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COMPANY PROFILE

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CHAPTER : II

COMPANY PROFILE

2:1 INTRODUCTION :

KIROLOSKAR BROTHERS LIMITED (KBL) in over one hundred years has pioneered the evolution of the "House of Kirloskar" as a force to be reckoned in the industrial scene of India. The KBL was started in 1888 and was incorporated in 1920.

It was the beginning of a new era of industrial technology in India when KBL began its activities with the manufacture of iron ploughs and chaff cutters and soon became the nursery of the nation's industrialisation. The fodder cutters and iron ploughs made by KBL created revolution in the agricultural methods and implements used in those days KBL foresaw the changing demand pattern and shifted its manufacturing focus. It branched into the fields of fluid handling and fluid control and soon became a leader in the manufacture of pumps and valves. KBL did not restrict its activities at this stage. It developed machine tools and hermetically sealed compressors. Today KBL is the largest manufacture

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of a variety of pumps, valves, computerised and numerically controlled machine tools, Hermitically sealed compressors and Agricultural Impliments in India.

KBL manufactures different types of pumps, valves, agricultural implements and machine tools at Kirloskarwadi, Hermetically sealed compressors at Karad and different types of agricultural pumps at Dewas in Madhya Pradesh. The registered office of the company is located at Pune. The Zonal and Regional Sales offices are located at Delhi, Bombay, Calcutta, Madras and Banglore. Making a begining with a small foundry to make iorn ploughs, today, they have three large plants together employing more than 5000 employees.

Kirloskarwadi plant is engaged in manufacturing of centrifugal pumps, valves, standard and CNC machine tools. The facilities inculde designs, Research and Development, Pattern Shop, Foundries, Machine Shop, Material Testing Laboratory, Non-Destructive testing equipment and Pump Testing Laboratories, all under the same roof at Kirloskarwadi.

2:2 ABOUT THE FOUNDER AND COMPANY :

The late Sri Laxmanrao Kashinath Kirloskar was born in 1868 in Belgaum district of Karnataka State. Right from childhood, he has a liking for studying mechanical subjects. So as to achieve this after completion of schooling, he came down to Bombay and did a course of Technical Draftmanship at J.J.School of Arts. On completion of this course, he got appointed as an assistant drawing teacher at VJTI, Bombay for a salary of Rs. 35/- per month. After a while he resigned the job, being denied his rightful promotion and started a small unit of his own producing pill boxes and buttons. It was during this period that Bombay was affected by plague in 1896 and he returned to Belgaum.

At Belgaum he first started a cycle repair shop with the assistance of his brother who was working as a school Teacher. This was the humble beginning of the partnership business of Kirloskar Brother.

In 1900 he began manufacturing of hard chaff cutters mobilising a small workshop. He got the cast for this from Bombay. Slowly he set up his own foundry.

In 1902 the Raja of Aundh entrusted him with a work of erecting a mandap in front of Yamai Temple at Aundh. He did this satisfactorily at a cost of Rs.65,000/- in 4 years. This hall got a capacity of 1500 people and a library in the upper gallery holding 12000 books.

In 1903 with the view of expanding his business, he shifted his workshop to Talakwadi on the outskirts of Belgaum. He designed and manufactured the first iron ploughs of India at this workshop, in 1905. This batch of 6 ploughs were unsold for 2 years. It was only when some farmers of Miraj bought this ploughs, that its utility was understood and spread. Thus that humble beginning from the first batch of 6 ploughs increased to 200 ploughs per annum. Within 14 years he could achieve the mile stone of producing and selling 40,000 pieces in a single season.

In 1910, the Belgaum municipality served a notice that the workshop must be shifted from Talkwadi within 6 months. It was at this juncture that the Maharaja of Aundh came to this rescue and offered him a loan of Rs.10,000/- and some land at a wayside railway station called Kundal Road. On

the eve of Holi that year he shifted his workshop on a 32 acre land and that is what is called Kirloskarwadi of today.

The piece of land which was a dwelling place of dacoits and snakes with the untiring efforts of Sri Laxmanrao and a bunch of 33 faithfuls who shifted from Belgaum with him could restart production in 1911. When this factory was 4 years, first world war broke out. Because of short fall in resources, the price of ploughs had to be increased from Rs.39 to Rs. 70. Hence to hang on to business he added some more ancilliary items to his product. The strength of work force went up from 50 to 800.

In 1920 the company was incorporated into a Limited Company with an authorised capital of Rs.1,00,000/-. Since then using the latest technology of manufacturing and marketing they started manufacturing different types of pumps, valves, agrigultural implements, sugar cane crushers, improved ploughs, chaff cutters, and many other items. In 1958 they entered into technical collaboration with M/s. Sulzer Brother Limited of Switzerland.

Recently, the company won a \$ 10.4 million

(Rs.270 million) order for pumping equipment from Egypt against global competition. This is the largest ever single contract won by the company. In 1991 the company won a Rs.160 million contract against stiff international competition from Bombay Suburban Electric Supply Limited for cooling water pumps for its Dahanu Thermal power plant. To meet this requirement, they introduced the concrete volute pump technology into India.

2:3 EXPANSION AND DIVERSIFICATION :

The new plant at Atit~~t~~ near Karad has commenced its production of compressors in the year 1992. The project for manufacturing submersible pumps under licence from Ebara Italia, S.P.A. in a new plant being erected in Shindewadi, near Shirwal is progressing.

The company has decided to enter a non-industrial area for its diversification plan "Sericulture". It has floated a new company called "Kirloskar Silk Industries Limited" for sericulture operations, from growing mulberry to spinning silk yarn. This is not a radical departure for a company which began its life as a manufacturer of agricultural implements to turn the soil. And from

"Soil to Silk" has been the new step taken by the Company.

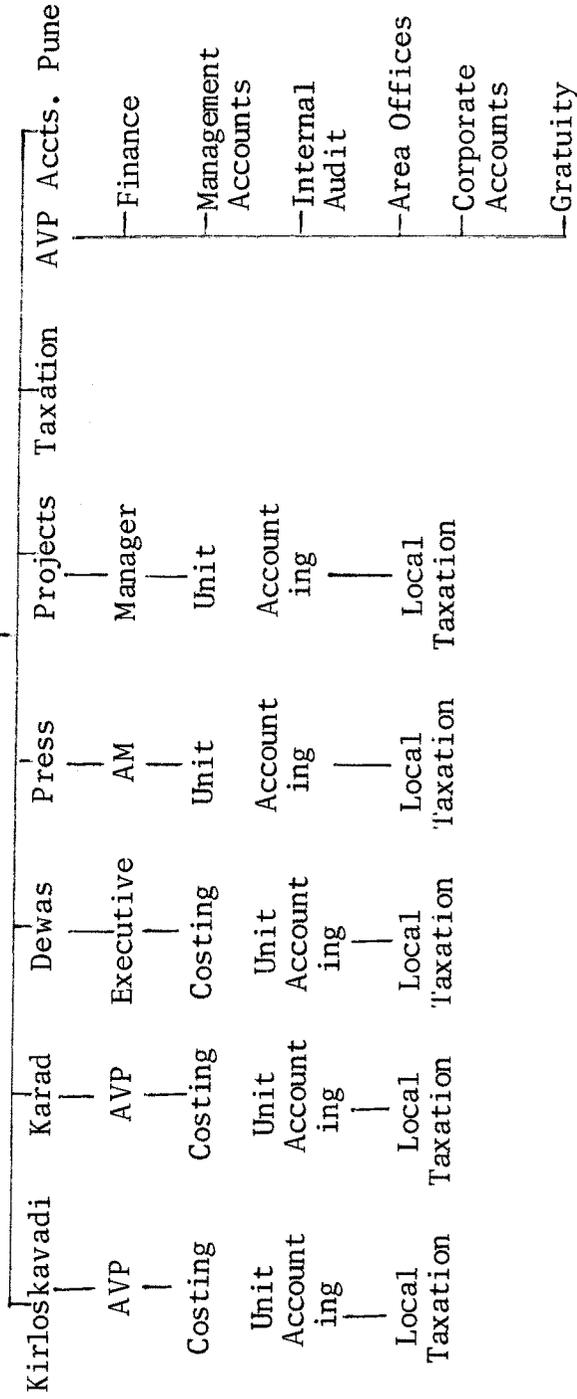
The company has an excellent marketing network throughout the length and width of the country. It comprises of 10 Regional Offices, 12 Stocking Centres and more than 450 dealers all over the country. The required sales and services is promptly effected through these channels. The annual production has launched the figure of Rs.840 million in the year 1991-92.

2:4 ORGANISATION AT A GLANCE :

Having expertised in the field of mechanisation of agriculture, in India, KBL dosen't lack behind in the field of its company management. The organisation of KBL is expertly set up so as to attain optimum results. It is so well planned that no area is left lacking. The organisation chart produced below show how the diversification is done at KBL, so as to yeild quality results.

CHART NO. 2

VICE PRESIDENT (Finance)



2:5 FINANCE DEPARTMENT OF KBL :

As the study is limited to accounts department, the detailed functioning of this area is dealt with effectively.

The accounts department of KBL, Kirloskarwadi, is ably headed by Sri S.W.Joglekar as the AVP, Account's and equally supported by Sri V.S.Desai as Senior Manager, costing and the team of Sri M.M.Naik, Sri S.B.Sampurkar and Sri H.S.Kulkarni in the capacity of Manager Accounts. Assisting the above mentioned experts, the accounts section of KBL, Kirloskarwadi got a team of around to subordinates who together comprise the accounts section in totality.

The organisation chart of Accounts Department of KBL, Kirloskarwadi, produced herewith, show the diversification of this departments functioning.

2:6 FUNCTIONS OF ACCOUNTS DEPARTMENT AT UNIT LEVEL :

- 1) Costing.
- 2) Unit Level Accounting such as sales billing sales ledger, purchase bill passing, purchase ledger, depot ledger, employees advance ledger, income expense and general ledger, capital goods, sales tax, pay section, provident fund, cash and bank operations, management information and budget restricted only upto unit level including cash flow, preparation of final accounts for the unit.
- 3) Sales tax, Provident Fund.
- 4) Submission of unit level information to corporate finance department at H.O.

Functions of Corporate Finance Department :

- 1) Income Tax - Compliance, returns, assessments, planning.
- 2) Raising of Finance - banks, financial institutions, inter corporate deposits, fixed deposits from public, loan from share holders, debentures. Submissions of various returns and statutory information to lending institutions including CAS.

- 3) Management Accounts - Consolidation of Budgets prepared by units. Consolidation of monthly reports submitted by units. Involves scrutiny and modifications.
- 4) Internal Audit Function.
- 5) Area offices accounting. Control over Area Offices.
- 6) Corporate Accounts - Similar to unit level accounting but restricted only upto HO level. Consolidation of final accounts received from units duly audited. Statutory Audit issuing accounting instructions.
- 7) Gratuity Section.

2:7

(KBL by way of its excellence performance in all fields of activities viz. quality std. maintainance etc. earned a good lot of nationally and internationally renound customers. This was possible only because KBL stood for what it advertised and also by the backing of their welll knitted marketing depts successful functioning some of the leading customers of KBL Ltd. are listed here under.) *Cancelled*

2:7 OUTSTANDING ACHIEVEMENTS :

ISO:9001 CERTIFICATION :

On Sunday, August 11, 1991 the Kirloskarvadi unit received the coveted ISO:9001 certificate. The certificate was awarded to this unit after a stringent assessment of Quality Management Systems by BUREAU VERITAS QUALITY INTERNATIONAL, U.K.

ISO:9001 is the most comprehensive of the ISO:9000 series of standards formulated by International Organisation for Standardisation. The standard has as its main objective - TOTAL CUSTOMER SATISFACTION.

KBL, Kirloskarvadi is the only multiproduct, multitechnology company of its kind in India to bag this certificate. KBLs is a unique plant employing diversified technologies to manufacture a wide range of pumps, valves, machine tools and CNC machines. The technological mastery of this unit is reflected in its indigenous development and production of CNC machines to meet customers' needs.

Other than this the company bagged many a prestigious awards for their outstanding performance in every field of their productional activities. Some of those achievements are enlisted here under.

- 8) Certificate and Trophy for "Second Prize" in "Ravi Kirloskar Quality Award" competition in Kirloskar Group of Companies.
- 9) Trophy from Sangli District safety committee for "Best House Keeping".

2:8 EXPORT NETWORK :

KBL products are exported to more than 61 countries. From a modest beginning on the export front sixteen years back, to day, it amounts to Rs.160 millions. This is almost 20% of KBL's manufacturing turnover. The exports are growing at a faster rate.

FEW IMPORTANT EXPORT ORDERS :

1. KBL is regularly supplying CKD components of about 1000 pumps every month to our associates in United Kingdom and United States of America.
2. KBL has supplied 60 Nos. multistage type RKB pumps and 6 Nos. end suction type DB pumps with diesel engine and electric motor to Water supply and Sewerage Authority, Ethiopia.
3. KBL has supplied 6 Nos. vertical turbine pumps type BHM-30 single with 45 kw motor at 985 rpm to GARPAD CAIRO, EGYPT for irrigation.

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The list of the countries is given below :

Abu Dhabi	Haiti	Russia
Aden	Holland	Singapore
Afghanistan	Hongkong	South Vietnam
Australia	Indonesia	Srilanka
Bahrain	Iran	Sudan
Bangla Desh	Iraq	Saudi Arabia
Bhutan	Ivory Coast	Syria
Burma	Kenya	Tanzania
Canada	Kuwait	Thailand
Central African Republic	Libya	Turkey
Doha	Malaysia	Uganda
EI Salvador	Malawi	United Arab Emirates
Ethiopia	Mauritius	United Arab Republic (Egypt)
Fiji	Muscat	United Kingdom
Finland	Nepal	United State of America
France	New Zeland	Germany
French Guyana	Nigeria	Yemen
Ghana	Panama	Yugoslavia
Guatemala	Philippines	Zembia
	Peru	

KIRLOSKAR BROTHERS LIMITED, KIRLOSKARVADI.

OUTSTANDING ACHIEVEMENTS

- 1) Certificate of approval from "BVQI" for quality management systems in accordance with requirements of ISO:9001 - 1987.
- 2) Certificate from "Ministry of Commerce - Govt. of INDIA", New Delhi for recognition as Export House.
- 3) Certificate & Trophy From "Institute of Directors", New Delhi for "National Quality Award" 1991.
- 4) Recognition certificate from underwriters laboratories INC for our centrifugal fire pumps and vertical tubbine pumps.
- 5) Certificate and Trophy From "The Institute of Indian Foundrymen" as winner of "MKRC Award" for the best energy efficient foundry.
- 6) Certificate from "Central Boilers Board" for well known foundry.
- 7) Certificate and Trophy for best performance in energy conservation for 1989-90, for Kirloskarvadi Unit, of Kirloskar Brothers Ltd.

2:9 NAMES OF CUSTOMERS

KBL Kirloskarwadi, by way of its excellent performance in all fields of activities like quality, standard maintainance etc. earned a good lot of nationally and internationally renowned customers. This was possible only because KBL stood for what it advertised and also by the backing of their well knitted marketing departments successful functioning.. Some of the leading customers of KBL are listed here under.

TABLE NO. 2:1
TABLE SHOWING NAME OF CUSTOMERS OF KBL.

Sr. No.	Name of Customer	Machine Type
1.	Bharat Earth Movers Ltd, Kolar Gold Field, Bangalore.	CNC-120 VBM with live spindle authomatic tool changer (ATC) and automatic pallet changer (APC).
2.	KSB Pumps(I) Limited, Chinchwad, Pune.	CNC-350 VBM with Lwo heads -- i) CNC head, ii) Manual head.
3.	Kerala Hi-Tech, Trivendrum.	1) CNC-150 VTL. 2) CNC-250 VTL.
4.	Audco India Ltd., Madras.	CNC-65 VTL.
5.	Hindustan Motors, Hosur.	CNC-65 VTL.
6.	Ordinance Factory, Medak(AP).	CNC-100 VTL.
7.	Bharat Earth Movers Ltd. Kolar Gold Field, Mysore.	CNC Co-ordinate table. Sizes - 600, 900 and 1000 mm.

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|-----|--|---|
| 8. | Tata Iron & Steel Co.,
Jamshedpur. | CNC Co-ordinate table
size 900 mm. |
| 9. | Ashok Leyland Ltd.
Madras. | 1) VTL.
2) Vertical rotary
surface grinder. |
| 10. | Diesel Locomotive Works,
Varanasi. | 1) VTL.
2) Vertical rotary
surface grinder. |
| 11. | Tata Engg. & Locomotive Co.,
Pune and Jamshedpur. | VTL. |
| 12. | Laxmi Automatic Loom Works,
Hosur, (Karnataka) | 1) Keyway Milling Machine.
2) Vertical rotary surface
grinder.
3) CS type Herbert
drilling machine. |
| 13. | Godrej & Boyee Pvt.Ltd.
Bombay. | 1) Super shaper.
2) VTL. |
| 14. | The Bullard Co., USA. | VTL. |
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**2:10 DETAILS OF FEW OF THE PRESTIGIOUS
ASSIGNMENTS EXECUTED :**

Burn Standard Co.Ltd., Calcutta for M/s.ONGC. KBL have supplied 2 Nos offshore fire fighting package consisting of vertical turbine pump type BHR-35, 3 stage with Cummins make diesel engine alongwith pneumatic control panel, telescopic carbon shaft and flexible coupling between engine and gear drive, hydraulic starting system for standby manual operation. The pump was supplied in special

materials of construction. Castings were in SG Niresist material and shafting of K Monel.

Bharat Petroleum Corporation Ltd., Bombay :

- a) KBL have supplied 4 Nos vertical turbine pump typed BHQ-50 single stage for handling sea water. The material of impeller was stainless steel CF8M and bowl and column pipes were supplied in 13.5 to 17.5% Ni-Austenitic Cast Iron.
- b) KBL have supplied various Cast Steel Gate valves of C1-150 rating in sizes 400, 450, 500 and 600 mm with electrical actuator.
- c) KBL have also supplied fabricated tri-eccentric design type non-return valve of 800 mm with FRE lining for sea water handling.

Gujarat Narmada Valley Fertilisers Co. Ltd (GNFC) :

KBL have supplied 8 Ncs horizontal split casing pumps type 24UPII3 for cooling water application. The pump was tested with job motor of 960 kw and 742 rpm of 11 KVolts in our Hydraulic Research Centre.

Uttar Pradesh Irrigation Scheme for Zamania Pump Canal

KBL have supplied 8 Nos horizontal split casing pumps type 44UPH1A for irrigation. This is the largest pump ever made of its kind.

Indian Oil Corporation Ltd., Bombay.

KBL have supplied 40 Nos portable fire pumps type KPF1600. The total weight of the pumpset is 117 kgs. The pump is coupled with Nissan make 50 HP petrol engine and giving 1600 LPM flow at 7 bar pressure. This is the most efficient pumpset of such kind.

Tamilnadu Water Supply & Drainage Board :

KBL have supplied 6 Nos vertical turbine pump type BHR-50 with suspension length of 34.86 mm for raw water application and subjected to PDIL inspection.

Bharat Cooking Coal Ltd., Calcutta :

KBL have supplied 2 Nos multistage pump type RKB 250/46DK, 5 stage for coal mine application. The first stage impeller of this pump is of double suction type to achieve low NPSH requirement.

Cochin Ship Yard :

KBL have supplied vertical turbine pump type BHM-85. The impeller and shaft sleeves were of stainless steel CF12M and the casing and suction flange were of 13.5 to 17.5% Ni-Austenitic Cast Iron. The above components were subjected radiographic quality level of 2.

Bharat Heavy Electricals Ltd., Haridwar :

KBL have supplied Cannister type vertical turbine pump type BHRC-28 for condensate extraction application with low NPSH requirement. NPSH required at duty point was 3.0 m and at 120% of discharge of duty point was 3.5 m.

Municipal Corporation of Greater, Bombay. :

KBL have supplied various types of pumps and valves as listed below for various water supply schemes and sewage applications.

- a) Vertical turbine pump type BHQ-50.
- b) Mixed flow pump type MF 55-60EV.
- c) Non-clog pumps type NK 72-45V.
- d) Sluice valve size 450 to 1200 mm in pressure rating 6 bars and 10 bars.
- e) Butterfly valves of 600 mm to 2400 mm size in pressure ratings 6, 10 and 16 bars.

Uttar Pradesh State Electricity Board for Anpara Thermal Power Station. :

KBL have supplied 9 Nos BHQ-95 M pump with non-pullout design (size 1600 mm x 1600 mm) and of suspension lenth of 29.25 m. The pump was tested with job motor of 1825 kw in KBL Hydraulic Research Centre.

Nuclear Power Corporation of India Ltd.

i) A/c Kakrapar Atomic power project :-

- (a) BHRC-42 3 stage pump for condensate extraction application.
- (b) RKB 50/15L 3 stage pump condensate extraction application.
- (c) RKB 65/24 9 stage pump for boiler feed application.
- (d) KPD 124/26K and KPD 40/26K pumps for Reheater and separator drain application, respectively.
- (e) Butt welding ends cast steell gate/globe /check valves in sizes ranging from 50 mm to 600 mm and of class-150 and 600 rating.

ii) A/c Madras Atomic Power Project :-

BHMa-83 single stage pump for sea water applciation.

iii) A/c Kaiga Atomic Power Project :-

- (a) BHMa-87.
- (b) KPO 50/26 and KPD 100/40 pumps for reheater

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- (c) KPD 100/40N and KPD 50/26 pumps for separator drain and condenser transfer application.
- (d) Butt welding ends cast steel gate/globe/check valves in sizes ranging 50 mm to 350 mm and of class-150, 300 and 600.

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REFERENCES

CHAPTER II

- 1) Annual Reports of Kirloskar Brothers Limited, from 1989-90 to 1992-93.
- 2) Reports from Deccan Manufacturers Association, Sangli.

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