

Case Study



Royal Enfield Bullet shines longer and better
with

Iwaki pumps

CLIENT

Royal Enfield

Chennai, India.

Pumps are a critical component in the recirculation process and need to meet the flow rate norms as per the set process

Background

Royal Enfield, India's best-known global brand of motorcycles, has its manufacturing units near Chennai, India. Surface treatment and electroplating play a significant role in their manufacturing processes since there are numerous metal parts that need to be plated and chromed to make the final product durable and aesthetically appealing. The treatment process involves the parts being dipped in multiple chemical-filled baths. The liquids in the baths are continuously recirculated to ensure removal of foreign particles and burrs. Pumps are a critical component in the recirculation process and need to meet the flow rate norms as per the set process.

Challenges

Royal Enfield has 4 plating lines and each line has 10 pumps. The pumps on these lines were supplied by a reputed UK-based manufacturer. There were repeated impeller failures with these pumps and the pumps, which were conventional centrifugal pumps, could not run dry in the event of an abnormal operating condition. This caused considerable disruptions in the production process which decreased throughput, and this also increased the cost of maintenance.

Filtration turns' (i.e., the number of times the liquid in the bath is circulated during a batch to ensure the complete removal of foreign particles) is an important parameter for the user in the plating process. In this case, the 'filtration turns' required was about 5 turns per hour. However, this was not being met. To add to these issues, there was no timely support from the pump manufacturer during the pump breakdowns, leading to prolonged downtimes and production loss.

Soon after the initial replacements, Royal Enfield was thrilled with the performance of the Iwaki pumps

Solution

The team from Royal Enfield and A.T.E., after a thorough analysis of the matter, agreed that replacing the conventional centrifugal pumps with Iwaki's MX series magnetic drive leak proof pumps was the way to go.

Results

Soon after the initial replacements, Royal Enfield was thrilled with the performance of the Iwaki pumps, which also met the requirement of the number of filtration turns. The Iwaki pumps had no leakage and further, though they ran dry on a couple of occasions for some time, it caused no damage to the pump. This is a design feature of Iwaki pumps.

Between 2018 to 2020, Royal Enfield replaced 10 old pumps with Iwaki pumps and subsequently they also procured additional Iwaki pumps for other applications in the plant.

This is ample testament to a high level of customer satisfaction with the performance of Iwaki pumps and the support provided by A.T.E.

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