“Manthan Strategy”

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Company Profile:
ABC Projects Limited, a company with a 1600 Cr turnover is operating in India & Overseas. The company is having its main product as pumps and are masters in total EPC Projects. The company is having 3 operating plants in India, 2 out of India and 6 Regional offices all over the world. The company has its Head Quarters in Delhi. It is a market leader in fluid management that provides complete fluid management solutions for large infrastructure projects in the areas of water supply, power plants, irrigation, oil & gas and marine & Defence, etc. The company Develops, Designs, manufactures various industrial, agriculture & domestic pumps. All the plants are ISO 9001 & ISO 14001, OHSAS 18001 and ISO 14000 Environment Standard certified. These plants apply Total Quality Management (TQM) tools using European Foundation for Quality Management (EFQM) model. Also, the plants are having state-of-the-art integrated manufacturing facility with all modernized Manufacturing division having CNC Automated Machines, Automated Foundry and Asia's largest testing facilities.

Business Verticals:
The Marketing and Manufacturing strategy of the company were working under 2 Business Verticals as mentioned below:
2. Large Pumps and related Projects.

The Process of Marketing, Execution, Design, Procurement, Manufacturing, testing, etc. were been handled separately under these 2 Verticals. The clients were directly approaching to the concern person in the above mentioned verticals and the enquiry was answered.

What was Manthan Strategy?
In 2006, the company Management decided to change the Business verticals from Horizontal & Vertical Pumps to 10 Verticals, i.e. classifying the business per the application of the Pumps. i.e. the following business verticals were made.
1. Power
2. Water
3. Irrigation
4. Industry
5. Building & Construction
6. Distribution
7. Marine & Defence
8. Oil & Gas
9. Valves
10. Customer Service & Spares

Power:
The Power sector's focused on providing complete pumping solutions from boiler feed to circulating cooling water applications to power plants. It also included the state-of-the-art Canned Motor Pumps.
**Water Resource Management (WRM):**

WRM business would cater requirement in India and abroad or executing EPC projects for 'Water Supply' and 'Sewage & Water Treatment' plants-WRM does it all! Growth in population & urbanization has many opportunities in store for the sector. With its rising strength in 'Desalination', WRM has geared up to enter this less-ventured field.

**Irrigation:**

The Irrigation sector provides fluid handling solutions for Irrigation schemes and offers best suitable pumps and valves for the irrigation. The fluid handling solutions helps many countries and states to achieve food sufficiency. The Irrigation sector closely works with National and State Irrigation Departments. The Irrigation sector has executed many projects in India and abroad.

**Industry:**

This business vertical deals with pumps and pumping solutions that are required by process industries along with water supply demands. It covers all the segments including Engineering Steel, Paper & Pulp, Textile, Sugar, Chemical, Food and Beverages, Cement, Mining, Pharma, Tyre, Automobile etc.

**Building & Construction:**

This sector caters to all Water, Sewage, Heating Ventilation Air-Conditioning and Refrigeration Systems, Pressure Boosting Hydro-Pneumatic Systems, Fire Fighting requirements of infrastructure, constructions, residential buildings, multiplexes, housing boards, shopping malls etc. The key focus of this sector is upcoming infrastructure projects i.e. airports, metro rail projects and large size townships.

**Distribution:**

This sector deals with our widespread dealer and distributor network across the country. The Distribution sector covers the requirement for Domestic, Agriculture and Industrial segments for different applications.

**Marine & Defence:**

“Marine & Defence” has been formed exclusively to cater to the requirements of Marine and Defence sector including Indian Public Sector Undertaking (PSU) Shipyards, Indian Navy, Indian Coastguard, Indian Army, Indian Air force, Ordnance Factories, Civil & Marine Ships, MES and all other Defence establishments.

**Oil & Gas:**

Oil and Gas sector caters directly to the demands of local customers and, through International Regional Offices, for global customers.

The sector itself is bifurcated into segments such as Refinery, Fertilizers (Only Water & Utility Applications), Petrochemicals, LNG/CBM/Shale Gas Terminals, LPG/Product Storage, Pipelines & Terminals, Gas Gathering Stations, Offshore, Fire Fighting Pumps (For all sectors except Industry & Building & Construction). This is to identify the potential of ongoing and upcoming projects, allocate resources, market and execute the sale orders.

**Valves:**

ABC Projects Limited is one of the pioneers in manufacturing various types of valves in India. It is the first Pump & Valve manufacturer in India to be accredited with ISO-9001 Quality Management System. In addition, it is also accredited with ISO 14001 Environmental Management System, OSHAS 18001, Health and Safety Management system, ISO 50001 Energy management system certification by BUREAU VERITAS.
Customer Service & Spares:
This sector provides after sales services and spares required by customers. Here we also support and help customer for onsite installation of pump sets to ensure proper operation. They have more than 400 service dealers & centers across the country to cater to customer needs.

Effect of Manthan Strategy:
Both Marketing and Execution person were a part of each Sector. After Manthan Strategy was implemented there were some Merits and Demerits as follows:
- With this change the business became more focused in each of the sector. The Marketing/Execution representative attended the enquiries of the customer irrespective of the Pump Type i.e. Small & Medium Pump or Large Pumps.
- More no. of enquiries/opportunities/ lead in the market were generated due to limited area and more no. of enquiries were converted into order.
- Separate focus on Distribution sector resulted in more connectivity to the dealer network and increasing sales through them.
- Due to this all the people were needed to trained on the requirement of all types of Pumps.
- A large no. of skilled technical persons was required to be hired to cater to these requirements.
- Sometimes, there were chances of getting the same enquiry attended by the different sector persons. i.e. if an Industry sector person visits a customer for a requirement and at the same tome a Power sector person meets the customer for the same.

Annual Sales data during the Manthan Strategy for 5 financial years:

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<th>Sr. No.</th>
<th>Financial Year</th>
<th>Annual Sales (Millions)</th>
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