

# dry facts<sup>®</sup>

from **Bry-Air** [www.bryair.com](http://www.bryair.com)

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## ‘We have filed a world patent for a new energy-saving technology’

**QA** Deepak Pahuja, Managing Director of Pahuja 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 critical for the health of pharma units, the company has employed by the thousands. 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 at even more competitive prices along with better input 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 Marolund, spread over 70,000 sq feet 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 globalised?**

With the aspiration of putting India on the global map of this technology we made our first global initiative in 1987 by establishing a wholly owned subsidiary in Malaysia. After that there was no looking back. Since the segment was niche and the technology was novel we

grew well. Our strong research supplemented 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 'Asenbick' for turning 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 finalised in a couple of months.

**RE had 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 often copy technologies from other companies, or they have licenses from MNCs and use their technologies. Our success lies in the huge investments that we make in our R&D and testing our sales team.

**What factors have enabled Pahuja Enterprise to acquire as much as 90 per cent of the Indian market in the HVAC/R industry?**

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



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

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

Monday 9 October 2009 THE ASIAN AGE

## Life in the vacation mode

**Chairman of Pahuja Enterprises, Deepak Pahuja is on the lookout for opportunities, excitement and interesting avenues**

**BY UMMA PATIL**  
**THE ADVANTAGE**  
I have had more vacations in my life than any one else (in the same business), says Deepak Pahuja, Chairman of Pahuja Enterprises and Managing Director of Bry-Air (Asia). To most, Pahuja comes across as a plodder, preoccupied with a detail file and a checklist of tasks — but underneath this facade lies the steered mind of a visionary and a leader.



Pioneering the concept of dehumidification in India, Pahuja laid the foundation of the group in 1979 mastering the concept of Heating, Ventilation, Air-Conditioning, and Refrigerating (HVAC/R) — engineering, engineering and environmental control technologies. And after three decades, Pahuja 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 crore.

As he says, "We are one of the most respected companies in our 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 organisation has its presence in five continents and exports to over 40 countries including Japan, Korea, Europe and the USA.

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

"At the juncture of my life, I got again on the lookout for opportunities, excitement and interesting avenues," says Pahuja talking about how Bry-Air has set up an institute for advanced learning in HVAC/R in India. "I am more concerned with product development, research, acquisition and new technologies which are suitable," adds the 'Yellow' and member of ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers).

Travelling is one of Pahuja's passions — he now wants to go to Goa, Tanzania, Coastal 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 fit," he says. From working walks to social evenings and holidaying off over the world with his family, Pahuja finds he can't ask more from 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, Pahuja is happy to play the mentor. And his advice to the younger generation is: "There are great opportunities for business and India, but don't be dreamers. Create a depth and thought for yourself."

**"SETHI AND SO WHATEVER FOR CAN TO GET PLACE BY MIND AND CONTENTMENT"**



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



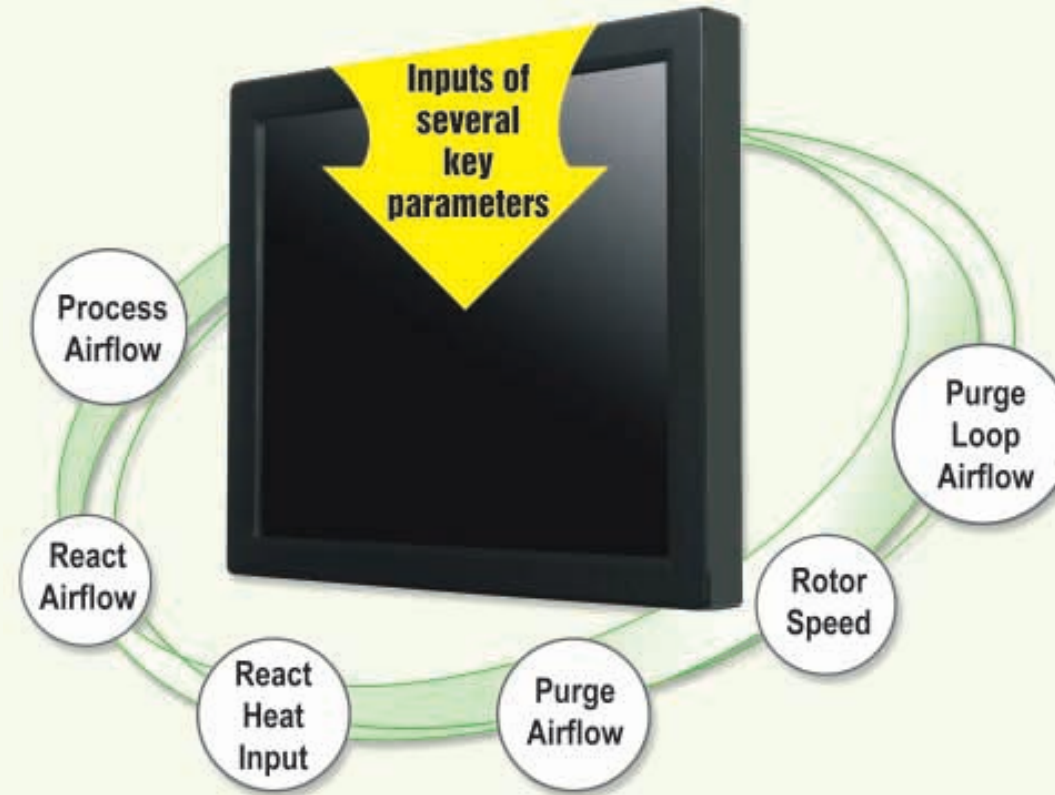
The launch of **EcoDry** Dehumidifier series, incorporating the **BrySmart EMS** (Energy Management System) technology would mean upto 45% energy saving for the same work done.

When the world focus shifted to devising technologies to conserve energy, Bry-Air Airineers, 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)

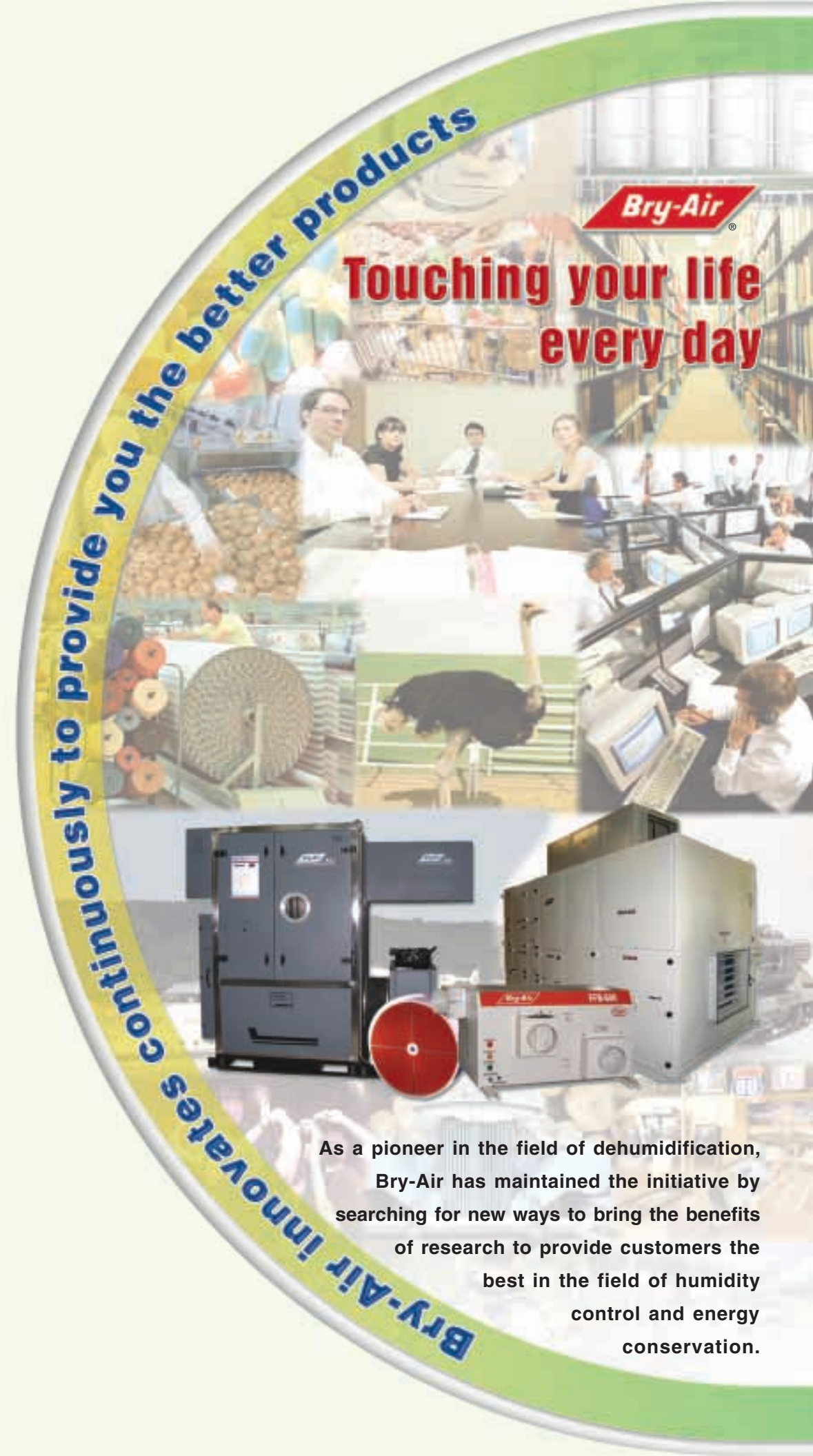
**BrySmart EMS** is microprocessor-based cutting edge dehumidification control system based on inputs of several key parameters, processing these with inbuilt algorithm and modulating various devices/components in the system to optimize energy usage based on varying ambient conditions and internal sensible & 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.

**EcoDry Green Dehumidifier saves upto 45% energy and beyond !**





## 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](http://www.bryairawards.com)  
or E-mail to [bryairawards@pahwa.com](mailto: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.

**Bry-Air**®

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