

Manufacturer Speaks



1. Plastic piping systems including CPVC, uPVC etc. is an overcrowded market in India. How do you manage to differentiate 'Watertec' CPVC / uPVC pipes from the competition?

Watertec has set a quality standard for their PVC piping products. The overcrowding is in the pressure and agriculture pipe segment. Watertec does not manufacture these products. CPVC and uPVC products from us are of very high quality standards, most affordable in terms of pricing and have been present in the market last 5 years. We manufacture a complete range of products including drainage, piping for behind the wall and front of the wall. We use NSF approved resin for our CPVC systems and we also manufacture uPVC column pipes, SWR pipes. Watertec has over 22 years of experience in manufacturing of polymer products.

2. Which unique products has Watertec introduced in the market during the last few years?

We have introduced CPVC wall mixers, bath and showers mixer with concealed body that are made of CPVC moulded over with ABS, overhead tank filters, garden hose pipes with a high quality standard, basin mixers made of CPVC with three different designs, urinal push cocks, push pillar taps with polymer with all the above products being chrome plated. The internals and water saving aerators are imported from Germany. We have also launched high, medium and affordable segment sanitary ware, SS 304 floor drains and will be shortly launching uPVC column pipes, rain showers made of SS 304 and various bath room

accessories. We are also launching bath room fittings made of SS 316 and also we have our international tie ups for technology with CONTI + for CNX water management system and SS products with VRH from Thailand.

3. There is no shortage of experienced plumbing engineers in India. How can the manufacturing community help in encouraging these professionals to publish case studies of various problems faced by them during installation in our magazine - Indian Plumbing Today?

We can be part of providing assistance to the entire plumbing profession on pre as well as post installation technical inputs. The inputs for solving or providing right guidance can be shared with IPT as a case study. We can also invite plumbing professionals to visit our world class R & D and testing lab to conduct trials – the results of which may be published on IPT.

4. Do you think that your sales and marketing staff need to be aware about the basic principles of plumbing promoted in the UIPC-I?

Yes, it is a very important factor for the sales team to be aware of the principles of plumbing since this would help them to face the competition by passing proper technical inputs to customers. We have made it mandatory for our sales and marketing team to undergo technical training on plumbing when they join Watertec and we also conduct seminars for our team every quarter.

5. Do you think that the majority of sales and marketing people in the plumbing industry are aware of basics of pressure and pressure drop in pipelines?

We should work towards training them as our opinion is that most of them are not from technical back ground and the basics will not be known to them. We conduct seminars for our sales team on a regular basis. This is restricted only to senior people in the industry, but that should be extended to the junior staff.

6. Do you think the average plumbing engineer, involved in design and installation, manages to keep in touch with new product developments?

Yes, they need to be in touch with new product developments. Innovation is the key to success and most of the companies make it a point to discuss new developments with plumbing engineers. This is an on-going process at Watertec where this is discussed at various levels regularly during interaction with them and at seminars conducted by us.

7. Is the concept of detailed technical presentations, on your products by your organization, to IPA members a feasible idea?

It is a feasible idea and we can provide our best presentations for all our product ranges to members of IPA.

8. What do you think that IPA should do, in the next 5 years, to promote good plumbing practices as per UIPC-I on a large scale all over India?

IPA should conduct more awareness, training programmes highlighting the advantages of good plumbing practices. IPA can conduct training for all the project plumbing managers, technical plumbers with the support of many manufacturers who are part of IPA and manufacture high quality products.

9. Your organization has been involved with many CSR activities. Can you list a few of the truly unique CSR activities that Watertec has been involved in?

We are involved in CSR activities around the country. We have divided our CSR activity into various different segments like education, medical, skill development, toilets for persons below poverty level and rebuilding of government schools. We are developing training programmes for tribal people in plumbing and then offering them jobs in our company as plumbing technicians. We have so far recruited 40 of them and placed them pan India. We have also recruited 150 of them as IMD machine operators in our factory this year. We are also building toilets in government school and have so far remodelled 10 old government schools including remodelling class rooms, play rooms, bath rooms and drinking water storage this year.

10. Can IPA, according to you, support and help manufacturers of plumbing materials with activities that have not been done so far by IPA?

With the kind of talent possessed by plumbing professional who are IPA members, we should set up quality parameters for plumbing materials with approval from and by IPA which will improve the manufacturing criteria for the industry and standards set by IPA. Our plumbing talent can be used in improving our quality standards and this will help customers of plumbing products improve their return on investment in the long term.

11. What is your feedback on IPPL 2018 in which you were involved as a National Sponsor? Do you have any suggestions for improvement in IPPL 2019?

IPPL was a great success for us. We have got the recognition across the entire industry platform and it has given us good mileage in terms of brand visibility. The details of conducting IPPL need to be looked at and we need participation by teams with the appropriate technical background.



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