

# AUMA India Solutions for a world in motion

IT'S BEEN OVER 30 YEARS SINCE GERMAN ELECTRIC ACTUATORS MANUFACTURING COMPANY AUMA, SET SHOP IN INDIA. IN SYNC WITH ITS GLOBAL STRATEGY, THE COMPANY HAS INTEGRATED ITSELF WITH THE LOCAL VALVES MANUFACTURERS TO BECOME THE MAJOR SUPPLIER OF ELECTRIC ACTUATORS AND VALVE GEARBOXES IN INDIA. AUMA PRODUCTS ARE NOW USED IN VIRTUALLY EVERY PROJECT IN INDIA, WHICH CALLS FOR CONTROL OF FLUID FLOW. AUMA INDIA IS EXPANDING CONTINUOUSLY TO MEET THE EVER GROWING CUSTOMER DEMAND FOR QUALITY PRODUCTS. WITH AN INTENSE FOCUS ON QUALITY, AUMA INDIA CONTINUES TO LEVERAGE ON ITS WORLD CLASS INFRASTRUCTURE TO DELIVER SUPERIOR PRODUCTS.

By Sonal Desai



Mr. Arvind K Goel, Managing Director - AUMA India

## Expanding Automation lead the AUMA story in India

In a freewheeling interview with Valve World India, Mr Arvind K Goel, Managing Director, AUMA India, spoke at length about how automation was changing business dynamics, and also discussed new trends, opportunities and factors driving the company's growth. According to Mr Goel, "Electric actuators play a crucial role in controlling the processes in sectors such as thermal power generation, water and waste water treatment, oil and gas, cement and metals. Automation is absolutely the way ahead. Although India is still to mature fully and things are slow for the moment, I have no doubt that end-users across industry segments will opt for automation not only as a measure to cut costs, but to increase productivity. I certainly see continued growth in the actuator market in line with growth in infrastructure in the years to come."

Mr Goel is also banking on smart cities listed opportunities for AUMA. He said, "While power sector has been the mainstay of our industry so far, the water sector is expected to become increasingly important, particularly in view of smart cities projects. At the same time, water scarcity across the country is forcing the authorities to invest in technologies to handle both: water and waste water." Scoping out the opportunities for valves and actuators, he said, "There are now many model projects in the country which deliver water 24/7, and I believe projects of such scale would require many valves and actuators. Many other similar projects have either begun or are in the tendering stage across many cities."

## Trend

Times have changed a little from about 15-20 years back when most

customers needed actuators to generate a certain amount of torque to operate the valve and separate controls were used to operate the motors. But now India is following the global trend. Today, 75 percent actuators have integral starters, which has eliminated the need of individual control panel." Mr Goel said. He however, cautioned that acceptance of change is slow in the field of actuators. "There are people who are still following specifications written decades back. In fact, Indian specifications date back to 1986 and efforts are on to convince concerned agencies to co-opt the current international specifications for actuators." However, there are end-users who are looking at new features in view of fast progress in the area of electronics and communication. They look up to actuators to speed-up processes, for faster data transfer and diagnostics. Therefore, in a bid to make its products relevant to these new-age customers, AUMA too added new features to make its compatible with current level of distributed control system (DCS) technology. So what and who drives these changes? "Consultants and process owners pen the specifications. They want feedback which can be simple or sophisticated. Depending on the specifications, we integrate feedback transfer through our products," Mr Goel said.

## Strategy & Operations

Globally actuator market is estimated at Euros 1.5 billion, and AUMA estimates to have about 30 percent of global market share. In India also, AUMA, which started operations in 1986, has a major share of the market. AUMA India has paid special attention to manufacturing process and has invested in best-of-the-class machines and facilities at its manufacturing plant at Peenya in Bangalore. Mr. Goel said, "We were clear from the beginning that we had to

have all critical processes in-house to have a control on quality as well as manufacturing priorities. Such facilities are usually not found in operations of our size, but we believe that it is a prerequisite to manufacture electric actuators which control critical processes in process industry." With increasing opportunities, and the scale at which AUMA has expanded its operations in the country, one would obviously think that India played an important role in the global market as a source of low-cost products. Mr Goel had a different viewpoint. He informed, "AUMA India was set up mainly to cater to the domestic market. However, as Indian valve manufacturers and EPCs grew and started catering increasingly to global requirements, AUMA has been closely with them by offering suitable solutions to help them become competitive in the market. It could be with the products manufactured locally as well as products manufactured by its parent companies." AUMA India is also one of the seven global service hubs of AUMA Group, where products irrespective of the place of manufacture can be serviced and AUMA Engineers

are trained in installation, commissioning and service of the full range of AUMA Group products. These include products from the companies acquired by AUMA Group in the past such as products of SIPOS Aktorik, Haselhofer, GFC and Drehmo.

Mr. Goel said that he is especially proud of its R&D, where it is possible to come up with new solutions. This is important in view of high expectations of Indian customers in terms of specifications and change implementation at a short notice. There have a number of innovative solutions to meet unique requirements of Indian customers and many of these were first-time developments.



Leadership  
Born From Innovation

## Changing Dynamics

So what does the future look like? Mr Goel replied, "While discussing long term demand trends in a meeting in Germany last month, the overarching topic of discussion was continuing demand of these products due to population growth and rise in the standard of living.

According to estimates, there will be a 30 percent growth in population in 2030; this translates into demand for more food, power and infrastructure, so process industries will have to grow." But there are lessons to be learnt from the past, cautioned Mr Goel. "Growth can happen in spurts. Look at the cement industry. It was growing in double digits for a long time, but then industry went into a consolidation mode and there have



AUMA actuators for Multi-port - Manifold\_Valve Operation - Special Application in Oil & Gas downstream pipeline

not been many new cement projects in the last 4-5 years. But now the demand has to catch up and investments have to take place.”

Coupled with the economic slow-down the situation could become grave. Nayed Mr Goel, “I am not saying for a minute that it will stay like this.

But I am talking of the current market scenario where the orders are fairly limited. For example in O&G segment, especially some of those in the upstream are suffering because investments are drying; but people who are midstream and downstream, who are dependent on the Indian market are not so bad.”

### Dawn of a New Age

Like there can be applications in these sectors, where process calls for sophisticated requirements. There is increasing trend to use fieldbus communication and SCADA to operate the valves where actuators give a signal that valves can be operated and provide a specific feedback. Presently, AUMA is involved with automation projects at over 100 locations where a different makes of DCS are being used by systems integrators to integrate AUMA actuators. AUMA is also supplying locally developed AUMA India Master Station (AIMS) which acts an intermediate data aggregator.

### Focused Approach on Industry Verticals

Mr Goel said, “We supply to various projects and each project may involve supply to a number of valve makers.

For example in water projects in Delhi, Mumbai, Chennai, Pune, Hyderabad etc., we supplied actuators to manufacturers of different type of valves and eventually these ended at one location. Same is the case with thermal power plants, where procurement is done in packages and different valve makers may supply to different packages of a project.” When asked to give an example of a demanding application. Mr. Goel said, “AUMA was involved in supplying all the actuators to Nemmeli 100 mld Desalination Plant through different valve makers in the project executed by VA Tech Wabag. The process calls for operations of over 200 valves every few minutes and all actuators were connected to a DCS in redundant line topology. It

“With focused approach on Industry Verticals, and having access to the best & finest infrastructure facilities, AUMA India has the capacity and capability to Design and Manufacture highly reliable products’.



AUMA Actuators – Typical application @ Marketing Terminal complex

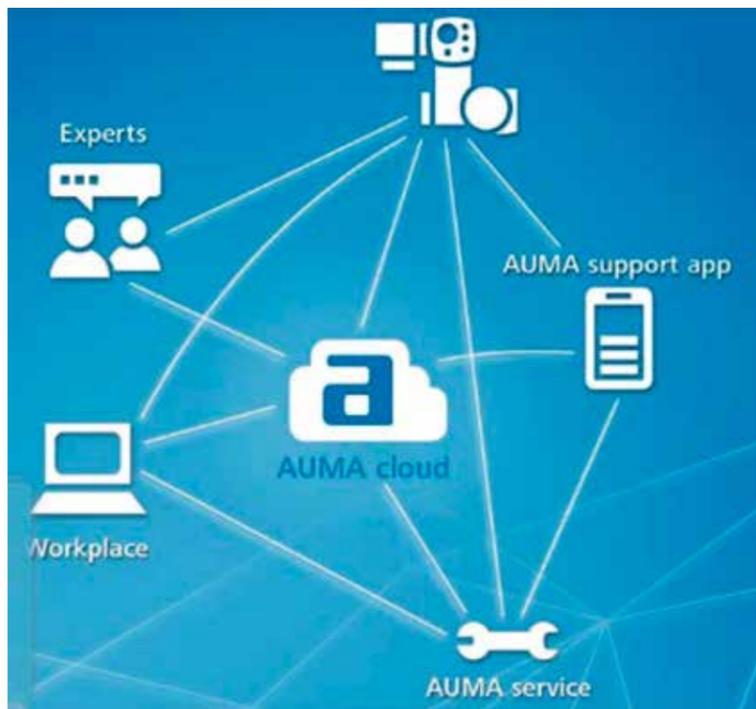
is a matter of high reliability of its products that these actuators are providing trouble-free operation in a highly challenging environment for last 4 years.” In the power sector, the company is present from small power projects of 30 MW to super ultra projects of 800 MW.

### AUMA gears-up at integrating Industry 4.0 into their operations

There are two ways to look at it, felt Mr Goel. “One is whether our products are compliant for 4.0 and two, are we doing enough to integrate 4.0 into our operations.”

That the company is very much aware of potential of Industry 4.0 which basically calls for decision taking at local machine level rather than central control. But, still there is a long way to go. Products like ours would be integral part of Industry 4.0 and we are confident of adding much more intelligence in these products. Consider a situation where an end-user could transfer operational and diagnostic data through GPRS. The updates could prove

critical in situations involving large networks—for example in a situation



New Networking - AUMA Cloud services depicting Industry 4.0 - fourth industrial revolution which is best understood as predictive manufacturing, maintenance & services, a new level of system thinking and control over the entire value chain of the life cycle of products.

where the authorities have to regulate water supply for the entire city. The data could be a boon as it can locally decide which line to operate. The opportunity is immense. Similarly our high-end machines could be upgraded to make it feasible to bring in features of Industry 4.0.

### AUMA India’s focus on Environment Sustainability and Energy conservation

Having access to the best and finest infrastructure facilities, AUMA India has the capacity and capability to Design and Manufacture reliable products. It was highly impressive to see that bulk of the power requirement of AUMA India including its machine shop is met through solar power and excess power is also exported to the local grid. Another interesting thing to note was commitment of AUMA India to CSR. AUMA India as a part of corporate Social Responsibility activity has provided 11 food distribution vans so far to ISKCON for ‘Akshaya Patra’ service that provides mid-day meals for the schools in and around Bangalore serving needy school children towards the development of local community besides a host of other initiatives. AUMA India as a CSR conscious company, has commitment towards the Environment, for the

betterment of the society in the form of Triple Bottom Line (TBL) reporting that satisfies Social, Economic & Environmental factors in attaining the goal of sustainability.

### Road map - Planning ahead

Where people have to see is the cost of automation which will be a smaller factor compared to the savings and increase in productivity. Availability and reliability will force people to migrate to automation. We will always have products for the Indian market, Indian customers and we would be moving along with the changes in expectation in demand and for that we continue to invest in our facilities and R&D, Mr Goel concluded.

#### About AUMA India

##### When

AUMA India, a subsidiary of AUMA Germany was established in 1983, to cater to the needs of Indian Industries.

##### Where

AUMA India has state-of-the-art manufacturing facility and sales head office at Bangalore. AUMA India has regional sales offices at Pune, Noida, and Chennai with their resident engineers positioned at Kolkata, Hyderabad & Vadodara. Besides, AUMA India has service engineers at 20 different locations all over the country.

##### What

AUMA India is the Leader in the field of Electric Actuators and Valve Gearboxes for the automation of Industrial valves and dampers in the country. Be it power, nuclear, water, petroleum, cement or steel, chemicals, fertilizer, AUMA India actuators are at work behind the scenes, controlling some of the most critical processes in the industry.

**Managing Director**  
Arvind K Goel

**Number of Employees**  
209 Employees



Bird’s Eye View of AUMA India



375 kWp Roof Top Solar PV Grid connect Power plant – AUMA India Building Roof Top Solar Plant: A new paradigm for AUMA India’s self-generation for captive consumption



AUMA India – Machine Shop. AUMA uses high-end machines for MACHINING of all the critical components in-house.