The power to bring about change. The power to get things going.
The power to innovate. The power to take on any challenge. The
power to see the larger picture without missing out on the details.
The power to marshal our energies together to make things happen.
The power to do. Factors that add muscle to our claim and strengthen
our hands to take on any turnkey project anywhere in the world and
deliver results. C.R.I. Projects provides complete solutions in areas we
have proven expertise - Water supply, Waste Water treatment, Irrigation,
Agriculture, Mining, Power, Building Services & Green Energy apart from
civil constructions. We have the experience and the expertise to back our
efforts and the combined strength of a group that is one of the leading
names in providing pumping solution worldwide.
ENERGY

Energy

Green Energy

Solar

Wind

Hydroelectric

Bio Diesel

Biomass / Gas

Diesel Generator (Diesel / Oil fired)

Coal Fired

Solar lightening system

Solar pumping system
MISSION

C.R.I. Projects seeks to provide viable and result oriented solutions in our areas of expertise to benefit our business partners by putting all our considerable resource to work, bringing in innovation, teamwork and commitment for a common empowering technologies and in the process emerge as a world class company. We believe the synergy of enlightened leadership and customer focus would help us achieve set targets and organic growth to benefit customers, employees, vendors and other business associates and truly emerge as a partner in progress for all concerned.

VISION

To be a trusted and true global player in our area of expertise leveraging on our already existing group strengths as a world class pumping solutions provider. To build a strong customer base across the globe and set new standards in providing solutions and executing turnkey projects by bringing in innovations and new modes of thinking that would impact growth positively. To create new road maps that would speed up the process for the company to take on newer challenges and opportunities.
THE POWER OF COMMITMENT

By staying on the cutting edge of pump technology, by bringing in innovations that impact quality & performance, by helping turn barren acres into fields of plenty, by ensuring the even flow of water in the pipelines, by responding to meet the pumping solutions for various applications, by bringing our expertise to the fore through turnkey projects, we see ourselves not just as solution providers, but as agents of change committed to deliver results.

C.R.I started small but with a big vision. And when you have the strength of purpose, grim determination and a commitment to be the best by your side, making your mark is but inevitable.

The C.R.I success story began in the year 1961 with the manufacture of irrigation equipment at an in-house foundry with very limited facilities. There has been no looking back since then. Today, C.R.I. is one of the leading names in the manufacture of pumping systems globally with the vision and the capability to be counted as one among the top global pump companies in the years to come. In fact, C.R.I. has extended its scope of influence to provide solutions for Pumps, Motors, Valves, Cables, Pipes and other Accessories to give customers quality across the line.
C.R.I. is the only pump company in the world with independent manufacturing facilities for Iron & Steel Castings, Valves, Cables, Column Pipes & Control devices. This include the manufacture of Butterfly, Gate, Globe & check valves with range of 25mm to 600mm and the entire range of cables in all standards. In fact, the setting up of Strategic Business Units (SBU) is investments that will bring under C.R.I.'s aegis total control in terms of quality and productivity. Another key area that C.R.I. has made major investments in is casting. The sophisticated in-house Steel & Iron foundries are core strength and contribute immensely to the quality of the products. Small wonder, that C.R.I. is seen as not just a pump manufacturer but as a solution provider.

As a customer oriented company, C.R.I. is committed to offer the highest quality customer care in the industry and providing a global network of excellent technical support, facilitated by service centers world over.
THE POWER OF PRESENCE

C.R.I. has a presence across 120 countries served by 6 subsidiaries in strategic locations catering to diverse customer profiles including Residential, Agriculture, Industries, Building services, General Water supply, Mining, Oil & Gas, Sewage & Waste water and Coal Bed Methane applications. Another key area where C.R.I has proved its mettle is in pioneering the design and manufacture of energy efficient pumps. C.R.I. Pumps is today the number one company with the highest models of 5 star rating energy efficient pumpsets in India.

The fact that C.R.I has found acceptance across 120 countries worldwide is a measure of our standing in the global context. It has not been easy. To break into the highly competitive global market is easier said than done. But quality, obviously, knows no boundaries.
To serve the overseas markets, C.R.I. has set up 6 subsidiaries in South Africa, Brazil, Turkey, Spain, UAE and China with a distribution and service network of over 5000 dynamic partners who share our vision and unique customer focus. What’s more, there are over 1500 service centers across the globe to provide immediate support at all times wherever C.R.I products are sold.

The picture that emerges is of a company that started small but today is a force to reckon with not only in India but across the globe.
THE POWER OF INNOVATION

Powered by technology and the spirit of innovation, C.R.I has always set the benchmark when it comes to quality and performance. C.R.I has what it takes – experience, expertise, commitment and a clear vision – to be a precursor of change, an innovator of new technologies and a standard bearer for quality.

For over 5 decades C.R.I has always responded to change with a sense of mission and commitment that has translated into product offerings specific to customer needs. What’s more, we have most often preempted the changing market dynamics by staying proactive and providing solutions that more than meet customer requirements. The development of 100% stainless steel pump sets, one of the very few in the world, bear ample testimony to our prowess.

Today, C.R.I is a multi-winged organization that produces different varieties of pumps and motors that are engineered to perfection. The name C.R.I. itself encapsulates the company’s ethos: “Commitment, Reliability, Innovation” and it has now become a household name associated with pumping solutions.

Needless to say, behind this legendary growth lies the untiring, innovative, enthusiastic and dedicated team work. And, of course, a flawlessly maintained value system too.
When it comes to fluid management systems, C.R.I. is right on top. Applied engineering expertise and capabilities coupled with exceptional service and customer support ensures that C.R.I. would stay right there in the years to come.

R&D plays an important role in the manufacture of Pumps & Prime Movers. In fact, right from inception, C.R.I. has put its emphasis on developing ingenious, innovative technologies using best software in the industry to ensure that customers get cost effective pumping solutions. The R&D activities cover a wide range of processes right from design to manufacture. In fact, the testing parameters are thorough and extensive and carries out tests of pumps up to 7000m3/h with sophisticated data acquisition, signal processing, parameter calculation and control systems.

The R&D facilities are one of the best in the world and are equipped with the latest in technology for research and design. A skilled and dedicated staff, materials knowledge and well-equipped facilities are the prerequisites for the continued successful development and refinement of C.R.I. pumps. R&D takes pride of place in the scheme of things for another simple reason, C.R.I. has a commitment to meet the needs of the customers through continual product development and improvements both of human resources and production processes.
THE POWER OF EXPERTISE

Central to C.R.I.'s presence as a world beater is the manufacturing facilities which showcase the very best in the field. The Infrastructure of C.R.I. is comprehensive with state-of-the-art machineries and a high potential R&D wing, in multiple locations completely integrated to ensure clockwork efficiency in production. The production environment is accredited with ISO 9001 & 14001 Certifications.

Leadership position compels C.R.I. to assume certain responsibilities. Continuous product improvement - in terms of quality, consistency, and economic value to the customers is a top priority. The challenge is not only to proactively adopt global product development innovations, as well as knowledge and technology transfer, but also to adjust products to the specific needs of the customers both in India and the world. C.R.I. also strives to supply complete support and service, in addition to a portfolio of products. This approach constitutes the foundation for mutually strategic long-term relationships with the customers.

THE POWER OF CONCERN

C.R.I. had incorporated green thinking and practices right from inception long before the idea of green began to take root. Cutting energy costs and reducing the “carbon footprints” from their facilities had been an integral part of the company ethos more than just a matter of policy. En route to promote Green Energy C.R.I. has introduced solar pumping solutions and constantly sets targets to ensure continuous improvement of environmental performance and assess key areas in which further improvement can be made.

This commitment is also evident in the products. Energy efficiency is a key concern and every single product contributes to substantially cut down energy consumption.
THE POWER OF PEOPLE

C.R.I. subscribes to the view that the quality of an organization is directly proportional to the quality of its people. Apart from the fact that C.R.I. encourages initiative and rewards performances, the company offers a wide range of programs for the employees to rise up to their potential. Regular training programs are offered to identify opportunities, enhance performance and maximize their long-term contribution to the organization. C.R.I. is committed to ensure a caring and supportive working environment for its staff. A positive atmosphere of open communication and the spirit of teamwork permeate the workplace resulting in a spirit of satisfaction in a job well done. As befitting our stature as a global player, C.R.I. celebrates its multi-cultural diversity by building bridges of understanding that infuses the spirit of togetherness among people of diverse backgrounds.
THE POWER OF RECOGNITION

In recognition of its pioneering efforts and contribution to the cause of progress and quality the group has been honored with so many prestigious awards including: Export Excellence Award for 10 years in a row (2003 to 2012) from EEPC, India. ITID Quality Excellence Award, National Quality Excellence Award, Udyog Patra Award, Rajiv Gandhi National Quality Award and Vikas Rattan Award. C.R.I. has also won the National Conservation Award (NEC) constitutively for two years.

THE POWER OF 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 we are an integral part of. The company, has set up a charitable trust to cater to the needs of the underprivileged. Among various social activities C.R.I adopted Government schools in various villages giving priority for improving the educational standards of the rural students in all aspects in order to develop more talented knowledge pool in the rural areas. This adoption program initiated by C.R.I has enabled thousands of students every year to get the advantages of education through comprehensive learning, better infrastructure, and educational tools, in addition to health, hygiene and sports facilities.

C.R.I encourages sporting activities by providing sports materials, nutritional supplements and financial aids to children who have flair in sports and sponsors the Annual Women’s Basket ball Tournament for C.R.I trophy which helped participation of over 6000 women players.
Another key area that the company has taken the initiative is in ground water harvesting to mitigate ground water depletion. Also C.R.I is actively involved in educating the public about the importance of preventing water pollution and water wastage though its extensive dealer network keeping the increasing need of water for future generation in mind.

C.R.I started Green India Campaign to play a conspicuous role in making the country green and organizes programs like distribution of saplings across the country through its well spread network, Mass rally/ awareness programs involving public volunteers. It also joined hands with various NGOs involved in and extend required support to protect the nature.

Besides making the farmers prosperous by supplying quality pumping equipments C.R.I encourages them to be more efficient and successful through C.R.I’s Best Farmer awards country wide. The awards are given to the farmers for best practices in water management techniques, high yield, organic farming, dry land agriculture technology and utilization of efficient farming mechanization.

As a part of developing social infrastructure C.R.I has built a Bio-mass gasified crematorium understanding the long felt need of the community in its home town.
THE POWER OF VISION

As the years go by, if the past is any indication, C.R.I. would grow from strength to strength, surmount any obstacle and always be a path breaker to lay the ground work for greater things to come, develop products that more than meet customer requirements and set the benchmark for quality and performance.

First things first

CRI is the first pump manufacturer in India to be honored with ISO 14001 & ISO 9001 Certification from BIS and are certified with CE, TSE, UR and UL. And the first to get the prestigious ISI mark for their Energy Efficient motors.

C.R.I. 60Hz motors are the first to be certified by UR (American Standard) in India and most of it’s 50Hz products have CE & TSE certification, which stand testimony for the quality standards and strength of research & development of C.R.I.

C.R.I is the first in India to launch Resin Filled Submersible Motors and the first company in the world to produce three types of Submersible motors.
All systems go

Fully mechanized and automated Steel & Iron foundries with latest technology with a capacity to produce 16000 metric tons per annum | 200,000 Sq. meter of covered area equipped with the latest machinery | Standard components manufactured through Robotics with high end CNC Machines for high accuracy and higher productivity | Futuristic R&D wing employing top-of-the line hi-tech tools and software
A world of pumps

Production capacity exceeding 1.5 million pumps and motors per annum.
More than 1500 varieties of water lifting pumps & motors to choose from.
Most of the components & accessories (cables, pipes, winding wires etc) produced in-house for better, integrated quality control systems

Well connected

- 6 subsidiaries
- Sold in more than 120 Countries
- 5000 plus channel Partners
- More than 1500 Authorized Service Centers across the world
THE PERFECT SYNERGY OF TECHNOLOGY AND DESIGN
Certifications
PANEL OF EXPERTS

Dr. T. NARAYANASWAMI,
ME, MSc., MBA, PGDip(HR), AMIEE., DEAS., Ph.D.,

EDUCATION:

a. Technical & Professional
ME - Master of Environmental Engineering,
AMIEE - Electrical Energy Engineers,
DEAS - Dip in Electrical Appliances & System
MBA - Master of Business Administration
MSc - Master of Science Envi & Ecology
PGDipHR - Post graduate in Human Rights

b. Doctor of Philosophy Ph.D - Doctor of Philosophy in Environment,

With vast experience of more than two decades in Infrastructure EPC Projects as top executive in, Business development, projects management, marketing management, International trading and secretarial functions in the corporate world,

Experience in Business development and handling infrastructure EPC projects Power, Transmission line and Substations / Roads / Water / Irrigation / Electrical equipment products & International projects at top the executive level.

Tendering domestic / international bids preparation, surveying, pre-tender feasibility reports, planning, scheduling, financial planning and materials management for successful operation of projects.

Projects estimation, documentation, cash flow preparation and execution for projects as executive head and successful commissioning.

EXPERIENCE GAINED :

Civil Works : Roads, Earth works, Dams & canals, Water & Drainage, Site developments
Electrical Works : Transmission & Substations-400kV to 33 kV, Rural Distribution & Industrial electrical, HT & LT cable laying 220kV to 11 kV.
Mechanical Works : Structural’s, Conveyers, Cooling plants, Boiler House, Thermal / Hydel Power Projects.
Project management & Consultancy.

LIST OF SOME OF MAJOR PROJECTS EXECUTED RECENTLY.
Project Management Services. IVRCL – Project Executive Advisor -765kV/400kV Power grid
Project- Rs. 310.00 Crores Project Management services. Icomm Tele Ltd – Project Executive Advisor – Rural electrification - NTPC Rs.990.00 Crores .Project Management Services.
Progressive Consn Ltd- Chief Executive – NHAI Roads and BOT Roads, Irrigation canals & Building Project. – Rs. 850.00 Crores.
ELECTRICAL PROJECTS. TRANSMISSION LINE

- 765kV Transmission line -127 KM – Power grid.

SUBSTATIONS.

- 230KV/33KV Sub Station - TNEB Vyasarpadi SS 400/220/33KV Substation- TNEB Karur SS - TN.
- EHV - UG Cable. 220KV UG Cable (1000Sq mm Cu). APTRANS CO – 46.00 KM 33KV UG Cable. TNEB/APCPDCL - 140.00 KM 11KV UG Cable. TNEB/APSPDC - 420.00 KM

DISTRIBUTION PROJECTS.

- Rural Distribution RGGVY Projects–Bhagalkot, Raichur & Belgaum.
- APDRP feeder separation Projects–Indore, Bhopal, Akola.

FOREIGN PROJECTS.

- SUDAN/SIERRA LEONE/GUINEA - AFRICA.

BHEL.


CIVIL PROJECTS.

- BOT Road- Madinakuda to Sangareddy. BOT- 31.0Km – Hyderabad. Road Construction Tambaram Bye-pass - 25KM NTPC-Paravada - Site development CUM- 5.50 Mn Water augmentation Project in Chennai. CMWCL Gravity sewage water modernization project CMWCL
- Water resource department .PWD Coovan river, Adayar river cleaning Irrigation- Krishna, Godavari canal modernization project AP State

Mr. GUNASHEKARAN .P

EDUCATIONAL QUALIFICATIONS:

M. Tech., PSG College of Technology 1977 – 1979
University of Madras
B.Tech., PSG College of Technology 1972 – 1977
University of Madras
LLB., Vivekananda College 1996 – 1999
University of Bangalore
Good at project preparation and implementation. Specializes in Turn Key projects and project Management. Consultant to few companies in Senegal, Sierra Leone and Mozambique. Main role being tender document preparation, identifying supply chains

- As a Consultant, implemented projects funded under Bilateral Agreements
- Oil Palm Plantation project in Mapoto, Mozambique. Project is implemented with funds from EXIM BANK OF INDIA
- Second phase of this project is under negotiation.
- Supply of Generating sets to Government of Sierra Leone, total capacity 6 nos. Assisted the Power project team from Hyderabad in preparation of Tender.
- Participated in tender for supply of Drilling rigs to Government of DRC and Burkina Fasu. With this experience assisted C R I pumps in preparation of Pre feasibility report on Water Drilling technology in Guinea Bissau.
- Cement Plant- 6000 TPD. Project funded under Ecowas. Location Bomako, Mali. As a project consultant helped the Malian Company in preparation of feasibility report, negotiation with Government and assisted the entrepreneur in identifying the Turn Key project Company. Total value of the project is $ 92 Million.
- Prepared a Potable water supply project
- National ID card projects in Rwanda and Uganda. Proposal submitted
- Farming and Cultivation of Rice, Maize and Sorghum- Project to be implemented in Togo. Offers prepared and submitted on behalf of Anil group from Ahmedabad. Total value of the contract is $ 15 Million funded by EXIM Bank of India. Anil group is the largest producers of Corn Starch and Tapioca
- Has got good contacts with Tamil Nadu Agricultural University and eminent professors in water supply and irrigation.
- Has got good contact with Nabard and Nabcons, a unit of Nabard Consultancy Wing.
- Good contacts with Agri Water supply and Power project companies in India and Africa.
- Good contacts in Institutions like EXIM Bank of India, Islamic Development Bank and AFDB

Mr. VELUSAMY P
Bachelor of Engineering – Civil
P.S.G College of Technology, Coimbatore 1975 batch

CAREER PATH
35 years of Service in Tamil Nadu Water Supply and Drainage Board (TWAD Board)
- Assistant Engineer (AE) 26-06-1975 to 07-01-1982, 7 Years
- Assistant Executive Engineer (AEE) 08-01-1982 to 20-02-02, 10 Years
- Executive Engineer (EE) 21-02-02 to 02-03-08, 6 Years
- Superintending Engineer (SE) 03-03-08 to 31-03-10, 2 Years
- Chief Engineer (CE) 01-04-10 to 31-07-10
EXPERIENCE GAINED

- Investigation, Design, execution and maintenance of all water supply schemes and underground drainage schemes
- Served in various places of Tamil Nadu to carry out the various water scheme projects. It includes the holding of highest position of “Chief Engineer” for Northern Region – Vellore District
- The number of districts controlled during the post of “CHIEF ENGINEER” is about 8 districts in the northern region and during the post of SUPERINTENDENT ENGINEER controlled the prestigious Coimbatore and Nilgiris districts.
- Exceptional skills in personnel, project management and Strategic planning

SELECTED ACHIEVEMENTS

- Major Schemes maintenance includes Pillur WSS, Siruvani WSS, Erode WSS, DPM WSS, UGSS to Nammakkal, Karur, Dharmapuri, krishnagiri, Villupuram, Cuddalore, Thiruvarur etc.
- Member in Athikadavu Avinasi canal scheme under the chairmanship of Dr. MOHANAKRISHNAN - successfully completed the project in time and submitted to GOVT.

During the 35 years of service supervised executed & maintained several schemes such as

- More than 1000 Hand pump schemes
- More than 1000 Individual Power pump schemes
- More than 50 CWSS (Combined Water Supply Schemes)
- More than 10 Major CWSS
- More than 5 Major Sewage Projects
- Including erection of De-fluoride plants to prevent fluoride disease such as Dental, Skeletal fluoresce.

IN COIMBATORE, TWO MAJOR SCHEMES EXECUTED AND COMPLETED SUCCESSFULLY

- Goundampalayam—Vadavalli—CWSS
- Kurichi—Kuntamuthur—Kinathukadavu—CWSS

Also maintained two prestigious mega schemes

- Pillur Water Supply Scheme – 125 mld
- Siruvani Water Supply Scheme – 110 mld

In addition, during the service the following underground sewage schemes were executed.

- Namakkal UGSS
- Thiruvannamalai UGSS
- Cuddalore UGSS
- Villupuram UGSS
- Karur UGSS
- Dharmapuri UGSS

In addition, worked as Technical Adviser (EE to District Collector)

The following schemes were executed.

- PMGSY – Roads
- Plastic – Roads
- Buildings
- Sanitary complex
- IAY, SGRY etc., – Govt aided schemes.
THE POWER OF ASSOCIATION

To power our drive to ensure that the very best in terms of services and technology are available to our customers, we have entered into MOU / EOI with leading players in the respective fields worldwide.

The Sumadhura Group

The Sumadhura Group was started in the year 1987 with the sole aim of undertaking Ground Water survey, Investigation, Drilling, tapping underground water for drinking, agricultural purposes, Pump Testing, construction of building, piped water supply systems and renewable energy projects.

“Sumadhura is recognized as one of the top 50 brands in Uganda”
ICOMM Tele Limited

ICOMM Tele Limited, a pioneer and leader, is one of the India’s largest product designing, engineering development and turnkey solution providers for the Telecom, Defense, Solar, Power and Infrastructure Sectors.

PROJECTS SUPPLIES AND ELECTRO MECHANICAL WORKS ACROSS THE GLOBE

Fire Fighting system.
WATER SUPPLY PROJECTS
IRRIGATION PROJECTS
OUR BANKERS

- **STATE BANK OF INDIA**
  Commercial Branch
  Trichy Road
  Coimbatore - 641 018.

- **IDBI BANK LIMITED**
  Specialised Corporate Branch
  The Excellence
  4, Fourth Floor
  No. 104, Race Course Road
  Coimbatore - 641 018

- **STANDARD CHARTERED BANK**
  Red Rose Plaza
  D.B Road, R.S. Puram,
  Coimbatore - 641 002

- **CITI BANK N.A.**
  Avanashi Road,
  Coimbatore - 641 018

- **HDFC BANK LIMITED**
  Classic Towers,
  1635, Trichy Road
  Coimbatore - 641 018.

- **HSBC BANK LIMITED**
  108, Race Course Road
  “Sri Vari Gokul Towers”
  Coimbatore - 641 018.

- **DBS BANK LIMITED**
  No.24, Yercaud Road
  Opp. Modern Theatres
  Salem - 636 008