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30% of Praj revenue comes from emerging businesses

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A globallyÂ leading company with over 600 references in moreÂ than 60 countries across 5 continents, Praj has six keyÂ businesses.Â The businesses of ethanol/alcohol and brewery plantsÂ are categorized as core businesses and the recently added
verticals of water & wastewater solutions, critical processÂ equipment and systems and solutions for pharmaceutical,Â biotech and hygienic applications of PrajHiPurity
Systems have been categorized into Emerging Businesses.

Praj has also launched its business initiatives in the bioconsumablesÂ segment. This is based on the biotech expertiseÂ and experience and the work done at Praj Matrix,
the R&D Center addressing the pharmaceutical, biotechÂ and F&B sector. Praj acquired Praj HiPurity Systems, aÂ company engaged in providing hi purity water and hygienicÂ systems to the pharma industry. Together with PrajÂ Industries, Praj HiPurity Systems provides cutting edge,Â end-to-end solutions. This includes water treatment solutionsÂ & modular systems, wastewater treatment solutionsÂ and process engineering and design capability toÂ ensure superior level of service to clients in these sectors.Â

How big is the HiPurity business today?Â IÂ understand that this group falls in the "GrowthÂ Business" trajectory of Praj and this businessÂ would account for nearly 30 percent share of the totalÂ revenues of Praj.
The Emerging businesses form 30 percent of PrajÂ revenues. The contribution of PrajHiPurity to theÂ revenue is significant. In fact, the investments in pharmaÂ machinery would probably lead pharma industryÂ growth.Â

Neela Systems has been providing integratedÂ solutions in water treatment and processÂ development. Can you outline its vision, keyÂ business strategies, and market reach?
Reducing time to market for our clients by bringingÂ to India the prevalent practices of developed marketsÂ like EPC (Engineering, Procurement and Construction)Â while setting up new Pharma facilities in India.Â More and more clients want faster plant installation withÂ single point responsibility including water and processÂ systems. A few of our multinational clients have NMT 5-6Â key agencies delivering an entire facility.

While in India,Â there are an average 300 agencies delivering an entireÂ plant In India. We were in strategic position to deliverÂ such solutions as a single point responsibility for WaterÂ and Liquid Processing skids/ systems. There are very fewÂ companies around the globe with such skill sets to deliverÂ water and process solutions together. Our previous engagementsÂ with the pharma industry has helped us getÂ valuable insights on the actual functioning of a pharmaceuticalÂ project, its needs, its drivers, its constraints andÂ thereby helping us design more robust and user friendlyÂ solutions.

We believe more than half of the clients operatingÂ in the Biopharma and Sterile injectables space willÂ look for a single point Integrated solutions for water andÂ liquid process systems. Add to that our capabilities toÂ handle their waste water requirements, we are a in a perfectÂ position to lead this space.

What is the current stake of Praj in theÂ subsidiary?
Praj holds 80 percent stake in PrajHiPurity Systems.Â

The company recently announced the launch ofÂ BioWiz Smart Bioreactor. Could you explain usÂ the innovation behind this product?
Biowiz Bioreactor / Fermenter series is designed toÂ cater to the fermentation applications in Biopharma andÂ other related industries. These products have been
designed with exhaustive insights of actual end users.Â Handling these bio-reactors are going to be a different experienceÂ for the end user with a fresh perspective. The
user friendliness of the systems will be visible to one andÂ all handling the system and in the end prove to be a greatÂ shift from conventional systems. These new generation
Bioreactors/ Fermenters will be available in a variety ofÂ options keeping in mind their application, objectives andÂ resources available.

Clients would be able to make a moreÂ informed decision while selecting the type of system.Â Largely the system is designed for delivering 'plug andÂ play'. The system design is a good blend of classical protocolsÂ and Information Technology in the most efficientÂ way. Some features have been arrived upon by collectiveÂ experience of a few hundred years and a year full of manÂ day efforts with 5 disciplines of science and engineeringÂ working in cohesion. We sincerely believe a product builtÂ with such care and passion will challenge and change theÂ status quo in the industry for re-usable Bioreactor/ FermenterÂ space.

Does this also signal the extension of HiPurity's solutions portfolio into other areas?
Yes. It announces the arrival of PHS as a player inÂ this space with the uniqueness enjoyed by a veryÂ few organizations across the globe in the EPC space forÂ the Bio-pharmaceutical Industries. PHS by virtue of BiowizÂ in its portfolio can truly pose as a one stop solutionÂ provider for Bio-pharmaceutical Companies. This wouldÂ be a big shift from its present portfolio catering to CleanÂ utilities and Unit liquid Processes to a truly 'one-stopshop'.Â

PHS has added feathers in the cap by executing someÂ of the prestigious projects in European market currentlyÂ with CE certification. PHS has planned to introduce/
showcase the capabilities at appropriate platform in comingÂ future.

What are your other important product pipelines?
PHS is also working to develop skids for TangentialÂ flow filtrations (TFF) to cater the Bio pharma requirements.Â Apart from these, we have a few more productsÂ in pipeline in the water treatment phase with theÂ prime objective of eliminating multiple unit processes (7-8) that our clients employ for treating water. We intend toÂ have NMT 5 unit processes to deliver Purified water fromÂ any grade of feed water. Handling pathogens in raw waterÂ has been a consistent problem and the industry has not
yet received any solutions. We are in process of developingÂ an application for the purpose of delivering pathogenÂ free water to the water treatment plant. This will changeÂ the fear perception that follows with water treatment andÂ its related challenges (treatment and Validation). YouÂ should hear of these product roll-outs shortly.

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