

# About Us

Welcome to the website of Harsh Pumps, manufacturers of quality centrifugal pumps.

Harsh Pumps design and manufacture a wide range of centrifugal pumps for industry, petrochemical plant, Chemical Industries, Food Industries, fertilizer industries and similar demanding applications.

Several thousand Harsh pumps are operating both within the India and worldwide on installations where efficiency and reliability are of prime importance, and we have earned an enviable reputation for the quality and endurance of our products.

Our experienced sales team takes special care to ensure that the right pump is chosen for the specific application. We would be pleased to receive details of your pump requirements, and provide a competitive quotation by return.

## **Our Mission**

Striving to be a leader in our field by making innovative products with superior quality, collaborating with customers to reduce costs and build basis for mutual collaboration, and intensifying our efforts towards ongoing financial stability and profitability.

## **Our Vision**

Harsh Industries is committed to consistent development. Thereby building a stable, global institution - with the resources to deliver the products as per customer's requirements. We offer unparalleled value to create customer delight and enhance business productivity.

## **The Company**

Harsh Pumps specialise in the design and manufacture of centrifugal pumps. The company has met the most exacting demands of leading industrial users, both within the India and as a major world wide exporter. Harsh offer quality products at internationally competitive prices, backed by highly responsive and efficient service.

## **Incorporation**

Harsh Industries, trading as Harsh Pumps, is a company registered in India in 2004.

## **Premises**

Our modern industrial premises are located in Ahmedabad, in Gujarat, conveniently situated for Rakhial. A full range of technical and industrial services are available from suppliers situated in the Rakhial area. Local depots of national transport companies allow fast deliveries throughout the India.

## **Operation**

In-house functions concentrate on the core activities of design, component stock holding, production control, assembly and testing. By making extensive use of subcontract foundries and machine shops, the company is able to maximise manufacturing flexibility and maintain keen component cost prices.

## **Stock Holding**

The stock value of pump component parts is maintained at a relatively high level. Harsh Pumps places great importance on the ability to deliver fast, and by carrying the majority of parts in stock, our lead times are reduced to just a few days for standard products. In the event that spare parts are required by end users, these can usually be despatched within the same day. By sourcing components in economic quantities, our subcontract foundries and machine shops are able to grant us the most competitive prices.

## **Competitive Pricing**

A key policy of Harsh Pumps is to offer products at highly competitive prices, and indeed this has been in part responsible for our steady growth both in the India and overseas markets. Prior to the development of a new product, careful market research is carried out to verify the needs of the pump user and to ensure that the company can manufacture competitively. Strict control of the manufacturing costs then ensures that the product prices remain competitive.

## **The Harsh Sales Network**

The majority of home sales are secured through professional pump distributors, whose engineers make regular visits to industry, consultants and contractors. Such distributors offer local facilities for service, and carry stocks of consumable spares. Overseas sales are coordinated by a sole agent appointed in each country or territory, the agent being responsible for all aspects of distribution and service. In addition, Apex manufacture on behalf of other Indian pump companies, offering products designed to their specifications. Technical sales support is provided by the Apex sales office in Bristol on a fast response basis, recognising that quick and efficient quotations are essential for our agents and distributors.

## **Product Development**

Modern design and development facilities enable the company to respond quickly to market demands with the design of new centrifugal pump configurations for specific applications. Computer aided Design (CAD) is used throughout to reduce design time and maximise interchangeability. Our ability to quickly modify standard designs for specific or difficult applications is particularly valued by our customers and distributors.

## **Quality Assurance**

Maintenance of our high standards of quality and attention to detail are of paramount importance in the growth and development of the company. The company operates a quality control system to ISO 9001.

## **The Harsh Pump User**

Several thousand Harsh pumps are now operating throughout the India and overseas. Typically, the pumps are located in manufacturing and process industries, commercial buildings, in power stations, and in agriculture. Liquids handled range from clean water for circulation, heating or cooling, to aggressive chemicals in process industry.