



CG POWER AND INDUSTRIAL SOLUTIONS LTD

PRESS RELEASE

CG Pumps Launches SmartSENSE – India's First Cordless Water Pump Controller Technology

Revolutionizing Water Management with Next-Gen Intelligence and Sustainability

Mumbai, 28th April 2025- In a landmark breakthrough for India's domestic water management sector, CG Pumps has launched SmartSENSE – India's first cordless, float-free automatic water pump controller. This cutting-edge system eliminates the need for manual wiring and float switches, offering a truly smart and intelligent water control solution for Indian households.

The revolutionary pump system uses advanced sensing technology to independently monitor water levels at both the source (inlet) and the overhead tank – without the need for any wired connections or float-based sensors. The system automatically operates the pump to start and shut it off once the tank is full, helping users avoid overflows and ensuring efficient water use at all times.

A First-of-its-Kind Innovation for Indian Homes

Tailored to the needs of modern Indian households, the **1 HP SmartSENSE pump** supports a dynamic head range of **6 to 50 meters** and a discharge capacity ranging from **3300 LPH to 600 LPH**. Built with a 100% copper-wound motor and rust-free cast iron components, the system ensures long-lasting durability, energy efficiency, and high-performance operation in varied conditions.

Engineered for next-generation homes, the advance water pump controller technology uses intelligent automation to conserve energy and eliminate water waste—seamlessly and efficiently.

SmartSENSE: Core Features

- **100% Cordless Operation** – No wiring from tank to controller
- **Float-Free Detection** – No float switch required in the tank
- **Automatic Start/Stop** – Based on intelligent water level sensing
- **Dry Run Protection** – Prevents pump burnout during low water supply
- **Multiple Tank Connectivity** – Supports parallel overhead tanks
- **Eco-Efficient** – Minimizes power use and prevents water wastage
- **Heavy-Duty Design** – Copper-wound motor and rust-resistant build for longevity



Speaking on the launch, **MD Amar Kaul, CG Power and Industrial Solutions** said, “This launch is a step forward in our larger mission to build sustainable, resource-efficient communities. SmartSENSE, offers an upgrade to smarter living — a solution that’s scalable and ready to benefit every home across the country.”

Sriram Rangarajan, Executive Vice President, Consumer Electricals, added, “Water pump automation in India has always meant messy wiring or makeshift float switches. With SmartSENSE, we’ve removed that complexity. It’s a plug-and-play solution built for Indian homes—simple to install, smart in performance, and ready for today’s evolving lifestyles”.

Now available across India, *SmartSENSE* strengthens CG Pumps’ legacy of innovation by bringing intelligent, cordless automation to everyday water systems — setting a new benchmark in India’s pump industry for homeowners, plumbers, and trade professionals alike.

About CG Power and Industrial Solutions Limited

CG Power and Industrial Solutions Limited is an engineering conglomerate headquartered in Mumbai, India. The Company is a leader in the Electrical Engineering Industry and has two business lines—Industrial Systems and Power Systems. It manufactures Traction Motors, Propulsion systems, Signalling Relays etc., for the Indian Railways, and wide range of Induction Motors, Drives, Transformers, Switchgears, and other allied products for the Industrial and Power sectors. Recently, the Company also made a foray into the business of Consumer Appliances such as Fans, Pumps, and Water Heaters.

The Company has 18 world-class manufacturing plants across 9 locations in India and one in Sweden, and a Pan India network of 5 Regional and 14 Branch offices, with around 3,113 employees. The Company’s consolidated revenue for FY24 was Rs 8,046 crores (USD 964 million).

The Company continues to excel and maintain its leadership position across its businesses, backed by its outstanding expertise, customer-centric approach, and enhanced focus on innovation and sustainability.

Since November 2020, the Company has become a part of the renowned Murugappa Group.

For more information visit: <https://www.cgglobal.com/>

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About Murugappa Group

A 124-year-old conglomerate with presence across India and the world, the INR 778 billion (77,881 crore) Murugappa Group has diverse businesses in agriculture, engineering, financial services and more.

The Group has 9 listed companies: Carborundum Universal Limited, CG Power & Industrial Solutions Limited, Chola Mandalam Financial Holdings Limited, Chola Mandalam Investment & Finance Company Limited, Coromandel International Limited, E.I.D.-Parry (India) Limited, Shanthi Gears Limited, Tube Investments of India Limited and Wendt India Limited. Other major companies include Chola Mandalam MS General Insurance Company Limited and Parry Agro Industries Limited. Brands such as Ajax, Hercules, BSA, Montra, Montra Electric, Mach City, Chola, Chola MS, CG Power, Shanthi Gears, CUMI, Gromor, Paramfos, Parry's are part of the Group's illustrious stable.

Abrasives, technical ceramics, electrominerals, electric vehicles, auto components, fans, transformers, signalling equipment for railways, bicycles, fertilisers, sugar, tea and several other products make up the Group's business interests.

Guided by the five lights — integrity, passion, quality, respect and responsibility — and a culture of professionalism, the Group has a workforce of over 83,500 employees.

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