

C.R.I.
SPLASH
Magazine

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FOR PRIVATE CIRCULATION ONLY

AN IN-HOUSE MAGAZINE

**C.R.I. PUMPS WINS THE PRESTIGIOUS
ENGINEERING EXPORT PROMOTION COUNCIL AWARD (EEPC)
FOR THE 16TH TIME AND 7TH IN A ROW**





CRI exclusively launched three new products **ELSA, SHALO & SPARKE**, which will be a part of our new success stories. CRI is constantly striving to develop and market quality products for the industry and our customers.



CRI launches a powerful **Vertical Openwell Submersible Pump Ryker series** works towards its aim of giving the best products to increase the efficiency and life cycle for the better harvest of your Farms. CRI also launched the all-new **“DR3+” Delma series 150mm Borewell Submersible Pumpsets** with the Efficient performance, Elegant design and Exciting price.

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C.R.I. PUMPS WINS THE PRESTIGIOUS ENGINEERING EXPORT PROMOTION COUNCIL AWARD FOR THE 16TH TIME 7TH IN A ROW

C.R.I. Group wins the EEPC Award once again for the 16th time and 7th in a row for its consistent performance and extraordinary contribution to the world market in the fluid management solutions.

C.R.I. Group adds another pearl to its highly ambitious crown by winning the Engineering Export Promotion Council (EEPC) Award for the 16th time and 7th in a Row under Large Enterprises. The award was presented by Mr. Basavaraj Bommai, Hon'ble Chief Minister of Karnataka, for C.R.I.'s remarkably consistent performance in Export Business. The award was presented on July 21st at the 43rd Export Award Presentation Function held in Bangalore.

"While becoming an exemplary leader of this industry is still a work in progress, this award for our indomitable spirit in providing world-class fluid management solutions in over 120 countries adds great recognition to our past endeavours in meeting the Indian and International market demands and inspires us to work towards

achieving greater heights in future. Globally, with 21 state-of-the-art manufacturing facilities, 15 overseas subsidiaries, 20,000 outlets and 1,500 service centres, C.R.I. has been aiming for quality and transformational excellence in fluid management solutions. We thank our customers, dealers, distributors, stakeholders, employees and authorities for the unshakeable trust and extended support in making C.R.I. - an Indian brand - a household name of fluid management solutions in the global market", said Mr. Boopathy R, Chief Marketing Officer, C.R.I., after receiving the award.

For over four decades, EEPC has recognized its members with outstanding performance in exports in various engineering categories and lauded them. C.R.I. is receiving this award for the 16th time.

NEW PRODUCTS

C.R.I. Mini Selfpriming Monoblock

Salient Features

- Double VPI for long durability
- Heavy duty and User-friendly design
- Delivers best Hydraulic performance
- In built Thermal Overload Protector (TOP)
- High torque density and corrosive resistance
- Double sealed ball bearing ensures low noise



Elsa

with **Double VPI**
for Long Durability

Technical Specification

Power range	0.37kW & 0.75kW (0.5HP & 1HP)
Version	Single phase 220-240 V, 50 Hz, AC supply
Maximum total head	40 meter
Maximum flow rate	3140 lph (3.1 m ³ /hr)
Maximum suction lift	Upto 8 meter



C.R.I. Mini Selfpriming Monoblock

wiki

with CI Frame



Salient Features



Rigid Construction



High Grade Castings



Best Hydraulic Performance

Technical Specification

Power	0.5HP (0.37 kW)
Version	Single phase 220-240 V, 50 Hz, AC supply
Maximum total head	Upto 30 meter
Maximum flow rate	Upto 2800 lph
Nominal outlet size	25 x 25mm



- **Hi-Classy**
- **Hi-Power Saving**
- **Hi-Efficiency**
- **Hi-Money Saving**
- **Hi-Longer Life**

NEW PRODUCTS

Centrifugal Jet Selfpriming Pumpset (CI & SS Version)

Salient Features

- Good suction lifting capacity (upto 9 Meter)
- Specially designed for shallow well applications
- Inbuilt Thermal Overload Protector (TOP)
- Premium motor design
- High operating efficiency
- Stainless Steel Versions are available

Technical Specification

Power range	0.37kW & 0.75kW (0.5 HP & 1.0 HP)
Version	Single phase 220 - 240V, 50Hz, AC Supply
Maximum total head	46 metre
Maximum flow rate	3400 lph (3.4 m ³ /hr)
Maximum suction lift	Upto 9 meter

Shalo



Horizontal Openwell Submersible Pumpsets

Plano

with
Extended
Range



Salient Features



Rigid Construction



Long Durability



High Operating
Efficiency



Stainless Steel
Motor body

Technical Specification

Power range	0.37 kW - 1.5 kW (0.5HP - 2HP)
Version	Single phase 220 - 240V, 50Hz, AC Supply
Maximum total head	45 metre
Maximum flow rate	8.5 lps (30.6 m ³ /hr)
Type of duty	S1 (Continuous)



Tiny Pumps..
Tidy Performance...

NEW PRODUCTS

Vertical Openwell Submersible Pump

Salient Features



Rigid Construction



Long Durability



High Operating Efficiency



Wide Voltage Operation

Technical Specification

Power Range	2.2 kW - 5.5 kW (3HP - 7.5HP)
Version	Three Phase 380 - 415V, 50Hz AC Supply
Maximum total head	153 metres
Maximum flow rate	16 lps (57.6 m ³ /hr)
Delivery Size	65 mm

RYKER
Kisan ka DOST


150MM Borewell Submersible Pump


Delma "DR3+"
Elegant design
Efficient Performance
Exciting price
**COPPER
ROTOR
WITH SILVER
BRAZING**


Salient Features

- Optimized hydraulic design for efficient performance
- Specially designed thrust bearing to withstand high axial load
- T-Bolt design motor ensures rigid construction
- Smooth surface finish results friction free flow of fluid
- Designed for wide voltage applications

Technical Specification

Power Range	10HP to 20HP (7.5kW to 15kW)
Maximum Head	414 Mtrs
Maximum Flow	64.8 m ³ /Hr
Version	380V and 415V, 3Ph, 50Hz, AC supply

NEW PRODUCTS

Selfpriming Non-Clog Monoblock Pumps - SMB SERIES

Salient Features

- Non clogging impellers ensures free flow of solids
- Solid Handling capacity upto 8.5mm
- Quick automatic Self-priming function-no need for footvalve
- Back-pull out type for easy maintenance
- Efficient pumps with more energysavings.

Technical Specification

Power range	0.75kW - 3.75kW (1HP - 5HP)
Versions	Single Phase 200-240V, 50Hz, A.C. Supply Three Phase 380-415V, 50Hz, A.C. Supply
Maximum total head	24 meter
Maximum flow rate	1050 lpm
Type of duty	S1 (Continuous)



**MAKE A CLEAN
JOB OF IT**

Highly insulated PVC Sheathed - FLAT CABLES

SPARKE



Salient Features



High Ageing Property



Double Layer Protection



Assured by 99.97% E.C.
Grade Copper



High insulation resistance

Technical Specification

Voltage Grade	1100 V - AC Supply
Temperature Range	-10°C to +70°C
Conductor	High Conductivity annealed copper
Insulation / Sheath Material	Flexible Waterproof PVC
Sheath Colour	Black

C.R.I. PoP's

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

Sparke Cable Sample Card



Sparke Flyer



Welcome Kit



C.R.I. MITRA SCHEME

Engage and Enrich the Retailers through Mitra Season 10.

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

C.R.I. MITRA

Season 10

RETAILERS SCHEME
April 1, 2022 to September 30, 2022

Point based loyalty incentive program for selective products.

Benefits Offered For Retailers

Welcome kit **POP Items** **Training & Development** **Name Board**

Complimentary Items **Service Support** **Mitra Scheme** **E-Warranty Benefits**

C.R.I. CUSTOMER SALES ENQUIRY

Digitally Connect for Better Business Growth Smart Sales! Happy Customers!

- ♦ C.R.I. Generates Customer enquiry for all product portfolio through various platforms like Toll Free, Digital Marketing, Social Media, Website and WhatsApp.
- ♦ All customer sales enquiries have been allotted to the dealers in real time.
- ♦ Dealer can access the sales leads through Dealer Mobile App and DMS Portal.



- ♦ You can also receive the customer details as SMS to your registered mobile number.



Grab the Customer



C.R.I. FESTIVAL GIFTS

Holi Festival Gifts distributed to our dealers



C.R.I. PIPES

Prestigious Installation

C.R.I. Casing Pipe Successfully installed for 1300 Feet depth at Pudukkottai, Tamil Nadu.



NEW ADDITION TO C.R.I. FAMILY

A NEW ADDITION TO OUR DEALERSHIP FAMILY.
Nagappa Corporation , Trichy





A NEW ADDITION TO OUR DEALERSHIP FAMILY
R.D Banjara Machinery,
Lormi, Raipur.





A NEW ADDITION TO OUR DEALERSHIP FAMILY.
Modern Motors and Pumps,
Vijayawada





NEW ADDITION TO C.R.I. FAMILY



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

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

A NEW ADDITION TO OUR DEALERSHIP FAMILY.
Grade One Company, Naharlagun, Arunachal Pradesh.




A NEW ADDITION TO OUR DEALERSHIP FAMILY
GAUTAM TRADERS, Nagpur.

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

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




A NEW ADDITION TO OUR DEALERSHIP FAMILY.
Gajanan Borewells & Pumps, Amravati, Maharashtra

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

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



C.R.I. CHANNEL PARTNER MEET

C.R.I. Channel Partner Meet conducted Pan India level for Progressive growth.



C.R.I. RETAILER MEET

C.R.I. Retailer Meet conducted Pan India level for Progressive growth.



C.R.I. SERVICE CENTRE MEET

C.R.I. Service Centre Meet conducted Pan India level for Customer Excellence.



C.R.I. MECHANIC MEET

C.R.I. Mechanic Meet conducted Pan India level for Customer Excellence.

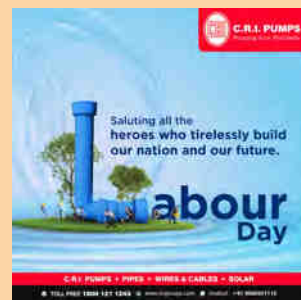


DIGITAL MARKETING

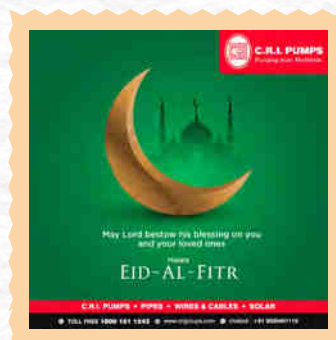
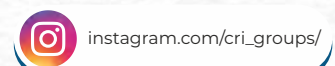
Presence in Social Media

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



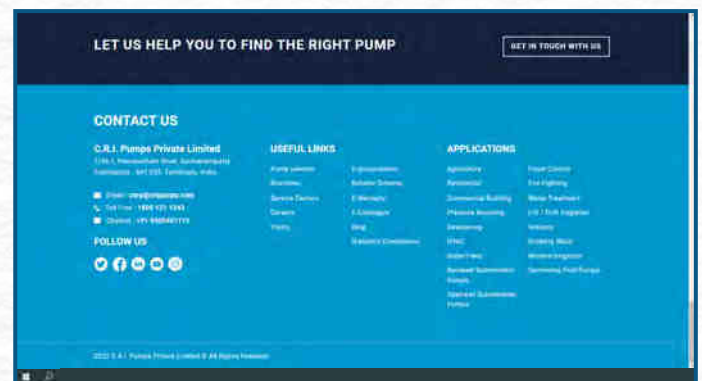
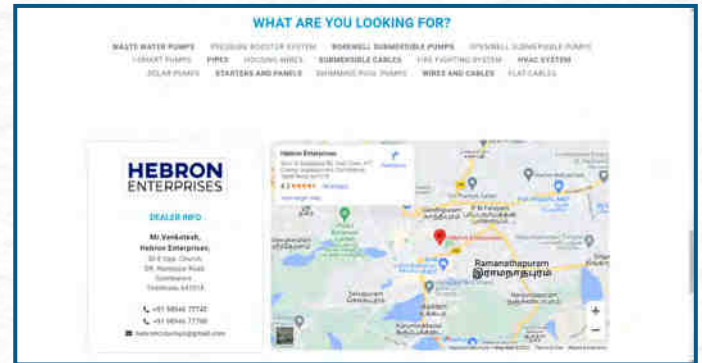
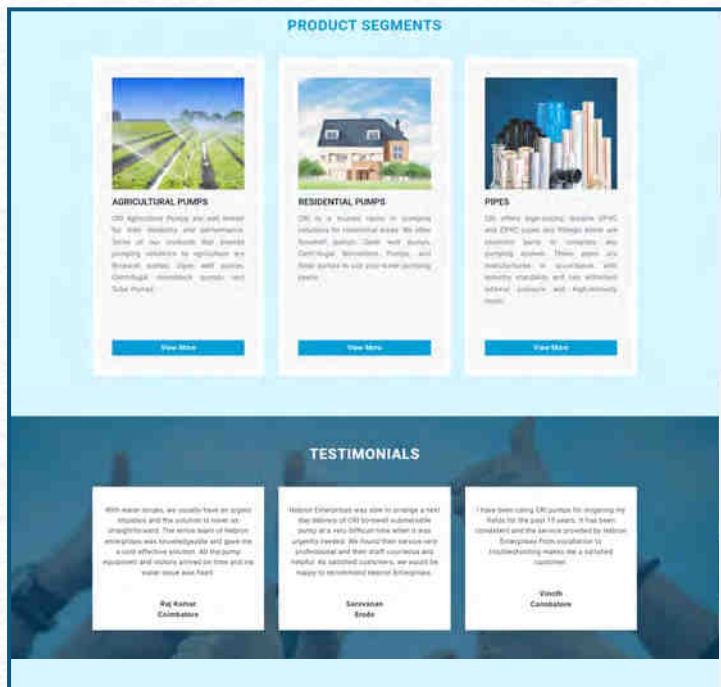
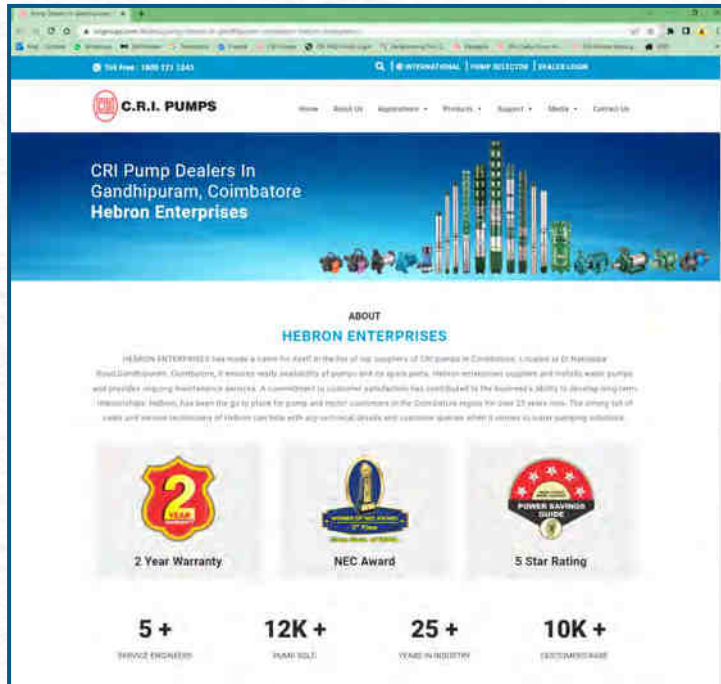
Follow us on



C.R.I. DEALER MICRO WEBSITE

Taking Your Business to Next Level

A micro website is used to give specific information about the location or entity / product and dealer. The micro website is completely customized and optimized for the particular dealer and their services, so this site comes up on local search results easily compared to direct company websites.



The best benefits of Micro Website:

- ◆ It brings about local visibility in search engine rankings – which is very important to a distributor or dealer.
- ◆ It increases brand engagement.
- ◆ It generates the leads.
- ◆ It helps the brand to reach the new audiences.
- ◆ It takes your business to the next level.

On keeping these next generation business needs in mind, C.R.I. supports our Channel partners to grow their business to the next level and we wish everyone to opt this excellent opportunity to have a progressive growth in your business.

C.R.I. BUILDING & COMMERCIAL SERVICES

SRW INDIA WATER EXPO - MAY 2022

Here is a glimpse at the SRW Water Expo held at the Chennai Trade Center.



C.R.I. VERTICAL TURBINE PUMPS

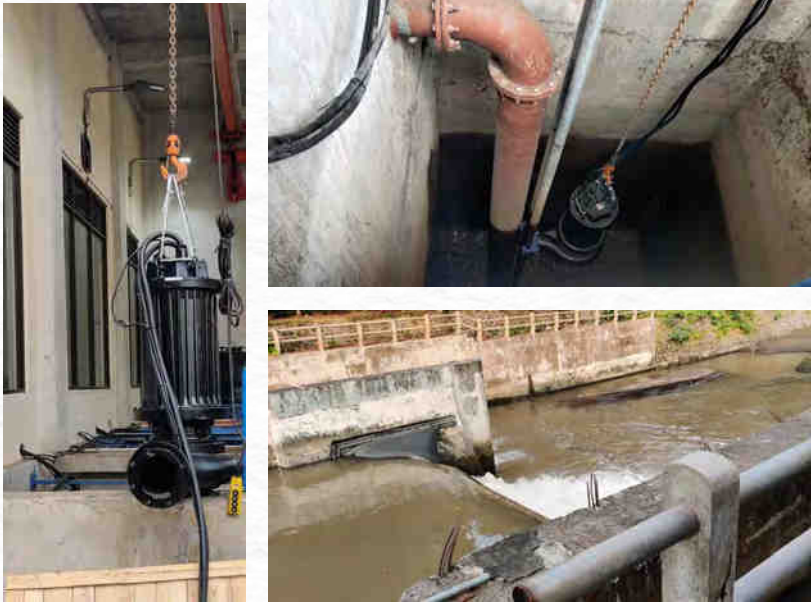
Model VT3300 pumps with 1MW motors were successfully tested with 315Kw motors at reduced speed.



GLOBAL PROGRESS

Prestigious Installation

C.R.I. Waste Water Pumps KC Series 63kW supply & Installed in Water Board Bali, Indonesia.



At Sight Product Training Programme in Bali, Indonesia.



C.R.I. has installed 10 units of high flow SS 316 Vertical Multistage pumps (MVN series) and 6 units of End suction pumps (ECW series) for a US-based Battery Manufacturing company in Bogor, Indonesia. We are thankful to our partners for their constant support and trust in us.



GLOBAL PROGRESS

Prestigious Installation

MHL series & MV series pumps supplied as fertilizer dosing pumps in South Africa



Nampo Trade Fair , South Africa

C.R.I. is a part of Grain Sa's NAMPO Harvest Day. We showcase our wide range of agricultural products at our stall. It was a great day with our channel partner ABC Pumps and the team at Nampo. Also, It was a great opportunity for us to interact with our valuable customers from Zambia who visited our stand.



GLOBAL PROGRESS

Trade Fair

Jimex Trade Fair, Jordan



CORPORATE SOCIAL RESPONSIBILITY

All India Basketball Tournaments 19th C.R.I. Pumps Trophy For Women

Tournament Women's Winner - KSEB, Trivandrum, Kerala



Farm Future

GROW EXTRA



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



7
Times
NEC Award
Winner


Star
Rating Pumps

Designed for
**Drip &
Sprinkler**
Irrigation

High
Discharge

Wide
Voltage
Operation

EFFICIENT AGRICULTURE... ENRICH LIFE...