

GenNext starts taking charge at Kirloskar

Alok Kirloskar, 28, son of Sanjay Kirloskar and great grandson of SL Kirloskar, has taken up the position of MD of SPP Pumps, the UK subsidiary of Kirloskar Brothers. This marks the entry of the fifth generation of the family in the business. Alok has a challenging task ahead of steering the business through the economic slowdown in Europe. Kirloskar Brothers Limited (KBL) acquired SPP Pumps in 2003. SPP Pumps makes onshore and offshore firefighting and water supply pumps. Its customers include BP, ConocoPhillips and Thames Water UK.

Alok is a graduate in industrial engineering and finance from Carnegie Mellon University. He joined KBL in 2007 as GM, Marketing and has been groomed to take up a larger role in the group. Alok intends to achieve better integration of SPP and Kirloskar and increase focus on developing especially engineered products.

Though Kirloskar group had gone through a split and restructuring process, there are still cross holdings within the group. Emphasizing upon the need to keep the group bonded together, K Ramachandran, Thomas Schmidheiny Chair Professor of Family Business & Wealth Management, ISB, said, *"Alok should look at bringing out the synergy between the companies and work with his cousins to develop a common strategy and vision for the whole group."*

Alok admits that the Kirloskar Group did go through tough times, but asserts that it bounced back under his father Sanjay Kirloskar's leadership. They now aim to be among the top five pump makers in the world. Sticking to Kirloskar values, Alok is determined to keeping intact the respect earned by past four generation of Kirloskars.

Source: Financial Express, March 12, 2012