

Corporates,  
Business Leaders &  
Professionals From

India

Middle East  
& Africa

# *The Super 100*

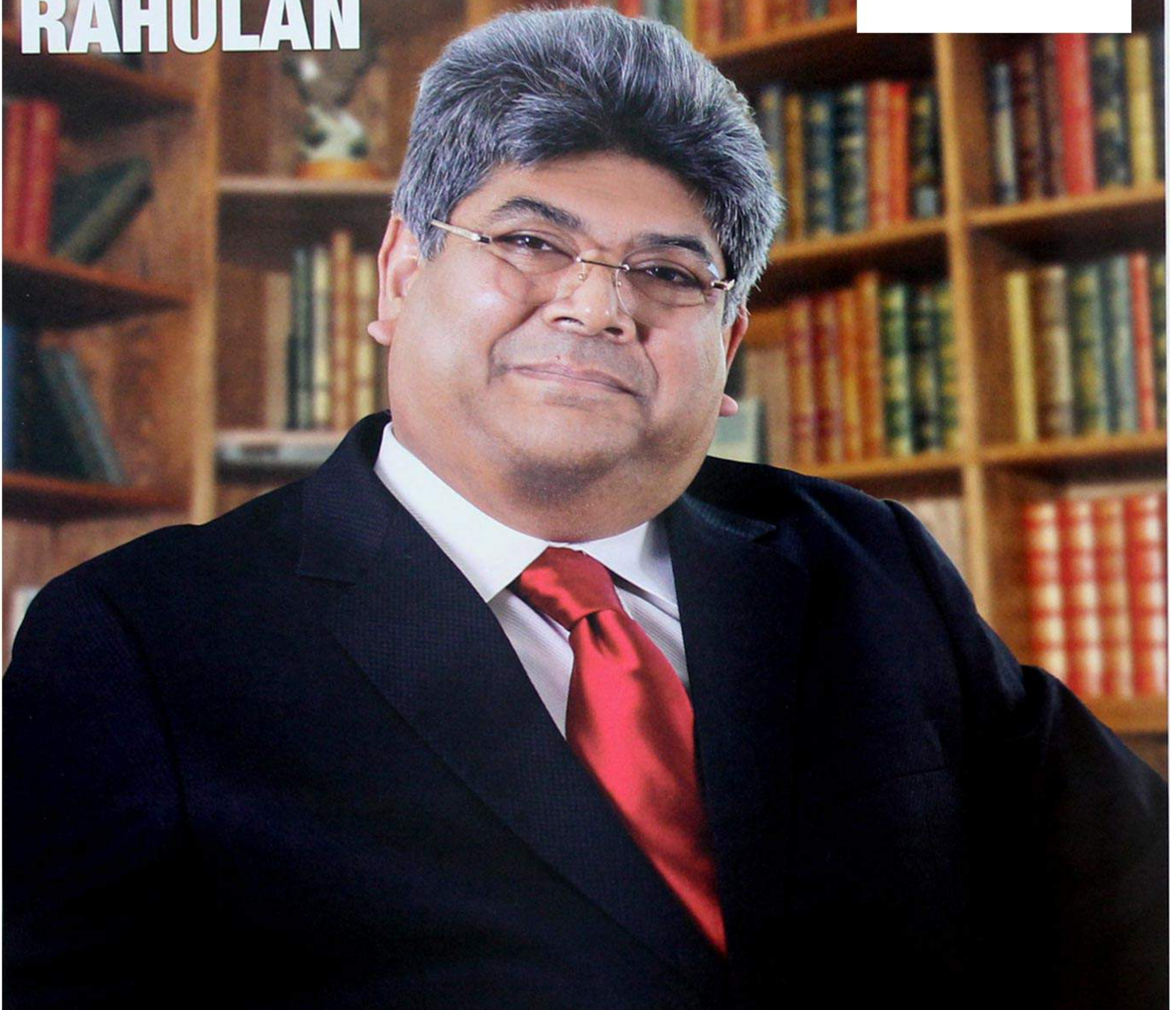
A TRIBUTE TO THE SPIRIT OF ENTERPRISE & ADVENTURE



# DILIP RAHULAN



PACIFIC CONTROLS



As a true global citizen, Dilip Rahulan sees technology as a way to preserve our earth for future generations. Under his leadership, Pacific Controls has established global leadership in promoting energy efficiency by delivering most of the world's largest ICT enabled energy efficiency projects to date. Etisalat and



Pacific Controls have joined together to offer ICT Based M2M technology for sustainable development across Etisalat's footprint. This will bring environmentally beneficial, green IT to the Middle East, Africa and Asia covering fifteen countries in total.





Pacific Controls Head Quarters: The first Platinum Rated Green Building in the Middle East and the 16th in the World in 2006.

## FROM PIONEER TO LEADER IN ECO-FRIENDLY TECHNOLOGY

**W**HILE MOST COMPANIES LOOK AT CORPORATE SOCIAL RESPONSIBILITY (CSR) AS THE LAST CHAPTER IN THEIR COMPANY PROFILE, FOR DILIP RAHULAN AND HIS COMPANY PACIFIC CONTROLS, IT IS AT THE HEART OF THEIR STRATEGY.

BUILDING A BUSINESS AROUND CSR USING CUTTING-EDGE TECHNOLOGY AND FRONT-LINE RESEARCH IS A CORE COMPETENCY FOR THIS ACCLAIMED TECHNOLOGY POWERHOUSE. TODAY, PACIFIC CONTROLS IS A COMPANY PROVIDING ICT ENABLED MANAGED SERVICES AND CONVERGED ENGINEERING SOLUTIONS FOR BUILDINGS AND INFRASTRUCTURE PROJECTS AROUND THE WORLD.

### BUILDING A GLOBAL COMMAND CONTROL CENTER TO SAVE THE PLANET

Dilip Rahulan sees technology as a way to preserve our earth for future generations. Under his leadership, Pacific Controls is working with governments and corporate entities across the globe to establish a worldwide network of technology and information that can direct energy where it is needed.

Applying this technology across whole cities, regions or countries could solve many of the festering problems caused by human activity - pollution, over exploitation of energy resources, and the destruction

of nature.

### WALKING THE TALK

So does he practice what he preaches? In 2006, Pacific Controls' Dubai headquarters became the first "Green Building" in the Technopark and the Middle East's first and

world's 16th USGBC LEED certified Platinum Rated Green Building. The building is now used as a lab to test the latest methods of improving energy efficiency. In 2007, Pacific Controls became the first UAE based technology company to join the United Nations Global Compact.

This achievement took Rahulan onto the world stage of sustainable development. He received six Global Awards: the Energy Globe Award 2011 in Wels, Austria for Pacific Controls Global Energy & Sustainability Command Control Center; the Realcomm "Digie" Award 2010 for Best Use of Automation for Facility Management; the Frost & Sullivan Building Automation & Control Systems Global Excellence Leadership of the Year Award in 2009; the Energy Globe Award 2008 for Pacific Controls Headquarters Green Building awarded at the European Parliament; the Extreme Office Building International Award at Realcomm in Boston in June 2007 and the BuilConn, Buildy 2007 Award for the Best Intelligent Building in the World in Chicago, Illinois in May 2007.

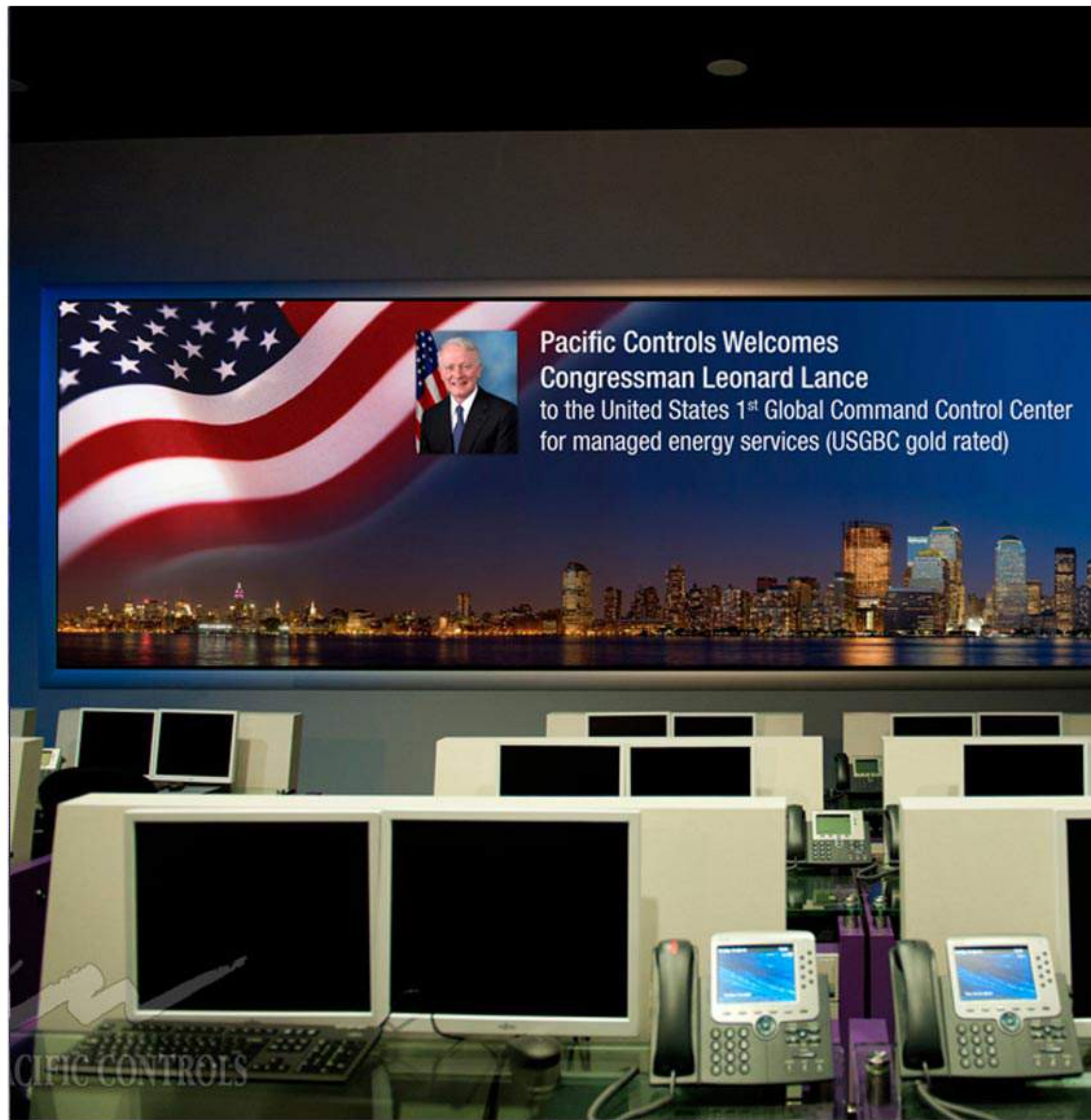




H.E. Mohammad Al Gergawi, Minister of State for Cabinet Affairs of the Federal Government of United Arab Emirates and Executive Chairman of Dubai Holding, with Dilip Rahulan taking a look at the solar farm after the inauguration of the Pacific Controls Green building in Dubai.



At the launch of the integrated managed solution platform 'Galaxy'



Pacific Controls welcoming the State visitor to their Managed Services Center in the U.S

## A PLATFORM CALLED GALAXY AND AN ARMY OF SOLDIERS CALLED GBOTS

The company has developed a complete integrated managed solution platform called 'Galaxy' that can deploy software robots called 'Gbots' across networks.

These connect smart devices, buildings and whole cities wirelessly to IT infrastructure and enterprise systems in order to deliver managed services in real time. In 2011, Pacific Controls launched Pacific Controls Cloud Services (PCCS), a fully owned subsidiary that owns and operates an 85,000 sq. ft., Tier Three certified, Data Center Campus offering Virtualized Managed Services for Government and corporate customers, using the Galaxy platform and Gbots on the Cloud.

The company currently operates five large state-of-the-art Global Command Control Centers, four at its facilities in Dubai, and one in the United States. These provide 24x7x365 remote monitoring of clients' assets and facilities, enabling clients to enhance the security of their assets, measure carbon footprint, optimize energy use, and reduce the set-up and operating costs of their systems.

## THE JOURNEY OF DILIP RAHULAN

If someone can be called a global citizen it is Dilip Rahulan, both because of his passion for eco-friendly technologies and his experience of living across the globe. India, Africa, Australia, Austria, UK, USA and the Middle East are not en-route visas stamped on his passport, but countries where he has lived and worked and established successful businesses before moving on. Of course, Dubai is the center of his world right now but his global outlook dates from his student days. After schooling in the Central School Naval Base, Cochin, and Frank Anthony Public School, Bangalore, Rahulan graduated from TKM Engineering College in Kollam, Kerala. His passion for using technology for sustainable development started when he was

a student at the engineering college way back in 1977. The management had established an Appropriate Technology Centre in the college, when this was a completely new concept, and hosted a national conference on Appropriate Technology jointly with the Government of India and the United Nations. Rahulan was a volunteer assisting the organizing team and went on to become an active member of the centre. Today, he recalls those days, saying, "This was indeed a turning point in my vision and mission in life. By the time I graduated in 1981, I had conceived, and successfully delivered, unique projects jointly with my classmates in Alternate Housing, Alternate Energy and Bio Fuels. My role was recognized and inspired by the institution and a letter of recommendation was issued to me by the Professor of Mechanical





Receiving the Energy Globe National Award for the Energy Star project

# OWNING

**THE MIDDLE EAST'S LARGEST DATA CENTER, PACIFIC CONTROLS OFFERS CUTTING EDGE CLOUD SERVICES TO THE WORLD, EARNING FOR DUBAI ANOTHER MILESTONE IN IT'S JOURNEY TOWARDS BECOMING A PREFERRED GLOBAL DESTINATION.**

Engineering. I will not do justice to myself if I do not pay tribute to TKMCE, its management, staff and all my cherished college mates who have supported and inspired me during my college days. The progress that I have made today has only been a focused continuation of my passion."

After college, Rahulan began his career with the family business named Padma Meenakshi, in Kerala. He then joined Berkely Electrical Contracting in Tanzania and subsequently moved on to West Consult Biocon, Zambia, before founding North Atlantic Engineering Consultants, Zambia. After that came Security Systems Kuwait, Pacific Wave Pvt. Ltd. (US) and Pacific Control Systems (Australia).

"North Atlantic Engineering Consultants, Zambia, was the first business I established. Pacific Control Systems, Sydney,

Australia, was established in 1984 after I migrated to Australia. During this period, the business continued to expand in Africa as well," says Rahulan.

After 10 years of conducting business in Africa and Australia, Rahulan wanted to test new business arenas. In 1992, he established the company's first Middle East office in Kuwait, and it went on to become one of the leading automation companies in Kuwait taking 50 percent of the market.

## STRATEGIC TIE-UPS

Over the years, Pacific Controls has developed strong relationships with loyal blue-chip clients locally, regionally and in key countries around the world including the United States, Europe, Australia and India. In addition, the Company has formed strategic alliances with a number of global Telecommunications Companies in order to capitalize on opportunities arising from global climate change initiatives and rising energy prices. The partners jointly deliver ICT enabled Managed Services to the global market that improve the productivity and efficiency of energy intensive assets.

Pacific Controls' business strategy involves leveraging the

Telephone Company's (Telcos') network infrastructure to deliver managed services to property owners and managers as well as key Original Equipment Manufacturers. The company's facility systems are sold through the Telcos' sales and marketing teams and enabled by the Telcos' service delivery capabilities. To support this strategy, the company delivers software, hardware and managed services through its Global Command Control Centers that enable improved energy and asset efficiency for building systems and equipment, as well as real time measurement and verification of each facility's carbon footprint.

## EMIRATES ENERGY STAR- THE LANDMARK PROGRAM WITH ETISALAT

Pacific Controls' Enterprise City Management Platform, coupled with Etisalat's extensive mobile network coverage, has already demonstrated that ICT can save the climate at the speed of light. Facilities across the Middle East are reducing their energy costs and carbon footprint by up to 30% through the programme that each participant can implement in only a few days. Using the real time profiling of energy consumption, participating organizations are now able to report on their carbon footprint online. The scheme was launched in the UAE in December 2011 as the Emirates Energy Star programme.

Since its launch, the programme has eliminated an enormous quantity of CO<sub>2</sub> emissions in the UAE, purely through active 24x7 Monitoring and Control of the heating, ventilation, and air conditioning (HVAC) equipment across the participating facilities, that constitute an overall built-up space in excess of 9 million sq. ft. The overall goal of the Emirates Energy Star programme is to reduce the carbon emissions of the UAE by 20% by 2020. The programme combines the strength of the Galaxy software platform, the Global Command Control Centre, Subject Matter





One of the five Pacific Controls state-of-the-art Command Control Centers providing 24/7/365 support



The Pacific Controls Global HQ in Dubai. A hub of buzzing activity, 24/7.



Pacific Controls wins the Middle East's most prestigious "Mohammed Bin Rashid Al Maktoum Business Award 2013"

Experts and Mobile Networks to reduce the operating costs of facilities. Some of the additional benefits offered via the programme are creating business intelligence through data collected and analysed from thousands of devices connected across buildings.

January 30, 2013 saw Etisalat and Pacific Controls join together to offer ICT Based M2M technology for sustainable development across Etisalat's footprint. This will bring environmentally beneficial, green IT to the Middle East, Africa and Asia covering fifteen countries in total.

#### RESEARCH PARTNERSHIP WITH VIENNA UNIVERSITY OF TECHNOLOGY AND LAWRENCE BERKELEY NATIONAL LABORATORY

"We have specifically been looking for a university to create a research partnership, and eventually decided to go with the Vienna University of Technology," says Mr.

Dilip Rahulan. The cooperation has been highly successful, and now it is continued and strengthened with additional funds from Pacific Controls. "A collaboration between industry and academia as close and focused as this one is something quite rare," Dr. Schahram Dustdar, Professor in Vienna University of Technology and Advisory Board Member of Pacific Controls, points out. "We have the opportunity to do seminal theoretical science, and at the same time we can work on putting it into practice. For us, this is a perfect situation," he says.

#### A GREEN DUBAI

Pacific Controls, the leading provider of ICT enabled managed services and converged engineering solutions for buildings and infrastructure projects globally, has partnered with Lawrence Berkeley National Laboratory, (Berkeley Lab), to develop technology that aims to reduce energy use in buildings. Pacific Controls was the sponsor of Green Dubai World Forum 2008, which was held in commemoration of the anniversary of the historic declaration of Green Dubai 2008, made on 24th October 2007 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE & Ruler of Dubai.

The commitment to improve the environment has led the company

to be active in a number of environmental groups, associations and government-sponsored programs including the Emirates Environmental Group (EEG) - a voluntary, non-government organization (NGO) devoted to protecting the environment in the UAE, and the Association of Energy Engineers (AEE) - a non-profit society with over 10,000 professional members in 77 countries promoting energy efficiency. Pacific Controls has established global leadership in this area by delivering most of the world's largest ICT enabled energy efficiency projects to date. Pacific Controls is also a pioneer in knowledge and business process outsourcing in the energy services and facility management sector.

#### THE UNKNOWN FUTURE

When you are at the forefront of scientific research, unlike many other fields, the future is pretty much uncertain. It is hard to predict where this technological development will lead. "If we knew where our science is going, it wouldn't be science". So much so that working at Pacific Controls is never boring. From family business to building his own career in Africa, the shift to Australia, and then the Middle East, it has been a fantastic journey for Rahulan. Inspired by his passion to build the first sustainable intelligent building in the Middle East, as part of his company's Corporate Social Responsibility, he has made history.



# TIMELINE

## 1992

Established the Middle East office in Kuwait

## 2003

Dec 16, 2003  
Creates a World Record by e-enabling 125 Dubai Development Board (DDB) Buildings in 120 days

## 2004

Feb 24, 2004  
Launches world's most advanced e-Home Terminal

## 2005

Jan 30, 2005  
Launches e-Fuel Station

Mar 16, 2005

"Green Building" ground-breaking ceremony at Techno Park, Dubai, making it the first Green Building in Technopark.

Sep 18, 2005

Creates the World's first fully e-Enabled residential building for 'The Waterfront' at Dubai Marina

Nov 2, 2005

Launches Wireless M2M solutions and GPRS Remote Monitoring Service for the Oil & Gas Industry

## 2006

Dubai International Airport - BIS - June 15, 2006

## 2007

Oct 24, 2007  
Inauguration of Pacific Controls HQ Green Building

Oct 25, 2007

Middle East Center for Sustainable Development Established by Dubai World EHS

and Pacific Control Systems

## 2008

Dubai Meydan City Project - IBMS- May 12, 2008

July 10, 2008: DCD Contract for Management and operating of Direct Monitoring system against fire in all buildings in Dubai

Nov 3, 2008

Launches energy services on the Cloud

## 2010

Jun 8-10, 2010  
Launches the world's first Enterprise City

Management platform at Realcomm 2010 - Las Vegas

Dubai World Central- Al Maktoum International Airport - BMS - June 21, 2010

## 2001

Mar 5, 2011  
Platinum sponsor of CeBIT 2011 launches the Gbot gateway, the world's first bot enabled device

Apr 2, 2011

Scales new heights by setting up a research lab for cloud computing in Vienna University of Technology

Oct 8-15, 2011

Collaboration with Etisalat, take part in the Middle East's most influential ICT event Gitex Technology Week - showcasing the unique nationwide energy efficiency program "Emirates Energy Star"

Nov 2011

Jones Lang LaSalle launches IntelliCommand™ powered by Pacific Controls

Dec 7, 2011

Etisalat and Pacific Controls launch Emirates Energy Star at Emirates Palace, Abu Dhabi

## 2012

Apr 29, 2012  
Launches the Router Integrated Controller G-360 at Niagara Tridium Summit in Las Vegas

## 2013

Jan 15-17, 2013  
Dubai Civil Defence introduces Direct Alarm System for Homes at the Intersec 2013 in Dubai Trade Center

Dubai International Airport- Concourse-4 - February 3, 2013

## AWARDS & ACCOLADES

### 2013

Nov 13 2013 Pacific Controls wins the Middle East's most prestigious "Mohammed bin Rashid Al Maktoum Business Award 2013"

Dec 12, 2013 : Pacific Control Systems LLC won the Best Carbon Saving/Reduction Programme of the Year by EGBC

Pacific Controls' Emirates Energy Star Project awarded the Energy Globe National Award for the UAE, 2013. Pacific Controls honored as one of the 14 best companies among 260 submissions in the Sustainable Entrepreneurship Award on April 10, 2013.

### 2012

Pacific Controls Cloud Services, the Middle East's Largest Data Centre campus, obtained Tier III Uptime Institute Certification on the 21st of February, 2012.

### 2011

Pacific Controls' Global Energy & Sustainability Command Control Center won the Energy Globe Award 2011 in Wels, Austria.

Dilip Rahulan was chosen for the 3rd LOG LEO Sustainability Champion of the Year Award in 2011

Pacific Controls selected as Honeywell Security Group's Partner of Choice in 2011 and 2007

### 2010

Pacific Controls won the Realcomm 'Digie' Awards 2010 for Best Use of Automation for Facility Management.

Ministry of Public Works UAE gives a Certificate of Appreciation and Award to Pacific Controls during their visit on June 10, 2010

### 2009

Pacific Controls' Chairman & CEO awarded M2M magazine "M2M Pioneers of Change" award in 2009.

Frost & Sullivan 2009 Building Automation & Control Systems Global Excellence Leadership of the Year Award

### 2008

The Energy Globe Award for Pacific Controls Headquarters Green Building awarded on 26th May 2008 at the European Parliament

Australian Business Award 2008 - The Green Award

Certificate of Appreciation and Award from Dubai Civil Defence in recognition of Contribution and Support and presented on Dubai Second Strategic Forum for Safety in High-Rise Building on January 2008

January 2008, Dilip Rahulan received an award for Outstanding Service to the Association of Energy Engineers.

### 2007

Emirates Environmental Group Award in Appreciation of Valued Support for 2007, 2006 and 2005.

First UAE based Technology Company to sign the United Nations Global Compact in June 2007

Received on June 4, 2007 the 9th Annual Realcomm 'Digie' Award for Extreme Office Building - International

Best Intelligent Building in the World received from The BuilConn, Buidly Award on May 24, 2007

MEP Middle East Award 2007 Sustainable Design of the Year

### 2006

Pacific Controls HQ recognized as the First Platinum Rated Green Building in the Middle East and the 16th in the World in 2006

Veteran Award Presented to Dilip Rahulan from TKM College of Engineering Alumni UAE Chapter on 2nd December 2006

### 2003

Received the Niagara Framework Technology Award



***Profiling the best of Corporates, Businessmen & Professionals  
from India in the Middle East & Africa***

'The Indian Super 100' delves into the journeys that determined individuals took on the path to realizing their destinies. It features interesting anecdotes of struggle and achievement, highlights corporate values that spurred growth and lauds academic excellence that brought about paradigm shifts in lifestyles across regions.

The book is not only a collection of exciting anecdotes of inspiring individuals who took that less traveled path and broke open the barriers for thousands of others to follow, but also serves as a beacon of hope and confidence for future generations of entrepreneurs. In reality, it is a window to the diversity and vibrancy of the diaspora in the regions that together sends over US\$ 35 billion to India every year.

While many ventures that summarize the diaspora have been attempted, never before have the lives and profiles of 100 individuals and corporates been detailed to this extent in a single book. From conglomerates that employ over 70,000 people, to individuals who create wealth running into billions, 'The Indian Super 100' has focused on diversity and adventure that make it interesting and inspiring for others from all walks of life, to follow. While all of those featured herein have the awe inspiring numbers to top many such lists, their individual experiences of courage and life changing decisions taken on the spur of the moment, would serve as an example of what to do and not, for the next generation. It is thus, also a ready reference, a collector's edition and a keepsake coffee table book.

Truly a value packed masterpiece that would enrich any collection and a powerful reminder of the unassailable strength of the human spirit. And to those aspiring entrepreneurs, it will be an invaluable guide to shaping their own destinies of fame and fortune.

