

**When a legacy organization consults a marketing agency, then either the company wants to fully revive itself or it understands the importance of new-age marketing to be in the race with the newcomers who threaten its brand legacy...**

**Roto Pumps wanted both...**



## CASE STUDY- ROTO PUMPS LTD

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## About Roto Pumps

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A globally preferred brand in positive displacement pumps, Roto Pumps is a public listed company with presence across 5 continents and a rich legacy of over 50 years. Established in 1968, Roto Pumps is the pioneer manufacturer of Progressive Cavity Pumps in India, renowned for providing efficient and reliable pumping solutions to a diverse range of industries including Wastewater, Sugar, Paper, Paint, Oil & Gas, Chemicals & Process, Ceramics, Food & Beverages, Renewable Energy & Power, Mining & Explosives, Marine & Defense and many more.

With its state of the art manufacturing unit based at Greater Noida, India & Ultra modern R&D center based at Noida, India, Roto Pumps is successfully exporting to more than 50 countries.

# Types of Pumps

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**Progressive Cavity Pump**



**Twin Screw Pump**



**Gear Pump**



**AODD Pump**



**Macerator Pump**



**Retrofit Spare Part**

# Flags Communications Role in The Organization

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Flags Communications is successfully supporting Roto Pumps Ltd with its Marcom expertise from past years. Roto being a half-century public listed company, required a make over and organizational transformation. Flags was hired to help the company in the transformation. At that time, Roto was also planning to strengthen its communication exercise in the overseas operations. The brand was largely interested to reiterate its leadership through the competition as new players, both from domestic and international markets have made their presence felt. Flags took it as a task in hand and started working with the management closely.

- **Marketing & Advertising**
- **Digital Marketing**
- **Training Programs**

# Initial Brand Challenges

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- Despite being number one in the industry, the brand was suffering from identity crises
- Organization Revamp had to be done in a way, that it does carry the value and legacy of past .. yet is completely new!!!
- New players have been entering the market and taking away the market share
- Threat from both organized sector and the established international brands. So we had to compete with both.
- Brand legacy has not been communicated well in the industry.
- Brand recognition was going down a bit

# How Flags Played/is Playing The Role of A Marcom Agency?

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As an integrated MARCOM agency, Flags took upon the complete exercise for Roto Pumps—to re-establish its brand supremacy in the market. As the brand was more than 50 years old, the brand needed a complete makeover with a corporate outlook. The steps followed were:

- Understanding the Industrial Pump market.
- SWOT analysis was carried out.
- Detailed secondary competitor analysis was done.
- Multiple brainstorming sessions were conducted to understand the pain points and the plus points
- Entire Brand revamp exercise was carried out in close consultation with the top management
- Customized marketing and communication strategies were created according to the individual sectors
- Internal and external programs were conceptualized, training sessions were organized with the sales team to understand their concerns and achievements



## B2B Communication

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B2B communication is the most important work for any product manufacturer in its respective market, in order to draw the customers towards the brand and to keep the brand recall alive.

- Roto's brand identity was revived and brand transformation was immediately implemented on all the platforms, both internal and external





- Brand campaigns and brand communication were totally revived which included the brand's corporate profile



## Corporate Movie

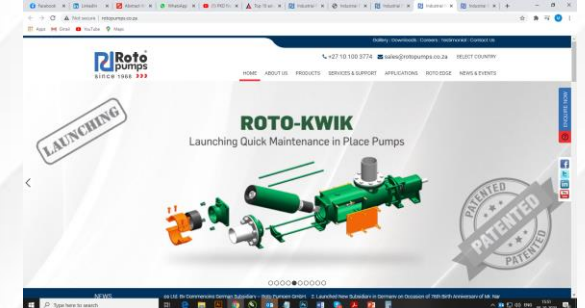
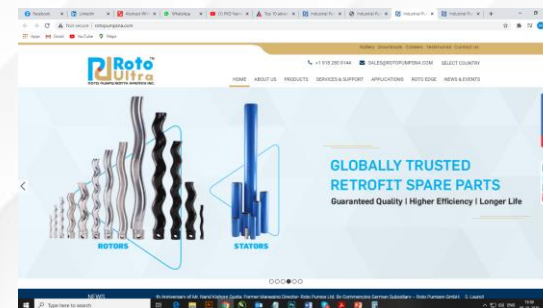
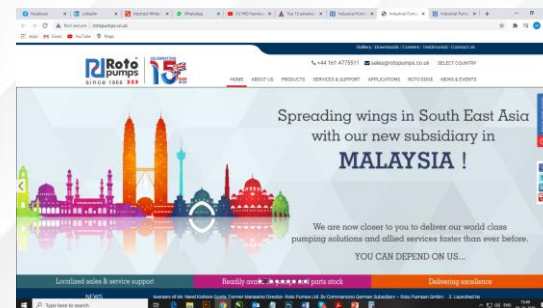
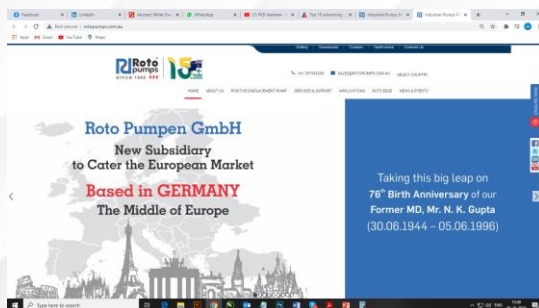
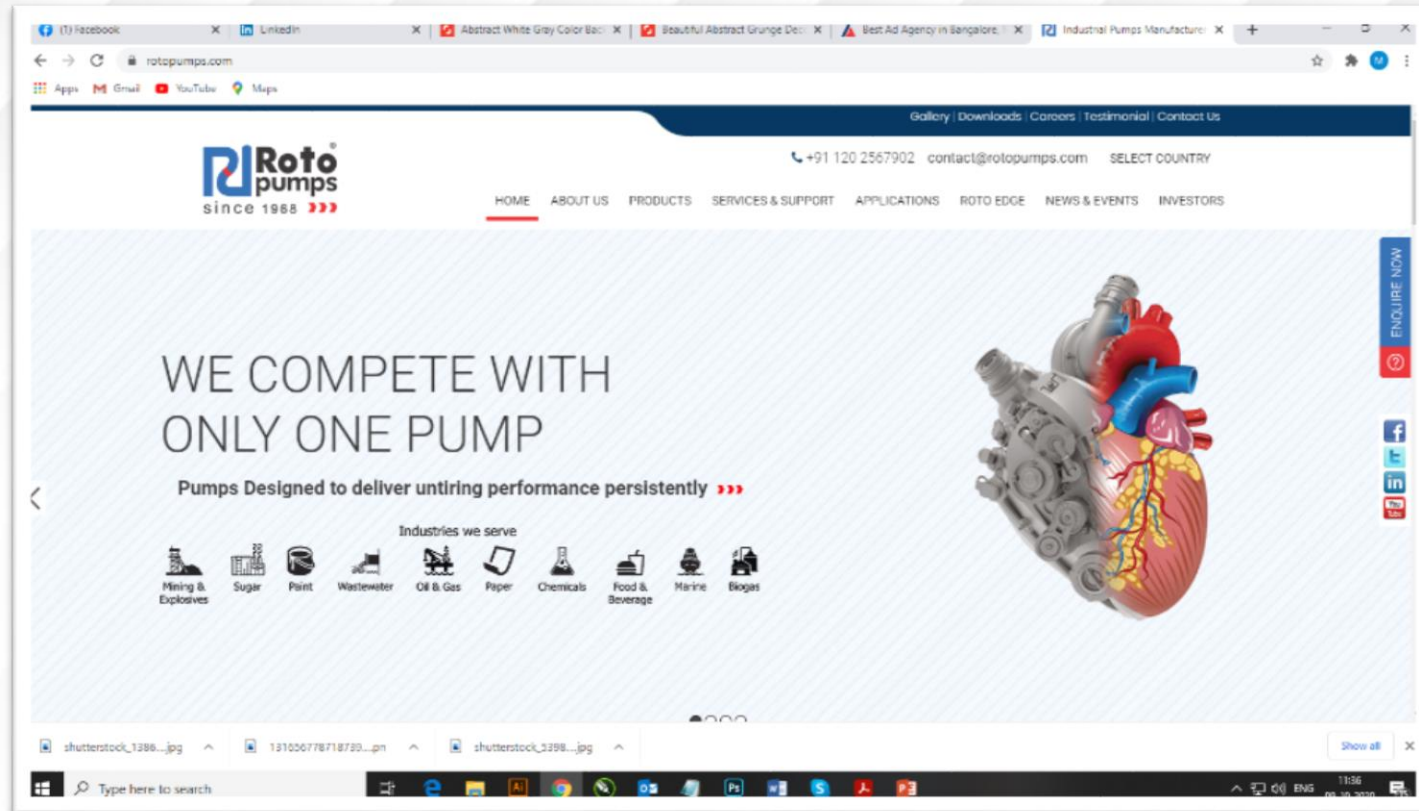




## Corporate & Product Photoshoot



# Corporate Website & Microsites(Australia, UK, South Africa, North America)





- We promoted the brand of Roto by providing marketing services to all their overseas branches across 7 countries (India, North America, Australia, UK, South Africa, Malaysia & Germany).
- Management communication was rolled out to industry at large
- All the brand collaterals were completely revamped, including technical books



**Roto pumps**  
since 1968

WE COMPETE WITH ONLY ONE PUMP

## EXTENDED OUR PRODUCT RANGE

YOU NEED IT. WE HAVE IT.

ADDP Pump

Twin Screw Pump

Progressive Cavity Pump

Gear Pump

ROTO PUMPS LTD.  
www.rotopumps.com | Email: contact@rotopumps.com

**Roto pumps**  
since 1968

15 YEARS IN AUSTRALIA

## WE UNDERSTAND YOUR CHALLENGES IN WASTEWATER INDUSTRY

The most reliable heavy duty screw pumps

Our pumps can handle wide variety of fluids ranging from clean and clear liquids to abrasive, corrosive, viscous, aggressive & solid-laden media.

**Key Applications**  
Primary, Secondary & Tertiary Clarification Process | Sludge Thickening Process | Digestion Process | Dewatering and Sludge Incineration Process

**WHY ROTO PUMPS IS YOUR DEPENDABLE PUMPING SOLUTIONS PARTNER!!!**

- Fair pricing policy for pumps and other brand spares
- Trusted name in screw pump manufacturers for over 30 years in Australia
- Huge warehouse capacity ensuring on-time delivery to customers
- 50+ years of rich experience in solving critical problem solving backed by team of application engineers
- ROTO-SELECT comprehended with application database of 50+ years, recommending accurate solution for 5000+ fluids

18 years of strong presence in Australia	Robust supply chain network	Strong sales & service support team	Readily available pumps & parts stock	Cost-effective & customized engineered packages
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**CALL US TO KNOW MORE : 1300 727 904**

**Industries we serve:**  
Sugar • Paper • Wastewater • Oil & Gas • Marine • Mining & Explosives • Paints • Chemicals • Food & Beverage • Bio-Gas

**ROTO PUMPS LTD.**  
www.rotopumps.com.au | Email: sales@rotopumps.com.au  
Global Presence : Australia | India | United Kingdom | South Africa | USA | Germany

**Roto pumps**  
since 1968

WE COMPETE WITH ONLY ONE PUMP

## Most Trusted PD Pump Partner to Edible Oil Producers

We Transfer It All

- Sunflower oil
- Corn oil
- Oil with wax
- Soad
- Mustard oil
- Refined oil
- Soy bean concentrate
- Acid oil

**DM Series Pump**

**AODD Pump**

rotopumps.com

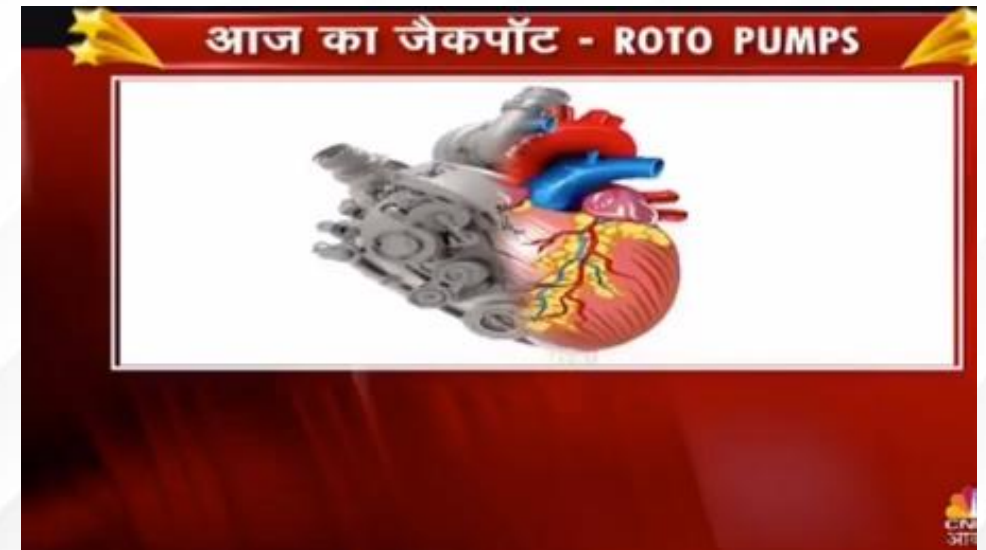








- Strategies were made out for individual sectors and implemented
- The biggest achievement was the brand's corporate campaign, which was so unique that it not just drew everyone's attention in the industry but also in the media.

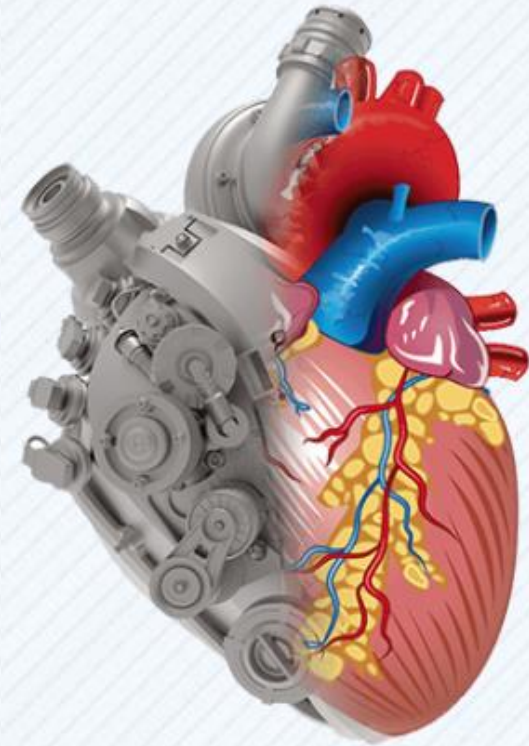


- This heart symbol has become an integral part of Roto, and every communication which now rolls out from the house of Roto, has the “Roto Heart.”

# WE COMPETE WITH ONLY ONE PUMP

Pumps Designed to deliver untiring performance persistently >>>

Industries we serve





- Flags has been supporting Roto with all its events and exhibitions, right from conceptualization till execution



- Internal and external branding, both have been given equal attention.
- “Customer First” campaign has been not just a communication gimmick, but it also helped in changing the organizations behavior towards its customers.





- All international offices are fully active. They have new microsites which take care of their specialization, and various digital activities are being carried out to provide full support to international teams.
- Multiple activities and campaigns are being planned to engage with the customers and stakeholders from time to time.



- Fresh product packagings were made





# Achievement/ Success Story

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- Entire organization got a completely fresh look and feel
- From management to the employees and customers, everyone has been taken care of
- Fresh and positive sentiments were floated around the brand.
- No work for the organization got stopped even during the worst situations
- All the marketing efforts reflected well on brands ROI

FLAGS COMMUNICATIONS is proud to be the  
part of the growth journey of ROTO PUMPS  
LTD



THANK YOU

LET'S CONNECT @ 09310055885