

Arun Dubey, head strategy and business development from Greywater speaks to Construction Outlook on Greywater's new product which will promote minimum land footprint and how residential wastewater treatment market is excelling over the years



"We aim to play big in international market"

What are the things to be considered while treating waste water for each segment like industrial, commercial, etc?

Our customers can be segmented into four categories, namely residential, commercial, hospitality and industrial. There are broadly three key areas in which each of these segments differs with respect to considerations that are needed for treating and reusing sewage and wastewater.

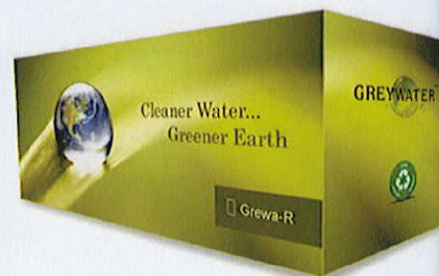
The first consideration is quality of sewage/wastewater – The sewage/wastewater produced in hospitality often has large concentration of oil and grease from residual oil used in kitchen. The residential wastewater / sewage often has higher detergent content. The commercial sewage often contains high urea content and less

fatal material and industrial wastewater may contain hazardous chemicals. The selected sewage/wastewater treatment technology needs to be flexible and robust enough handle such input variations. Our GREWA-R and RS based STP equipped with industry specific pre-treatment can handle a wide range input variations and provide high quality treated water consistently for reuse.

The second difference is the distribution of wastewater/sewage inflow throughout the day and over a period of time – While hospitality and residential segments receive peak wastewater/sewage inflow in morning and evening the industry and commercial segment see inflow throughout the day. Our next generation GREWA range of STP s

are equipped with intelligence to sense the peak flow and process sewage/wastewater as per the need. Also often hospitality industry observes variation in occupancy thus making it extremely challenging to maintain bacteria count in treatment plants. Our STP are equipped with a feature to handle variable load all the way from 25 to 110 per cent of design capacity.

The third difference is with respect to plant capacities required – While hospitality segment may not require



very large plants; all other segments need a range of plants all the way from treating waste of a few people in a building to huge townships. Our decentralized and modular products allow the clients to easily scale up capacity multifold. We provide GREWA range of STPs from 10 KLD to all the way up to 1 MLD and above.

Which segment requires more of investment and why?

Each Industry has its own challenges, by providing a standard product for all applications we have leveled the CAPEX requirement. But if I have to pick one, I would say that often time industrial application are more complex and may require a specialized treatment and hence more investment.

Is there enough demand for residential treatment? Which area in Mumbai drives your product demand?

Residential is in fact one of our largest customer segment. The demand is largely driven by regulation regarding STP requirement. With upcoming cities becoming more and more conscious about the water situation, we are seeing that waste water treatment is almost becoming a necessity for all projects. Within Mumbai region we are seeing a lot of demand from new projects coming on outskirts. Also there is substantial demand from redevelopment projects within the city.

HIGHLIGHT IN THE MIDDLE OF THE INTERVIEW

A comparative chart of GREWA-RS with respect to conventional technology in market

Product Features	Grewa-R-S	Conventional Technologies
Consistency of output water quality	EXCELLENT	POOR
Single Tank Plant	YES	MULTIPLE TANKS
Land Foot Print	LOW	HIGH
Fully Packaged	YES	NO
Handle Variable Loads/Shock Loads	YES (10% to 110%)	NO
Holiday Mode (For very low or Zero load)	YES	NO
Automatic Operations (No dedicated operator required)	YES	NO
Remote Monitoring	ENABLED	NO
Odor/Fouling	NOT DETECTABLE	HIGH
Noise Levels	NOT DETECTABLE	HIGH
Media Required	NO	YES
Energy Efficiency	HIGH (1.3-1.5 KWh/m ³)	LOW (2.1-2.9 KWh/m ³)
Maintenance Cost	LOW	HIGH
Green House Gas Emissions	NOT DETECTABLE	HIGH

Is GREWA-RS-NEXT, a new product? How beneficial it is to the industry in terms of time, quality and money consumption?

Yes, GREWA-RS is our latest product. GREWA-RS is a next generation sewage treatment plant that is now available at the price of conventional technology. GREWA-RS has some of the unique features of GREWA series of STPs such as fully automatic operations, minimum land footprint, ability to handle variable load etc.

What are your future plans?

Since our inception, we have build up a good reference list of clients and installations. Our focus now is on strengthening our sales and service pipeline PAN India and across our customer segments, i.e. residential, hospitality, commercial and industrial.

We are also focusing on launching a few more products, focused on specific applications in our market segments.

We have already initiated our plans for international expansion by identifying markets with similar demand drivers as India. We now plan to aggressively launch our products in these markets.

How do you view your company ten yrs down the line?

Our vision is to be the market leader in India by launching next generation products for sewage/wastewater treatment and reuse. In the next 10 years, we would also want to be top five players in certain international market such as Africa and Middle East.

