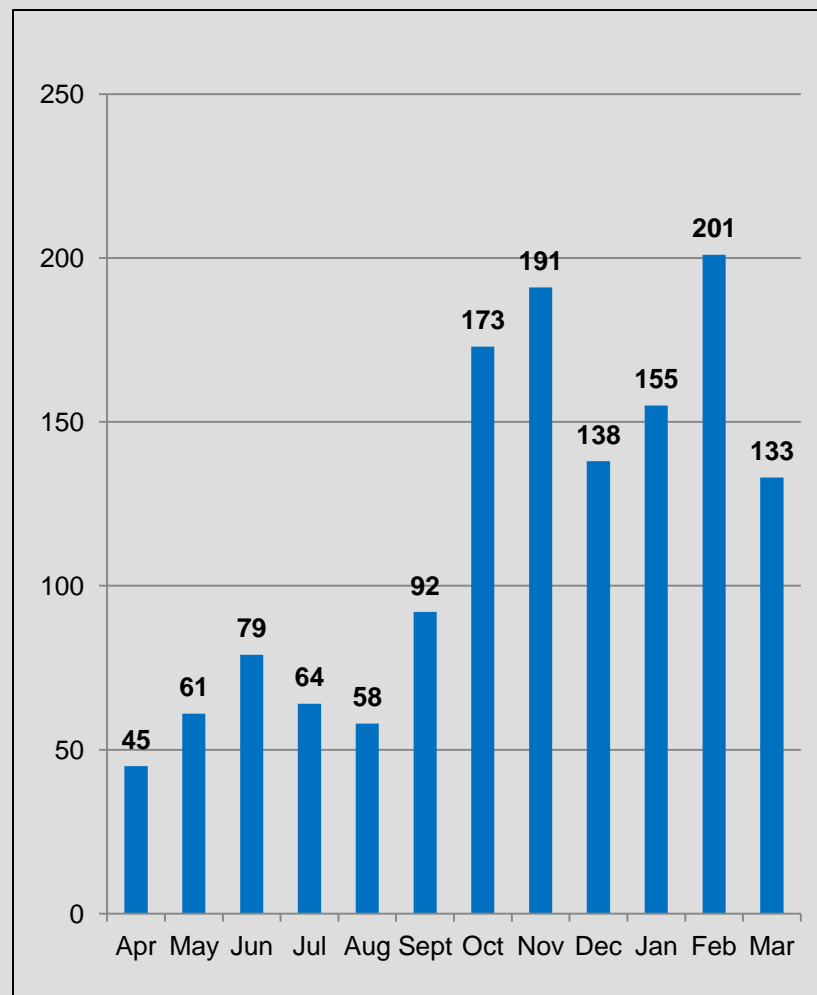
Supply Intimation Slip – Receipts

FY 2011-12



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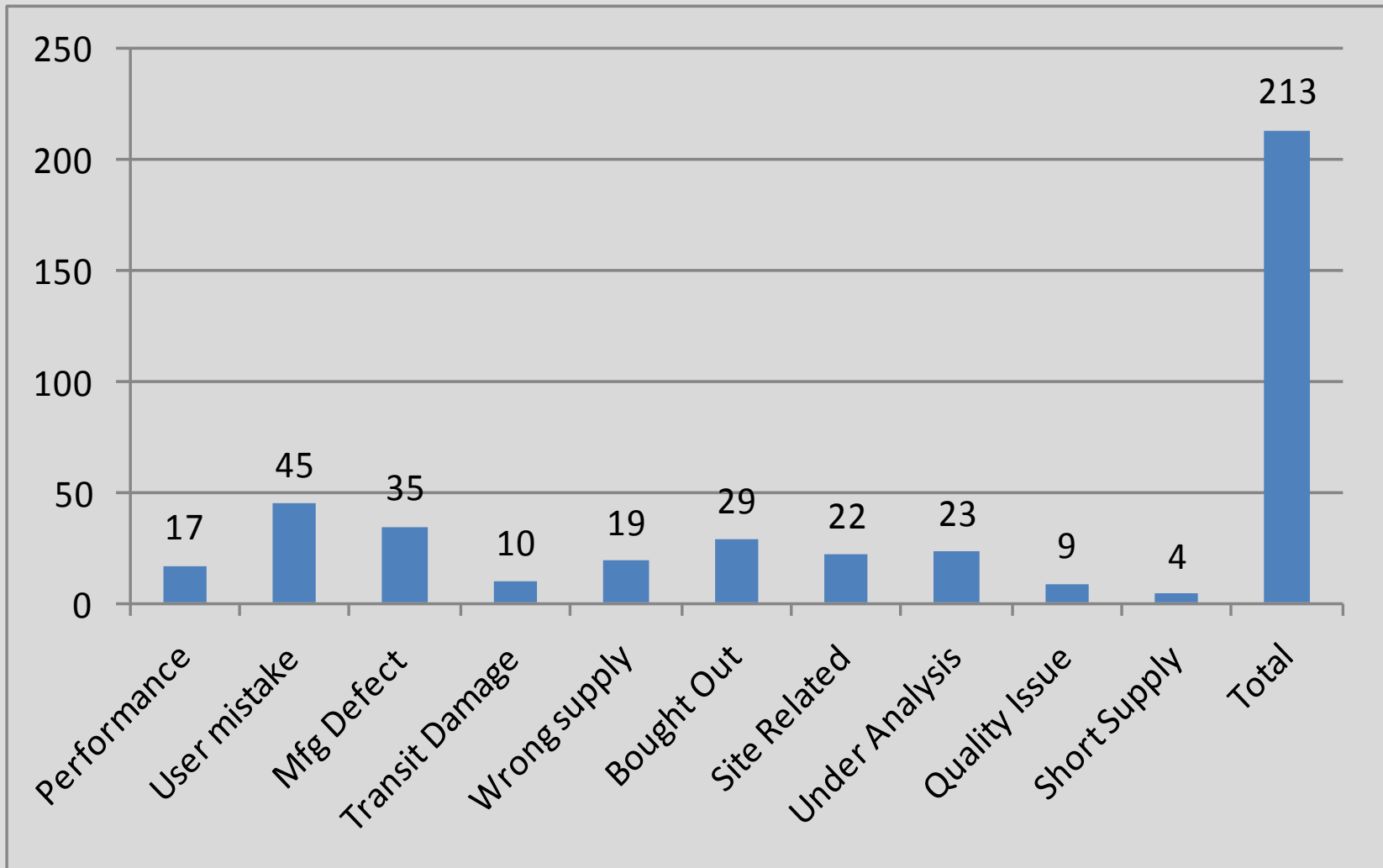
Sr. No.	RO	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total
1	New Delhi	15	16	20	15	15	19	9	8	18	47	20	1	203
2	Lucknow	2	1	1	0	0	6	0	0	0	0	2	0	12
3	Jaipur	1	2	2	2	0	4	3	0	3	0	3	4	24
4	Kolkata	1	1	3	2	7	15	21	17	4	9	3	12	95
5	Bhu'war	0	0	1	0	4	0	0	0	0	0	0	0	5
6	A'bad	0	0	0	0	10	6	0	45	21	17	12	12	123
7	Mumbai	6	16	12	13	10	33	125	92	66	68	139	75	655
8	Pune	9	13	15	19	2	0	4	5	8	8	3	8	94
9	Chennai	1	1	0	2	9	5	4	6	5	0	5	7	45
10	Bangalore	4	2	2	0	1	4	7	6	3	6	6	8	49
11	Kochi	0	0	0	0	0	0	0	0	0	0	0	0	0
12	Nagpur	6	9	23	11	0	0	0	12	10	0	8	6	85
13	Bhopal	0	0	0	0	0	0	0	0	0	0	0	0	0
	Total	45	61	79	64	58	92	173	191	138	155	201	133	1390



Cause Wise Complaints – KOV Products FY 2011-12



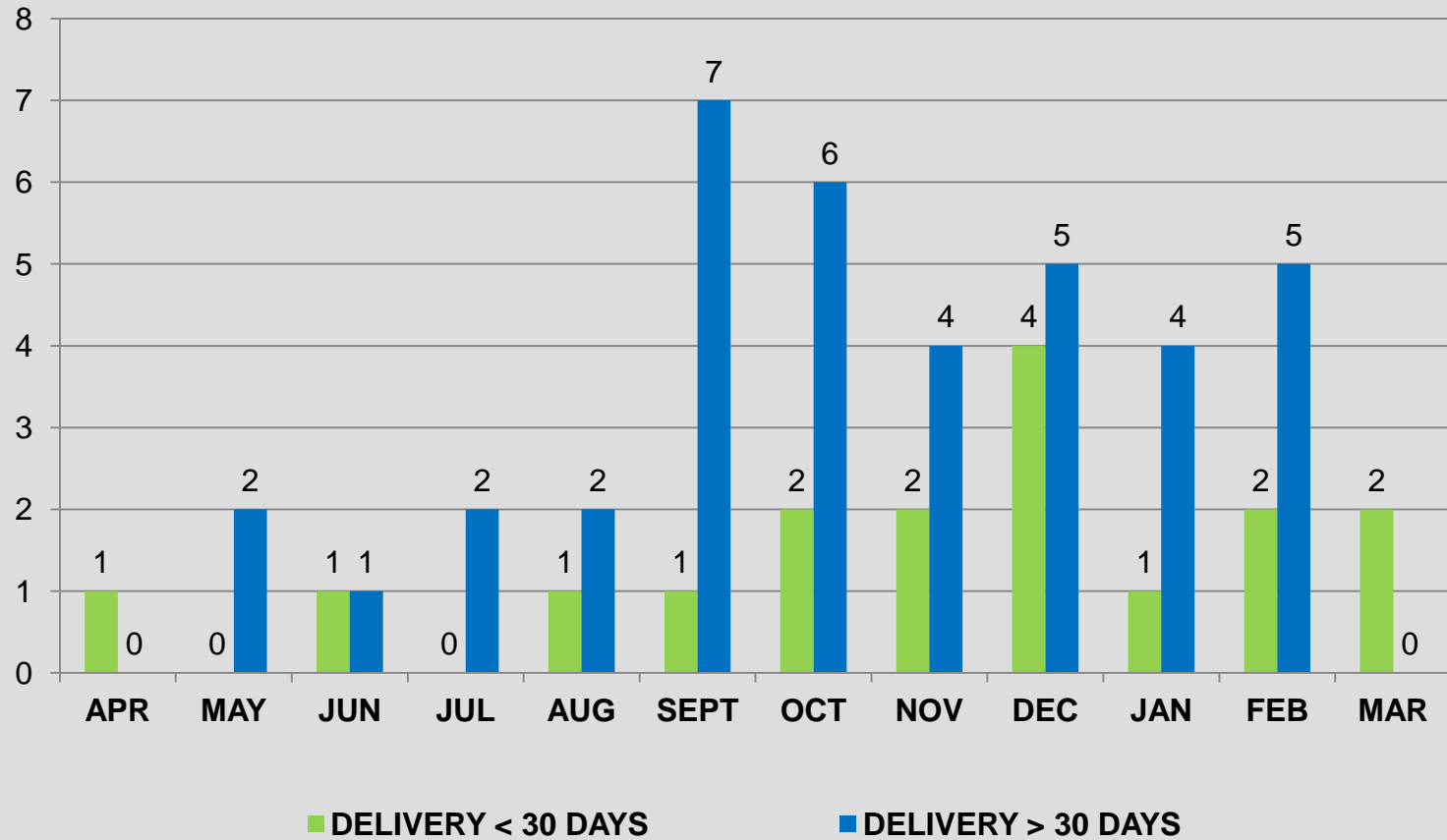
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Large Pump Breakdown Orders summary FY 2011-12



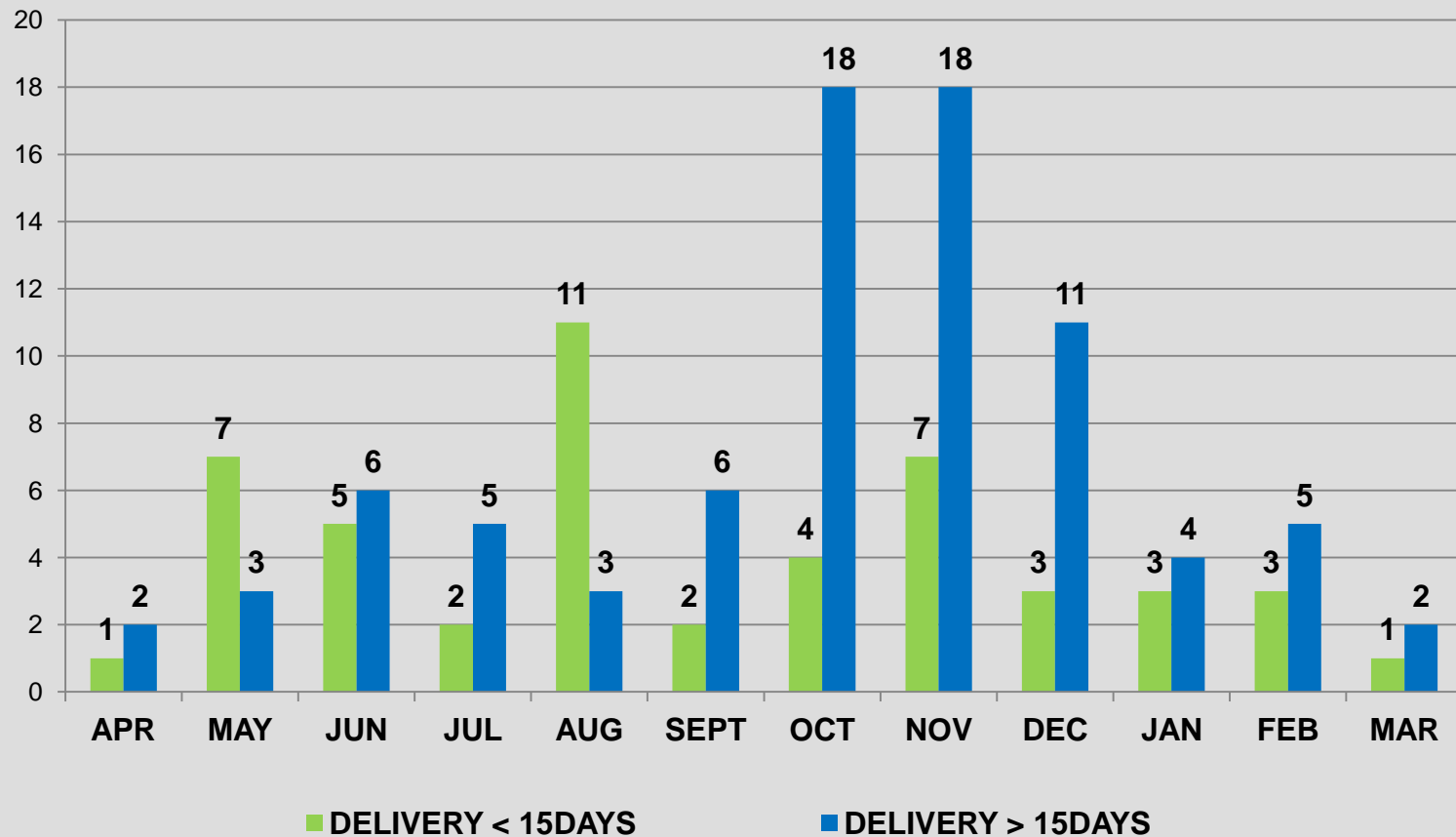
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S & M Breakdown orders summary FY 2011-12



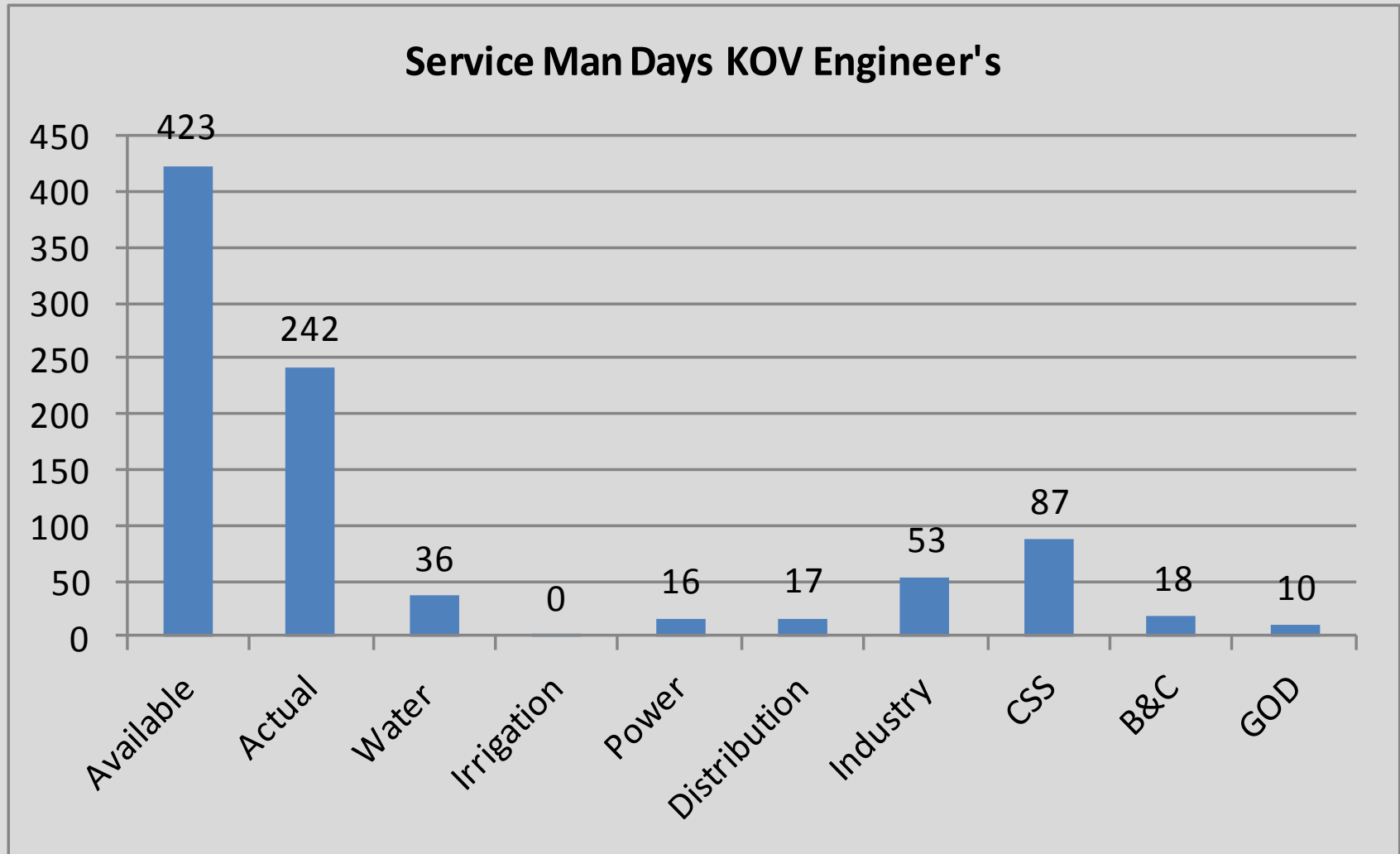
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Service Man days to Sectors FY 2011-12



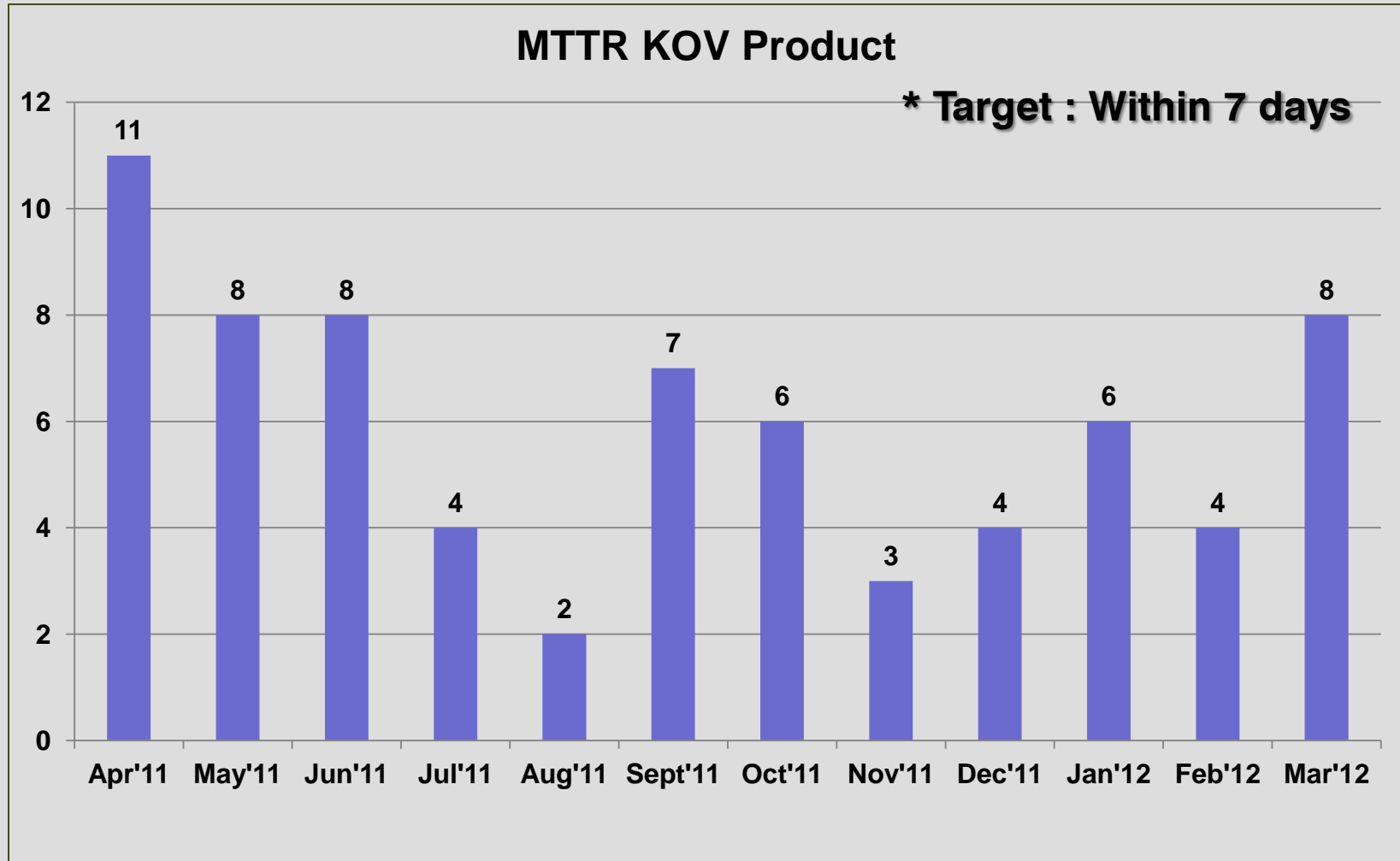
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Service Response – KOV Product



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Service response – Dewas Product



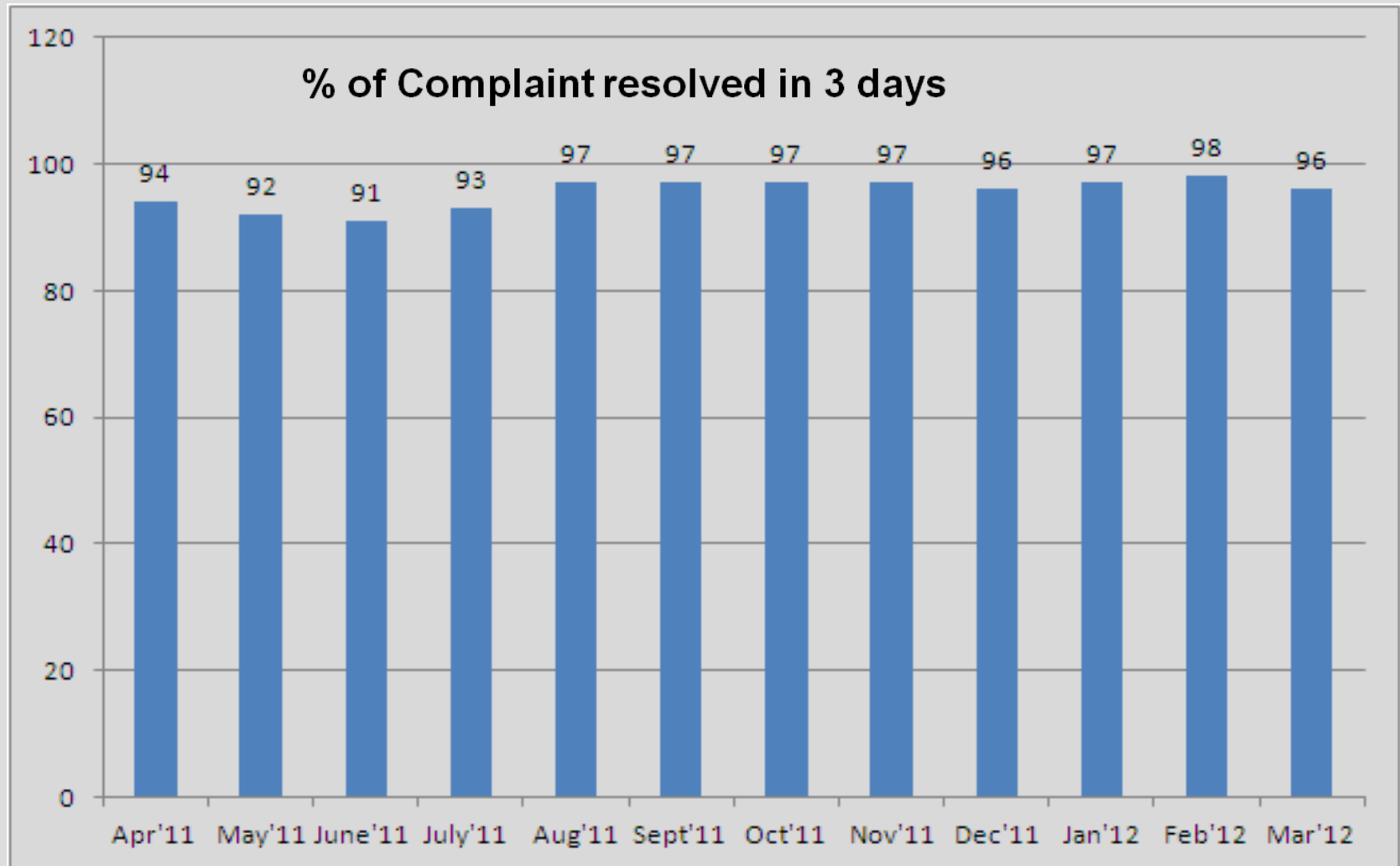
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KBL DEWAS AVERAGE COMPLAINT RESOLUTION FOR THE YEAR :2011-12 :DEWAS /SHIRVAL									
Name of RO	Total Complaints Received during the year 2011-12	Total days for resolving all complaints	Avg total complaint resolution- Days	0-Day	1-Day	2-Days	3-Days	Total no of complaints resolved within 3 Days	% of complaints resolved within 3 Days
Ahmedabad	997	1501	1.5	206	341	277	128	952	95
Banglore	1523	1895	1.2	452	528	339	157	1476	97
Bhubaneshwar	1400	2744	2.0	326	268	309	414	1317	94
Chennai	1142	1936	1.7	283	360	304	139	1086	95
Delhi	2299	3619	1.6	725	399	480	627	2231	97
Haryana	664	1042	1.6	157	173	166	153	649	98
Indore	1310	2505	1.9	160	279	503	315	1257	96
Jaipur'	1100	1734	1.6	100	479	305	169	1053	96
Kochi	2382	4703	2.0	188	653	679	735	2255	95
Kolkata &Guwahati	3400	5592	1.6	984	830	727	615	3156	93
Lucknow	3296	4952	1.5	350	1994	357	469	3170	96
Ludhiana	499	663	1.3	176	165	67	66	474	95
Mumbai	1768	2252	1.3	514	542	432	229	1717	97
Nagpur	726	1035	1.4	108	255	152	183	698	96
Patna & Ranchi	1160	1736	1.5	319	321	280	172	1092	94
Pune	1707	2829	1.7	427	389	407	377	1600	94
Secunderabad	850	1495	1.8	135	168	288	228	819	96
Grand Total	26223	42233	1.6	5610	8144	6072	5176	25002	95

Service Response – Dewas Products 2011-12



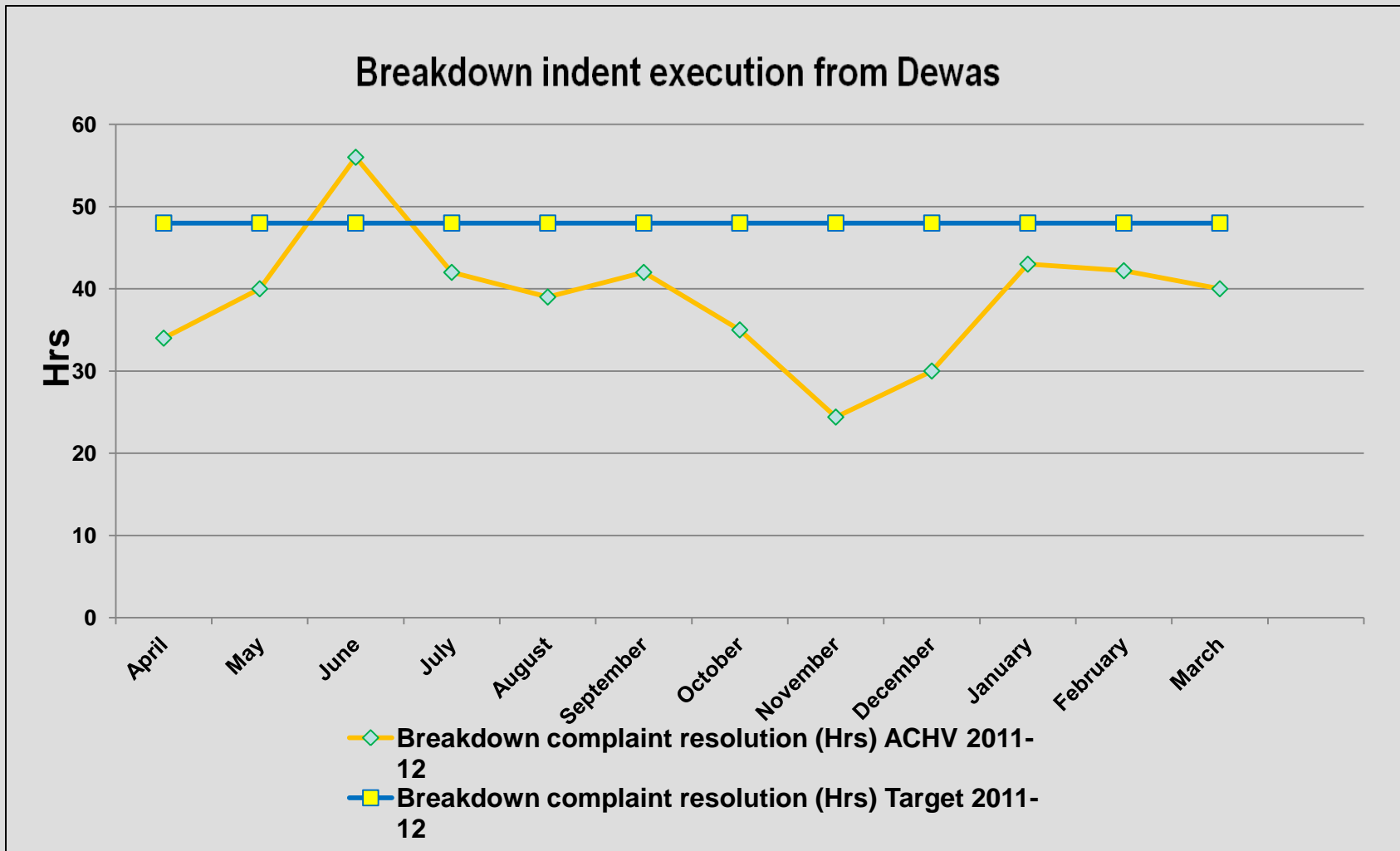
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Break Down – Status Dewas Spares



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How to Reach Us?



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- Toll Free Helpdesk Number:

1800 - 10 - 34443

- CSS On Line Complaint Portal Website:

<http://intranet.kbl.co.in/CompReg/>

- CSS- Spares contact ID:

spares@kbl.co.in

CSS Corporate, Pune		
Agri & Domestic Pumps	Industrial Pumps	Engineered Pumps
Chandrakiran Khandekar Mobile:8888848705 chandrakiran.khandekar@kbl.co.in	Madan Desai Mobile: 8888887135 madan.desai@kbl.co.in	Sameer Khodke Mobile: 8308840852 sameer.khodke@kbl.co.in
For Escalation: Mr. Prasad Lowalekar (General Manager) prasad.lowalekar@kbl.co.in Mr. Ravindra Murthy (VP & Sector Head) ravindra.murthy@kbl.co.in		

Regional Offices



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Ahmadabad

11, Mill Officers Colony, Behind
La Gajjar Chambers, Ashram
Road, Ahmadabad,
Pin: 380 009.
Tel: 079-26583739,
Fax: 079-26583786
Email: ahmedabad@kbl.co.in

Bangalore

No. 5, Lakshmi Complex,
II Floor,
10th Cross, RMV Extension,
C. V. Raman Road,
Bangalore, Pin: 560 080.
Tel: 080-23619914/15,
Fax: 080-23610095
Email: bangalore@kbl.co.in

Bhubaneshwar

Plot No. 969, (Part - A), Uttam
Tower, Block B, 1st Floor, Ashok
Nagar, Unit - II,
Bhubaneswar, Pin: 751 009.
Tel: 0674-2536421/ 2535371,
Fax: 0674-2534965
Email: bhubaneshwar@kbl.co.in

Chennai

Raj Paris Trimeni Towers, 2nd
Floor, 147 G.N. Chetty Road, T.
Nagar, Chennai, Pin: 600 017.
Tel: 044-28156546/47/48,
Fax: 044-28156549
Email: chennai@kbl.co.in

Jaipur

'B-8, Durga Das Colony,
Behind Neelkanth Tower,
Bias Godam Circle, Bhawani
Singh Road, Jaipur - 302001,
Rajasthan.
Tel No: 0141 - 2223830,
Fax: 0141-2223943
Email: jaipur@kbl.co.in

Kochi

Veejay Towers, 38/239A
Salim Rajan Road, Gandhinagar,
Ernakulam, Kochi, Pin: 682 017.
Tel: 0484-2206651/52,
Fax: 0484-2206653
Email: kochi@kbl.co.in

Kolkata

KCI Plaza , 1st floor, 23C,
Ashutosh Choudhury Avenue,
Kolkata: 700 017. W.B. (India).
Phone: 033-2461 5065 / 5934 /
5325
Fax: 033-24614519
Email: kolkata@kbl.co.in

Lucknow

B-1/7, Sector A, 387, Aliganj,
Lucknow, Pin : 226 024.
Tel: 0522-2326367/ 393/ 374,
Fax : 0522-2326365
Email: lucknow@kbl.co.in

Nagpur

Plot No. 1-9, Flat No. 7, Sagar
Palace, Laxmi Nagar, Behind
'Bal Jagat'
East High Court Road,
Nagpur, Pin: 440 022.
Tel: 0712-2234275/ 6,
Fax: 0712-2234276
Email: nagpur@kbl.co.in

Regional Offices



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New Delhi

Jeevan Tara Building, 5
Parliament Street, New Delhi,
Pin : 110 001
Tel: 011-41501055 to 62 /
41500040
Fax: 011-23342002
Email: delhi@kbl.co.in

Secunderabad

Post Box No. 1580, 403, Jade
Arcade, 126, M.G. Road,
Paradise Circle, Secunderabad,
Pin: 500 003
Tel: 040-66874700/12 to 37,
Fax: 040-27894598
Email: secunderabad@kbl.co.in

Mumbai

10, Corporate Park,
Sion-Trombay Road,
Swastik Mills Compound,
Chembur, Mumbai: 400 071.
Tel: 022-25289320 to 28,
Fax: 022-25289329
Email: mumbai@kbl.co.in

Pune

Udyog Bhavan, 'B' Building,
Tilak Road, Pune Pin: 411002
Tel: 020-24440770,
Fax: 020-24440156
Email: pune@kbl.co.in

Bhopal

E-1, Shankarnagar, 6 1/2 Bus Stop,
Opposite Parul Hospital
Bhopal 462 016
Tel: 0755-4218341
Email: bhopal@kbl.co.in

Introducing 14 Resident Service Representatives (RSR) at Locations



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S.No.	Name of trainee	Location	State
1	Mr. Sandeep Yadav	Shakti nagar	Uttar Pradesh
2	Mr. Himanshu Sharma	Delhi/ Gurgaon	Delhi / Haryana
3	Mr. Mohit Kumar	Jaipur	Rajasthan
4	Mr. Suman Goswami	Guwahatti	Assam
5	Mr. Koushik Mapui	Angul	Orissa
6	Mr . Imran Khan	Chennai	Tamil Nadu
7	Mr. Shashank Salunke	Pune	Maharashtra
8	Mr. Ravindra Sitapara	Jamnagar	Gujarat
9	Mr. Ranjeet Shekhawat	Surat	Gujarat
10	Mr. Vikrant Malik	Meerut	Uttar Pradesh
11	Mr. Amit Rana	Ludhiana	Punjab
12	Mr. Pranav Prabhakar	Jamshedpur	Jharkhand
13	Mr. Mohd Iqbal Alam	Ranchi	Jharkhand
14	Mr. Yaragalla Bhanu Prakash	Vizac	Andhra Pradesh

Our Esteemed Customer- NTPC plants in India



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Nationwide Network



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Nationwide Network



- Manufacturing Facilities
- Authorised service & spares dealers
- Resident Service Representative
- Kirloskar Refurbishment Centre

CSS also has an extensive network of over 432 Authorised service centers catering to Agri & Domestic pumps



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Thank You !