

dry facts[®]

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'We have filed a world patent for a new energy-saving technology'

QA Deepak Pahwa, Managing Director of Pahwa Enterprises, India's largest private sector SME in the HVAC/R (Heating, Ventilation, Air Conditioning and Refrigeration) industry, tells *Business Standard* that some of his key customers are pharma units, and since dehumidification is essential in the pharma units, the company was approached by the chambers. Edited excerpts:

What are some of your future plans for expansion, new investments and product R&D?

We have filed a world patent for a new energy-saving technology which will enable us to develop equipment to even more competitive prices along with better output results for our customers. We will shortly file a world patent for another technology, which helps to achieve dehumidification without any energy input. And our new manufacturing unit at Manassas, spread over 70,000 sq. ft. with an investment of about Rs. 12 crore, will be operational next month.

You export to 40 countries, which accounts for about 40 per cent of your group's turnover. How have you become so globalized?

With the aspiration of putting India on the global map of this technology we made our first global initiative in 1997 by establishing a wholly owned subsidiary in Malaysia. After that, there was no looking back. Since the segment was niche and the technology was sound we

grew well. Our strong research supported by our focused applications sales team helped us reach where we are today.

Following your acquisition of a German company in 2007, what are your plans for further foreign acquisitions?

We are in talks with a Japanese company to acquire a foothold in the Japanese market. Simultaneously we are in talks with another Japanese firm called 'Aerotech' for forming a distribution joint venture by which we will share our technological know-how and expertise with them, and they will handle sales for us in that region. The deal will be finalized in a couple of months.

PE hold five Indian patents and has recently filed one more in USA. What explains this success?

We are the market leader in this industry and hold a major market share. In India we have hardly any company whose R&D is as strong as ours. There are a few Indian manufacturers, but they have not grown well, since they either have grown companies



who either copy technologies from other companies, or they have licenses from MNCs and use their technologies. One success lies in the huge investments that we make in our R&D and testing our sales team.

What factors have enabled Pahwa Enterprise to acquire as much as 80 per cent of the Indian market in the HVAC/R industry?

The reason are that we are not just a manufacturer providing dehumidification products, but a solutions company providing customized solutions to our customers.



Varun Pahwa, VP, Pahwa Enterprises on the Young Turks Transformer CNBC TV18

Varun's focus on Green Building initiatives
DRI: Energy Saving Solution for Commercial Buildings

Life in the vacation mode

Chairman of Pahwa Enterprises, Deepak Pahwa is on the lookout for opportunities, excitement and interesting ventures

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THE ASIAN AGE

I have had more vacations in my life than any one else (in the same business), says Deepak Pahwa, Chairman of Pahwa Enterprises and Managing Director of Bry-Air (Asia). To most, Pahwa comes across as a pleasing personality with a child like and undivided enthusiasm — but underneath this facade lies the steved head of a visionary and a leader.

Powering the concept of dehumidification in India, Pahwa laid the foundation of the group in 1979 mastering the concept of Heating, Ventilating, Air-Conditioning, and Refrigerating (HVAC/R) — engineering, engineering and architectural consult technologies. And after three decades, Pahwa is a stalwart in the air-treatment business. Today, his group consists of six companies and its turnover for the current financial year is expected to be about Rs. 300 crores.

As he says, "We are one of the most respected companies in the business and we are well thought of for the work we do and the services we provide in this field. We give the best and personally, this is very satisfying for me."

Currently, the group employs 500 plus people at its six engineering companies and four manufacturing plants in India. The organization has its presence in five continents and exports to over 40 countries including Japan, Korea, Europe and the US.

An electrical engineer from Benaras Hindu University and winner of a national award — Entrepreneur of the Year, Pahwa, as early as in first quarter of the 90s, anticipated the need for energy conservation in conditioned space. Seizing an opportunity, Pahwa introduced the technology and equipment for the recovery of waste energy from this arena.

"At this juncture of my life, I see again in the lookout for opportunities, excitement and interesting ventures," says Pahwa talking about how Bry-Air has set up an in-house R&D centre in HVAC/R in India. "I am more concerned with product development, research, acquisitions and new technologies which are sustainable," adds the 'Yellow' and member of ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers).

Travelling is one of Pahwa's passions — he now wants to go to Goa, Tanzania, Central Turkey and Bermuda — and he is indulging it. "I am living life to the fullest as I have more time, more flexibility to pursue my passions and interests. I feel younger and fitter," he says. From morning walks to social evenings and holidays off over the world with his family, Pahwa finds he can't look back to his life. But talk to him about the secret of his success and he is careful enough to reply, "Seek and do whatever you can to get piece of mind even if it means being selfish in a positive way."

With the group in "safe hands" — he has passed the reins on to his sons, Pahwa is happy to play the mentor. And his advice to the younger generation is: "There are great opportunities for Indians and India, but don't be skimmers. Create a depth and build for yourself."

Bry-Air announces the introduction of its new innovation the BrySmart EMS (Energy Management System) based *EcoDry* series Dehumidifiers. The new *EcoDry* Green Dehumidifier saves upto 45% energy and beyond ! This makes the *EcoDry* the lowest in cost of ownership in the market today.

The *EcoDry* Dehumidifier breaks the glass ceiling of the current generation of dehumidification technology.

upto **45%** ENERGY SAVING

Another technological breakthrough from **Bry-Air**

new
EcoDry
DESICCANT DEHUMIDIFIERS



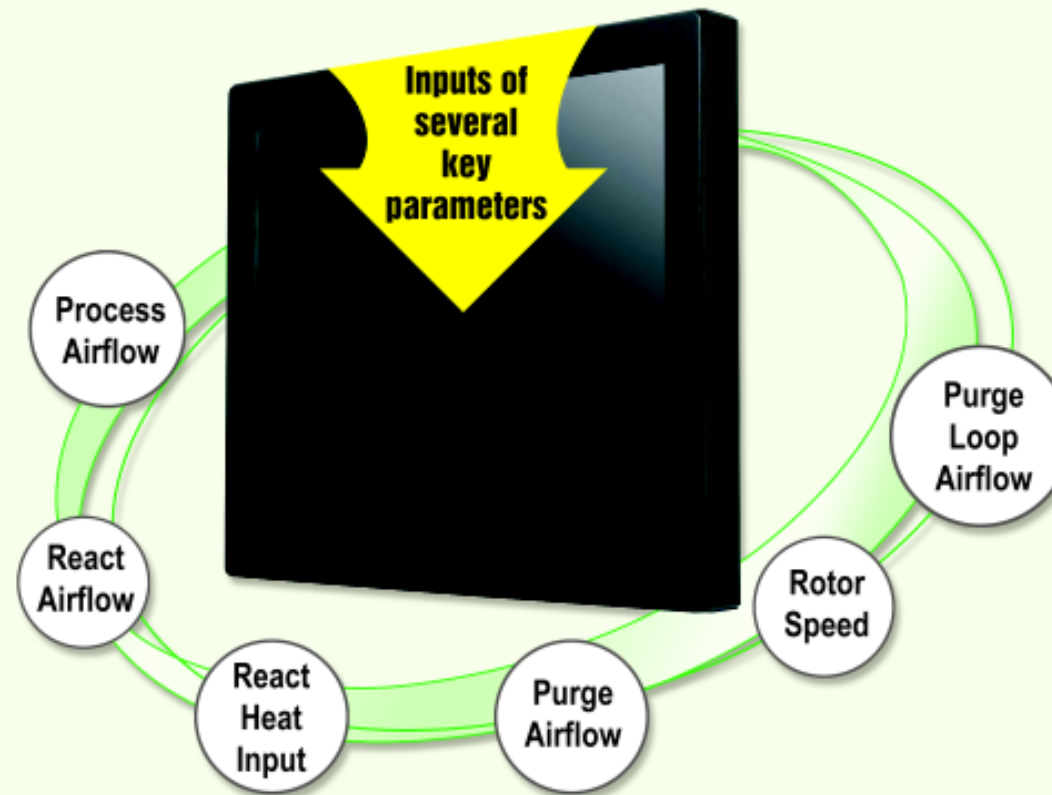
The launch of **EcoDry** Dehumidifier series, incorporating the **BrySmart EMS** (Energy Management System) technology would mean upto 45% energy saving for the same work done.

When the world focus shifted to devising technologies to conserve energy, Bry-Air Airingers, in keeping with the times, developed a more energy-efficient Dehumidifier with superior performance capabilities, which could out perform any competitive product in the market.

The new **EcoDry** Dehumidifier can be used as stand alone or in combination with pre-cool or / and post-cool module with process bypass configuration for :

- **Space Dehumidification / RH Control.**
- **Standard Process Air Application.**
- **Product Drying including Resin Dryer.**

The product is being rolled out simultaneously in USA, Europe, China, Japan and Asia.



BrySmart EMS (Energy Management System)

BrySmart EMS is microprocessor-based cutting edge dehumidification control system based on inputs of several key parameters, processing these with inbuilt algorithm and modulating various devices/components in the system to optimize energy usage based on varying ambient conditions and internal sensible & latent loads. Based on varying load profiles and ambient conditions, saving upto 45% or above are possible using **BrySmart EMS**.

BrySmart EMS

- ◆ Optimizes Dehumidifier performance.
- ◆ Reduces annual energy consumption significantly.
- ◆ Savings are sustainable and unbeatable.
- ◆ Provides the lowest cost of ownership of any system in the market with lower annual energy usage and lower maintenance.
- ◆ Supports your 'Green' program.

The recent patent (pending) for this innovation is mainly owned by Bry-Air Asia. This is the 9th patent to the credit of the Bry-Air group.



Touching your life every day

Bry-Air innovates continuously to provide you the better products

As a pioneer in the field of dehumidification, Bry-Air has maintained the initiative by searching for new ways to bring the benefits of research to provide customers the best in the field of humidity control and energy conservation.

EcoDry Green Dehumidifier saves upto 45% energy and beyond !

Send in your nomination TODAY!

5th
Awards for
Excellence in HVAC&R

Nomination Deadline ~~October 31, 2009~~

Extended till November 15

THE AWARDS

The Bry-Air Awards, now in its fifth year, are presented annually to individuals or a corporate that have made an outstanding contribution in the following two(2) categories :

- ◆ New/Innovative Systems Design. ◆ New/Innovative Product Design.

There are two(2) awards in each category :

1. Most outstanding and innovative systems & product design

In each category, the winner takes away the Trophy and a cheque for Rs. 1,00,000.00

2. Next best innovative systems & product design

In each category, the Runner-up takes away a Trophy and a cheque for Rs. 50,000.00

Students Category :

To encourage engineering students to take greater interest in the rapidly expanding HVAC&R industry, a new category of awards has been added in 2007-08. As in the main awards, there are two(2) awards

1. **Most outstanding and innovative Project** : The winner/winning team will take away a Trophy and a cheque for Rs. 1,00,000.00
2. **Next best innovative Project** : The Runner-up team will take away a Trophy and a cheque for Rs. 50,000.00

The Awards Night : Friday, January 8, 2010, Delhi coinciding with ACRECONF 2010.

Download Nomination Forms from www.bryairawards.com
or E-mail to bryairawards@pahwa.com

ELIGIBILITY

Individuals, Teams, Organizations, Academic Institutions and Engineering Students :

- ◆ Citizens of India or of Indian Origin
 - In case the company is a joint venture/ India operation of a multinational, then the entry should be for the component / product / part developed in India or modified to suit Indian condition. Entry should clearly identify the part or component developed in India.
 - 100 % foreign owned companies will not be eligible for sending nominations for the Bry-Air Awards. However, if the component / product / system is designed by an Indian employee or team in the India office for the Indian Market then the individual or team will eligible to participate with due authorization from the employer.
- ◆ Non HVAC&R Organizations eg. Architecture Firms, Builders / Developers will not be eligible to participate in the Bry-Air Awards. However, if a department / division / team / individuals in the organization is specialized in HVAC&R related work, then the individual or team working on the HVAC&R project will be eligible to participate with due authorization from the employer.
- ◆ Should not be a member of Bry-Air (Asia) Pvt. Ltd. or Pahwa Enterprises.
- ◆ A Jury Member or his organization cannot participate for the Awards in that year.

www.bryair.com

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