



MESSAGE FROM THE DIRECTOR

Dear Members,

As we approach the middle of the decade, the Indian valve and actuator industry is poised for transformative growth. The integration of advanced Internet of Things (IoT) technologies is reshaping how these essential components operate, resulting in the emergence of smart valves that offer enhanced efficiency, reliability, and real-time monitoring capabilities. This technological revolution is set against the backdrop of rising energy demands and the pressing need for sustainable industrial practices.

However, the road ahead is not without its challenges. Pricing pressures have escalated due to global supply chain disruptions, exacerbated by the ongoing geopolitical tensions stemming from the Russian war. Companies must navigate fluctuating raw material costs and export-import limitations, which threaten to impact profitability. Moreover, the increasing complexity of regulatory environments necessitates careful compliance strategies, particularly concerning environmental standards.



Amit Shah
Director, IVAMA

In this dynamic landscape, industry stakeholders must adopt a proactive approach. Investing in R&D to develop innovative, cost-effective solutions will be crucial for staying competitive. Collaboration across sectors will also be imperative, fostering synergies that advance the development and deployment of smart technologies.

As we look toward 2030, the Indian valve and actuator industry is at a crossroads. By embracing digital transformation and overcoming existing challenges, it can position itself as a leader in the global market, contributing significantly

to India's economic growth and sustainability goals. The next few years will undoubtedly be pivotal in shaping the future of this vital sector.

Amit Shah,
Director, IVAMA &
Chief Executive, Rotex

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BUSINESS GROWTH THROUGH IMPROVING COMPETITIVENESS

IN CONVERSATION WITH B. KRISHNAMURTHI

With over three decades of experience across engineering, manufacturing, consulting, business assurance, academia, and shipping, B. Krishnamurthi is a seasoned expert in organisational excellence and sustainability. A Mechanical and Environmental Engineer with an MBA in Finance, he is currently pursuing doctoral research in Organisation Development. As the Founder & CEO of Serapis Knowledge Solutions, he has been instrumental in empowering MSMEs and large enterprises across 18 countries through training, advisory, and process improvement solutions.

MSMEs play a crucial role in India's economy. What are the key challenges they face in staying competitive?

Absolutely. India's Manufacturing MSMEs contribute about 55% of the GDP, yet they face persistent challenges that hinder their growth, including:

- Cash Flow Constraints
- Talent Retention
- Limited Market Access
- On-Time Delivery Issues
- Lack of Guidance and Support

Addressing these challenges is critical for MSMEs to scale, sustain, and compete globally.

How can MSMEs improve efficiency and gain a competitive edge?

The business of business is to convert orders into cash in the shortest possible time while using minimal resources. In manufacturing, the key to success is effectively balancing Manpower, Machinery, and Materials—ensuring that none is waiting for the other.

Highly effective organizations continuously optimize this balance, which leads to:

- Faster delivery times



CATALYST VOICES



B. Krishnamurthi

Founder Director & CEO
Serapis Knowledge Solutions



"Highly effective organizations continuously optimize the balance between manpower, machinery, and materials, driving improvements in productivity, faster delivery, and reduced operational costs."

- Lower operational costs
- Greater overall productivity

This is not a one-time effort—it requires scientific process improvements, discipline, and a long-term commitment.

The government has introduced several initiatives for MSMEs. Can you tell us about the MSME Sustainable (ZED) Certification Scheme?

Certainly. The ZED (Zero Defect, Zero Effect) Certification Scheme, launched by the Ministry of MSME (zed.msme.gov.in), is a capacity-building initiative aimed at transforming MSMEs into national and global champions. It systematically addresses key challenges and improves their systems and processes.

The scheme has three levels of certification, with financial incentives of up to ₹12 lakh per MSME and subsidies covering up to 95% of certification fees:

- Bronze – A self-declaration (DIY) model with 7 compliance parameters.
- Silver – On-site assessment by independent assessors across 14 parameters.
- Gold – On-site assessment across 20 parameters, focusing on reliability and sustainability.

Additionally, surveillance assessments take place—12-18 months after certification for Bronze and annually for Silver and Gold. While Silver focuses on productivity & profitability, Gold emphasizes reliability & sustainability.

How is this initiative being recognized in the industry?

This is a World Bank-funded initiative and has strong backing from leading corporations and OEMs. Many large enterprises integrate ZED into their supplier development programs, encouraging MSMEs to adopt these practices to

enhance supply chain efficiency and global competitiveness.

How can MSMEs get started with ZED Certification?

MSMEs can begin by registering on the ZED platform and seeking expert guidance. At Serapis Knowledge Solutions, we are an empanelled consulting firm with the Quality Council of India (QCI), providing:

- Awareness programs
- Consulting and handholding support
- Implementation assistance for achieving ZED Silver and Gold Certifications

For more details, MSMEs can contact us at zed@serapiz.com.

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"The business of business is to convert orders into cash in the shortest possible time with minimal resources."

MSMEs face numerous challenges such as cash flow, talent retention, and market access. However, by focusing on efficient resource management—balancing manpower, machinery, and materials—businesses can enhance productivity, reduce costs, and improve their competitiveness. The ZED Certification Scheme provides a great opportunity for MSMEs to streamline their processes and achieve sustainable growth. With continuous improvement and strategic planning, MSMEs can turn these challenges into opportunities and pave the way for long-term success.

IVAMA CEO MEET 2025

The IVAMA Association recently hosted its annual CEO Meet 2025 at GM Engineering Pvt. Ltd., Rajkot, on 18th January. The event brought together industry leaders, key stakeholders, and experts to deliberate on strategies for growth and competitiveness in the valves and actuators sector.

EVENT HIGHLIGHTS

Welcome Address:

The day began with a warm welcome by Mr. Mitesh Javiya, Director, IVAMA, & Managing Director GM Engineering, who set the tone for the day.

Way Forward for IVAMA:

Several initiatives were proposed to strengthen IVAMA's role as a key industry enabler.

It was decided to form the following committees:

- Policy Management Committee
- End-User Admission Committee
- Education & Learning Committee

Experience and Learnings from International Platforms in 2024:

Participants shared their insights and key takeaways from the recently concluded international events. This session underscored the importance of global engagement and the immense opportunities for Indian manufacturers on international platforms.

Business Growth through Improving Competitiveness:

Mr. B. Krishnamurthi, Founder, Director, and CEO of Serapis Knowledge Solutions, Mumbai, delivered an engaging talk on how businesses can thrive by improving competitiveness. He emphasized the importance of embracing innovation, fostering a culture of continuous improvement and enhancing collaboration

within the industry. His insights resonated with the attendees, inspiring actionable strategies for growth.

This session focused on strategies to enhance competitiveness within the industry. Experts emphasized innovation, operational efficiency, and skill development as critical drivers of business success.

Acknowledgments:

The day ended with a heartfelt Vote of Thanks delivered by Mr. Vinayak Lokur, Vice Chairman, IVAMA, acknowledging the efforts of the team, the hospitality extended by GM Engineering, and the time and contributions of the members who participated and shared their valuable inputs.

Plant Visit to GM Engineering:

Attendees toured GM Engineering's state-of-the-art facility, gaining firsthand insights into their advanced manufacturing processes and best practices in the valve sector.

Venue:

The event was hosted at GM Engineering Pvt. Ltd., Rajkot, known for its leadership in the valve manufacturing sector.

In Conclusion:

The IVAMA CEO Meet 2025 was a resounding success, strengthening industry connections and charting a clear path forward for the association and its members. The discussions and insights shared during the meet reaffirmed IVAMA's commitment to driving innovation and excellence in the valves and actuators sector.





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Following the tremendous success of Valve World India 2024, we are thrilled to announce that preparations are well underway for an even more exciting and impactful event in 2026!

Valve World India 2026 will take place on 11–12 June 2026 at the Bombay Exhibition Centre, Mumbai, co-organized by Messe Düsseldorf and Global Flow Control.

The event will feature a dynamic exhibition, summit, workshops, masterclasses, buyer meetings, and several exciting new additions that we will reveal soon.

It will bring together key players from industries such as Oil & Gas/Refining, Chemicals/Petrochemicals, Water & Water Treatment, and Power Generation, offering unparalleled networking and business opportunities.

If you are interested in participating in Valve World India 2026, feel free to connect with us—we look forward to welcoming you! **For more details you can reach out to us at:**

Gayatri Punetha

+91 79820 33911

g.punetha@globalflowcontrol.com; promotion@ivama.in

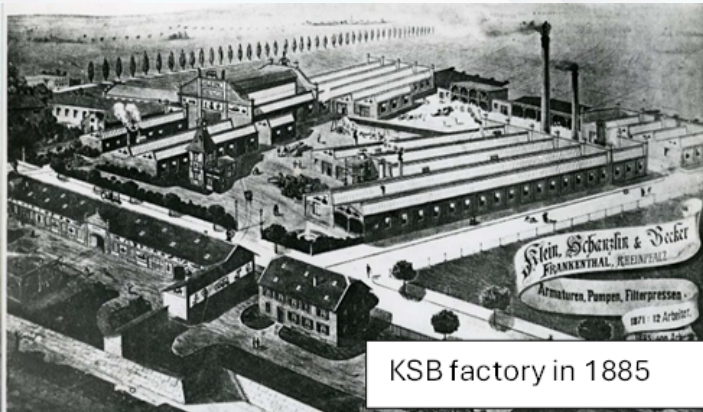
Kay T. Creedon

+31 618 407825; +91 77180 18423

k.creedon@globalflowcontrol.com

KSB CELEBRATED 150 YEARS!

KSB founded in 1871 by Messrs Klein, Schanzlin and Becker, whose descendants still manage this family business. In 2021 it turned 150 years old, being the oldest pump and valve manufacturer in the world, which gives it an enormous, accumulated experience, stability and longevity that leaves its customers carefree. By leveraging decades of expertise, KSB employees devise comprehensive solutions that tackle the challenges of tomorrow.



KSB factory in 1885

KSB is a manufacturer of centrifugal pumps and valves, with headquarters in Germany and branches in more than 150 countries worldwide, including KSB Limited, Coimbatore, with headquarters in Pune.



Valve production in 1912

KSB India Valves Division

KSB Limited founded in the year 1960, is headquartered in Pune in the state of Maharashtra. KSB India has seven manufacturing units, with a very strong marketing, Sales and Service setup to

offer solutions to our customers effectively. KSB valves division at Coimbatore was founded in 1987 which is now a dedicated valves division for KSB for Isolation valves in India.



Coimbatore valve division

KSB Coimbatore specialises in gate, globe, check, ball and butterfly valves for Power, Oil & gas, Fertilisers, Chemical, Paper & pulp and General industry with size range of ½" to 48" in pressure class 150 to 4500 and are the preferred brand in the growing power industry in India and overseas market. The state-of-the-art plant at Coimbatore is certified to ISO 9001, ISO 14001, ISO 45001, CE Marking and TSG manufacturing License.

With rich legacy of 150 years and trusted German engineering, KSB Coimbatore excels in manufacturing high quality products exceeding customer expectations. At core of its success are highly experienced workforce, state of the facilities and unwavering commitment to customer service.



SUSIN I-TORK INDIA SECURES APPROVAL FROM ADNOC AND QATAR ENERGY LNG

SUSIN I-TORK INDIA has officially received approval from ADNOC and Qatar Energy LNG, marking a significant milestone in its global growth strategy. This achievement further strengthens its position in the international energy sector, opening new avenues for collaboration with these industry leaders.



This approval reflects SUSIN I-TORK INDIA's commitment to excellence, adherence to stringent quality standards, and capability to meet the evolving demands of the LNG and oil industries. It underscores the company's readiness to support some of the world's most advanced energy projects, reinforcing its reputation as a trusted partner in the sector.



NAYARA ENERGY PLANS TO INVEST ₹68,000 CRORE (\$8 BILLION) ETHANE CRACKER

Rosneft-backed Nayara Energy plans to invest ₹68,000 crore (\$8 billion) to establish a 1.5 million tonne per annum (mtpa) ethane cracker at its 20 mtpa refinery in Vadinar, Gujarat. This marks the first significant foreign investment in India's petrochemical sector.

According to a senior industry executive speaking to The Economic Times, "Nayara has started work on front-end engineering for the petrochemicals project."

In its FY24 annual report, Nayara Energy highlighted its phased approach to asset development since 2018 to enter the petrochemicals sector. The company stated it is "well-positioned to become a strong petrochemical player due to its unique advantages, including integration opportunities with its refinery, proximity to the port, and the refinery's strategic location in western India, the largest petrochemical consumption region in the country."

India's petrochemical sector is witnessing a surge in investments. State-run firms such as Gail India, Indian Oil Corporation, and Bharat Petroleum Corporation have announced plans to invest over ₹1.5 lakh crore in petrochemical projects.

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Chennai, India



April 08-10, 2025
Florida, USA

About **IVAMA**spk

"IVAMAspk" is a quarterly newsletter published by the IVAMA Association, delivering valuable insights into forthcoming projects, businesses, individuals, innovations in product development, IVAMA's ongoing activities, events, and various other relevant industry specific topics.

IVAMA Association encourages its members to contribute news about their companies, appointments to senior positions, and product advancements to help ensure the success of IVAMAspk.

For feedback and membership, please contact:



Muruganantham R
Director General
IVAMA Association
Admin@ivama.in, +91 9841289271



Gayatri Punetha
Events & Outreach Consultant
IVAMA Association
Promotion@ivama.in; +91 7982033911