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SAMUDRA

► DEALERS MEET

SAMUDRA PUMPS (INDIA) PVT LTD

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2
YEARS

SAMUDRA NEWS

LOCATION : COIMBATORE

DATE : 19 & 20 March 2021

Tamilnadu Inaugural Dealers Meet

THE PRELUDE On March 19th and 20th, 2021 Samudra Pumps (India) Private Limited organized its inaugural Tamilnadu Dealers Meet in Coimbatore. The visit organized over the 2 days was attended by over 65 dealers with 30 dealers attending on Day 1 and 35 dealers on Day 2.



Dealers Meet

The 2-day event was completely action packed with a busy agenda for the dealers. The agenda for both days was similar. The event started at Hotel IBIS with a short dealer introduction followed by a presentation by Team Research and Development (Samudra) where they introduced the existing range of products and shared with the dealers the upcoming range.

This was followed by a visit to the main factory, ancillary unit no 2, Central warehouse and finally a closed door strategy session with Mr. Shivan Ramachandran (Founder and MD), Samudra Pumps who joined in from their Singapore Headquarters through video conferencing.



Dealers Meet

Visit to Unit 1

The visit to the main factory was indeed a memorable one for all the dealers as they were given a red-carpet welcome amid a grand welcome arch. On entry there was a grand product and spares display where they got a chance to view the complete Samudra range including the upcoming range in all its grandeur.

The highlight of the event was the 10 HP 100 stage Stainless-Steel Submersible Pump.

In the centre of the product display the Samudra team had laid out all the critical spares and components like the delivery casing, the diffuser housing, thrust bearing, rotors and shafts, the various impellers to name a few.



Dealers Meet



Dealers Meet

After the grand product display the dealers went around the factory to see the assembly sections for each of the product types, the newly commissioned state of the art paint conveyor & booth, the testing centre and the rotor balancing and burnishing process. Finally, they stopped by the dispatch section before moving back to the product display sections for a round of group photographs and selfies.



Dealers Meet

Visit To Ancilliary Unit 2

The visit to ancillary unit 2 was organized to demonstrate the quality standards followed by Samudra in every aspect and in every stage of the manufacturing process. The dealers were given the opportunity to interact with the Samudra Works personnel and understand in depth the machining process.

A few machines and processes visited were

- Hydraulic Press for Rotor Preparation.
- Rotor brazing machine using the induction method.
- The CNC turning centers where the rotor and stator are prepared.
- Palmery grinding machine where the shaft grinding process is done.

The level of automation and quality control initiatives by Samudra was well appreciated.



Dealers Meet



Dealers Meet

Visit To Central Warehouse

The last leg of the Dealers visit was at Samudra's Central Warehouse located at Saravanampatty. The dealers walked about the 10000 sq. ft Central Warehouse and they were ecstatic to physically see that the Samudra warehouse was well stocked with all relevant products for the upcoming season in Tamilnadu.



Dealers Meet



Dealers Meet

The Finale

Post the visit to the various units was the moment everyone was eagerly waiting for - a closed door feedback session with Samudra Founder & MD, Mr. Shivan Ramachandran who joined in by video conferencing. Set in a beautiful board room setting where each dealer got an opportunity to introduce themselves to the Samudra MD and offer the company valuable feedback on the product,

renewed marketing initiatives and the way forward in their area. The feedback session was excellent with valuable contribution from all dealers.

Samudra is proud and blessed to be associated with such amazing dealers...

