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Tel. +91 422 498 22 55  
Email. info@samudrapumps.com



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SAMUDRA PUMPS (INDIA) PVT LTD



Registered Office:  
Office Block 1, Ground Floor,  
Senthil Towers, 1078 Avinashi Road,  
Coimbatore - 641018, Tamilnadu, India



# SAMUDRA NEWS

LOCATION : PUNE

DATE : 23/01/2020

## Samudra opens branch operations in Pune, Maharashtra

Samudra opened its branch operations in Pune city. The Samudra facility is a warehouse cum office located close to the highway to service dealer points in Pune City, Urali Kanchan, Ahmednagar, Kashti, Nashik and Sangli. The total facility is about 5000 sq. ft with close proximity to the transporters for

better serviceability. The Branch was opened by Mr. Shivan Ramachandran, Founder and CEO, Samudra with the core Samudra team in full attendance. Post a small prayer the first order of sets was billed to all dealers across the Maharashtra region.



Brand Launch

# Samudra forays into Maharashtra - Grand launch at Sheraton Grand, Pune

Samudra announced its Maharashtra operations with a formal launch at the Hotel Sheraton, Pune. It was at the event that Samudra unfolded its grand plans for the Maharashtra region announcing the geographies they will initially focus on and the dealers who will be representing the Samudra brand in Maharashtra. Apart from the leadership team, the entire Samudra Research and Development wing was also present at the event to unravel its complete

product range designed for the Maharashtra region including a state of the art open well submersible range with enhanced features. Samudra's pride, its dealers were honored here among a large gathering of notable dignitaries from the Hydraulics & Agro segments. The event was also graced by families of the dealers and a group of potential dealers who have expressed interest in carrying forth the SAMUDRA name.



Samudra Team Members

The grand Samudra brand launch and unveiling of Samudra Products at the venue by Mr Shivan Ramachandran Founder & CEO, SAMUDRA



[www.samudra.net](http://www.samudra.net)

Samudra - Brand launch @ Pune, Maharashtra



Mr. Shivan Ramachandran  
Founder & CEO

HAATH MAIN HAATH  
KISANON KE SAATH



**Showroom Inauguration**

# Samudra appoints dealerships in Pune City & Urali Kanchan

Samudra launched its Pune operations by announcing RB Agro Engineers represented by Mr. Sujete Mete as a dealer for its pump and motors segment. The showroom was opened in all grandeur by Mr. Shivan Ramachandran Founder and CEO, Samudra. The grand function was also attended by the entire Samudra Leadership team. The event was covered by the Lokmat, Maharashtra's leading vernacular. RB Agro has also taken dealership for the Urali Kanchan area in Pune district



**Showroom Inauguration**

# Samudra appoints Rb agro as Dealers for Ahmednagar and Kashti

Samudra expanded its Maharashtra operations by announcing Ravi Agro represented by Mr. Hiren Shah as a dealer for its pump and motors segment. Two showrooms were opened both in Ahmednagar and Kashti respectively. Both showrooms were opened with much pomp by Mr. Shivan Ramachandran Founder and CEO, Samudra. The events were attended by the entire Samudra Leadership team. The grand event was covered by the Lokmat, Maharashtra's leading vernacular. The Ahmednagar event was also graced by a leading Maharashtra MP. For the Kashti opening a technician's meet was organized and over a 100 mechanics from the region attended the event.



**Media Interaction & CSR**

# Samudra Founder and CEO in dialogue with Lokmat

Samudra Founder and CEO Mr. Shivan Ramachandran met up with the Lokmat team in Ahmednagar for a quick round of dialogue. A host of topics were discussed ranging from solar pumps, and to how essential it to engage with the farmer community and understand their requirements and then design a pump. Also, Samudra's Maharashtra business strategy was discussed, with Samudra's growth plans for the Maharashtra region. The Lokmat team were very receiving of Team Samudra and pleasantries were exchanged.



LOCATION : Ahmednagar

DATE : 25/01/2020

# Samudra Team Plantation at Rajmat Jijau Udyan, Loni Vyankat, Tal-Shrigonda Dist- Ahmednagar

## “SAMUDRA GO GREEN”

The Samudra Team is proud to have participated along with Rajmat Jijau Udyan for plantation at Loni Vyankat, Tal-Shrigonda-Dist-Ahmednagar. The Event was graced by Shri. Ganpatrao Kakade (Deputy Chairman and Ahmednagar Zilla Parishad) Shri. D R Kakade (progressive farmer) and Shri. Balasaheb Kakade (Editor Lokmat)



**Showroom Inauguration**

# Samudra opens dealer outlet in Nashik, amidst grand technician meet

Samudra started operations in the Nashik region of Maharashtra by appointing M/S Sushila Enterprises as their authorized dealer. The branch opening was attended by the core Samudra team. The Branch opening was done by Mr. Shivan Ramachandran, Founder & CEO Samudra.

Post the function the entire team attended a pump technician's meet hosted by Mrs. & Mr. Sunil Kurne of Sushila enterprises. The meet was attended by over 400 pump technicians from Nashik and nearby areas. 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 over the competition. This was followed by a highly interactive Q&A Session and lunch.

