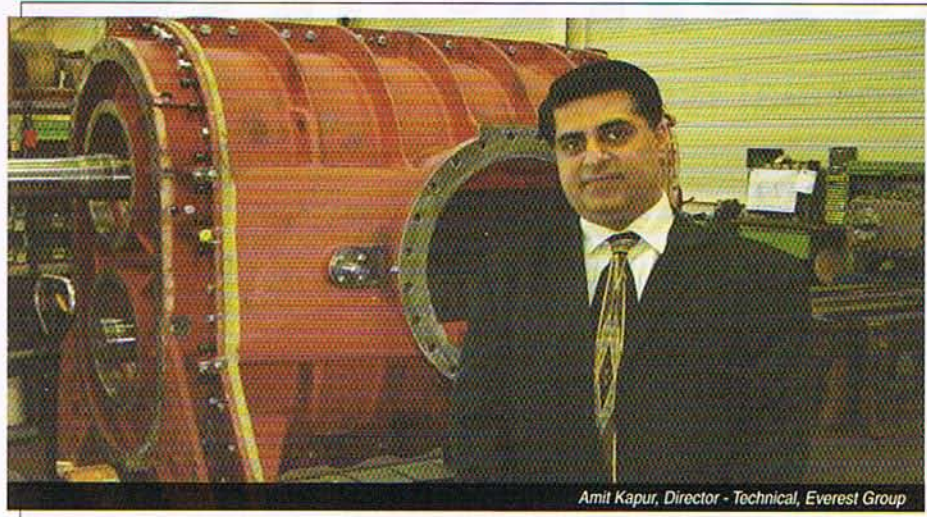


# Financial Performance Capability Honored



Amit Kapur, Director - Technical, Everest Group

**E**verest Blower Systems, a part of the Everest Group which is currently into manufacturing of root blowers (Bilobe & Trilobe design), mechanical vacuum boosters, acoustic hoods, dry vane pumps, dry screw vacuum pumps and industrial vacuum systems to a wide range of industries that include chemical, pharmaceutical and petrochemical sectors, has recently been rewarded with a NSIC-D&B- SMERA: SE 2A rating indicating 'High Performance Capability and High Financial Strength'. This rating is of utmost significance to parties who are interested in business dealings with the company.

Till date, constant endeavors by the company has been successful in providing fruitful yields that magnify the strengths of the company, which are a professional and experienced management, significant increase in revenue, operating profit margin and net profit margin over the last three years, along with better debt equity ratio in comparison with the industry standards.

The company currently exports to Africa, Middle East and South East Asian markets, with a 35 per cent of its total turnover credited to exports. Through focused efforts, the company aims to achieve a turnover of ₹ 150 crores in the next five years.

The parent company of the Everest Blower Systems, the Everest Group kick started its journey in 1980 with the manufacturing of Twin Lobe Rotary Air Blowers and since then through years, there has been no looking back. The company has widened its product portfolio to include a wide range of blower systems and is well established with state-of-the-art manufacturing facility in New Delhi and two modern manufacturing facilities in Bahadurgarh, Haryana.

An ISO 9001: 2008 certification achieved by the company acts like a feather on the cap, with the company's core business comprising of two main sectors namely water and vacuum. While both of these key sectors is at its nascent stages in India, thereby offering a huge untapped potential awaiting exploration in this industry. The group's current performance is in tandem with its target and expectations.

According to Amit Kapur, Director of Everest Blower Systems, the products manufactured by the company find a wide array of applications that require 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 Biological Oxygen Demand (BOD) of water, etc. Apart from the above standards, the

Recent evaluation by SME Rating Agency of India Ltd (SMERA) has assigned NSIC-D&B- SMERA: SE 2A rating to Everest Blower Systems. This rating indicates 'High Performance Capability and High Financial Strength.' The company is primarily into manufacturing of root blowers with 35 per cent for exports and expansion plans to achieve a turnover of ₹ 150 crores in the next five years.

company is also into offering customised products that include various specialised equipment to meet specific demands such as Helium (He) and Carbon Dioxide (CO<sub>2</sub>) duty blowers. The company is the first and the only Indian blower manufacturer to have successfully shifted the entire production load of its blowers, boosters and pumps on Computer Numeric Control (CNC) machines. The company has imported a number of sophisticated Haas made CNC machines from USA, which have facilitated in higher production capabilities and better quality. Everest Blower is the largest root blower manufacturer in the country and a leader in its segment.

## Key Drivers Propelling Growth

Considering the gradual shift of the industry towards green solutions and being the largest producer of root blowers in South East Asia having effective presence in STP & ETP (Waste water treatment) industry, Pneumatic Conveying systems, Aeration systems and Aquaculture, the group has further diversified into design and installation of innovative systems and technologies for the chemical and pharmaceutical industry, that are energy efficient with low operation and maintenance costs. Due to increasing environmental awareness and corporate responsibility, the demand for such systems is growing exponentially.



Industrial Vacuum Systems

According to Kapur, "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."

#### Current Position vis-à-vis Competitors

The Everest Group is a radical innovator. While majority of players in the industry are incremental innovators, who try to grab a larger portion of the market share and fight within the existing market space, the radical innovators go a step ahead by creating a brand new space for themselves. The company has its concentrated efforts on application engineering, while helping customers save on their processes. While this innovation has not only compensated general sales but also help outperform the company targets. The most critical issue faced by the industry today is optimum resource utilisation, reduction in process time, higher yields and better product quality, while ensuring lower energy consumption.

#### Challenges and Hurdles to Progress

The changing trends in the industry pose many serious challenges and hurdles to progress of the company that include labour productivity, energy supply and government regulation. Additionally industrial societies also face challenges such as environmental pollution and unemployment. These hurdles are discussed as below:

- **Labour Productivity** – Businesses strive to achieve more productivity at reduced labour costs. Only when productivity improves, can business firms have the leverage for pumping in funds for inputs used in production. A high rate of labour productivity enables businesses to offer better and cheaper products.

- **Energy Supply** – Industries need high amount of energy to run machines and provide heat for manufacturing processes. The cost and availability of energy play major roles in the choice of industrial location and other business location. Energy is mostly generated today from natural resources such as coal, natural gas and petroleum. As these natural forms of energy cannot be replaced, there is a need for government to control energy prices and limit individual and industrial use of fuel and electricity.
- **Government Regulation** – Regulated industries refers to industries wherein government agencies control prices, standards of service or some other aspect of the business. The regulation protects consumers from environmental pollution, unsafe products, dishonest advertising and trade practices. For example, the lack of competition in a regulated industry could cause companies to become inefficient and to neglect product improvement.

#### Role of Technology from Management's Perspective

According to Kapur, technology plays a pivotal role in achieving sustainability. Everest Group has considerable experience in green or sustainable chemistry, cleaner production technologies, eco-efficiency, energy saving, resource saving and environmental friendly techniques like:

- Design and manufacture of solvent recovery systems to curb pollution, which play an important role in making the process eco-friendly, while recovering precious solvents for reuse.
- Design and manufacture of Central Pollution Control Board (CPCB) approved vacuum systems for waste-oil re-refining.
- Design and manufacture of mechanical vacuum boosters for replacement of steam jet ejectors.

- Dry Pumping technology for manufacture of SUPERVAC vacuum systems using mechanical vacuum boosters and dry screw vacuum pumps.
- Development of SS blowers with special sealing for mechanical vapour recompression for heat recovery resulting in substantial energy saving.
- Design and manufacture of extended shaft root blowers configuration for applications requiring 100 per cent oil free air like aeration in aquaculture forms, plating lines, STPs, etc.
- Design and manufacture of low temperature thermal desalination systems for producing potable water.

#### Futuristic Growth Trends

The SMERA audits conducted at the work place is based on the ability to gather critical information and is relied upon to assign suitable rating. This rating achieved by Everest Group is of significant importance, as many private sector banks allow finance at concessional rates of interest. The SMERA rating achieved thereby is a part of the external audit of the company on its capabilities and limitations. A third party government-auditing agency has endorsed systems for good financial and engineering practices. In the near future, the company aims to position itself as a one-stop shop for all problems related to pressure and vacuum application. ■

- Savita V Jayaram



Trilobe Cut Section Blower Model