

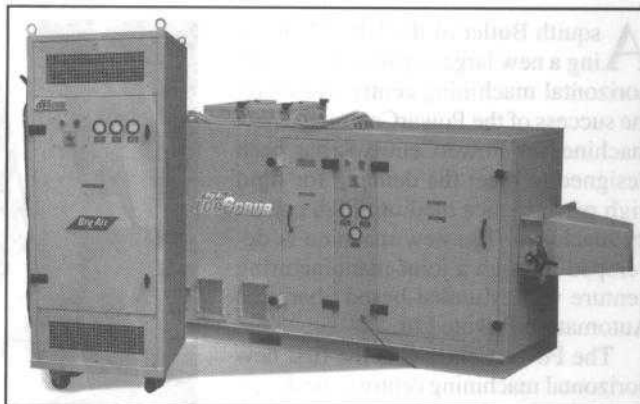
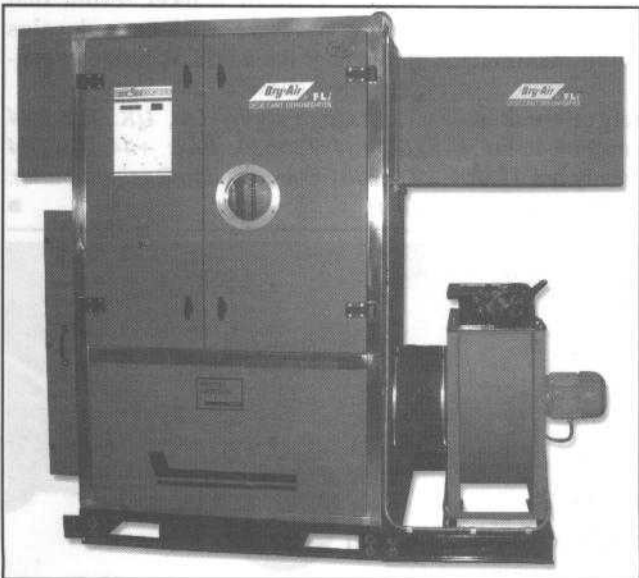
Bry-Air Providing Quality Air

Pahwa Enterprises is a rapidly growing industrial group in India, and employs about 400 persons. The core manufacturing strengths of the member companies of the group is in air engineering and environmental control technologies.

Bry-Air, a Pahwa group company, manufactures energy saving equipment for betterment of Indoor Air Quality (IAQ). This ISO 9001:2000 and ISO 14001 certified company is known world wide for its expertise as a "solutions" company for moisture and humidity control for general industry as well as reliable auxiliaries for plastics. It is a global solution provider for complete environmental control with specialisation in humidity control, dehumidification, drying, storage, preservation, air and gas purification and plastics auxiliaries, supported by state-of-the-art facilities, worldwide operations and customers in almost every industry.



Operating within a broad framework of "Environment and Energy", Bry-Air today is a multi-product, multi-location company with plant locations in India, Malaysia, China, Brazil and USA. The company's plants are amongst the most modern ones, supported by computerised 3D designing, CNC fabricated and powder coating facilities and automated conveying system.



The range of products manufactured by Bry-Air (Asia) are: desiccant dehumidifiers, air and gas purification systems, seed dryers, plastic dryers and auxiliary equipment, flexible barrier storage systems and complete environmental control systems. The products manufactured by the company are not only sold in the Indian market through its network, own direct sales and service offices, but also exported to over 40 countries all over the world. These are effectively employed in production, pro-

Breathing Pure Air at Beijing Airport

How an Indian SME helped China develop infrastructure for the Beijing Olympics

When thousands of visitors landed at the newly upgraded Beijing International Airport, they breathed pure air, thanks to the 45 heat recovery ventilators made by Bry Air. Bry Air's units reclaim energy from exhaust airflows of the air conditioners and then use eco-friendly heat exchangers to heat or cool incoming fresh air, as per the need. In this way, the system recaptures around 80% of the energy that is lost with the outgoing air, and also helps in increasing the quantity of fresh air.



This means lower energy bills and higher purity of the air one breathes. Also, Bry Air units ensured that those attending the event at the main conference centre did not suffer from induced attention deficient disorder, which brings a drop in productivity and loss in concentration, due to pollutants in stale air circulating in conventional air-conditioned rooms.

Other famous installations include the Petronas Twin Towers in Kuala Lumpur, Malaysia; 21st Century Building in Dubai; and Technopolis, Kolkata (largest earner of carbon credit in India) and Technopark in Kerala.

Deepak Pahwa, Group Chairman, Pahwa Enterprises and Managing Director, Bry-Air (Asia) Pvt Ltd, has over 25 years of experience in engineering and marketing of HVAC&R, 'airgineering' and environmental control technologies. An electrical engineer by training and alumnus of BHU, Mr Pahwa laid down the foundation of the first company in the group in 1979. Today, the group has six manufacturing plants and a worldwide marketing and services network. One of the only six Indians honoured as "Fellows" of ASHRAE (American Society of Heating, Refrigeration and Airconditioning Engineers), Mr Pahwa serves on several technical committees, and is also a life member of ISHRAE. Excerpts from an e-mail interview with Mr Pahwa:

What is the relationship between Bry-Air Asia and the Pahwa Group?

Pahwa Enterprises is a group of six engineering companies with 4 manufacturing plants in India, Network/Sales offices in all the continents, exporting to over 40 countries. The group is expecting its turnover to touch 240 crore in the year 2008-09.

Bry-Air is the first company established in the Pahwa group and since then we have added 5 other companies to the group.

Bry-Air is a global solution provider for complete 'in-vvironmental' (indoor environmental) control with a specialisation in humidity control, dehumidification, drying, storage, preservation, air and gas purification and plastics auxiliaries, these services are used in industries such as pharma, food processing plastics, electronics, hospitality and defence sectors.

What are the products that you offer?

Our company offers a wide variety of products ranging from:

- Desiccant based dehumidifiers
- Seed dryers and seed storage equipments
- Wood seasoning plants
- Plastic dryers and auxiliary equipments
- Heat pipe based heat recovery systems, and
- Air and gas purification systems.

What are the applications?

These products are used in humidity control for various applications in manufacturing, storage, production areas, product drying and packaging. Food and pharmaceutical industries are regular users of our products.

Why should the customer opt for these?

Desiccant based dehumidifiers allow simplest and most economic ways to control humidity. Customers get flexibility to produce/store/dry any products consistently 12 months around the year irrespective of outside ambient conditions (humidity conditions).

Do you have manufacturing activity in India or it is just a marketing/servicing operation?

cessing, storage and packaging in: pharmaceuticals, chemicals, defence, safety glass, food and drinks, seeds, fertilizer, paper and printing, plastics, wood, leather, cement, etc.

Bry-Air has set up an institute for advanced learning HVAC&R, BALI: Bry-Air Learning Institute. The company has also instituted the "Bry-Air Awards for Excellence in HVAC&R" for innovative and new systems design and product design.

■ Bry-Air (Asia) has wholly owned subsidiaries in



Deepak Pahwa, Group Chairman, Pahwa Enterprises and Managing Director, Bry-Air (Asia) Pvt Ltd

We have totally vertically integrated manufacturing facilities in India, Malaysia, China, Germany, Brazil and USA. We have state-of-the-art manufacturing facilities supported by latest production machineries.

How strong/effective is the after sales service?

We have a good sales service network with 9 offices spread across India and various regional offices in the countries where we operate with fully trained after sales team.

How does the cost of ownership over the life cycle compare with competition?

We have a strong belief that we offer the best value for money through our range of products to our valued customers and that is one of the major reasons for customers coming to us on repeat basis.

Any breakthrough product launch that made a difference?

Yes, we have launched honeycomb desiccant rotors based dehumidifiers and plastic dryers with excellent response. These products are now being exported to developed countries, e.g., USA, Europe, Japan, Korea, South Africa in addition to various other Asian and African countries.

Malaysia and China. The China operation has 4 offices in Shanghai, Beijing, Guangzhou and Wuhan. Bry-Air also has representative offices in Bangkok-Thailand, Johannesburg-South Africa, Perth-Australia and office and warehouse in Sharjah-UAE. The company has regularly been awarded certificates for Export Excellence in its category since 1992 by the EEPC (Engineering Export Promotion Council). It is also the winner of the "Star Performer (Small Enterprise Award) in its category for the year 2005-06 by EEPC. ■