



Everest, pioneers in boosters and blowers, is India's largest manufacturer of twin lobe rotary air blowers and mechanical vacuum boosters. Its pioneering role in vacuum boosters and blower technology is evident from its number of landmark achievements. The company recently diversified into design, manufacturing & supply of package blowers.

Amit Kapur**, company's Director explains how the company adopted measures for cost-reduction, enhanced quality & better value for customer in an e-mail interview with **Dr Ranjit Singh and Anu Verma.

EVEREST TRANSMISSION Poised to Capture International Markets

Q & A **What vision propelled promoters to achieve the vast depth of current operations?**

Everest group was engaged in design and manufacture of machine tools & Everest make precision lathe machine, which was a preferred choice of the industry. During that era (late 1970's) the cumbersome license raj was dominant and there were a lot of restrictions on imports of capital goods. The promoters had a vision to manufacture specialized equipment and import substitutes.

Everest decided to diversify into design & manufacturing of Twin Lobe Rotary Air Blowers (Roots Blowers) as there were hardly any manufacturers of this type of positive displacement blowers in India and a new unit by the name and style of "Everest Transmission" was setup in Mayapuri Industrial Area, New Delhi.

Q & A Outline of your product-range and services.

Everest commenced manufacturing of twin lobe rotary air blowers way back in 1980. Since then the company consistently strengthened its manufacturing base, producing a wide range of products. This broad product line includes Air Cooled Blowers, Water Cooled Blowers, Biogas Blowers, Gas Blowers, Aqua Series and Expo Series Air Blowers, Mechanical Vacuum Boosters, Dry Vane Pumps, Acoustic Hoods and allied accessories.

These wide-ranging products and the technical expertise gained over the years have enabled Everest to serve various segments of industry such as water treatment plants, effluent treatment plants, cement plants, aquaculture farms, chemical & pharmaceutical plants, paper plants, vacuum plants and systems and pneumatic conveying systems.

Some of our prestigious clients include NIOT, Indian Space Research Organization, Centre for Advanced Technology, Mishra Dhatu Nigam, NTPC, Maruti Udyog, Honda Siel, Hero Honda, Grasim Industries, Cadbury, LG Polymers, Ion Exchange (India) Ltd., Thermax, DLF, ACC, Aurobindo Pharma, KLJ, Wockhardt, Heinz India, Vam Organics, SmithKline Beecham and many more.

The blowers find use in applications requiring medium pressure air such as aeration in sewage treatment and effluent treatment plants, filter backwash, agitation of electrolyte, pneumatic conveying, regeneration of dryers & molecular sieves, maintaining BOD of water for prawn & fish culture, paper plants etc.

Dry Vane Pumps find use in small chemical mixing plants, sewage treatment plants, electroplating plants, swimming pool filtration units, fluidized bed furnaces, etc.

The mechanical vacuum booster, a sophisticated piece of machinery developed by the company, finds use in low temperature thermal desalination plants, chemical and pharmaceutical processes, waste oil re-refining, bulb and tube light production, roll and object metalizing, vegetable oil deodorization, solvent recovery, vacuum drying, tray drying, vacuum distillation, thin film deposition, molecular distillation, vacuum furnace, transformer oil dehumidification, chemical laser, evaporative cooling etc.

We have recently diversified into design, manufacturing & supply of package blowers, which are supplied as a complete system integrating blower, motor & accessories in an acoustic enclosure with all the measuring & monitoring equipment.

These package systems find an important place at installations such as hotels, schools, hospitals, residential complexes etc. where noise could be a major irritant. The package systems are absolutely silent in operation. With growing concerns about noise this is bound to be the future & Everest is once again the only Indian blower manufacturer to offer such package systems.

Apart from above we are also into supply of complete systems for special applications such as Vacuum Drying, Mechanical Vapor Recompression, Sea Water Desalination etc. to name a few.

Q & A Significant milestones since your inception.

Everest, pioneers in boosters and blowers, is India's largest manufacturer of twin lobe rotary air blowers and mechanical vacuum boosters. Its pioneering role in vacuum boosters and blower technology is evident from its number of landmark achievements. Since inception, keeping up to vision, we at Everest are continually introducing new concepts and products for which we enjoyed many "First time in India" Product and Services such as:

- Introduction of vacuum boosters to Indian chemical and pharmaceutical industry for solvent recovery & vacuum drying
- Introduction of aqua series air blowers specially crafted for aqua culture and electroplating applications
- First Indian manufacturer to take up regular customer education through regular technical documents, write ups and application notes
- First blower manufacturer to receive Quality Management System certified to ISO9001:2000 standard
- First to introduce dry vane pumps in the country
- Probably the only Indian blower manufacturer exporting blowers and boosters to countries like USA & UK
- First to introduce environmentally sound technology for waste oil recovery duly approved by Central Pollution Control Board
- First to supply equipment for low temperature thermal desalination of sea water which was designed for the first time in the world by scientists at National Institute of Ocean Technology (NIOT)
- First to develop Systems for Mechanical Vapor Recompression of Steam
- First to supply boosters for generation of CO2 lasers

- Everest is today also the only Indian blower manufacturer to have sophisticated imported CNC's on which all the precision blowers & boosters are manufactured.
- First to introduce Vacuum Blowers for Mobile Truck Suckers

Q & A **What are the dominant technical trends visible for 2008?**

The effects of increase in the price of crude & steel are now being felt in almost every sector. This has definitely contributed significantly to the current slow down in industrial growth. However, keeping a long term picture in mind the technical trends are definitely bound to reverse during the second half of 2008.

A lot of MNC's are still eager to enter Indian market, either to set up their production base or to make India as their outsourcing hub. Add to this the domestic market demand, which has been at the peak since last one year.

Further, the expectation levels of the Indian consumer are increasing every day forcing manufacturers to offer cost effective products and solutions. Manufacturers are becoming more & more innovative, always ready to adopt anything new which leads to cost reduction, enhanced quality & better value for customer. Indian manufacturers have today realized that in order to survive for long term they have no other option except to shift to lean manufacturing techniques.

Q & A **What role does your company see itself playing in the next five years?**

Through innovative designs and high quality products, Everest exemplified a noteworthy workmanship in the equipment industry. Increasing demand for environment friendly and energy efficient products with customized designs will surely put Everest, with its application engineering expertise and international acclaim, in good lead!

Buoyed by the success in the domestic industry, Everest now plans to capture international markets. International penetration is the current target. All the resources are being mobilized to ensure standardization, product reliability and inter-changeability to make product of internationally acceptable quality.

Q & A **What effects do you see on your operations due to slowdown in the US economy?**

There is a slow down in the US Economy. In today's global era, no economy is isolated and as all are interlinked. Effects of slowdown are evident. In fact, today the Indian rupee is its weakest with respect to US dollar @ 44. However, we feel that the impact of US economy slow down is marginal on the Indian economy and it shall be able to smoothly sail through.

We are working with number of foreign companies for collaboration and in fact are experiencing a reverse trend, wherein manufacturers of advanced countries are keen to tie up with Indian firms. They see a huge growing market in India, which is today quality conscious and tuned for better services and products.

Q & A **Your perception of the demand-scenario for your products in the near future.**

One of the most important segments where our products & services are extensively being used is treatment of water & waste water (Sewage Treatment Plants, Effluent Treatment Plants, Sea Water Desalination, etc.). This segment is bound to grow with the increasing scarcity of water, which is now being seen as the second most expensive commodity after crude, in times to come. We are sure that this shall definitely result in drastic increase in the demand for our equipment.

Q & A **What has been your market-strategy for reaching out to customers?**

Everest has always believed in being the First in everything it does. We create new markets by developing new applications for our products & services. This is important for the continual growth being targeted by our company.

We are the only blower manufacturer in the country to have a dedicated R&D and application-engineering cell that are always on the look out for new application areas for our products and services. Once a particular application is proved the customers-walk to us on their own.

Apart from the above, we promote our brand, company, products & services extensively through advertisements, conferences & seminars, service camps at end user's premises, internet, exhibitions, customer meets etc. A lot of our business is today generated through a strong online presence on the Internet and a feature rich website "www.everestblowers.com".

Q & A **How are you placed vis-à-vis competition?**

Everest is into manufacturing of two major product lines – Roots Blowers & Mechanical Vacuum Boosters. Though there are quite a few Roots Blowers manufacturers in the country, however, our commitment to quality in both our products & services has helped us to retain our

position as leaders in Blower engineering. Everest has been a pioneer in the introduction of Mechanical Vacuum Boosters in the Indian Industry and we have faced no competition for the same till date.

Q & A **What are special measures to ensure quality in your products? What has been the customer feedback like?**

The success story of Everest germinates from its commitment to quality. Circa 1980, Everest started manufacturing 'twin lobe rotary air blowers' when India was importing them from the U.S.A. During that period the industrial giant Bharat Heavy Electrical Ltd. (BHEL) started a program of vendor development, which was intended for minimizing stage inspection by BHEL at various vendors as it was an additional burden on their QA.

BHEL invested a lot of time and energy on that program. Then they thought of their engineers training some qualified vendors and improving their level of reliability and quality so that there would not be any need of individual component inspection.

That was an opportunity for Everest Transmission and it was selected as the company was manufacturing quality products and people were technically sound. In 1985, it developed a quality plan with assistance and guidance of BHEL.

Based on that plan, it maintained consistent quality and high standard of the product. Moreover, its drawings and designs were standardized and controlled. Our technology is so flexible, we can custom manufacture special air blowers by alloying and cross linking diverse designs to suit individual requirements and import substitutes.

The leading factor was the quality of the product. In fact, even before going for ISO certification, Everest was maintaining the same procedures since 1985. We followed the required process. If the process was not giving the required result, we changed the process.

But for two years, BHEL engineers worked with us. We were lucky that we had relation with such industrial giants. They taught us the missing quality commitment; the company could handle prestigious projects for clients like BHEL, NTPC, Ion Exchange and Thermax.

By working with them, we started understanding their quality requirements, need for written procedure, importance of material identification & co-relation and calibration of test equipment. We learnt these over a period of time.

Initially it started with quality consciousness. That has paid Everest well. As the quality was good, people trusted the product. As the product reliability was good, it got a very good share of the Indian Market.

Q & A **How do you see your company five years down the line?**

We at Everest are also working out various policies keeping in mind the customer as foremost. We are very hopeful that in the coming years, we shall be able to increase our share in the export market and are targeting for 100% growth in the coming 3 years.

Q & A **Your wish-list of changes needed in the policy-framework for higher growth.**

We are still emerging economy and have yet to overcome lot of hurdles. Some of these can be listed as:

- Infrastructure development – Roads, Transports, Housing, Power etc.
- Health & Education Sector.
- Political stability and maturity where policies are carefully planned and implemented and not politically motivated.
- Elimination of Interstate trade barriers.
- Reformation of labour laws for disciplined, skilled and productive labour.

Q & A **Revenues during the last three years—from domestic and exports. Growth projections.**

Everest is a reputed brand having one of the largest shares in the Indian Blower market of over 45%. Everest is also one of the only successful manufacturers of Mechanical Vacuum Boosters in India having a market share of more than 85%. Our presence in the International market is very low as on date however we are struggling hard to increase it with each passing day and a lot of our resources are being mobilized for the same.

Our hard work is paying us well which is prominent by the 50%+ increase in annual turnovers/revenues every year. We thank all our customers for their support, encouragement and the confidence imposed on our products & services.

