



## ISHRAE Speaks

### *The ever-changing dynamics of the HVAC Industry*

The Indian HVAC Industry has progressed remarkably with local innovation, foreign collaborations and the presence of a large number of international companies. Energy efficiency, indoor air quality, innovation and sustainable products are some of the points of focus for all suppliers. This trend shall be particularly recognised by ISHRAE at its upcoming flagship exhibition, ACREX INDIA 2019. The industry continually drives quality and performance, while consultants and architects specify sustainable designs.

ISHRAE has developed many platforms to understand and work on the expectations of the air conditioning and allied industry; one such (and the most primary) solution is ACREX, the society's annual flagship event produced by NürnbergMesse India.

Sustainable designs must minimise waste, conserve energy and blend with the environment to create low carbon footprints. India is creating built environments at a rapid pace supported by both the public and the private sectors. Indeed, the Indian HVAC Industry has embraced sustainable design technologies.

The Indian HVAC Industry works along with the construction industry to create built spaces that are used for a multitude of applications including commercial and residential. The rapid growth in green construction is fueled by its overwhelming acceptance among owners and the architectural and engineering communities.



**Mr. Vikram Murthy**  
National President Elect, ISHRAE

Indoor environments are created to improve the comfort and productivity of the occupants through the optimal implementation of sustainable technology. ACREX INDIA 2019 is poised to showcase some keynote developments.

A higher platform of ISHRAE's connect with the industry is standards development for major HVAC equipment in unison with RAMA (Refrigeration & Air conditioning Manufacturers Association) and with multiple stake holders for other ancillary equipment. A path breaking standard on Indoor Environment Quality has received worldwide attention and adoption in Europe, being a first of its kind.

With the recent release of the draft National Cooling Action Plan by the Ministry of Environment, Forests and Climate change, there is a defined focus by the government on the cooling industry to encourage, yet regulate, its sustained growth and harmonious development. Renewables, energy efficiency and indoor environment quality will drive new opportunities and unlimited potential for the growth of our Industry.

ISHRAE has steadily grown to represent and develop all building services professionals, while ACREX showcases the spectrum of products and services that make a building hum with life, while enveloping occupants in wellness.

The future of the HVAC & R Industry is certainly bright but will face disruptive winds. Disruption is the new paradigm of progress across Industries. It



replaces the 'old and reliable' with 'innovative and efficient'. ISHRAE is aims to develop standards, certification courses and programs that will guide assimilation by manufacturers, designers and consumers.

ACREX INDIA 2019 shall equip visitors and

delegates with an opportunity to observe, interact and learn to face challenges. Indeed, I look forward to some of our esteemed exhibitors at ACREX INDIA 2019 becoming the positive disrupters themselves!

## ACREX 2019 Updates

# Multi-city buzz all the way for Acrex India 2019

A successful event is all about the successful preparations, planning, collaborations and all the celebration that comes along with it. The month of September saw some very exciting road shows. One of the key events at ACREX 2019, ACREX Hall of Fame was taken to five different cities - Bengaluru, Chennai, Delhi, Hyderabad and Chennai - in order to solicit nominations and encourage participation in this much-revered platform. Not only did these road shows get a great turnout, some very deserving nominations were also registered.

The road show in Chennai was organized on September 5, 2018 at the Hyatt Regency, where ITC Grand Chola and ITC Welcom Coimbatore made presentations. Here's a glimpse of the gala evening:



Following the show in Chennai, another great one was presented in New Delhi on September 12 at Shangri-La's Eros Hotel. With a great turnout and response, the teams as well as the attendees were enthused and excited for the grand ACREX in February. Speaking for the event, Mr. Sushil Chaudhary, the Chair for ACREX Hall of Fame, said, "I wish to express a sincere note of appreciation to all the chapter teams, especially Mumbai, Delhi, Chennai, Bangalore and Hyderabad for this achievement. This year we decided to focus on 2 special sectors - hospitality and healthcare. The chapter teams played a very critical role this year in producing five fantastic road shows and also getting us the above 21 nominations".

## Partner Preview

### Manchester City Announces New Global Partnership with Xylem



With this brand new global partnership, Xylem becomes the Club's Official Water Technology Partner – the first deal of its kind in the Premier League. Xylem will also partner with New York City Football Club and the Manchester City women's team.

Through the partnership, Xylem aims to drive awareness about global water challenges and solutions and work with the Club on Xylem Watermark projects to improve access to clean water in global communities. Across the globe, 2.1 billion people lack clean drinking water at home, which has serious consequences for community development. Every year, 443 million school days are lost worldwide due to water-related illnesses, and women and children spend more than 200 million hours collecting water daily, drastically limiting time for more productive endeavors.

Damian Willoughby, Senior Vice President of Partnership at City Football Group, said, "We are delighted to announce this new partnership with Xylem. Manchester City and Xylem share a

common commitment to operating in a sustainable and innovative way, whilst enhancing the lives of people in our communities around the world. We are excited to harness the global appeal of football to raise awareness of water challenges and support Xylem's efforts to tackle these issues."

Patrick Decker, President and CEO of Xylem, said: "We are thrilled to be partnering with Manchester City and excited to engage with their amazing fans around the world. From our first meeting, it was clear that City's value system was aligned with Xylem's. Our purpose as a company is to create both economic and social value. We do that every day by bringing solutions to market that solve water needs and challenges, and through our Xylem Watermark program. To partner with a Club that is committed to bringing about positive social change through football is a natural fit. Working with Manchester City, we will extend our reach to their massive fan base and, in doing so, increase our ability to create social value."

## Partner Preview

### Kelley India – the leading force in dock levelers



Kelley India is the 100% wholly owned subsidiary of 4Front Engineered Solutions, Dallas, USA (global leaders in Loading Dock Equipment and HVLS Fans – part of USD 9.1 billion ASSA ABLOY group). All Kelley® products are designed to satisfy 5 critical parameters – Safety, Reliability, Productivity, Operational Ease and Low Life Cycle Cost.

The dock levelers enable the safe and efficient transfer of material / goods by bridging gap between the loading dock and the truck / trailers in inbound and outbound areas of a warehouse or a manufacturing facility. The 1st counter balanced dock leveler was invented by Kelley in 1953 in USA. Today Kelley is the world's largest manufacturer of





dock levelers and also we carry the same global fame with its innovative world-class products in India too. Kelley® is probably the only dock leveler manufacturer in the world that offers dock levelers with the Robotically Welded Chassis, Single Plate Dock Platform, Lambda Beam, Single Push Button, Energy Guard and SafeTFrame™.

The working environment also plays an important role, as the comfort of the employees is directly proportional to the productivity. Kelley HVLS Fans (High Volume and Low Speed Fans) provide energy efficient solution ventilation to the large areas. A

single 24 feet diameter Kelley HVLS Fan can cover an area of up to 20,000 sq. ft. almost noiselessly (less than 60Db) and is fitted with a 2HP motor, which results in energy saving up to 75%.

These products cater to not only the Warehousing sector, Retail Chains and Manufacturing sector, but also the Churches and Educational Institutes. The vast list of customers in India includes Reliance, Daimler, Decathlon, Mahindra, ZF, Hero, Blue Star, Panasonic, Snap Deal, Future Supply Chain and Indo Space etc.

## SearchO

# HVAC&R industry takes a collective digital leap with launch of SearchO

[www.searcho.org](http://www.searcho.org):

**The online marketplace by ISHRAE for HVAC&R and Building Services Industry**

The leading service providers in HVAC&R industry now have a new web address [www.searcho.org](http://www.searcho.org). Together, we strive to address the fast-growing buyer needs, by providing digital feeds and exact information they seek. Customers can expect online assistance (24x7), till their requirement is met with. SearchO promises you a comprehensive guidance by giving you up-to-date information on products and services in the HVAC&R industry.

It is simple to do an online search on India's only HVAC Listing Portal using multiple keywords. You can simply key in your requirement (by typing the keyword), and get instant help from top HVAC manufacturers. You can customize your search, finding suppliers according to the location, brand, product, service, or advanced solutions in HVAC&R industry. It is really that convenient to use this HVAC Listing Portal.

And it doesn't stop here. The buyers have an added benefit of seeking quotes from different HVAC suppliers in the vicinity. You will receive multiple quotes, and you can contact the supplier after you are comfortable with the price. We guarantee you complete transparency, and no hard work to crack

the best deal. Only trusted sources are registered on SearchO, so that the HVAC&R niche benefits by serving the customers intimately.

You can talk to the seller directly, negotiate, and pay for the final product. SearchO provides last mile connectivity by listing the HVAC supplier contact details, or phone No. Visitors to HVAC&R online marketplace can search for Equipment Manufacturers, Service Providers, Contractors, Labor Consultants, System Integrators, Retailers, Dealers and Service providers.

ISHRAE has taken the initiative to bridge the existing supplier-buyer divide. In today's competitive scenario, digital stakes are high for HVAC Manufacturers, and SearchO- a HVAC Listing Portal, the only solution.

Reach us on [www.searcho.org](http://www.searcho.org) or dial our toll free number - 1800 - 3000 - 4245



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Connect with buyers from across India

## Partner Preview

### ALP Aeroflex (I) Pvt. Ltd. – providing solutions across industries



ALP Aeroflex India Pvt. Ltd is a joint venture between ALP Overseas Pvt. Ltd. from India and Eastern Polymer Industries from Thailand (AEROFLEX CO., Thailand) engaged in the manufacturing of:

1. Aflex/Aerocell brand of Nitrile Rubber Insulation r Sheets, Tubes and Accessories, and
2. Aeroflex brand of EPDM Rubber Insulation Sheets, tubes & Accessories

The corporate office is situated in the corporate hub of Gurgaon, Haryana. The manufacturing plant is located in Rudrapur, Uttarakand. The ALP Group turnover is appx. US\$120 MN, with total employee strength of 1100 people. ALP has translated its vision into reality by increasing its national presence and global exposure through this Joint Venture.

ALP group is already a pioneer in EPDM rubber/plastic profiles for various applications in automobiles, construction, industrial applications for over 3 decades and has a client base spread over several countries.

#### Product Profile

The Company offers a complete range of Thermal & Acoustic insulation products and accessories. This includes closed cell elastomeric Nitrile & EPDM rubber foam sheets and tubes in various length, thicknesses and dimensions. Open cell Acoustic Insulation - Accosound & Accofoam and specialized products such as Antimicrobial, High strength, High temperature, Self sealing pre-slit tubes for customized applications.

The accessories range includes Aluminum Tapes, Foam tapes, Cork tapes, Pipe support systems, Adhesives & Paints etc. The provision of Aluminum foil, Glass cloth and self-adhesive laminations offer limitless options to meet the requirement of HVAC&R, Pharmaceutical, Process and Cold Storage Industry.



## Partner Preview

### Haier Launches Magnetic Bearing Centrifugal Chiller in India



Haier, the global leader in Home Appliances & Consumer Electronics and World's Number 1 brand in Major Appliances for 9 Consecutive Years\* launched world's most advanced Magnetic Bearing Centrifugal Chiller in India, with capacity ranging from 100 TR to 2000 TR, while the Integrated Part Load Value (IPLV) can reach up to 10.83.

Haier Group also launched the Magnetic Bearing Centrifugal Chiller Unit with world's largest cooling capacity of 4200 TR with an IPLV of 13.18 last year.

In comparison to the traditional central air-conditioning, the maglev unit is oil and friction free, consumes 50% less energy and has a 30-year-long service life, which is twice as long as traditional units. As a result of these advances, magnetic bearing centrifugal chiller is taking the front seat in terms of becoming one of the key development directions for the central air conditioning industry.

Haier Magnetic Bearing Chiller Unit is equipped with intelligence technology, viz. self-cleaning

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Driverless maglev system, a system that is fully automated to the point of requiring no human intervention for upkeep and maintenance during the entire life cycle, and requires half the power consumption of traditional units when in operation. The air conditioner is the first unit in the industry that applies artificial intelligence to large-scale industrial equipment, making full use of the latest in technological advances in terms of the interconnection between man and machine and between machine and machine.

In terms of manufacturing technology, Haier CAC

built world's first factory with the mission of producing user-centric central air-conditioners that leverages the technology of interconnected devices, while combining energy-saving technology, artificial intelligence and mass customization, bringing about the transformation from mass production to mass customization and self-reliance for key components and to integrate innovation across all aspects of a new product roadmap.

Haier is a leader in magnetic bearing chiller market worldwide with close to 35% market share.



# Haier

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## Partner Update

### ***Daikin India – Leading the way with innovation and breakthrough for sustainable environment practices***



Innovations as a part of the value system at Daikin India play an important role in the sustenance of air conditioning utilities. Daikin India believes that technological forwards like usage of eco-friendly refrigerants, energy-efficiency propellants and lower cost-operational units, will in the future help change the image of air-conditioning from a costly device which can only be used in extreme summers, to an more energy and environmental friendly device which can be used across various weather patterns. It is through innovations like inverter base technologies, lower compressor ratios, and eco-friendly refrigerants that Daikin India seeks to establish the air-conditioner as a multi-utility device that works pertinently as a heater, an air-regulator and a heavy-duty fan thus working out as a pertinent investment for households looking for effective air-regulatory solutions.

These innovations being a part of the environmental stewardship initiatives of Daikin India endeavours to create an inherent value structure that provides customers with the ultimate convenience and comfort through high-quality products, services and practices which seek to imbibe quality standards and vigorous environmental protection into their day-to-day life. While social structures the world over are transitioning to low-carbon societies and adapting these change in their mechanics, the Daikin Group is engaging in business activities grounded in the pillars of CSR: creation of new value, provision of environmentally conscious products and services on a global scale, and development of the human resources that make these activities possible.

Initially, Daikin India's endeavours like reducing greenhouse gas emissions from production, usage of eco-friendly refrigerants like R410A (a zeotropic, but near-azeotropic mixture of difluoromethane and pentafluoroethane which unlike alkyl halide

refrigerants that contain bromine or chlorine does not contribute to ozone depletion), along with undertaking environmental initiatives has been a cornerstone of environmental stewardship which have now become the hallmark of its environmental strategy. While these initiatives have contributed in their own way to the society, they have also made it possible for the Daikin Group to provide products that meet the environmental & quality needs of countries and regions including Asia, Europe and the United States.

While the core of Daikin India's product offerings remains the intermix of higher star rated cutting edge power saving technology coupled with robust customer service; it also endeavours to bring technological advancements that support eco-friendliness & lower operating costs into the product mix. With consumers beginning to recognize the need for an air-conditioning solution rather than a product only approach, they are also opening up to recognizing the benefits of the higher star rated and inverter products to control long term costs. In this parlance, while being energy efficient is the key, the technology to look out for would be Inverter based products that are energy efficient in addition to offering an ease of operation, smarter controls & intelligent features.

In this regard, Daikin's efforts towards efficient use of energy along with effective utilisation of resources has been a hallmark which has generated many revolutionary technologies along with innovative products such as the VRV, Cassette type indoor equipment & multi-split equipments which has time and over proved to be a landmark in the Indian air-conditioning market.

Daikin has been an industry stalwart in creating technologies wherein instances such as Variable Refrigerant Volume (VRV) have become the benchmarks for the industry. One of the latest and



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most revolutionary technologies used for large sized buildings, the VRV system offers solutions like large outdoor capacities, greater energy savings and easier installation to the consumers, making it one of the pertinent cooling solutions available. Providing complete flexibility wherein the VRV system enables independent control of air-conditioning on different floors and zones, Daikin India has also pioneered the 'Room Precise Temperature Control' wherein the revolutionary electronic expansion valve continuously adjusts the refrigerant volume in response to load

variations in indoor units, thus maintaining comfortable room temperature at a virtually constant level.

Other features which demonstrate Daikin India's technological stewardship include low running costs based on individual control, non-requirement of standby equipment, inverter driven condenser fan motor, long piping lengths and the proprietary Daikin Airconditioning Control Management System which offers control, monitoring, and management functions in a user-friendly screen display.

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