Industry 2.0

"The Ideal Solution Is to Educate the market"

Bry-Air, a Fohwa group company, specializes in providing solutions for moisture and humidity control for general industry, and reliable auxiliaries for plastics. Operating in a framework of environment and energy, it has branches located in India, Malaysia, China, Brazil and USA. Dinesh Gupta, President, Bry-Air, in an interview with Rushani Memon focuses on the present status of this industry, its growth potential and future prospects.

How would you describe the growth of heating, ventilating and air conditioning (HVAC) industry in India?

At present, the HVAC industry accounts for Rs. 20,000 to 25,000 crore in India, and it is estimated that the value will double every four years. The global demand for HVAC systems is growing at 5.1 per cent annually. Through 2010, the Asia-Pacific region will surpass the world average led by China and India. The latter developing nations of Asia and Mcworld-Asia will also be strong players in the market. The southern region of India is growing at a rate of 25 to 40 per cent per annum. The industry is expected to grow at an upper-pair for the next decade.

How and environmental norms increased implementation of environment-friendly solutions?

Indian companies have taken several environmental norms in a very positive manner, in one way, it is a win-win situation where companies become more environment-friendly.

How would you compare the Indian scenario with the scenario globally?

The Indian HVAC industry is currently aligning itself with the developments taking place worldwide. India, like most Indian industries, will become a leader in the world in the next decade.

How did the global recession affect this industry?

The slowdown was mainly in the commercial side of this industry, and did not curb the industrial growth, particularly in the food and the pharmaceutical sector. It is, however, a sector, for Bry-Air, the key resellers are pharmaceutical and food processing units. With India becoming the global hub for pharma manufacturing, more and more research and manufacturing units are being set up. In any pharma unit, a desiccation machine is at the heart of it. Also, more and more food processing units are increasingly adopting such technologies to maintain high humidity while processing and packaging any kind of food products.

What are the challenges in this industry?

The industry in which we operate offer solutions as a whole segment. The challenge lies in establishing the concept amongst the target audience. People are more aware about the process of desiccation across different industries in India, and that becomes a major setback in its growth.

Keeping the current scenario in mind, when companies are creating products that meet global standards, the ideal solution is to educate the market, creating awareness of problems caused by humidity and then offer the product at a solution. This will not only spread awareness, but also influence growth in this sector.

Why are Indian companies less proactive in adopting environmentally sustainable technologies? I think lack of education in this area is one of the major issues. Also, it has been observed that...