



Our focus is on the next generation product for sewage and wastewater treatment

A Mumbai based specialised technology provider in water, wastewater and effluent treatment, Greywater has established its market identity under the GREWA brand. **ARUN DUBEY, DIRECTOR, GREYWATER** offered **CONSTRUCTION OPPORTUNITIES'** insights into the company's growth initiatives and agenda to explore future opportunities.

Give us an understanding on how your company performed through 2013-14, which for a large part has seen economic downswing?

We actually grew three-fold during FY14 and almost succeeded in doubling our order book. We expected the slowdown in the market and hence our key strategy was to take proactive steps for minimising our overheads and intensify our sales efforts. We also diversified our base to avoid dependence on only one client.

Tell us of Greywater's position in the Indian market and plans to raise your market share?

We are a very new entrant in the segment. However in a short span of time we have

successfully established our competitive presence and won orders against the more established players in the sector. Furthermore, we have even gained multiple repeat orders from our clients, which prove our credibility. With over 70 plants presently in the installation phase, we have set up a great foundation. We expect the next 3-5 years to be extremely exciting for our growth and plan to sell 500 sewage treatment plant (STP) per annum during the period.

Brief us about a few of the important projects across India that Greywater products and solutions have supported?

Our clients are spread across India in



residential, commercial, hospitality and industrial segments. In residential, we are installing our largest STP in the prestigious 'The Address' project by Wadhwa Builders located in the heart of Mumbai. For Club Mahindra we have installed two plants in the extremely stringent environmentally regulated zone of Gir and Mahabaleshwar. In the industrial segment, our client Sheru Gems has been awarded LEED gold certification for its facility that uses our GREWA-R for sewage treatment.

What are the major areas of demand and the drivers contributing to your business from India?

Increasing urbanisation, unavailability and rising price of fresh water, lack of efficient municipal infrastructure, stringent regulations and awareness generated by industry bodies like Indian Green Building Council etc., are the key demand drivers for our industry's growth. Amongst our distinct verticals, residential is the largest demand driver from the customer segment. In addition, we have a pan India sales network and western India is our largest segment.

What are the benefits aimed from your recent tie-up with Netel (India) and how do you see the market prospects for plug and play STP products in India?

Our GREWA-RS STP products are the best products available in the Indian market for effective treatment and reuse of sewage or wastewater. Netel, on the other hand, is a leading firm in the environment compliance space. Their good reach and our effective products, makes us complementary. Considering the prevalent scenario, decentralised STP is the way forward for the sector and infrastructure industry in India. Thus, we see great market potential for our products.

Tell us about the important challenges for firms such as yours – and your recommendations to the government to ensure removal of irritants?

One of the most significant challenges is the incentive to actually buy and operate a good quality STP. A part of this problem is being solved by rising fresh water prices; however, the government can be of great help if the guidelines for STP installation and adherence to the guidelines for



properly operating the plants are enforced more strictly.

The Central Government recently underlined its determination to ensure zero discharge of pollutants into Indian rivers. What role do you see Greywater playing in that zone?

This initiative is a great move by the government. We have already installed a few plants in such restricted zones. This initiative will give further impetus to properly treat sewage in the areas around rivers. Numerous customers catering to the hospitality and industrial sectors are increasingly establishing their presence in such areas. Hence, we expect to address these evolving client requirements and utilize these opportunities by offering them a quick to install product for reliable sewage treatment.

Give us an understanding of your emphasis on R&D?

We are a specialised product development company and our focus is on to develop the next generation product for sewage and wastewater treatment. With that vision in mind R&D is a critical part of Greywater's DNA. We strive to continuously improve our existing products and launch more disruptive products in the future.

How does the remote monitoring and control features equipped in your GREWA products make the water treatment process more efficient?

Conventional STP needs to be operated by a dedicated team of operators on-site. Our automatic plants can be monitored remotely, wherein historical performance data can be recorded. The automation

enables to integrate these plant operations with the existing BMS, allowing even a single person to monitor multiple plants spread across distinct regions from a single panel in control room. The technology helps in minimising the capex and also to predict preventive measures before the break down.

Standardisation of water treatment technologies is still a stringent practice in India. What are the measures needed to be adopted by governing bodies?

The prevalent and available conventional solutions in India are extremely unreliable and complex. The situation hence demands an urgent need for rating systems to grade the technology, products and even manufacturers. The rating systems by governing bodies can help in identifying reputed companies and also quality products, which will ultimately raise the bars of utilisation of such products and technologies in the country.

What is your outlook for the water sector in India – please outline us your future plans?

Water is an essential and vital need for human civilisation. The demand for water resource also is of utmost importance, as the country is facing a burgeoning rate of population. By considering the present scenario, we estimate the requirement for an additional 24000 MLD sewage treatment capacity in Indian cities by 2018. This opens for us a huge market. We are hence very bullish about the market prospects and are in a perfect position to grow. In keeping with the market requirements we might also launch few new products in the future. ♦