NEW PRODUCT LAUNCH
INFRASTRUCTURAL DEVELOPMENT

PRESTIGIOUS INSTALATION
TRAINING PROGRAM
TRADE FAIR & EXHIBITIONS
CSR ACTIVITIES
As befitting a company that believes in innovation and updating technologies, we are proud to announce the launch of a line of new products.

Backed by Italian technology, C.R.I. ventures into global waste water pump markets

Keeping abreast with technological trends is imperative to ensure success in any business undertaking. The recent acquisition of the four decade old Fabbrica Italiana pompe sommergibili Sri (FIPS), Milan, Italy, equips C.R.I Pumps to launch the complete range of sewage pumps, Drainage pumps, Mixers, Agitators, Auto coupling and accessories. With this, C.R.I will provide complete wastewater solutions to handle raw water, sewage, effluent, storm water and processed water in municipal, utility and industrial applications. C.R.I is one among the few pump manufacturers in the world to offer up to 800 Kw (1080 Horse Power) sewage pumps for handling huge volumes.

Special features:

- Optimized hydraulic design with vortex, cutter, mono & multi-channel impellers for challenging applications
- Offered in Stainless steel, Duplex, Super duplex, Hastelloy, Grey iron for most corrosive and aggressive applications.
- Equipped with IE2 / IE3 efficiency motors with H-Class insulation.
- Motor with thermal overload protection and IP68 protection.
- Oil probe sensors ensure proper lubrication and also to prevent oil contamination.
- Available from 500 to 3600RPM (2 pole to 12 poles) ranging from 0.5HP TO 1080HP
- In-built Grinder/Cutter features to cut solid particles
- Solid handling capacity up to 165mm
120 m³/hr, 150 m³/hr & 200 m³/hr Vertical Multistage Pumps are introduced to meet high head & higher flow requirements and to have complete ranges in Inline series at par with world standards. These pumps are available to use up to 110kW/150 HP Prime movers.

These pumps are made of casted Stainless steel Impellers and diffusers.
Greetings!

**Go Solar, Go Green**

I am glad to know that ‘Splash’ is indeed creating a splash among our customers and the response has been quite heartening. As you must be aware, our focus at this point in time is on tapping solar power as it is a consistent and major alternate to renewable energy sources in the future. By the end of 2016, research expects 64 gigawatts of solar PV to be installed globally, led by the United States and China with cumulative worldwide PV total to reach 321 gigawatts. Emerging markets will play a prominent role.

The world will install about 387 GW of photovoltaic (PV) capacity in the 2016-2020 period, with China, the US and India being the top three markets in terms of demand. In addition because of technology driven and innovations Global solar PV system pricing set to fall by 40% by 2020.

India is seen to solidify as a major market, boosting its share of the global market to 13% in 2020. Thus, India will install just as much solar in 2020 as all of Europe, GTM says.

Speaking of Europe, the decline that has been observed here in recent years will come to an end. GTM Research expects a turnaround, with Europe’s share of total deployment inching up to 13% in 2020 from 10% in 2016.

Installations in Latin America are to double in size this year and grow further through the end of the decade. Research guides for a compound annual growth rate (CAGR) of 28% for the region between 2016 and 2020. Brazil and Mexico, thanks to their auctions for clean energy, are expected to account for 7 GW each in that period, while Chile will rank third with about 4 GW of PV demand. Argentina and Peru are also emerging as strong demand markets.

All this is encouraging news and gives us the impetus to contribute in our own way to a cause that is dear to us because we believe that the world needs to tap alternate energy sources for more reasons than one and C.R.I. hopes to spearhead the movement at least in the pumping sector by harnessing the power of the sun for a better future.

**From the Vice President’s Desk**

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Infrastructural Development

In keeping with our efforts to serve our customer better and more efficiently, we have opened exclusive branches in Cape Town – South Africa own subsidiary in Benevento - Italy & Shanghai China.

We have also opened a manufacturing unit in Suzhou, China to manufacture Submersible pumps, Submersible motors, Pressure boosting pumps, centrifugal and Jet pumps cost effectively. This would also facilitate the supply to China’s domestic market much faster.
We have always made it a point to participate in trade fairs and exhibitions across the world as it gives us a wonderful opportunity to not only showcase our capabilities but also meet up with our customers and interact with them on areas of mutual interest. At the same time, it also facilitates faster exchange of developments in product, technology, innovations and what is the expectation of customers. C.R.I is the participant in all the Major trade fairs from NGWA US, MEC – Milan, to Canton Fair in China. It certainly was an experience to cherish.
CII Exim bank Africa summit - India

With Zimbabwe Ambassador

Asia water fair Malaysia

Batticola fair Srilanka

Ethiopia fair
Fenagua Brazil fair

FENASAN 2016 Brazil

Flowtech China fair
The success of our participation in trade fairs owes a lot to the support and efforts of our dealers who have been pillars of strength in our drive to establish our brand in a big way across the globe.
Training Programs
And Product Presentations

Developing an effective employee training program is vital to the long-term success of any business. Training programs provide multiple benefits for employees and the company, but only if they are carefully planned and properly implemented.

Our training program focuses mainly for customer satisfaction, how fast and effective to serve our customers and using technology to improve business faster.

New product presentations are continuous and an ongoing process. It is the seed for radical growth. This decade our focus is on high value industrial ranges, Itech series waste water pumps, Vertical Multistage pressure booster pumps and also on uPVC Pipes, cables and Solar pumping systems.

Installer Meet Al Ain

Hydroserv Training, Qatar
Major Installations

We have in recent times carried out major installations across the world – The Emirates, the cities of Johannesburg, Guangzhou etc. In fact we had the honour of installing our products in Disney World, Shanghai.

The outflow volume of our Vertical Multistage and Hydro pneumatic pumps has been quite encouraging and demonstrates the trust our customers repose in us.

Our I-tech series (Italian Technology) waste water pumps are another excellent range of products that are finding wider acceptance across Asia.
Disney Shanghai C.R.I. Submersible Pump installed for fountain functioning

Asia 3rd water scheme - Vertical Inline Pump Installed

Pumpset for Dumlupinar University water supply Turkey

Guangzhou China 14.5 kw - 3 no I-Tech Waste water pump Installation
ECN Dewatering Pumps in Crocodile farm

Guangzhou China

HVAC System Bil Logical E Ltd - ASIA

Hydro Pneumatic System Lanco Hills & Tech park - Asia

Water Treatment System installed at Ankara Prison

ZHEGZHOU China
Meeting Point

Our presence across Africa is quite well established, thanks to the untiring efforts of all the stakeholders involved in it, right from our wonderful team of people to the committed dealer network.

We are also a member and participant of all the Indo African Chamber of Commerce’s meetings and seminars.

We had a golden opportunity to meet Vice Presidents of Ghana, Nigeria, South Sudan during the Indo African summit in India. Ministers from Sri Lanka, Ethiopia and Zimbabwe Ambassadors visited our premises and various Trade fair stall.
African Officials visit to our premises

Counsellor Zambia High Commission

First Secretary-Economic Botswana High Commission

Ethiopian First Counsellor

With Ghana Vice President

With Nigeria VP & Ministers Team

With Srilanka TPT minister in our stall
Team Building And Motivational Programs

Building on employee strengths is much more effective in raising performance than trying to improve weaknesses. The strength of team lies in the individual and the strength of individual are in the team. To have a perfect understanding between members and to get rid of misunderstanding and to work towards the common focus goal, Play and programs were worked out. One such activity was the African team play...
Promotional Activities

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Greetings
C.R.I. PUMPS
Pumping trust Worldwide.

BETTER BY DESIGN
BETTER BY PERFORMANCE
NEW IMPROVED END SUCTION PUMPS FROM C.R.I.

END SUCTION PUMPS - LCW SERIES
Flow Range : 100~450 m³/h
Maximum Head : 8 bar
Maximum Temperature : 40°C

COMMITMENT RELIABILITY INNOVATION

PUMPS MADE FOR NIGERIA

COMMITMENT RELIABILITY INNOVATION

WHEN THE APPLICATIONS ARE CRITICAL
THE PUMP HAS TO BE C.R.I.

C.R.I. HORIZONTAL SPLIT CASE PUMPS
FOR CRITICAL APPLICATIONS ACROSS
A WIDE RANGE OF INDUSTRIES

Applications:
- Water Supply
- HVAC
- Rooftop Tower
- Fire Fighting
- Water Circulation
- Waste Water
- Irrigation
- Industrial

Specifications:
Flow Range: 0~3600 m³/h
Head Range: 0~200 m
Power Range: 0~3000 kW

COMMITMENT RELIABILITY INNOVATION

INcredible PRESSURE!

MULTISTAGE PUMPS
MORE EFFICIENT WITH INNOVATIVE CONTROLLERS

COMMITMENT RELIABILITY INNOVATION
In Shop Branding

Good Shop ambience provides confidence to customers. Brand promotions are one of the 4 P of Marketing Mix. Every Brand has its association with an image and this image gets registered in the minds of the customers, when they feel it is necessary for the companies to keep those images alive. The basic idea is that people hesitate to buy what they don’t experience. Shop atmosphere significantly enhances customer’s impression about the shop & give confident. So we take this idea and focusing to improve our Channel Partner’s shop ambience and assure confidence for them.
Loyalty Program

We work in close interactions with our distributors and dealers and as part of our loyalty program endeavours have initiated various measures to build better relationships as well as generate better sales.
A series of effective ads were released in select markets to communicate ours standing as a company that cares for the customer and provides innovative solutions.
CSR Activities

Wherever we go, we are committed to fulfil our social responsibility

As a concerned and responsible corporate citizen, C.R.I. always operates with a sense of commitment to the society at large and the community that it is an integral part of. The company has set up charitable trusts to cater to the needs of the less privileged. Everyone, from the top level management to the workforce are committed to respond positively to social causes and always sees themselves as responsible social activists to bring about positive change. In areas of education, agriculture and community welfare we have always played an active part.

Our CSR activities extend across all the places we have established ourselves. We believe that people everywhere are the same facing the same problems and issues and it is our responsibility to provide support to the communities we are part of. For instance, we have presented safety life jackets in Kenya, brought comfort and succour to orphans in South Africa, organized Christmas celebrations to children in Africa and more!
Motivation & Aiding programs for local Government Schools

Safety life jackets presented in Kenya

Go Green Campaign

Drinking water projects in rural schools