

FROST & SULLIVAN
BEST PRACTICES



2026

INDIAN SUSTAINABLE
PUMPS FOR
INDUSTRIAL WATER

COMPANY OF THE YEAR



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Best Practices Criteria for World-class Performance

Frost & Sullivan employs a rigorous analytical process to evaluate multiple nominees for each recognition category before selecting the final recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Grundfos Pumps India Pvt. excels in many of the criteria for sustainable pumps in the industrial water space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Grundfos India: Redefining India’s Pumps Market with Water Stewardship

Founded in 1998 and headquartered in Tamil Nadu, India, Grundfos Pumps India Pvt. (Grundfos India) is the Indian arm of Denmark-based Grundfos, a global leader in cutting-edge water and pumping solutions. It offers a wide variety of pumps, including industrial, building services (for commercial and residential buildings), water utilities, wastewater, and renewable energy. Backed by over 600 employees across eight cities, two manufacturing facilities, and 145,751 units made in 2024¹, Grundfos India reinforces its water technology leadership—boasting a nationwide footprint supported by an extensive sales and service network. The company serves various industries, including data centers, district energy, food and

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- Iqra Azam
Best Practices Research Analyst

beverage (F&B), healthcare, hospitality, industrial original equipment manufacturers (OEMs), mobility, pharmaceutical (pharma), semiconductors, and textiles, showcasing broad applicability.

The company’s Chennai headquarters is a Leadership in Energy and Environmental Design (LEED) Platinum-rated green building, underscoring its focus on sustainability. In 2024, it achieved LEED Zero Water certification by eliminating fresh surface water consumption and reducing water withdrawal by 100% over a four-year period.² The site’s integrated circular water strategy, built

¹ <https://www.grundfos.com/in/about-us/grundfos-in-india>

² Ibid.

on sewage and effluent treatment plants, rainwater harvesting, and recirculation, minimizes operating costs and demonstrates how industrial facilities can regenerate water rather than merely conserve it.

Furthermore, in 2023, Grundfos India started its iTruck campaign to bring its solutions directly to customers across India. The initiative highlights the company's transformative products, showing how these technologies can lower users' energy costs and reduce their environmental impact. The campaign aligns with the company's Science-Based Targets to achieve net-zero emissions by 2050, reflecting its commitment to integrating technological innovation with sustainability.

Grundfos India leverages decades of engineering expertise to deliver smart, efficient, and reliable solutions that help customers manage, use, and preserve water more effectively. This impact stems from a deep understanding of industry challenges and a collaborative approach that emphasizes co-developed solutions. By combining global technology leadership with on-the-ground partnership, Grundfos India supports national development while safeguarding water resources. The company continues to expand its reach with a clear purpose: to advance solutions that address global water and climate challenges and enhance quality of life.

Grundfos India's leadership is rooted in over 25 years of evolution. The company entered the Indian market with strong global credentials in high-pressure solutions and borewell submersible pumps; first introduced in 1969 and widely recognized for performance. Although Indian customers accepted these products, high import duties made pricing uncompetitive, forcing a strategic shift. The team realized that global strategies would not guarantee success in India and began to rethink the business model.

Direct engagement with stakeholders revealed that industrial customers faced significant energy costs, while domestic users operated pumps for short durations, and government utilities showed limited focus on efficiency. The industry demanded reliability, creating a great opportunity for impact. Consistent trust in critical applications bolstered Grundfos India's positioning and drove a deliberate focus on the industrial segment. Today, while all four global Grundfos divisions perform well, the industrial division leads the company's performance in India and sets a benchmark in the broader pump market.

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Industry Leadership Through Data-Enabled Performance

Grundfos India's all-encompassing portfolio delivers comprehensive system optimization, driving considerable gains across diverse applications. The company customizes solutions to meet customers' unique demands. In addition to pumps and pump systems, it offers pressure managers, pump motors, mixing loops, measurement and control, lifting stations, chemical dosing pumps and solutions, controls and monitoring, agitators, and accessories. Beyond products, Grundfos India actively supports customers through digital, operations, optimization, and repair services alongside service agreements. By offering a complete ecosystem that enhances system performance and reliability, the company fortifies its value proposition.

Grundfos India understands that harnessing variable-speed pumping is critical for operational and cost efficiency in Indian industries. The company's CUE 120 is an adaptive variable frequency drive that meets this need by controlling the speed of any Grundfos pump without an integrated drive. It helps customers achieve energy savings of up to 50%³, making it a necessity as operational loads fluctuate.

Grundfos India emphasizes that smart pumping is central to India's broader energy and water management goals. Pumping operations account for almost 20%⁴ of energy consumption, creating massive potential for savings through advanced solutions. Smart pump control also enables demand-based water delivery, aligning pump output with actual demand and thereby minimizing waste. This helps conserve both water and power, reinforcing India's push toward green infrastructure.

Furthermore, Grundfos India actively forges partnerships in the clean energy space, particularly in renewables such as solar and wind. The company capitalizes on renewable sources to build more resilient solutions for wind energy cooling systems and solar power applications for water treatment and temperature control. Rather than simply supplying components, Grundfos India collaborates closely with industry players to drive green transformation, especially in sectors that demand clean, precise fluid management.

In markets such as manufacturing, mobility, and semiconductors, Grundfos India uses its renewable-powered, variable-speed pumps to solve a major challenge: fluctuating grid power that catalyzes operational inadequacies. The company's cutting-edge pumps help industries run smoothly even under unpredictable power conditions, while conserving energy and reducing carbon footprints.

Moreover, pharma and F&B companies face strict water-purity and hygiene standards. Grundfos India addresses these needs through its Smart Filtration Suite (SFS), a system that combines adaptive filtration with data-driven monitoring. With SFS, companies can reuse water, cut down waste, and lower operational costs. This aligns sustainability targets and enables companies to sustain high process reliability.

Unlike Grundfos India's agile technology, conventional water treatment operates on fixed patterns—clean-in-place cycles, fixed pressure ratings for modules, and membranes designed for specific pressures. Most operators run plants at constant pressure, regardless of changes in feed-water quality or membrane age, leading to inefficiencies. The company takes a data-driven approach by studying membrane behavior in detail at customer sites. When new reverse osmosis membranes are installed, the resistance is initially low, so the system requires only moderate pressure to achieve the desired output. As fouling and wear accumulate, resistance rises, and the system must operate at higher pressure to maintain the same permeate flow. Grundfos India analyzed how this resistance evolves over the membrane's operating life and translated those insights into an algorithmic control model. The algorithm uses potential hydrogen and other indicators of water quality as key inputs and dynamically adjusts pump pressure. The company's SFS lowers pressure when membranes are new and gradually increases it as they age and resistance rises. Customers in India and worldwide have validated this benefit in large-scale treatment plants.

³ <https://www.energetica-india.net/powerful-thoughts/online/shankar-rajaram>

⁴ Ibid.

Moreover, this model fits easily into existing automated plants. Grundfos India does not change the core treatment process or restrict the solution to its own equipment. When a plant already uses an automated control system, the company leverages inputs from the existing controller, sets a reference point, and layers its optimization solutions on top. This flexible architecture enables the company to work with any OEM's equipment and treatment system.

Semiconductor production demands precise control over temperature and water quality. Grundfos India's innovative pump solutions adapt in real time to the highly variable loads typical of semiconductor operations. By using variable-speed control and automation, these solutions decrease water waste and conserve energy, while ensuring a consistent, ultra-pure water supply. Through this, the company supports India's goal to scale up semiconductor manufacturing with built-in sustainability.

Frost & Sullivan acknowledges that Grundfos India turns every pumping environment into a decision engine, where data, adaptability, and precision directly translate into performance and profitability. By redefining how industries move, treat, and reuse water, the company sets a higher bar for other market players.

Application-centric Approach Across High-growth Sectors

Industrial transformation at Grundfos India centers on two megatrends: sustainability and digitalization. The company already demonstrates sustainability through measurable energy and water savings, and it treats digitalization as a strategic lever for long-term competitiveness in India's industrial sector. Plants that deploy Smart Filtration Suite already operate with automated systems capable of digital inputs, outputs, and remote control. Grundfos India builds on this readiness by designing SFS as a fully digital platform that enables remote operation and advanced data analytics. Users can track equipment behavior, analyze process patterns, and optimize performance using historical insights. This capability

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**- Fredrick Royan
Associate Partner, Sustainability**

now represents the baseline, and future development will drive more standardized operating patterns from the earliest stages of plant operation, unlocking deeper enhancements.

India represents one of the most progressive and future-ready markets for Grundfos, combining strong digital readiness with exceptional business momentum. While digital adoption still varies globally, India operates on par with mature markets and often leapfrogs legacy systems, creating a fertile environment for advanced, data-driven solutions. The primary gap lies in regulation: Europe and the United

States enforce stricter standards on basic pumps, whereas India has yet to mandate similar requirements. Grundfos India anticipates that rising water scarcity and greater government focus on conservation will trigger tighter benchmarking and regulatory expectations, accelerating the shift toward higher efficiency and more innovative operating practices.

Between 2021 and 2025, Grundfos India realized a 15% compound annual growth rate—the highest across all Grundfos markets—making India a strategic development hub for the parent company. The industrial division led this momentum, while the building services segment gained considerable traction and contributed meaningfully to expansion.⁵

Two pillars support Grundfos India's leadership: high-performance, dependable products, and a shift from a narrow product-selling mindset to an application-centric approach. In sectors such as mobility, the company studies manufacturing processes from the user's perspective rather than stopping at pump specifications. By understanding expectations at the application level, the company tailors its solutions to specific requirements and delivers outstanding performance. By prioritizing outcomes rather than components, Grundfos India has captured a sizable market share in key verticals. Even as competitors adopt similar strategies, this application-driven mindset strengthens the company's position and empowers it to move ahead.

Growth prospects extend beyond mobility. India's value-driven market demands strong technical and commercial propositions that benefit all stakeholders. Sectors such as semiconductors and new energy technologies necessitate valuable solutions and present significant opportunities. Population increase fuels expansion in F&B, which in turn accelerates pharma demand—a strong growth engine for Grundfos India.

This trajectory underscores a broader commitment: helping industry use water as prudently as possible amid rising scarcity. The company's tagline, "Possibility in every drop," captures this dedication and reflects the role Grundfos India plays in driving efficiency, responsibility, and sustainable industrial progress in India.

Enhancing Customer Journey Through Transparency

Grundfos India enriches customer journey through visibility and transparency, long before customers purchase its solutions. The company positions relevant messaging around areas such as water treatment and industrial solutions, so potential buyers recognize their value early in their decision process. To reinforce credibility, Grundfos India is building a dedicated Customer Experience Center, which will allow customers to interact directly with live demonstrations, experiment with systems, and evaluate performance firsthand. The center showcases the company's digital solutions rather than standard pump products, creating a focused environment for testing advanced, intelligent technologies. It represents a state-of-the-art hub and a central point for Indian customers to see, understand, and validate what the company promotes. The initiative adds to Grundfos India's competitive edge.

Case Study Proving Technological Excellence

Haldiram Snacks (Haldiram) needed a pumping system that could keep pace with its high-volume, round-the-clock food production. Frequent maintenance, rising energy costs, and downtime created operational risk and eroded efficiency. Grundfos India conducted an Energy Check and found that the existing pumps were oversized and poorly designed, resulting in excessive power consumption and high operating expenses. Haldiram wanted a reliable, energy-efficient upgrade that would eliminate these issues. The

⁵ <https://industrialeconomist.com/india-is-now-emerging-as-a-growth-hub-for-grundfos>

company responded with a comprehensive suite of pumps across critical applications supported by Grundfos' intelligent iSOLUTIONS automation. This approach optimized processes, reduced batch time, and streamlined operations while strengthening system reliability.

The results created clear business value as Haldiram achieved 40% energy savings, cut its connected load by 54%, reduced emissions by 28.7 tons of carbon dioxide per year, and lowered annual energy use by 125,056 kilowatt-hours. The investment paid back in just 11 months, demonstrating a strong financial and sustainability return for Haldiram's production facility. By delivering 55 pumps tailored to diverse production needs and automating key processes, Grundfos India helped Haldiram improve uptime, reduce operating costs, and shrink its carbon footprint, positioning it for more efficient, environmentally responsible growth.⁶

Grundfos India turns transparency into traction, letting customers experience and trust its technology pre-purchase. By backing this accessibility with real-world use cases, the company shifts the conversation from promises to proof, cementing its reputation as a performance-centric partner in the industrial sector's sustainability-centric transformation.

Conclusion

Grundfos Pumps India Pvt. (Grundfos India) showcases how a technology-driven strategy can redefine industrial water and energy management while accelerating national progress. The company anchors its leadership in a broad, multi-sector presence backed by strong manufacturing capability, deep engineering expertise, and a wide service network. It builds credibility through measurable sustainability achievements and drives impact by pairing smart pumps, digital platforms, and advanced filtration with application-specific insights, allowing industries to boost efficiency, reduce costs, and improve reliability. Its shift toward variable-speed, data-guided, and renewable-powered solutions positions customers to navigate energy volatility and rising resource constraints. Grundfos India strengthens customer trust through transparent engagement and hands-on exposure to its innovations, reinforced by proven results. The company also captures momentum from India's rapid growth, digital readiness, and expanding demand across sectors such as semiconductors, pharmaceuticals, and mobility. By treating water as a strategic asset rather than a utility expense, Grundfos India creates long-term value and sets a robust trajectory toward smarter, cleaner, and more resilient industrial operations across India.

With its strong overall performance, Grundfos Pumps India Pvt. earns Frost & Sullivan's 2026 India Company of the Year Recognition in the sustainable pumps for industrial water industry.

⁶ <https://www.grundfos.com/in/about-us/cases/grundfos-helps-haldiram-snacks-save-40percent-energy>

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or underserved needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging megatrends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

