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from water distribution systems to food processing with the most demanding quality standards and industry specifications such as: API, ANSI, Hydraulic Institute, UL, FM and ISO.

prioritize sustainability. The adoption of environmentally responsible practices is not only a conscientious move for the planet but also a strategic approach to enhancing a company's brand image and attracting eco-conscious consumers. Ruhrpumpen is implementing eco-friendly packaging solutions to reducing carbon footprints in the supply chain, businesses can make substantial strides toward sustainability. Also, we are incorporating renewable energy sources, minimizing waste generation, and embracing ethical sourcing practices contribute not only to environmental preservation but also to building a positive brand reputation. Energy conservation measures, such as adopting energy-efficient technologies and practices, not only reduce environmental impact but also trim down our utility bills by using Variable frequency drives for testing, optimizing lighting systems, and investing in energy-efficient equipment like energy efficient electric motors and drives.

How would you describe the journey of your company since its inception?

Ruhrpumpen India Pvt Ltd was incorporated in 2009, with commercial operations commencing in 2012 from a hired facility in Ponneri, North of Chennai. Our aim was to serve the growing Indian market and consolidate operations in the Middle East and Southeast Asia. In 2014, I had the honour of joining Ruhrpumpen India and developing a comprehensive roadmap that led to tremendous growth. By 2017, our promoters showed their confidence in us by investing in our own plant in Chennai. In just five years, we achieved a turnover of \$42 million, and this momentum continues as we now aim for \$100 million. In 2024, we proudly set up our second plant, marking another milestone in our journey.

What are some of the key products / services offered by the company?

We are a leading manufacturer of pump systems around the globe for design, manufacture, sales and service of pumping technology from oil production, to chemical transfer,

How does your organization leverage on innovative supply chain & logistics solutions to drive operational efficiency?

Improving supply chain and logistics efficiency is crucial for businesses to stay competitive in today's fast-paced environment in Ruhrpumpen we do Implementing real-time tracking technologies allows companies to monitor shipments, inventory. Also by analyzing historical data we anticipate demand fluctuations, optimize inventory levels, and make informed decisions. Predictive analytics helps prevent stockouts and excess inventory. We do warehouse and inventory management, transportation management, global trade management, real-time decision support, supply chain visibility, and order management systems. Our Goal is smooth operation and customer satisfaction.

What are company's initiatives to drive sustainability practices for business operations?

Customers are increasingly inclined to support businesses that actively

What is your company's growth strategy for next 3-5 years?

Ruhrpumpen India Pvt. Ltd focusing to become center of excellence among the group company and sales wise targeting to reach 100MUSD. ■