

C.R.I.
SPLASH
Magazine

VOLUME 9 | ISSUE 17 | FEBRUARY 2022



FOR PRIVATE CIRCULATION ONLY

AN IN-HOUSE MAGAZINE

C.R.I. Wins Again
THE NATIONAL ENERGY CONSERVATION AWARD 2021
For The 7th Time And 5th In A Row From
The Government Of India



Shri. G. Selvaraj, JMD of C.R.I. Pumps received the Award from Shri. R.K. Singh, Hon'ble Union Minister

**C.R.I.'s Energy-efficient Pumps,
Has Saved A Whopping 21,500 Million
Units Of Electricity For Our Nation**



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



MILLIONS OF
HAPPY
CUSTOMERS
ACROSS
THE
GLOBE



- Canny Technology
- Energy Efficient
- Excellent Performance
- High Durability



C.R.I. PUMPS • PIPES • WIRES & CABLES • SOLAR

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C.R.I. WINS AGAIN THE NATIONAL ENERGY CONSERVATION AWARD 2021 FOR THE 7TH TIME AND 5TH IN A ROW FROM THE GOVERNMENT OF INDIA

**C.R.I.'s ENERGY-EFFICIENT PUMPS,
HAS SAVED A WHOPPING 21,500 MILLION UNITS
OF ELECTRICITY FOR OUR NATION**

C.R.I., the leader in Energy-Efficient pump manufacturing, wins the Prestigious National Energy Conservation Award, for the 7th time and 5th in a row, from the Government of India

C.R.I., wins the National Energy Conservation (NEC) Award for the 7th time, becomes a pioneer in the world of pumping industry for manufacturing energy-efficient pumps.

C.R.I., one of the largest pump manufacturers, wins the prestigious National Energy Conservation (NEC) Award for the year 2021. C.R.I. received this award for the 7th time and 5th in a row.

Energy conservation is a widely debated and discussed topic globally, but C.R.I. Pumps goes one step ahead and walks the talk. With the widest range of energy-efficient products, C.R.I. has saved a whopping 21,500 million units of electricity for our nation.

C.R.I. has a well-built portfolio of carefully designed products for the pumping industry and it has installed above 2 million star rated pumps and 50000 IoT-enabled solar pumps across the nation, helping industrialists, builders, farmers

and residents to achieve a significant saving on electricity consumption & money.

While receiving the award from Hon'ble Union Minister of Power and New & Renewable Energy, Shri R.K.Singh, Mr G. Selvaraj, Joint Managing Director of C.R.I. and the proud recipient of the NEC Award, said, "This is the seventh time C.R.I. has won the prestigious NEC Award for offering the most energy-efficient pumps, thus helping our consumers save a significant amount of energy. I feel extremely proud to say that this year is our fifth time in a row. The company is thankful to the Government of India, Ministry of Power for recognising our efforts towards saving energy. And on behalf of the company, I would like to say that we are deeply indebted to the relentless efforts of our engineers at our FLUDYN R&D

Division and every stakeholders for bringing the best out of us.”

To highlight a few of the Group's achievements, C.R.I. is one amongst the few companies that invest a great number of resources in Internet of Things (IoT) enabled Smart Pumps to save environmental resources like energy, water, time & money and so far, has supplied over 60,000 IoT-enabled Smart Pumps. These pumps can be operated & monitored from a remotely through mobile phones or auto programmed and are capable of eliminating the need of manual intervention.

C.R.I. also has made enormous contributions in creating awareness about harnessing solar energy in an effort to save non-renewable energy and has supplied above 50,000 IoT-enabled Solar Pumps that are made of cutting-edge technology with A.C. and D.C. motors. When durability is taken into account, C.R.I. Stainless Steel Pumps are also well-known in the solar segment.



Pumps - Pipes - IoT Drives & Controllers
Wires & Cables - Solar Systems - Motors

About the Company:

C.R.I. ranks high among the world's fastest-growing fluid management solution providers with a wide global presence. C.R.I. offers Pumps, Motors, Solar Pumping Systems, Valves, IoT Drives & Controllers, Pipes and Wires & Cables. The Group has a diversified range of 9,000 products in its portfolio and is among the few to manufacture 100 percent stainless steel pumps in the world. C.R.I. products are sold through 20,000 outlets spread over 120 countries backed by 1,500 service centres worldwide. The company has 21 manufacturing facilities across the globe and has made acquisitions in the U.K. and Italy. The R&D division - "Fludyn Advanced Technology Centre" is recognised by the Ministry of Science & Technology. It has been India's top Exporter; winner of EEPC (Engineering Export Promotion Council) award 15 times and also won National Energy Conservation (N.E.C.) award seven times.

C.R.I. Fluid System products cater to diverse segments such as:

Water & Waste Water, Solar, Pressure Boosting, Building, Fire Fighting, HVAC, General Industries, Mining, Power, Marine & Defence, Chemical & Process, Food & Beverage, Agriculture & Residential.

NEW PRODUCTS

C.R.I. Pressure Booster System

Salient Features

- Ensures even pressure at all the water outlets
- Automatic ON & OFF pump while opening & closing of taps
- In-built thermal overload protector, protects motor from overload fault
- Lesser running cost than the conventional systems
- Factory tested system and supplied as a package

Technical Specification

	Brisk	Tiny Force
Power ranges upto	1.5HP	0.5HP
Flow upto	8 m ³ /hr	2.2 m ³ /hr
Maximum pressure	5.5 bar	3.0 bar
Liquid temperature upto	90°C*	33°C

* Only for selected models

BRISK



Pressure
is **PLEASURE**

TINY
FORCE



MOC - Pumpset

Part Name	Material
Pump Casing	Cast Iron
Rotor	Aluminium Die Cast
Motor Body	Aluminium Extruded
Motor Shaft	SS 410
Impeller	SS / CI / High Tensile Brass / Noryl
Mechanical Seal	Carbon & Ceramic / Silicon with Carbon

NEW PRODUCTS

C.R.I. Digital Control Panel



C.R.I.'s Nyra Panel Box is best suitable for submersible pumpset operation and it provides precautionary protection for pumps.

Nyra Panel Box has heavy type-2 pole contractor, which supports the pump for smooth operations in adverse conditions. The digital LED display monitors the pumpset fuctions and specially designed inbuilt MCB protects the pump from overload or short circuit.

Salient Features

-  Smooth and safe start
-  Digital LED display
-  Compact design
-  Rigid construction
-  Effective over load protection

Technical Specification

Model	HP	Running Cap		Starting Cap	MCB Rating
NYRA 3/100	1.0	30	30	100 / 120	10 A
NYRA 3/150	1.5	36	36	100 / 120	13 A
NYRA 4/100	1.0	25	30	100 / 120	10 A
NYRA 4/150	1.5	36	40	120 / 150	13 A
NYRA 4/151	1.5	36	40	150 / 200	13 A
NYRA 4/200	2.0	40	45	200 / 250	16 A

C.R.I. PoP's

Make sure the counter is displayed with all our attractive PoP's

Agri Catalog



Nextgen Catalog



Inshop Boards



Inshop Posters



Quotation Pad



IT'S A NEW BEGINNING 2022

Make Customer Happier

Diary



Monthly Calendar



God Calendar



C.R.I. E-TECHNOLOGY

WhatsApp Chatbot Dealer & Customer

INTRODUCING
C.R.I. WHATSAPP CHAT

Say "Hi" to



+91 9500401115

WHATSAPP US FROM YOUR REGISTERED NUMBER
AND GET INSTANT INFORMATIONS
NPO ORDER | BALANCE CHECK | STOCK | PRICE |
ALLOTMENT | eWARRANTY | CORPORATE CELL

Smart Connectivity...
Smarter Communication...

C.R.I. PUMPS • PIPES • WIRES & CABLES • SOLAR

INTRODUCING
C.R.I. WHATSAPP CHAT

C.R.I. THE LEADING ENERGY-EFFICIENT PUMPS



Say "Hi" to
+91 9500401115

Smart Connectivity...
Smart Communication...

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e-Warranty

C.R.I. the One-Stop Solution Provider introduces e-Warranty

A Digital e-Warranty Certificate that stays with you forever.

Register & download your e-Warranty in simple 5 steps:

1. Visit www.crigroups.com
2. Enter your C.R.I. Pumps' serial number
3. Enter Name And Address
4. You will receive a confirmation via SMS
5. A e-Warranty download link will be given in the SMS



It's that simple, easy & Worry free.

C.R.I. PUMPS • PIPES • WIRES & CABLES • SOLAR

C.R.I. MITRA SCHEME



C.R.I. PUMPS

Pumping trust. Worldwide.



Season 9

RETAILERS SCHEME

October 1, 2021 to March 31, 2022

AVAIL MORE BENEFITS BY BECOMING C.R.I. RETAILER



Welcome kit



POP Items



Development
Training Program



Complimentary
Items



Service
Support



Mitra
Scheme

C.R.I. RETAILERS MEET



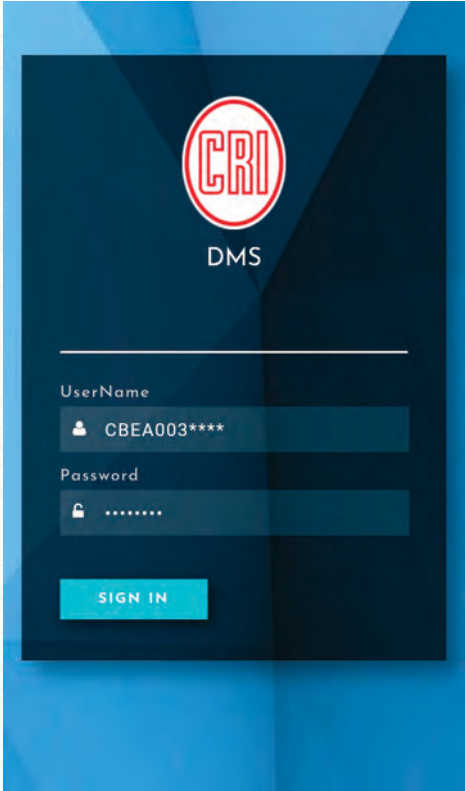
C.R.I. DEALER NAME BOARD



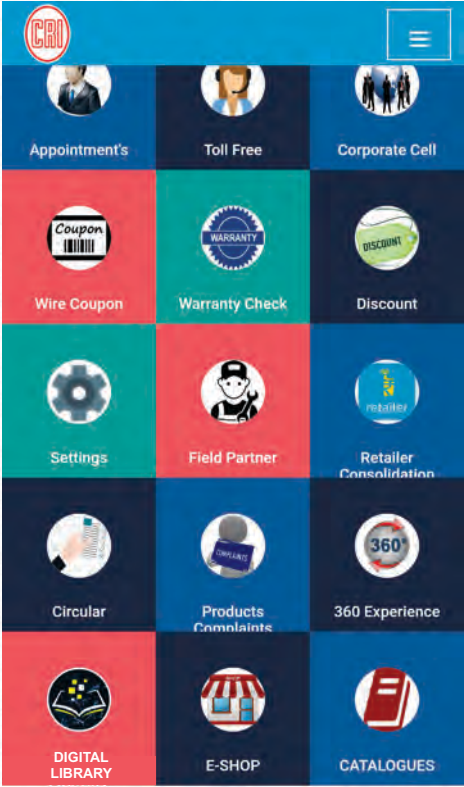
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The Ultimate Information Repository

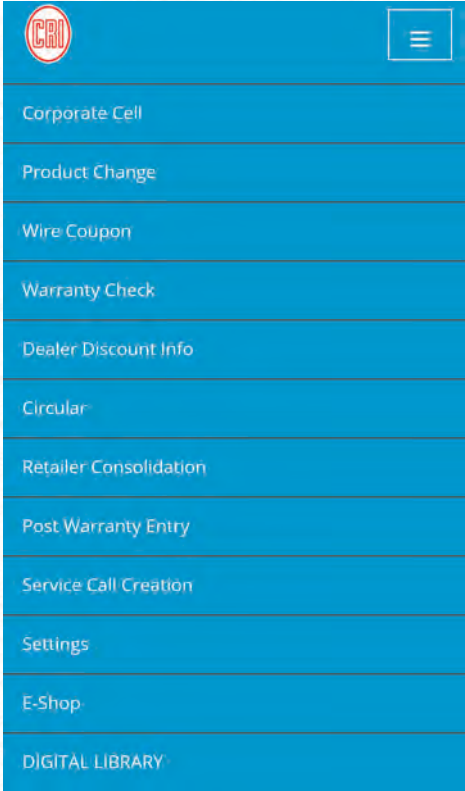
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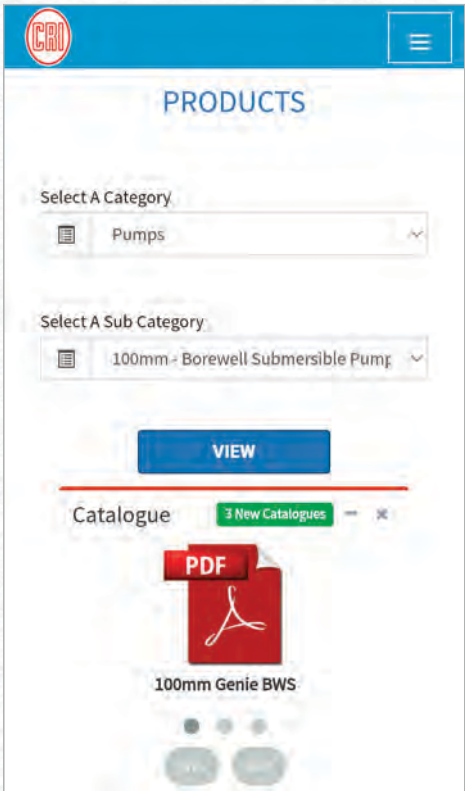
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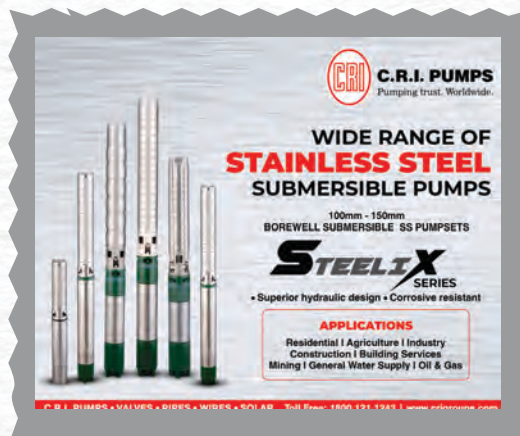
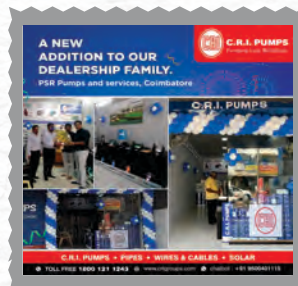
PRODUCTS >> SELECT A CATEGORY

DIGITAL MARKETING

Presence in Social Media

C.R.I. has always been one-step ahead when it comes to pioneering innovative solutions to meet the increasing demand in the fluid management industry. At the same time, we also understand that it is equally important to embrace our stakeholders, dealers, distributors, customers needs. This is the reason why C.R.I. has made its foothold in the digital platforms stronger than ever. This helps you to stay connected with us and lets our customers stay closer to their trusted brand.

Recent Social Media Posts



Follow us on



facebook.com/cripumps



in.linkedin.com



instagram.com/cripumps



twitter.com/cr_i_pumps



youtube.com/cripumpsindia



C.R.I. WEBSITE

Visit our Fully Loaded Website

Toll Free : 1800 121 1243

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C.R.I. Pumps

High Performing Pumps that Brings Prosperity to the Farmers

WHAT ARE YOU LOOKING FOR?

[WASTE WATER PUMPS](#) [PRESSURE BOOSTER SYSTEM](#) [SOLAR PUMPING SYSTEMS](#) [PUMPS](#) [VARIABLE FREQUENCY](#) [SUBMERSIBLE PUMPS](#) [AIR VALVE](#) [BUTTERFLY VALVE](#) [STARTERS AND PANELS](#) [SOLAR PUMPING SYSTEMS](#) [FIRE FIGHTING SYSTEM](#) [INAC SYSTEM](#)

PRODUCT CATEGORIES

AGRICULTURAL PUMPS

Processing - complete agricultural pumping solutions from Power Pump, Flow, Culture, Sprayers and Valves, C.R.I. pumps are proven for their operational life and performance.

[View More](#)

RESIDENTIAL PUMPS

Domestic solutions for all civil water pumping needs of your home life, making your comfort with more energy efficient and high quality of performance.

[View More](#)

COMMERCIAL PUMPS

For all the water needs in large building complexes, C.R.I. provides a wide spectrum of state-of-the-art pumping solutions for a sustainable environment.

[View More](#)

PUMPS

C.R.I. has the diversity of experience and innovation in developing and manufacturing a wide range of pumps, from the typical surface pump to deep well submersible pumps. From high pressure pumps to small booster pumps (low pressure pumps) to large distribution and lift pumps, C.R.I. is known for its quality products with no compromise on safety.

[Submersible Pumps](#)

- Openwell Submersible Pumps
- Deepwell Submersible Pumps
- Regenerative Jetting
- Vertical Jetting
- Vertical Jetting
- Vertical Jetting

[Surface Pumps](#)

- Openwell Surface Pumps
- Deepwell Surface Pumps
- Regenerative Jetting
- Vertical Jetting
- Vertical Jetting
- Vertical Jetting

[Pressure Boosters](#)

- Openwell Pressure Boosters
- Deepwell Pressure Boosters
- Regenerative Jetting
- Vertical Jetting
- Vertical Jetting
- Vertical Jetting

[Solar Pumps](#)

- Openwell Solar Pumps
- Deepwell Solar Pumps
- Regenerative Jetting
- Vertical Jetting
- Vertical Jetting
- Vertical Jetting

[Fire Fighting](#)

- Openwell Fire Fighting
- Deepwell Fire Fighting
- Regenerative Jetting
- Vertical Jetting
- Vertical Jetting
- Vertical Jetting

[Inac System](#)

- Openwell Inac System
- Deepwell Inac System
- Regenerative Jetting
- Vertical Jetting
- Vertical Jetting
- Vertical Jetting

Toll Free : 1800 121 1243

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ONE STOP
PUMPING
SOLUTION

LATEST PRODUCTS

C.R.I. Agri-pumps provide the diversity of experience and innovation in developing and manufacturing a wide range of pumps, from the typical surface pump to deep well submersible pumps. From high pressure pumps to small booster pumps (low pressure pumps) to large distribution and lift pumps, C.R.I. is known for its quality products with no compromise on safety.

PUMP SELECTOR

Select and Configure the C.R.I. Product that Better Suits Your Needs

[PUMP-OUT NOW](#)

SERVICE CENTER

We Have most authorized service centers across India to serve your product requirement.

[FIND THE NEAREST](#)

15

CORPORATE SOCIAL RESPONSIBILITY

A CSR initiative Helping Hands

As part of our Corporate Social Responsibility, we joined hands with the District Administration and Corporation of Chennai & Coimbatore to dewater the rainwater during the recent heavy rains. More than 160 million litres of water has pumped out



C.R.I. BUILDING & COMMERCIAL SERVICES

C.R.I.'s Building & Commercial Services division caters pumps & motors to high-rise buildings, commercial complexes and industries. Its diverse application of pumps & motors stands testimony.

Prestigious Installation



Vertical Inline Pumps (VIL) - supplied for Indian Railways



Split case pumps supplied to Water Supply Board in Tamil Nadu

Pumps supplied to Tamil Nadu Water Supply & Drainage Board
Project Name : Dedicated water supply scheme to City Municipal Corporation



GLOBAL PROGRESS

Prestigious Installation

JTS Self Priming pumps used for chemical dosing at BASF Plant in Botswana



ECW - 65/160 used for Dust suppression for one of Coal mining company in Mozambique

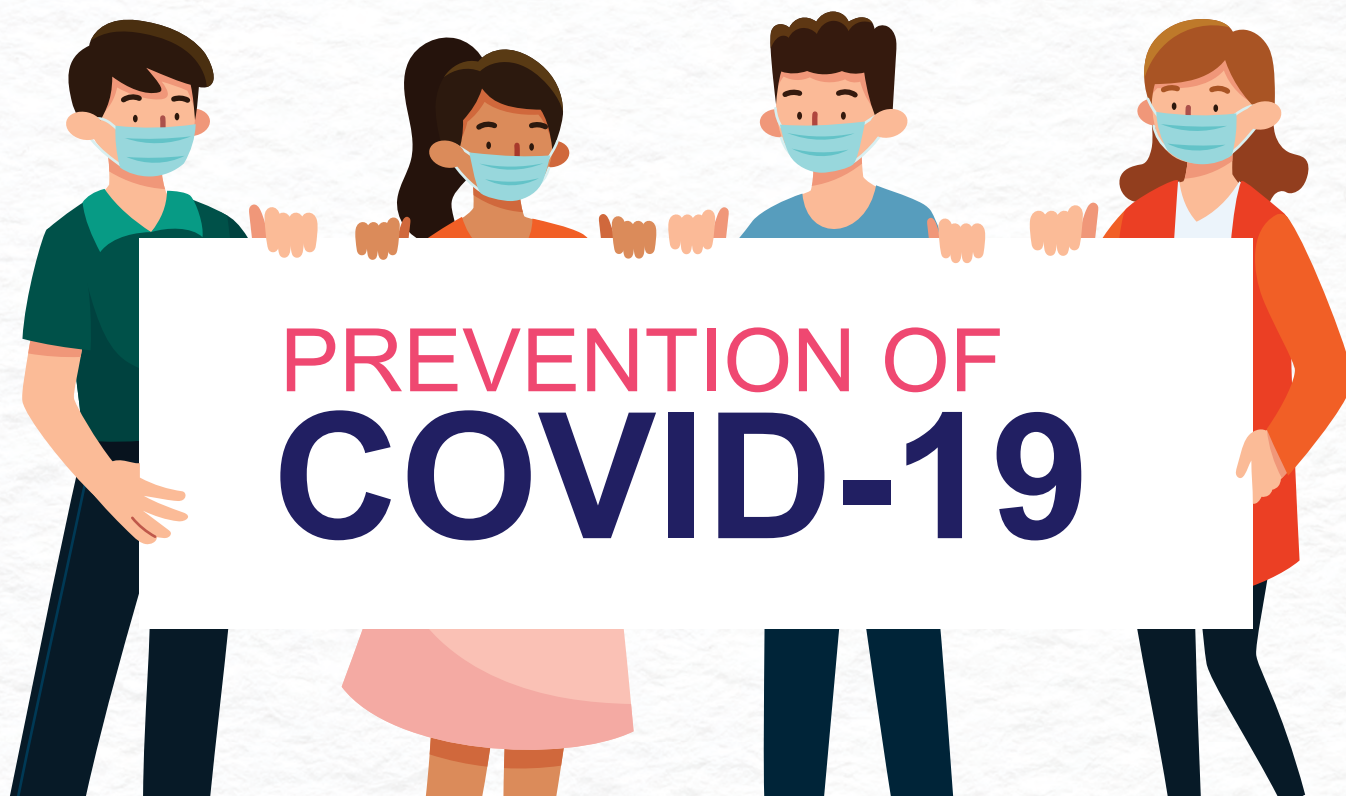


C.R.I. Fluid systems has their presence in the Land of golden beaches!!
Recently, we have supplied our Vertical multistage pumps which is used for RO process in Tunisia



Solar Pumps - Harnessing the Power of Sun





Prevention is better than Cure. Some safety measure to minimise the exposure to COVID-19 :



WASH YOUR HANDS



STAY AT HOME



AVOID CONTACT



WEAR FACE MASK



EAT HEALTHY



CLEAN SURFACES



WEAR GLOVES



CLEAN PETS



SLEEP WELL



EXERCISE



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

**A SATISFACTORY
HARVEST!**

**IMMEASURABLE
HAPPINESS!**



High discharge



Wide voltage operation



Star rating pumps



C.R.I. PUMPS | PIPES | WIRES & CABLES | SOLAR

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NEXT GEN
PRODUCTS



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

Smart Pump for Smart People



Booster System | i-Smart Pump | Sewage & Drainage Pumps