

Crompton Unveils WIN Plus: The Reliable Solution for Your Home Water Pumping Needs

Category: Business

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Crompton Greaves Consumer Electricals Limited, a brand renowned for its quality, reliability and durability, has launched its new range of residential pumps: **“WIN Plus”**. Engineered with precision and innovation, WIN Plus is designed to cater to the specific needs of homeowners, particularly in rural areas and smaller towns. These pumps offer a reliable and efficient solution for two-story homes, delivering superior performance and convenience.

As consumers become more discerning in their purchasing [choices](#), the demand for efficient, durable and affordable pumps continues to grow. Homeowners, especially those in rural

areas and smaller towns, seek reliable, low-maintenance products that can withstand the challenges for daily use. Features such as rust protection, anti-jam mechanisms and wide voltage adaptability are now essential to [meet the diverse needs of modern](#) households. The [Crompton WIN](#) Plus Pumps, with their enhanced performance and versatility, therefore offer a superior solution for various applications, including water supply for homes, booster applications, garages, garden and water feeding in various applications.

Crompton WIN Plus boasts a range of advanced features designed to deliver [superior performance](#) and durability. Some of the key features include:

- **Double Coating System:** WIN Plus pump has a protective coating to prevent rust and extend its lifespan.
- **Anti-Jam Winding:** The motor of this pump is designed to prevent jamming and [ensure reliable](#) operation.
- **Anti-Drip Adapter:** The product has a feature to prevent water entry into motor, hence prevents the motor from burning.
- **Wide Voltage Design:** The [pump can operate on a range](#) of voltages, making it versatile.
- **Thermal Overload Protector:** The pump has a safety feature to prevent overheating.
- **‘F’ Class Insulation:** The insulation material can resist high temperatures.
- **High-Quality Mechanical Seal:** The pump has a durable seal to prevent leaks.
- **High-Grade Electrical Stamping:** The electrical components are made with high-quality materials to reduce energy loss.
- **Forged Brass Impeller:** The pump has a strong and durable impeller for efficient operation.

Designed for domestic and light commercial use, the WIN Plus is a reliable water pump ideal for homes and small [businesses](#) up to two stories. With a powerful 1 HP motor with 24-meter

Head, it delivers [efficient water supply while offering exceptional value](#). Featuring a durable double-coated design and high-quality components, WIN Plus provides long-lasting performance and significant [cost savings](#). Its robust construction ensures reliable operations, making it a practical and economical choice for various applications.

Speaking about the launch of WIN Plus, **Rajat Chopra, VP and [Business](#) Head, Home Electricals & Pumps at Crompton Greaves Consumer Electricals Ltd.**, stated, “At Crompton, we have a long history of innovation, consistently striving to deliver solutions that enrich the lives of our consumers. The WIN Plus residential pumps highlight this commitment, offering reliable and efficient water [solutions tailored](#) to diverse needs. By combining advanced [technology](#) with durability, we ensure superior performance and significant cost savings. This new [range reflects our dedication to provide high-quality products](#) that exceed our consumers expectations and elevate their daily lives. As a trusted brand in the industry, Crompton continues to pioneer [innovative solutions](#) that make a positive impact.

About Crompton

With a brand legacy of 80+ years, Crompton Greaves Consumer Electricals Ltd. is [India's](#) market leader in the category of fans and residential pumps. Over the years, the organization has continuously strived to produce a range of [innovative products](#) that cater to the modern consumer including superior quality and high-performance water heaters, anti-dust fans, antibacterial LED bulbs and a range of other categories like air coolers, food processors like mixer grinders, electric kettles and garment care like irons. The company has further invested in brand and [innovation](#) to not only better understand and meet consumer needs, but to also help drive energy efficiency. The consumer [business](#) also has a well-established and organized distribution network driven by a strong dealer base across the country offering a wide service network and robust after sales service to its customers.

Having consistently worked towards the development of energy efficient products, the company bagged two [prestigious National Energy Consumer Awards](#) (NECA) for the Most Energy Efficient Appliances of the Year 2019 organized by the Bureau of Energy efficiency (BEE), Ministry of Power – one for Ceiling Fans for its HS plus model and the other one in the LED Bulb category for its 9-Watt LED bulb. The company has also been featured in Brand [Top 75 most valuable Indian brands list](#) for 2020 released by WPP and Kantar. Furthermore, Crompton was also recognized as the [Brand of the Decade 2021 by Herald Global](#) and BARC Asia in the Consumer Electrical category.