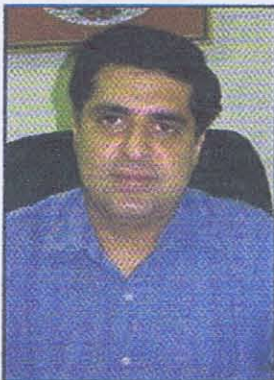


# Customers Trust Us With Repeat Orders



Amit Kapur, CEO

*Everest Group has been empowering industrial process by playing the role of a radical innovator for over three decades. The company has easily moved ahead of competition by focusing on green technologies and has carved a niche for itself in the roots blowers, boosters and vacuum systems space. Amit Kapur, director, Everest Group, in an interview with Engineering Advances, shares the company's growth formula and strategies to stay ahead of the curve. Excerpts:*

**Y**ou are one of the pioneers in the design and manufacture of industrial blowers and pumps. But there are now a number of players in the industry. How do you propose to stay ahead of the pack?

Everest Group is a radical innovator. We expand the market. Most of the other players in the industry work as incremental innovators. Incremental innovators focus on trying to grab market share from the competition and fight within the existing market space. Radical innovators go a step further. They create a brand new space for themselves and bring in buyers from two streams — existing and new. Our USP "We don't just offer blowers, boosters & systems, We offer SOLUTIONS!!!!" helps us in becoming a radical innovator.

**Could you spell out some of the special features of your primary products and explain how they are able to save energy and money for their users?**

Everest Group has strongly realised and felt the shift of the industry towards green solutions. The group is today one of the upcoming names in the vacuum industry, a fully-integrated and diversified company involved in the engineering, evaluation, designing, manufacturing, testing, execution, post sales & service of pressure & vacuum systems. We aim to build the most cost-effective development firm, through the

blending of our world-class 'best practices' with local experience and knowledge. We cater to the needs of local emerging economies. Everest is the largest producer of roots blowers in South East Asia having effective presence in STP & ETP (waste water treatment) industry, pneumatic conveying systems, aeration systems, aquaculture, etc, to name a few. The group has diversified into design & installation of innovative systems for chemical & pharmaceutical industry based on technologies which have low impact on the environment and are energy efficient and have low operation and maintenance costs. The demand for such systems is growing exponentially due to increasing environmental awareness and corporate responsibility. Our technology is so flexible, we can custom manufacture special blowers, boosters and vacuum systems by alloying and cross linking diverse designs to suit individual requirements.

**How are you positioned in the industry vis-a-vis other industry players?**

Everest Group is a leading manufacturer of roots blowers, mechanical vacuum boosters, dry vane pumps, acoustic hoods & industrial vacuum systems. All these products are manufactured on state-of-the-art CNC machines, specially imported from the US and undergo stringent quality checks before dispatch to customer. Everest is the largest manufacturer of roots blowers in South-East

Asia. We have a customer base of over 20,000 spread across sectors such as pharmaceutical, chemical, food, automobiles, electrical, hotels, resorts, housing, etc, in India as well as other countries such as USA, the Middle East, Australia, South East Asia, etc.

**What is your reading of the economy considering that rising inflation and slowing industrial production are threatening to play spoil sport?**

The Reserve Bank of India governor Duvvuri Subbarao has surprised investors with a higher-than-expected rise in interest rates that will make homes, cars and building of factories more expensive. The move will tame price rise and slow economic growth while paving the way for less painful economic expansion in the future. Savers will benefit from RBI's move to raise the administered savings bank rate to 4% from 3.5%, an action seen as a precursor to freeing it up. Spend thrifts will end up paying more for their purchases as banks will pass on higher cost of funds. As per senior bankers, the deposit and lending rates could rise 50-100 basis points. Higher-than-expected interest rate increase could dent corporate profits. Most manufacturing companies would feel the pinch of rising costs and contraction in profits margins.

**What have been your major achievements over the years?**

Some of our major achievements include:

Design & manufacture of solvent recovery systems to curb pollution. These systems not only play an important role by making the process eco-friendly but also recover precious solvents for reuse. Most of the pharmaceutical processes have low boiler solvents which are undesirable if expelled into atmosphere. On installation of solvent recovery system, most of the solvent can be recovered back. The demand for such systems is growing exponentially due to increasing environmental awareness and corporate responsibility.

- Design & manufacture of CPCB approved vacuum systems for waste oil re-refining.
- Design & manufacture of mechanical vacuum

boosters for replacement of steam jet ejectors.

- Design & manufacture of SUPERVAC vacuum systems using mechanical vacuum boosters and dry screw vacuum pumps - dry pumping technology.
- Design & manufacture of extended shaft roots blowers configuration for applications requiring 100% oil free air like aeration in aquaculture forms, plating lines, STPs, etc.
- Design & manufacture of low temperature thermal desalination systems for producing potable water... and many more.

**Is there any recent technological advances in your line of business?**

Until about five years ago most of the blowers (roots blowers) being used by industry were twin-lobe type. However, a new design known as the Tri-Lobe roots blowers has started replacing the conventional Twin-Lobe type roots blower. They have an advantage of smooth flows, lesser pulsations & comparatively lower noise levels. Everest Group also introduced Tri-Lobe blowers to Indian industry about three years ago and today offers Tri-Lobe blowers from 20 m<sup>3</sup>/hr to 10,000 m<sup>3</sup>/hr in single stage and up to any capacity in parallel configuration. Similarly in the field of vacuum systems, conventional energy intensive & highly polluting technologies have been replaced with sustainable, clean, green, environment-friendly technologies, using dry-screw vacuum pumps. Everest was once again a pioneer in introducing such systems to the Indian industry, which is widely used by chemical, pharmaceutical, waste oil re-refining, food, & electrical sectors.

**Who are your primary customers? Could you share with us some of the customer feedback for your products?**

Our primary customer base includes OEMs in the field of water & waste water treatment,

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food industry, chemical industry, pharmaceutical industry, etc. Some of our prestigious customers include Thermax, Ion Exchange (I), VaTech Wabag, Aurobindo Pharma, Cadbury's, DLF, ISRO, CAT, IITs, NIOT, etc. Customers look up to Everest as not only a product supplier, but as a solutions provider. Our strong application engineering team ensures right product mix for our customers, thereby adding value to their processes. Regular orders from our customers is the best evidence of their trust in our products & services.

**Please share with us some of the challenges that you face in the next 2-3 years and**

**how do you plan to tackle them?**

The biggest challenge faced by any industry today is being innovative and being able to retain its most critical resource i.e. human resources. Our strong application engineering approach helps us to be innovative. We understand the requirements of our customers and try to offer them the solution which is the best for them. We retain our personnel by continually upgrading their competence levels and letting them act as actual process owners. This is accomplished by a lot of internal and external trainings. Email: [info@everestblowers.com](mailto:info@everestblowers.com) **EA**