



**We help customer save their process through application engineering.**

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**- Amit Kapur,  
Director - Technical,  
Everest Group**



## Concentrating more on application engineering

### About Everest

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 and tri-lobe roots blowers, mechanical vacuum boosters, dry screw vacuum pumps, acoustic hoods and industrial vacuum systems. According to Amit Kapur, Director Technical, Everest Group, "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 and pharmaceutical plants, food processing units, paper plants, vacuum plants and systems and pneumatic conveying systems."

Some of the company's clients include NIOT, Indian Space Research Organization, Centre for Advanced Technology, BARC, Mishra Dhatu Nigam, NTPC, Maruti Udyog, Honda Siel, Hero Honda, Grasim Industries, Cadbury, LG Polymers, Ion Exchange (India) Ltd., Thermax, Aurobindo Pharma, KLJ, Wockhardt, VA Tech Wabag, Heinz India, Vam Organics, Smithkline Beecham, Cipla, DSM etc.

He also said, "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 and molecular sieves, maintaining BOD of water etc.

and dry screw vacuum pumps, a sophisticated piece of machinery developed by the company, finds use in chemical and pharmaceutical processes, bulb and tube light production, roll and object metallising, vegetable oil deodorisation, solvent recovery, vacuum drying, tray drying, vacuum distillation, thin film deposition, molecular distillation, vacuum furnace, transformer oil dehumidification, chemical laser, evaporative cooling etc."

Everest is also into a lot of customised products which include various specialised equipment to meet the specific demands such as 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 aluminium alloy blowers for thermit welding of rails for Indian Railways, 100 per cent oil free blowers for fish and prawn culture, etc.

The company is also into supply of complete systems for special applications such as vacuum distillation, vacuum drying (Vacuum Tray Dryers, Rotary Cone Vacuum Dryers, ANFD's etc), solvent recovery and waste oil re-refining etc. which are commonly used in food processing, pharmaceutical & chemical industries. Everest also offers 100 per cent Dry Vacuum Systems having no requirement of Steam, Water or Oil. This leads to zero effluent / zero discharge of any harmful gases inside the plant, thus maintaining high level of quality of product and maintaining pollution free environment.

The mechanical vacuum booster

"Everest is the first and the only

Indian blower manufacturer to have successfully shifted entire production load of its blowers, boosters and pumps on CNC machines. The company has imported a number of sophisticated Haas make CNC machines from USA. This has resulted in higher production capacities and still better quality. Everest is the largest roots blower manufacturer in the country and a leader in its segment," mentioned Mr. Kapur.

### Need to improve confidence levels in the economy

Decline in manufacturing sector growth pulled down the overall industrial expansion to just 0.1 per cent in July. Growth in factory output, as measured by the Index of Industrial Production (IIP), during the April-July period contracted by 0.1 per cent. However, on sequential basis July's growth at 0.1 per cent is an improvement over (-) 1.8 per cent recorded in June. The worst performer has been the manufacturing sector, which constitutes over 75 per cent of the index, showing a decline of 0.7 per cent in July, and 0.9 per cent in the April-July period. Among the different industrial segments, production of capital goods, this refers to the equipment used by industry to produce consumer items, declined by 5 per cent. During the April-July period, the output of the sector contracted by 16.8 per cent. The economy is in need of sentiment boosters. Investments have dried up.

Mr. Kapur comments, "It is imperative that non-legislative policy measures are announced at the earliest, which could help improve confidence levels in the economy. Finance Minister P Chidambaram, who met heads of PSUs recently, has already indicated that steps would be taken to boost investment. The government would soon come out with steps to contain fiscal deficit and promote investments as well as GDP growth that had dipped to 9-year low of 6.5 per cent in 2011-12."

The industrial output in July last year was 3.7 per cent, and 6.1 per cent in the April-July period in 2011-12. Mining sector output dipped by 0.7 per cent in July, as against a growth of

0.7 per cent in the same month a year ago. Consumer goods production was up 0.7 per cent in July as compared to 6.4 per cent growth in the same month last year. In all, only 8 of the 22 industry groups in the manufacturing sector showed positive growth in July 2012. Consumer durables production showed a decline in growth rate as this segment increased by 1.4 per cent in July, compared to 9 per cent in the same month last year. The consumer non-durables output growth declined to 0.1 per cent in July, as against a growth of 4.1 per cent in the same month last year. The basic goods production growth slowed to 1.5 per cent in July, compared to 10 per cent a year ago. Power generation too witnessed a dip in growth rate as it declined to 2.8 per cent during July, compared to 13.1 per cent in the same month a year ago.

### Targeting 300 per cent growth

Everest Group has maintained a continuous y-o-y growth of 30 per cent for the last five years. Highlighting the performance of company, Mr. Kapur said, "For the year FY 2012-13 we have re-valued and revised our targets pushing them around at much faster pace focussing 300 per cent growth by end of third year."

He adds, "We have plans of setting up the most modern manufacturing facility with in-house DSIR registered R&D facility which would not only role out good reliable products but also assist in meeting the targeted expansion program."

### Problems & Challenges

Mentioning about the shortcomings, Mr. Kapur said, "The modern industry faces many problems and challenges. Industry's most important problems include labour productivity, energy supply, and government regulation. In addition, industrial societies face such challenges as environmental pollution and unemployment."

**Labour productivity:** Businesses continually strive to produce more output with the same amount of labour. When productivity improves, firms can

lower prices and still have enough money for the inputs used in production. They can also pay higher wages to workers and managers, and can give bigger dividends to their stockholders. Higher rates of productivity also give businesses an advantage in international markets. Firms in the same industry compete with one another throughout the world. For example, European automakers compete with Japanese car companies for customers in many countries. In most cases, customers will buy the products that offer the best quality at the lowest price, regardless of where they are produced. A high rate of labour productivity enables businesses to offer better and cheaper products.

**Energy supply:** Industry requires huge amounts of energy to run machines and to provide heat for manufacturing processes. The cost and availability of energy play major roles in the choice of industrial location and other business decisions. Industry also produces automobiles, heating systems, and other goods that require energy. Most energy today is generated from such natural resources as coal, natural gas, and petroleum. Because these natural resources cannot be replaced, some people believe that government should control energy prices and limit individual and industrial use of fuel and electricity. But most economists call for less government intervention. They argue that past energy shortages resulted from government policies which kept the prices of petroleum and natural gas artificially low. They believe that if the government allowed the prices to rise, the higher prices would encourage energy producers to increase their output. Higher prices would also stimulate the development of substitute sources of energy.

**Government regulation:** The term regulated industry refers to industries in which government agencies control prices, standards of service, or some other aspect of the business. Government regulation protects consumers from environmental pollution, unsafe products, and dishonest advertising and trade practices. But regulation may also

harm consumers. For example, the lack of competition in a regulated industry could cause companies to become inefficient and to neglect product improvement. In such cases, members of society pay several times-not only in higher taxes and higher prices but also in poorer-quality products and services.

### Industry shifting towards green solutions

Speaking about the company's performance during the downturn, he said, "Everest Group has strongly realised and felt the shift of the industry towards green solutions. The group stands today as 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."

### Growth Drivers

The major driving factor for the industry today is the need to change and bring in cleaner and better ways of production. Rapid industrialisation and ever increasing population is putting a lot of negative impact on our environment. Our future generations shall have to suffer if it continues in the same pace. Strict environmental norms, pollution control, increase in scarcity of water and need for decreasing energy consumption are major challenges of the day and this is what has forced the big industries to re-think on conventional methods of production and introduce newer and environment friendly technologies with lower cost of manufacturing (A typical example of same being the replacement of Steam Jet Ejector by dry type vacuum systems giving heavy saving in cost, quality and performance). All these translate into opportunities for Everest since we support them in terms of bringing in continuously upgraded technologies and giving them the highest quality products at best possible prices, Mr. Kapur observed.

India is today a part of boundary less world with unhindered flow of capital, technology, products and services, but, of world class standards only. It is for this reason we have great plans for expansion especially with an objective to cover practically all industrial processes so as to offer total solutions for energy conservation, improvement in product quality and higher yields. The product expansion would accordingly take place to meet the individual demand and needs" he adds.

### A Radical Innovator

"Everest is a radical innovator and we expand the market. Most of other players in the industry work as incremental innovators. Our USP 'We don't just offer blowers, boosters and systems, we offer solutions' helps us in becoming a radical innovator," he announced.

He revealed, "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. Our application oriented R&D has made it possible to cover wider areas of application, offering cost effective and energy efficient solutions thus creating larger market demand for our product."

"The major issue of concern today is low energy consumption per unit of product produced and this objective is a major decision factor which favours the chance of Everest's Product offerings over any other possible alternative. Innovation is the essence of the world today. Resources and market advantages don't matter much. Intellect and innovation do. There is nothing more powerful than the idea whose time has come. We know that performance of the OEM's design ultimately depends on the quality and dependability of its components. That's why so many manufacturers of water treatment plants, effluent treatment plants, cement plants, aquaculture farms, chemical plants, paper plants, vacuum plants and systems, and pneumatic conveying systems have entrusted their reputation to Everest. Our broad

product line of Roots Blowers (Bi-lobe & Tri-lobe) (Air / Gas Duty), Mechanical Vacuum Boosters, Dry Vane Pumps, Dry Screw Vacuum Pumps, Acoustic Hoods & Industrial Vacuum Systems consists of standard and custom models that fall into major product group," mentions Mr. Kapur.

### Expansion plans

Everest Group has strongly realised and felt the shift of the industry towards green solutions. The group stands today as one of the up and coming names in the vacuum industry, a fully integrated and diversified company involved in the engineering, evaluation, designing, manufacturing, testing, execution, post sales and service of pressure and 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," Mr. Kapur said.

### Success mantra

#### Mr. Kapur explains:

"Our core business comes from two main sectors namely water and vacuum. Both of them are still at a very nascent stage thereby offering a lot of growth potential and opportunities for our company, products and services. The recession period was rightly utilised to restructure our processes and put our house in order and we are enjoying the fruits today. Our group's current performance is in line with our targets and expectations. Looking into the opportunities available we feel that the growth potential is also quite good, provided they are enmeshed in the right way with the right strategy. The Everest Group is bound to grow many folds in the times to come.

Always remember that our six core values guide us and inspire our endeavour to make a difference. These values are not new nor are they unique. It is the passion with which we live them, that makes them our inspiration. They are: Respect for individuals; Working together; Strong relationships; Integrity; Institution-building; and Drive and passion." ■