

Case Sheet For **Airex**

Year: 1997

The Challenge

The client had a new modified technology in the “air-cooling & air-conditioning” space. Traditionally air cooling (also called evaporative cooling) uses the evaporation of water as a technique to cool the temperature unlike air-conditioning which uses vapor-compression.

The main disadvantage of Air Cooling is of course the fact that it humidifies the air thus leading to some level of discomfort which air-conditioner's don't. A further disadvantage is that Air Coolers need a continuous supply of water. The advantage is of course that the cost of investment is low and even the cost of running is low vis-à-vis air conditioners.

Airex our client had come out with a new set of filters that allowed reduction of the humidity in the air cooler. This was their essential “technology” which differentiated them.

The Solution

1. It was clear to us from the beginning that we couldn't sell this as a “better cooler” as the stigma associated with “air cooler” is high and is expensive to change minds.
2. It was also clear that this product cannot be a consumer product (at least initially) as the cost of advertising in mass media is prohibitively expensive and the client was not ready for it.
3. Given that we had a series of meetings with the client and realized that there was a bulk of the market in the industrial sector which needed air conditioning. We realized that convincing businesses would be more easy as it would be a highly rational decision by them (a typical cost-benefit analysis which our client could easily justify).
4. Advantage of pursuing the route of industrial sector was further confirmed when the marketing head told us that typically they were large orders and hence easy to install.
5. So we had our first thing – target industrial clients.
6. Second we started working on the naming – not of the product but of the process. After a lot of considerations we arrived at “Air Ambiation” as a word that we would use to differentiate ourselves from Air Cooling and Air Ambiation.
7. As luck would have it, it so happened that the VOLTAS pharmaceutical company was using one of our client's products. The interesting thing here is that VOLTAS is a TATA company and is one of the leading air-conditioner brands in India in the consumer space.
8. Hence we came with our first ad which we knew would have an immediate response from the legal team of VOLTAS which it did. But as we also knew the usual thing is you will be excused for a one time usage as it is expensive to go through a legal wrangle (we should note that it was a FACT that Voltas was using Airex air-ambiation in their factory).
9. We convinced the company to put all their money behind one ad in one day in all the major newspapers in the country.
10. This was the first ad.

who cools VOLTAS? and WHY?

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AIREX AIR AMBIATORS

Air Ambiation is the new technology in Air conditioning, ideal for industries, business establishments & residential complexes whose requirement is 5 tonnes and above. The concept of Air Ambiation is difficult (and costly) to explain in a single advertisement like this. To state the summary *AIREX Air Ambiators* are way ahead of conventional air conditioning systems in the benefits they offer*.

- the operational costs (electricity costs) are 80% lesser when compared to conventional air conditioning systems
- unlike traditional air conditioning systems (where there's air recirculation) the supply of fresh air is 100%. Moreover in an air ambiator the air is subjected to multi-stage filtration
- installing an air ambiator means lower capital investment than a regular air conditioning system
- Airex is eco-friendly (as it discards the 'CFC-Freon' based technology of traditional air conditioning systems)

No surprise that our client list includes VOLTAS, MODEL FINANCE, A.P.S.E.B., APTECH, ITC BPL ENERGY, BIOLOGICAL E LIMITED among many others.

Ofcourse, there's a lot more to discuss. Our marketing engineer would explain the whole concept (and technology) of air ambiation. Call our marketing cell on 814050, 814037 & 813217. You may also fax us on 840135.

* Lab at Patancheru factory

DHALIWAL TECH SYSTEMS
78, Chikoli Gardens, Begumpet, Hyderabad - 500 016.

AIREX AIR AMBIATORS

The new *more sensible* air conditioning option

11. As expected the company was warned and we stopped the ads after a single release in major newspapers across the country.
12. The ads were a big success and the company had contracts enough for three years.
13. The ads were further followed up with the following ad campaign after a couple of months (after the client had managed to generate a margin from the initial sales).

AIREX AIR AMBIATORS
CONSERVE ENERGY

more sensible The new air conditioning option more For a sensible Industrialist

(Are you? That's the question.)

While our competition had been upgrading (so they say) their air conditioning systems by doing superficial things like changing colour and styling designs, our engineers were busy with fundamental R&D. And what they came out with, was not a new air conditioner. But a new cooling technology: Air Ambiator. Ideal for industries, business establishments & residential complexes that need efficient & 5 tonne system (or above).

A technological leap, you will agree — like our clients — VOITAS, MODEL FINANCE, A.P.S.E.B., APTECH, ITC SPL & BIOLOGICAL E LIMITED among many others. For more information, you can have a close look at the owning & operating cost analysis (for the R.O.I. analysis). You may also talk to us on 040-7766891. Or fax us at 091-040-812334.

OWNING & OPERATING COST ANALYSIS		
Description	Airex Air Ambiator	Conventional CFC Air Conditioning
Capacity	100 tonnes	100 tonnes
Equipment Cost	24.00 Lakhs	30.00 Lakhs
Power Consumption	40 KW	180 KW
Fresh Air	100%	Around 10%
Maintenance Cost/Year (as % of Capital Cost)	3	7.5
Refrigerant Required	R.708	CFC (Banned as per Montreal convention)

ROI (Return-On-Investment) Analysis (on a 100 tonne system)	
Annual Operating Cost of Conventional CFC Air conditioning	19.26 lakhs
Annual Operating Cost of AIREX Air Ambiator	4.43 lakhs
Savings per annum	14.83 lakhs
Equipment Cost of AIREX Air Ambiator	24.00 lakhs
Pay back period	1.62 years (Or 1 year months at)

AIREX AIR AMBIATORS
more sensible
The new air conditioning option

AIREX AIR AMBIATORS
= CONSERVE ENERGY

more sensible The new air conditioning option more For a sensible Engineer

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While our competition had been upgrading (so they say) their air conditioning systems by doing superficial things like changing colour and styling designs, our engineers were busy with fundamental R&D. And what they came out with, was not a new air conditioner. But a new cooling technology: Air Ambiator. Ideal for industries, business establishments & residential complexes that need atleast a 5 tonne system (or above).

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AIREX

AIR AMBIATORS

more sensible
The new air conditioning option

DHALIWAL TECH SYSTEMS

AIREX AIR AMBIATORS
CONSERVE ENERGY

more sensible The new air conditioning option more For a sensible Chief Executive (Are you? That's the question.)

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Refrigerant Required	0	CFC (Banned as per Montreal convention)
	Rs 708.	

ROI (Return-On-Investment) Analysis (on a 100 tonne system)

Annual Operating Cost of Conventional CFC Air conditioning	19.2 lakhs
Annual Operating Cost of AIREX Air Ambiator	4.43 lakhs
Savings per annum	14.83 lakhs
Equipment Cost of AIREX Air Ambiator	24.00 lakhs
Pay back period	1.62 years (Or 1 year 8 months approx.)

AIREX AIR AMBIATORS

more sensible
The new air conditioning option

DHALIWAL TECH SYSTEMS

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