



AN INNOVATIVE ENTREPRENEUR · CEO · ETHICS EXPERT

Atul Vir is a hands-on CEO, seasoned entrepreneur, inventor, author, and business ethics thought leader committed to excellence and innovation. As the founder and President of Equator Advanced Appliances, he has built a global brand rooted in strong ethics and superior customer service—principles that distinguish him in a world often driven by short-term thinking.

Mr. Vir frequently shares his expertise in speaking engagements around the world, and in his soon-to-be-released book that chronicles his entrepreneurial journey, he offers candid insights and practical lessons for global business leaders.

A Journey Fueled by Innovation

Mr. Vir founded Equator Advanced Appliances with one simple goal: to help his wife spend less time doing laundry and more time with family. From that heartfelt beginning, he grew Equator into a leading international appliance company with active business interests across the United States, India, China, Canada, Mexico, and Europe.

Under his leadership, Equator has designed some of the world's most innovative household appliances, especially its pioneering lineup of combo washer-dryers that wash and dry in a single unit. His work has resulted in 18 patents and a global reputation for transforming home living through intuitive, space-saving technology.

Recognition and Global Impact

An Indian immigrant who was once told in a job interview that he "didn't know a damn thing about business," Mr. Vir has since proven otherwise on the world stage. He has been:

- Twice named Wells Fargo Bank Entrepreneur of the Year
- Dealerscope Hall of Fame Award
- An Ernst & Young Entrepreneur of the Year Finalist
- Featured in top media outlets including CBS News, HGTV, Oprah, Fortune, Popular Mechanics, The New York Times, and The Wall Street Journal
- The driving force behind Equator being ranked three times in the Houston 100 Fastest Growing Companies

Ethics at the Core

Mr. Vir's journey has not been without challenges. Through decades of "trial and error," he has encountered both the best and worst of business ethics. His upcoming book recounts these experiences with honesty, transparency, and humor—from dealing with flawed manufacturing partners to navigating industry pressures and difficult leadership decisions. As a CEO, he confronts ethical choices daily and consistently prioritizes customer service and integrity—even when it means sacrificing short-term profits. His story inspires leaders to choose the right path, build resilient organizations, and lead with empathy and responsibility. This one-page bio presents a comprehensive overview of Atul Vir's professional journey, leadership philosophy, and global impact.