



**Mr. Amit Kapur**  
**Director - Everest Blowers Private Limited, New Delhi**

**Q. Please give our readers a brief introduction to the industry your company works within.**

**A.** Everest commenced manufacturing of Twin Lobe Rotary Air Blowers way back in 1980. Since then the company has consistently strengthened its manufacturing base, producing a wide range of products. This broad product line includes twin lobe rotary air blowers/ compressors (roots blowers), mechanical vacuum boosters, dry screw vacuum pumps, acoustic hoods & industrial vacuum systems. 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, food processing units, waste oil re-refining units, paper plants, vacuum plants and systems and pneumatic conveying systems.

**Q. How does your product line cater to the growing demand of this industry?**

**A.** We are the only blower manufacturer in the country to have a dedicated R&D and application engineering cell, which is always on the lookout for new application areas for our products and services to cater for the growing demand of blower industry. We have recently diversified into design, manufacturing and supply of package blowers which are supplied as a complete system integrating blower, motor and accessories in an acoustic enclosure with all the measuring and 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. Similarly, Everest has been the first blower manufacturer in India to offer trilobe roots blowers and vertical trilobe roots blowers, which have a major advantage of less noise, less vibrations, longer life & smaller foot print.

**Q. Tell us about your major projects won.**

**A.** Some of our most prestigious projects executed include supply of Canned Motor Mechanical Vacuum Boosters especially developed for BARC for research applications, Helium and CO<sub>2</sub> duty blowers for Nuclear Power Corporation, Petrol engine driven aluminum alloy blowers for thermit welding of rails for Indian Railways, 100% oil free blowers for fish and prawn culture, etc. We have also been appreciated for the vacuum consultancy provided by

**"We don't just offer blowers and systems, we offer solutions..."**

us for the first ever low temperature thermal desalination plant, for producing potable water by Indian scientists.

**Q. What are the major barriers that you are currently facing in the Indian blowers market? How do you plan to overcome them without compromising on margins?**

**A.** Everest Group is a radical innovator. We expand the market. Most of 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 brand new. Our USP "We don't just offer blowers, boosters and systems, we offer solutions" helps us in becoming a radical innovator. We are concentrating more on application engineering and in helping our customer's save on their processes. This innovation has not only compensated on our general sales but even helped us to outperform on our targets.

**Q. What kind of growth do you see coming from the blowers segment? Can you broadly highlight your plans on this for the Indian market?**

**A.** 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 30%+ increase in annual turnovers/revenues every year.

**Q. Where do you see your company progressing five years from now?**

**A.** Through innovative designs and high quality products, Everest has exemplified a noteworthy workmanship in the equipment industry. 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. 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. We wish to become the top solution provider of Pressure & Vacuum Systems in India, setting benchmarks of performance and providing value for customers.