

## Shakti Pumps aims to be the world's leading pump manufacturer

Mr. Dinesh Patidar,  
Chairman & Managing Director,  
Shakti Pumps (India) Limited



**M**r. Dinesh Patidar is the Chairman and Managing Director of Shakti Pumps Limited, a leading manufacturer of India's first BEE 5 Star rated pumps. The company is renowned for manufacturing stainless steel submersible pumps, energy saving submersible motors, SRN booster pumps and solar pumping solutions in India.

A commerce graduate from Indore, Mr. Patidar took over responsibilities of Shakti Pumps from his father in 1986. Since then, his visionary approach and strategic business acumen has made Shakti Pumps a dominant entity with access to over 100 countries across the world and a promising future. He has had the distinction of successfully introducing stainless steel pumps in the Indian market, contrary to the industry trend.

Mr. Dinesh Patidar provides overall leadership to the company and drives business in conjunction with its core philosophy. He also provides guidance to the product design and development team apart from directing various aspects of manufacturing, policy formulation and strategic decision making. Extensive travel across the world has helped him garner understanding of the global trends and benchmarks in quality and technology. He used this knowledge to spearhead the company's marketing and sales strategies as well.

Having attained core competency in engineering skills and thorough knowledge in pump designing and manufacturing along with a keen understanding of market dynamics, Mr. Patidar leads and guides his dynamic team in an open and transparent manner. Shakti Pumps has achieved various accolades and accreditations under Mr. Patidar's able leadership. Some of them are BEE 5-Star rating for energy efficiency for its 260+ pump models and UL certification for product safety & reliability which helps the company to enhance market acceptability in US, Canada and other developed countries. In 2012, the company was conferred with Best SEZ Exporter Award and 2nd Runner-Up Award in the Manufacturer Exporter categories considering its outstanding export performance, by ECGC (a Government of India Enterprise).

Designing and development of new products, experimenting with new idea in designing and working on complex engineering challenges are his major interests.

**S**hakti Pumps, the manufacturer of India's first BEE 5 Star rated pumps, is renowned for producing stainless steel submersible pumps, energy saving submersible motors, vertical multistage centrifugal pumps, pressure booster, self-priming, end suction, open well and solar pumps in India. Founded in 1982, the company has grown phenomenally and become one of the few pioneers in the world to produce 100% stainless steel submersible pumps.

Owing to its dedicated efforts in R&D and technological innovation Shakti has emerged as a leading entity in the pump industry catering to domestic as well as international markets with a notable reach of more than 100 countries. Today Shakti is among the best brands in the world, thanks to state-of-the art technology and continuous innovation.

The main focus of the company is to manufacture quality products matching global benchmarks with higher energy efficiency, better durability which are easy to maintain. With its diverse product portfolio, Shakti is catering to the world's water needs with steady growth year after year. Equipped with strong product verticals and international standards of technological excellence, Shakti Pumps (I) Ltd. has carved a niche amongst quality conscious users around the world.

An ISO 9001-2008 certified company; Shakti has a sprawling state of the art manufacturing facility with an installed capacity of 1 million pumps per annum which is strategically situated in central India at Pithampur in the state of Madhya Pradesh, India. Shakti manufactures diverse models of submersible

pumps and motors and other application pumps for a wide range of applications. Over the years, Shakti has seen a steady growth trajectory and has become one of the leading pump exporters in India apart from being a major player in domestic agriculture industrial segments as well.

With its advanced assembly line system, the manufacturing facilities are equipped with highly efficient



precision-equipments specialized in rolling out intricately designed and assembled superior quality products from the factories manned by skilled and talented manpower. A fully computerized testing division monitors the performance of every pump that is made, thus maintaining consistency in quality. As the farming community forms a major chunk of its end users, Shakti Pumps offers

comprehensive and reliable pumping solutions with superior quality and energy efficiency. The pumps are largely used for applications like drinking water supply, irrigation, industrial applications and processes, pressure boosting in high rise buildings and townships, rural/urban community water supply schemes, waste and sewage water treatments and firefighting.

Shakti's aim is to become the world's leading pump manufacturer attaining global benchmarks in pumping solutions. Its full-fledged R&D division is dedicated to research and development of innovative products with new materials, applications and processes. With an urge to succeed, Shakti continually innovates and introduces new products and pumping solutions that satisfy the market needs. Quality is the key in all SHAKTI products. This compels the company to focus on construction and design with special care while selecting materials and production methods. Shakti uses advanced fabrication technology and produces most of the components in-house, ensuring higher standards of quality.

The largest manufacturer of stainless steel submersible pumps is poised for further growth. With fully operational new units in Sector III, Pithampur Industrial Area & SEZ (Special Economic Zone) Pithampur, Shakti has units that can cater to different product groups to meet the needs of domestic as well as international markets.

The excellence in quality coupled with energy efficiency is the key that differentiates Shakti Pumps from its competitors and helps it to maintain leadership in global pump industry. – P. K. Balasubramanian

*For more information*

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