

# **Interview of Mr. Daksh Malhotra, Director Marketing, Everest Group, New Delhi with team of Purchase (Indianpurchase.com) – April, 2015**

## **1. Brief outline of your product range and their applications**

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 & Tri-Lobe 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, 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, 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.

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 etc.

Mechanical Vacuum Booster & 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 metallizing, 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.

Apart from above standard products Everest is also into a lot of customized products which include various specialized 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% Oil Free blowers for fish and prawn culture, etc.

Everest 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, Waste Oil Re-refining etc. which are commonly used in Food Processing, Pharmaceutical & Chemical Industries. Everest also offers 100% 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.

Everest is the first and the only Indian Blower manufacturer to have successfully shifted entire production load of its blowers, boosters & 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 & still better quality. Everest is today the largest Roots Blower manufacturer in the country and a leader in its segment.

## **2. What are the specific advantages of using your products ?**

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.

Probably the most important issue for any industry today is better resource utilization, reduction in process time, higher yields & better product quality. 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, Acoustic Hoods & Industrial Vacuum Systems consists of standard and custom models that fall into major product group.

## **USP- We don't just offer blowers, boosters & systems, We offer SOLUTIONS !!!**

Customers look upon 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 esteemed customers is the best evidence of their trust and satisfaction towards our products & services.

### **Why Choose Everest**

- a) Over 35 years of presence in the Indian market.
- b) Largest manufacturer of Roots Blowers, Mechanical Vacuum Boosters & Industrial Vacuum Systems in the country.
- c) Having over 400 members in the Everest family with more than 50 graduate engineers. Everest can provide best pre & post sales support as well as timely services to its customers.
- d) Everest receives more than 50% repeat orders every year showing the quality and goodwill of the company.
- e) Wide spread customer base with over 125,000 machines & systems running in different parts of the country as well as overseas.
- f) Highly robust design built to suit the production, maintenance & environmental conditions of Indian companies.
- g) Continuous innovations and research to make our product even better & trouble free for our customers.
- h) Easy & economical availability of spare parts & consumables.
- i) Highly efficient & strong service support.

### **3. Elaborate on your manufacturing locations, location of plants, investments, technology & human resources.**

Everest Group currently operates through three state of art manufacturing facilities. These include the parent company Everest Transmission at New Delhi and other two group companies, Everest Blowers Pvt. Ltd & Everest Blower Systems Pvt. Ltd. at Bahadurgarh, Haryana. Facilities include in house R&D, design & development, production, manufacturing, quality control, inspection and after sales service.

All the manufacturing facilities are equipped with latest CNC machines from USA resulting in production of world class, reliable & dependable Everest Blowers, Boosters, & Vacuum Systems.

### **Training facilities for your employees**

The top management at Everest is totally committed to quality and is very open to induction of new technologies or business methodologies. In order to keep ourselves

updated on the latest trends various in-house seminars are organized and the same are conducted by certified quality professionals and management consultants. Apart from this we also send our personnel to various external training programmes or seminars being organized by organizations like IIT, FICCI, ASSOCHAM, QCI etc. In fact regular training of every employee is also one of our quality objectives and we ensure that every individual in the organization undergoes a certain number of hours of internal or external training every quarter. We make sure that there is a skill enhancement in every employee once they undergo any training.

#### **4. For engineering innovations – outline your company's focus on R & D**

Everest is the first & only Blower & Vacuum Systems manufacturer in the country to have an in-house R&D Centre which is approved by Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India. Everest Group recently won a National Award for Excellence in Research & Development which was given by our respectable Prime Minister. Approximately 3% of group turnover is earmarked for R&D every year.

Design & Development is one thing which never stops at Everest. It is a continual process. Everest has been in an industrial segment with wide application areas. Our marketing team constantly works on identifying areas where our products can revolutionize process. Having identified a niche, our technical team designs and develops products to suit the requirements. For example, our vacuum boosters have found a niche in vacuum distillation processes in menthol industry where it has provided huge improvements in processing efficiency. At Everest we believe in diversifying our application engineering and earning out of satisfied customers rather than diversifying the product mix itself. Excellence in application engineering has been a key component in the company's growth and profitability.

Being an indigenous company we at Everest totally understand the cost effectiveness & price implications faced by customers of a developing nation. Also as compared to our International counter parts, Everest has a high quality manufacturing unit in India & hence enjoys the benefit of having lower cost of production. Our management believes in forwarding these benefits / privileges to our customers, not compromising on quality, performance & services at any time.

We provide customized quality products, maintaining highest level of design and manufacturing standards, sized appropriately to give the most competitive prices and high levels of energy saving to our customer.

## **5. Quality Assurance Measures**

Everest is ISO 9001:2008 certified organization and the ISO support mechanism itself takes care that our customers receive quality products. 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 USA. During that period the industrial giant BHEL started a program of Vendor Development, which was intended for stage inspection of various vendors. BHEL invested a lot of money 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 be no need for individual component inspection.

That was an opportunity for Everest and it was selected as the company was manufacturing quality products and the people were technically sound. In 1985, it developed a Quality Assurance Plan. Based on that plan, it maintained good quality and high standard of products. Moreover, its drawings and designs were standardized and approved. Even before we went in for ISO certification we were maintaining the required records. We were lucky that we had relations with such industrial giants. They taught us the missing quality consciousness. Due to its quality consciousness the company could handle prestigious projects for clients like NTPC, BHEL, Ion Exchange, and Thermax. By working with them, we started understanding their terminologies, their minimum requirements, importance of material selection and calibration of equipments. We learnt these over a period of time.

## **6. Key drivers of your industry**

The major driving factor for the industry today is the "need to change" and bring in cleaner and better ways of production. Rapid industrialization & 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.

## **7. Growth prospects of your industry in India**

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

1. Respect for Individuals
2. Working Together
3. Strong Relationships
4. Integrity
5. Institution-Building
6. Drive and Passion.

## **8. Marketing strategies that has lead to the success of your products in India**

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 & systems, We offer SOLUTIONS !!!!!" helps us in becoming a radical innovator.

## **9. Significant achievements in company's history**

A focus on innovative design and high quality machined parts has earned Everest a reputation for excellent workmanship amongst its users. For nearly three decades Everest has offered its customers quality, cost-effective machines necessary to meet the changing technology. Our commitment to total quality in both our products and services is the foundation upon which our future business is based.

Some of our recent achievements include:

- Design & manufacture of seal less Roots Blowers
- 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 of 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 and manufacture of canned motor mechanical vacuum boosters
- Design & manufacture of India's first MVR (Mechanical Vapour Recompression) Blower successfully put to use.
- Design & manufacture of Low Temperature Thermal Desalination systems for producing potable water ..... and many more.

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.

Through innovative designs and high quality products, Everest has exemplified a noteworthy workmanship in the equipment industry. The 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!

## **10. Key strategic moves that have engineered the success of the company.**

Everest Group has strongly realized 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.

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 friendly), are energy efficient and have low operation & maintenance costs. The demand for such systems is growing exponentially due to increasing environmental awareness and corporate responsibility.

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.

### **Submitted by:**

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