



**M J Madhusudan**

Managing Director  
BEKO Technologies India Pvt. Ltd.



air systems, resulting in **substantial energy savings** and **reduced carbon emissions**, helping customers improve both operational efficiency and environmental sustainability.

Our commitment to deliver under pressure was demonstrated during the COVID-19 crisis, when we received **special permission from the Government of India to keep our plant operational**. We supported the pharmaceutical sector with timely deliveries of essential air treatment systems, playing a crucial role in maintaining drug manufacturing continuity at a national level. Over the years, our growth has been rooted in a strong foundation of **German engineering, Indian agility, and a relentless focus on customer success**.

**How does your company contribute to strengthening India's position as a global economic force, particularly in alignment with the 'Atmanirbharta' vision?**

**Empowering Atmanirbharta through innovation and reliability**

Beko India, plays a key role in aligning our global compressed air expertise with India's manufacturing capabilities and their demands. By developing and producing advanced air purification solutions within India, we have substituted imports from Germany to develop local manufacturing meeting international standards.

Our Hyderabad-based manufacturing facility stands as a symbol of Atmanirbhar Bharat delivering globally competitive, energy-efficient air treatment systems that serve the domestic market and support international demands.

In addition, our high-pressure systems, used in defence applications such as naval operations, further reflect our role in strengthening India's strategic independence. Through innovation, reliability, and a clear focus on sustainability, we continue to contribute meaningfully to India's journey toward becoming a global economic and industrial powerhouse.

**What would you consider to be your company's 'success mantra' in navigating the challenges and opportunities in the MSME sector?**

**Our success mantra lies in combining global technology with local agility.** We bring world-class innovation to the Indian MSME landscape while staying deeply connected to the unique needs of our customers.

Our focus has help turn challenges into opportunities. By staying adaptable, investing in people maintaining uncompromised quality, we've built long-term trust in all sectors.

We have operated with the technological backing and global standards of BEKO TECHNOLOGIES Germany, allowing us to deliver high-performance, energy-efficient air treatment solutions critical to a wide range of industries – from pharmaceuticals, food processing to automotive and defence. One of the key milestones in our journey was setting up a robust manufacturing facility in **Hyderabad**, enabling us to meet domestic demand with agility and precision. Our products are designed to optimize compressed