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The people behind 'Dry All'

By **Prakash Sekhani**

Managing Director,
Safe A&T Technology Pvt. Ltd.

A Q&A exchange with the Consulting Editor

SAFE A&T Technology Pvt Ltd is not a very familiar name. Tell us about its activities and when it started?

You are correct, because we are popularly known in the industry by our brand name 'Dry All'.

SAFE A&T Technology Pvt. Ltd. is the name of the company which owns the brand name 'Dry All'.

The company specializes in the development, design and engineering of Filter Driers, Suction Line Accumulators, Liquid Refrigerant Receivers and Oil Separators for air conditioning and commercial refrigeration equipment.

'Dry All' brand was established in the year 1993 and the production started with Receiver Driers for automobile air conditioners and was soon supplemented with liquid line Filter Driers for commercial refrigeration and air conditioning.

Between 1993 and 2007 many new products were introduced - Suction line Accumulators, Suction Line Filter Driers, Liquid Refrigeration Receivers, Oil Separators and Heat Exchanger Accumulators.

Dry All has established stringent process control and manufacturing excellence to achieve the confidence of leading original equipment manufacturers in India and abroad. It is certified by UL for ISO 9001 - 2000.

The company has now moved into a new state-of-the-art manufacturing facility at Dombivali MIDC on the outskirts of Mumbai covering an area of 2100 sq mt with a production capacity of 50,000 units per month on a single shift basis.

2. What is the customer profile of the company's products?

The list of customers includes OEMS such as Blue Star, Hitachi, Carrier, Voltas, UCPL, Videocon, Stulz, Bosch, Acme and Ingersoll Rand to name a few.

After-market and SME segment both local and international are serviced by a network of distributors and dealers.

3. What other activities do you have in the AC&R field and under what names?

The family is also into trading, indenting and distribution of AC&R products. These include, rotary compressors, FHP compressors, air conditioners, vacuum pumps, FHP motors, reciprocating and scroll compressors.

Ankit Impex represents some of the top names in the HVAC industry from China like Highly Group for the Shanghai Hitachi rotary compressors and FHP



The father T.R. Sekhani (seated) with his three sons (standing from L to R in order of age) Prakash, Vikash and Akash

compressors and Galanz Group for air conditioners and home appliances.

Prakash Company, Kolkata are dealers for leading AC&R brands like Emerson, Regal Beloit and Mafron to name a few.

Prakash Manufacturing Industries is into injection molded plastic components for the AC&R industry.

'Truvac' brand owned by 'Praneeta International' has become the leading brand in portable vacuum pumps in a short span of three years.

Suraj Air Flow Engineers is into manufacturing of sheet metal components and sub-assemblies for window and split air conditioners and support systems for air conditioners under the brand name 'Hercules'. My cousin, the late Sanjay Sekhani established this company in 1995.

Suraj Air Flow Engineers has partnered with Kingtec Technologies of China to introduce bus air conditioner and truck refrigeration solutions under 'Kingtec-iWave' brand name in the year 2005.

4. I understand yours is the second generation in the ACR business. Tell us more about the first generation and their background.

The group originated as a trading business in central Delhi's Daryaganj - a market for air conditioning and refrigeration spare parts in the year 1964.

My father T. R. Sekhani along with his brothers H. M. Sekhani & M. R. Sekhani are the founder members of the family business.

My father was responsible in extending world class training to his people at Prakash Refrigeration Company and as a result, today we have an extended family of AC&R entrepreneurs across India.

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M. R. Sekhani based at Kolkata pioneered in turnkey projects for ice plants and cold storages and continues to be one of the leading players in this field.

H. M. Sekhani in Mumbai started vacuum forming and injection molding of AC&R components in the name of Prakash Manufacturing Industries (PMI) in the year 1969, thereby moving up the value chain from trading to manufacturing.

The second generation was trained and groomed under the expert guidance of seniors with vast practical experience in the HVAC industry. The base was ready for the new generation to take off and the next few years saw new ventures covering a wide spectrum of the HVAC industry.

5. *Yours is a family owned business. How do the members run the family business & spread the work load among members? Has your father now retired?*

We three brothers, Prakash, Vikash and Akash are based in Mumbai, while Pradeep Sekhani, Basant Baid and Vikash Baid are based in Kolkata and Sandeep Sekhani based in Delhi are now handling the various business interests of the group.

My father and uncles are involved at the macro level decision making and financial management of the group.

It is a hybrid organization in which functional and divisional forms overlap. Decision making is decentralized to levels where information is processed properly and higher management is not overloaded with operational decisions.

The matrix organization structure ensures efficient resource utilization, as key resources are shared across several products at the same time.

6. *Are there other companies in India who manufacture a range of products similar to your Dry All range in an organized manner? Who are they?*

SAFE A & T is the only organized large scale producer of Filter Driers, Accumulators, Receivers and Oil Separators in India. The new state-of-art plant has now placed Dry All in the international league, competing with the leading international names of the HVAC industry both in quality and product range.

7. *Is there an export market for these products and to which countries?*

The products manufactured by us are currently exported to the Middle East and we are in the process of developing Far East, European, USA and CIS markets.

Our manufacturing process is being aligned to meet the certification requirements for the USA and European markets. Products are being designed for the new refrigerant R410 being used in the European and USA markets.

8. *What kind of growth do you see in India for such products?*

The HVAC industry is growing at an annual rate of 25% and the scope for the range of products manufactured by us has a huge potential and the local presence has helped us to meet customer requirements more effectively. Product customization as per the customer needs is our biggest strength. ♦