

AIACRA ARTICLE

AIACRA OVER THE YEARS

THE All India Air-Conditioning and Refrigeration Industry Association (AIACRA) was founded in 1961 by stalwarts: Ahmed A Fazalbhoy, B.S.Dua, V.P.Punj, Ram D. Malani, and R.C.Khanna. In addition to the Head Office in PHD House, New Delhi, there were four Regional Associations: North, West, South and East. Quarterly meetings were held by rotation in each Zone.

In those early years, the Government dictated and controlled all aspects of industry (USSR style) like capacity and location through industrial and import licences, and allocation of all raw materials. HVAC were classified as "luxury" products and discouraged through exceedingly high excise duties and sales taxes (even exceeding 100 % of value), allocating quantity and quality of raw materials and other inputs required for manufacture.

Naturally, the main role of AIACRA then was to lobby the Government was to allow the materials and machines required, to reduce duties and taxes; and to remove the "luxury" products tag and to bring our industry on par with all other manufacturing industries. It was pointed out that the industry was essential for the proper and efficient functioning of critical



facilities in hospitals, hotels for foreign tourists, data centers, large and small offices, critical industrial processes including the pharmaceutical industry, and in the cold chain required for agriculture and food preservation, etc.. Persistent Industry efforts over the years finally yielded results and HVAC were put on par with most other industries in ----.

In the early years AIACRA were able to gather and publish component and product wise monthly production, sales and employment figures of manufacturers. This had to be discontinued as major Companies did not want their information to be known to competitors.

AIACRA office bearers were all from larger Companies, and the

DR. R. K. MALHOTRA

Dr. R. K. Malhotra completed his Bachelors, Masters, and Ph.D. in Mechanical Engineering 1956 - 1964 all from top US Universities. He did cutting edge research in leading US Corporations before returning to India in 1967 as Technical Director on the Board of American Universal Electric, Faridabad. He also held Senior Positions in the Lloyd Group.

In 1994, Dr. Malhotra started Spirotech Heat Exchangers in Bhiwadi and grew it into a leading International Company manufacturing HVAC Heat Exchangers. The Company was acquired by Italian multinational, The Luv Group in 2016. He now leads an active retired life.

voice, smaller units increased their membership strength; and even got one of their members elected President. Seeing this, the larger units left AIACRA and formed a new Association: The Refrigeration and Air-conditioner

Manufacturers Association (RAMA), which got affiliated with FICCI.

With economic liberalization in the early 1990's, the need to lobby declined steeply. AIACRA now focuses on helping its members network locally and internationally by jointly sponsoring Trade Fairs (ACREX), leading delegations to foreign Trade Fairs, entering into MOU's with several important overseas Country Associations, publishing Member Directories to improve networking to enable acquiring new customers, suppliers, and technology partners. Efforts have been made to spread our membership and benefits to Tier 2 and 3 cities in India, and to improve the knowledge and skills of technicians and sales engineers.

With funds collected during mostly Mr. Rajendra Mittal's presidency over the years, Aiakra purchased its very own office in DLF tower, Najafgarh Road and created an attractive and welcoming office for our members.

interests of smaller industries suffered in policy recommendations. To increase their

RETIREMENT PARTY OF DR. MALHOTRA

AIACRA PRESIDENT AND PAST PRESIDENTS AT RETIREMENT PARTY OF DR. MALHOTRA AT SILVER OAK, INDIA HABITAT CENTRE, NEW DELHI ON SATURDAY OCT. 2017

