



SAMUDRA NEWS

LOCATION : THENI

DATE : 04/02/2020

Samudra conducts pilot study for Tamilnadu starting with Theni

Samudra started its pilot study in Tamilnadu with the appointment of V.K Traders, at Theni. Mr. Sivakumaran of V.K Traders has been a dealer in pumps for the last 17 years. Being a pump veteran himself, he was the ideal choice to synergize with the Samudra brand. Also the Theni market was ideal for Samudra so they could test their flagship V4 borewell submersible for both the agricultural and domestic segment along with the 6" borewell submersibles and open well submersibles. Also Samudra believed that Theni is a vibrant market enjoying close proximities to Cumbum, Andipatti & Usilampatti all being potential agricultural belts.



Showroom Inauguration

Samudra launches Karnataka operations with authorized dealership in Shivamogga

Samudra forayed into Karnataka by appointing M/S Guruganga Associates as authorized dealer for its Shivamogga operations. The event was a grand one attended by local sub dealers, pump technicians and the Samudra core team. The event was doubly special as it was the 25th work anniversary for Guruganga Associates and the 50 birthday of Mr. B Chandrasekar the man behind Guruganga Associates.

The grand celebration was graced by a senior IAS officer and Mr. Shivan Ramachandran, Founder and CEO, Samudra. The senior staff of Guruganga who have served with the company for decades were honored. Gifts and Samudra's promotional items were well appreciated.



Showroom Inauguration

Samudra appoints S L V Electricals as authorized dealer for Chickballapur

Samudra appoints S.L.V. Electricals as Authorized Dealer for the Chickballapur area. The new showroom was recently opened by Mr. Shivan Ramachandran, Founder and CEO Samudra pumps . The event was a grand one . The attendees were very impressed with the Samudra brand of 4 inch and 6 inch borewell submersibles for the agricultural and domestic segment. The Samudra team received good feedback from the field trials conducted in the region and good market insights were shared with the Samudra R&D.



Showroom Inauguration

Samudra opens branch in Bengaluru

Samudra opened its branch operations in Bengaluru. The 4000 sq.ft branch cum warehouse is located in Singasandra, just off Hosur road and in close proximity to numerous transport companies. A small puja was organized, attended by the core Samudra team followed by the Grand Product Launch at Hotel Keys.



Brand Launch

Samudra launches brand in Bengaluru

Samudra recently launched its product range for the Bengaluru market with a grand launch at the Hotel Keys.

The event was attended by all the recent appointed dealers of Samudra for the Karnataka region. Also in attendance were big dealers and sub dealers from Bangalore City and nearby locations like Mysore. The entire product range was on display and the



attendees were very impressed with the quality of the Samudra product especially the products made for higher depths.

The cut section views and components were also kept on display for viewing. Post the launch the attendees were given an opportunity for a tête-à-tête with Mr. Shivan, Founder and CEO, Samudra. Samudra goodies were distributed to all attendees.



Technicians Meet

Grand technicians meet organised by desai AGRO and service, Sangli authorized dealer for Samudra pumps

The Samudra core team recently attended a pump technician's meet hosted by Mr. Dipen Desai of Desai Agro Sales and Service Samudra's authorized dealer for its domestic and agri range of pumps for the Sangli region. The meet was organized in a grand scale and attended by over 250 pump technicians from Sangli and nearby districts. Samudra had on display its entire product range. In addition, the team also chose to display cut suction views and actual critical components, so the technician's get a firsthand look and feel of the intricacies of



the pumps on display. A presentation was made to the technicians regarding the advantages of choosing Samudra . This was followed by a highly interactive Q & A Session and lunch.

A Samudra goodie bag was distributed to all the technicians after the meet. The newly launched Samudra T Shirt was well appreciated by everyone.