



Date: 03.05.2018

To, The Manager, Listing Department The National Stock Exchange of India Ltd. Exchange Plaza, BKC, Bandra (E) Mumbai 400051	To, The Manager Listing Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai, 400001
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Dear Sir,

SCRIP CODE: -BSE -531431, NSE- SHAKTIPUMP.

Sub:-Intimation for launch of New Product "Simha Universal Drive".

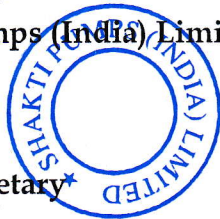
Pursuant to the regulation 30 SEBI (Listing Obligation and Disclosure Requirement) Regulation 2015, We are pleased to inform you that our Company has launched new Product "Simha Universal Drive" which is one of the initiative of the Company towards Make in India Concept .

The detail of the Product is attached herewith.

You are requested to kindly take the note of the same on your record.

Thanking You,
For Shakti Pumps (India) Limited

Ravi Patidar
Company Secretary*



SHAKTI PUMPS (I) LTD.



Shakti Pumps launched first Indigenous Universal Drive “Simha”

Raipur, 02 May 2018: A leading company in the field of Solar Pumping Solutions Shakti Pumps (India) Limited announced the launch of first Indigenous Universal Drive “**Simha**” from Raipur in the markets across country today. This drive is the result of hard work and testing for nearly five years of research and development wing of Shakti Pumps. This advanced mobile app based solar controller is completely manufactured India.

On the occasion of launching the drive, **Mr. Dinesh Patidar, Chairman, Shakti Pumps (India) Limited said-** Shakti's Simha Universal Drive is a unique product designed, developed and manufactured in India. This drive makes it possible to efficiently run agricultural and industrial motor pump sets using abundant and free solar energy. **It is a small contribution of Shakti Pumps to the Make in India, Digital India and the dream of the Government in which by 2025 our dependence on the sources of alternative energy is likely to be up to 40%.**

‘Simha’ Universal Drive supports wide varieties of motors by virtue of its universal design. Its IP 64 design and rust-proof metallic enclosure provides protection from particles (e.g. rain, dust, oil) which obsoletes the need for extra outer case. Moreover, the advanced MPPT algorithm puts it in the list of premium renewable energy products. Therefore, this product is recommended by experts for its unique features, efficiency, zero operating cost, plug and play installation, electrically safe user handlings and longer period of warranty.

Before this product came into the market, Indian market had to depend on imported drive which was not suitable with Indian conditions. to make these devices working, it required alterations which were painful and expensive.

The Research wing of Shakti Pumps is supported by IIT Delhi under the Government of India's Higher Invention Scheme. This new product is being manufactured in Fully Automated Line using Japanese techniques and methods. This manufacturing facility is the first of its kind in Central India.