THE WATER DIGEST WATER AWARDS 2014-2015

supported by

associate partners

Mr. Rajesh Sharma
Chairman and Managing Director
Ion Exchange (India) Limited

During our fifty years' journey, Ion Exchange has remained focused on building our capability by continually investing in new technology, research, product development, training and by putting the customer first. We have successfully used our vast repertoire of knowledge and experience to offer cost-effective, total solutions to every sector of society and broadened our geographical footprint to establish a strong and growing global presence. We gladly accept the Water Digest Water Awards, which reaffirm our commitment towards serving society and the environment; we shall continue to channel all our strengths and efforts into doing this. Increasing the availability of fresh water and conservation of water use will be two major drivers of the water industry in the next 50 years. We believe this puts great responsibility on us to contribute in shaping the water industry's response by providing the most innovative, cost effective and sustainable solutions for water management.

BEST WATER COMPANY
Mr. Rajesh Sharma, Chairman & Managing Director & Team Ion Exchange (India) Ltd. receiving the award.

> **"Protection of limited fresh water resources providing alternate water resources using state-of-the-art, affordable and sustainable technologies were the key success mantras of the company"**

Ajay Popat - President - Ion Exchange (India) Ltd.

Ion Exchange is very well known company in Waste Water Treatment industry in India, What are the key success mantras of your company?

It has been our endeavour, right from the company's inception fifty years ago, to introduce state-of-the-art technologies for total water and environment management, to conserve our precious water resource by pioneering the concept of water recycle and to promote the use of alternate sources of water supply such as sewage and sea water. This has been undertaken through our own continuous R&D coupled with tie-ups with specialist companies worldwide.

Protection of limited fresh water resources providing alternate water resources using state-of-the-art, affordable and sustainable technologies were the key success mantras of the company.

Ion Exchange has executed prestigious contracts for liquid waste management from leading customers in Chemicals (Gujarat Flurochemicals Ltd. - Dahej), Petroleum & Refinery (Reliance SEZ – Jamnagar, Indian Synthetic Rubber Limited – Panipat & Reliance KGD6 Basin - Kakinada, Andhra Pradesh), Steel (JSW - Bellary, ESSAR Steel and GPT Steel – Gujarat), Paper (Tamil Nadu News Print Ltd.), Automobile (General Motors, Maruti-Suzuki), Infrastructure (4 MLD STP – Hebbal Lake Development- Bangalore), Food & Beverages (Heineken, UB, Green Field Project – Hyderabad), to name a few.

You have the largest desalination sea water plant in Tamil Nadu. Give our readers a brief idea about it.

Ion Exchange supplied a 5.8 MGD (million gallons per day) RO based desalination plant to Chennai Petroleum Corporation Ltd. (CPCL) at Kattupalli in Thiruvallur district, Tamil Nadu, on a turnkey basis. Desalinated water is supplied through pipelines from the plant to the refinery at Manali, which is about 20 kms from this plant. Our contract comprised of total civil work including piling, RCC tanks of 14,000 cu. m. capacity, building and RCC structures. The scope also included high-tension electrical systems of 11 KV to 415 VAC and DCS based control system for auto operation of the plant. All streams of the RO unit were successfully commissioned and the treated

Pro 6000 & Pro 8000 next-generation HD products. With Pro 6000 Series already available and Pro 8000 soon to be launched, VECV is truly driving modernization in Commercial transportation in India and the developing world in line with its vision.

What kind of growth potential do you see for truck industry in India?

HD is the largest and fastest growing segment which obviously makes it the most important segment in our product portfolio. Infrastructure and manufacturing growth would be the key drivers of truck market. We see the market for heavy duty trucks growing by at least 15-20% per year for next three years.

What are the major markets for VE Commercial Vehicles?

VECV has presence across all regions. The south has been one of the progressive regions for Eicher and we have been very successful in our business accomplishments and growth aspirations. We currently have a strong presence in South Asia and some countries of Africa and Middle East where our current product range is suitable. In 2014, we exported 5824 trucks and buses which constitute around 14.5% of sales and based on the potential of the market, the ratio of exports in our total sales can go up to 15%.

Share your plans towards the engine development.

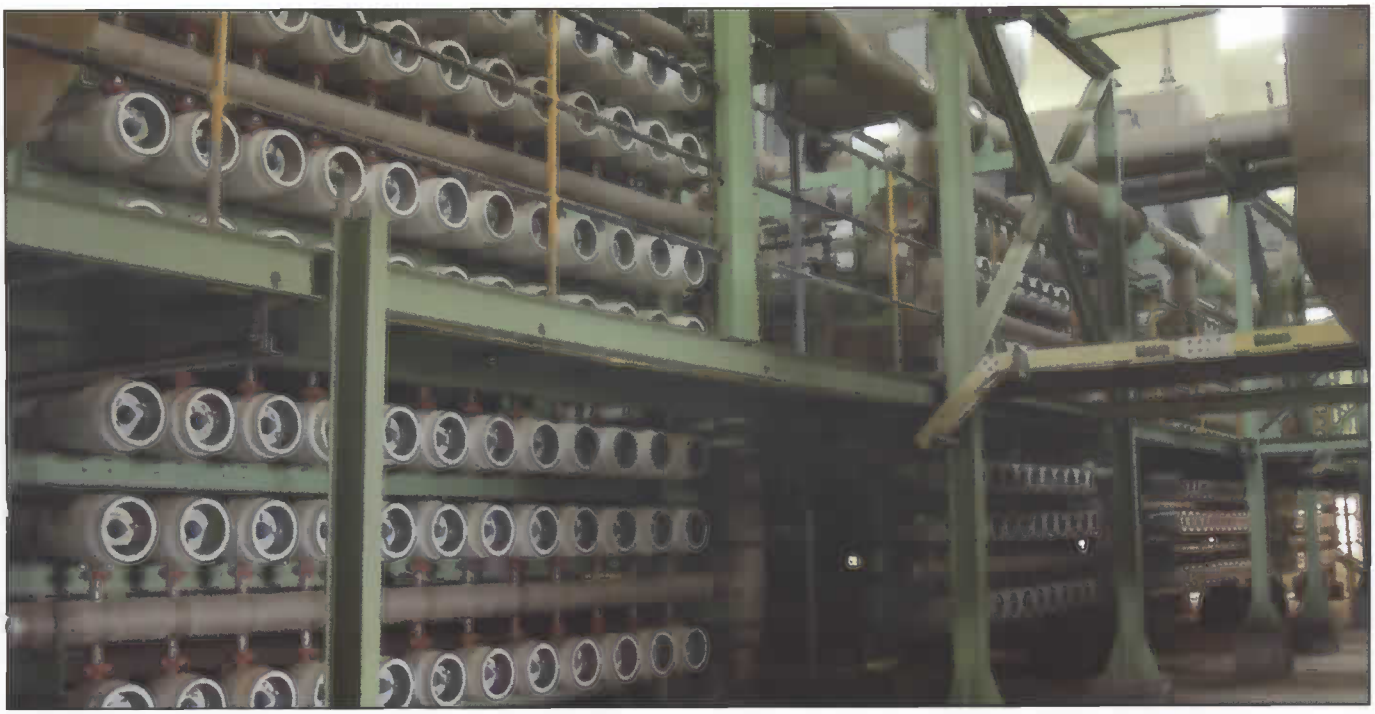
The Pro range binds together the world class tech for higher levels of productivity in the heavy-duty trucking industry, with the infusion of international engine technology and cabin design from the Volvo Group, together with the intelligent features and enhanced support services.

- Eicher Pro 6000 has the VEDX engines (VEDX5 & VEDX8) -Designed in collaboration with the Volvo Group; global technology.
- VOLVO GROUP's next Generation Engine Management System (EMS 3.0)-Volvo group's EMS 3.0 manages high efficiency running of the VEDX 5 engine.

The VE Powertrain is the first medium engine plant in Asia manufacturing engines as per the European emissions norms. The plant was inaugurated in July 2013 and manufactures the medium engines ranging from EU 3 to EU 6 emission norms to cater the requirements of Volvo and Eicher group all around the globe. The plant is producing 5 litre and 8 litre engines with ratings ranging from 180 HP to 330 HP.

Are there any new plans for expansion in your current product range or geographical expansion of your company? Share the long term goals of your company with our readers?

Our Future export plans include expanding distribution network in Africa, Middle East and South East Asia. The new products, especially the Pro Series that are being revealed now will also be adapted for exports to these markets. Currently with a 14.5% market share in the domestic bus segment and 3.6% market share in the in domestic HD segment , we are continuing to strengthen our position in the domestic market, as well as expand exports.■



water produced to desired parameters. The plant will assist CPCL achieve self-sufficiency in meeting the current water requirements of its Manali refinery complex and also requirement of Euro IV up-gradation projects which are in the advanced stages of implementation. This is the largest capacity sea water desalination plant in the industrial segment.

What is the current scenario of sea water desalination in India?

Desalination technologies either thermal or membrane have been extensively developed and implemented worldwide, some countries in the Middle East, Caribbean and Mediterranean regions are solely dependent on treated sea water to meet their industrial and community water needs.

However, desalination is a relatively new technology in India, which produces treated water for industrial & drinking purposes. The first desalination plant was set-up in 1996 at Gujarat Electricity Board, Sikka by Ion Exchange.

Whilst the concept has been accepted by industries locally in the western and southern coasts, it is interesting that many municipal corporations and city planners are seriously evaluating sea water desalination process after the recent commissioning of the 100 MLD sea water reverse osmosis project in Minjur by Chennai Metro Water Supply and Sewerage Board (CMWSSB).

Thus, sea water desalination has proven to be a viable alternate source of water for industries and communities.

Share the contribution of Ion Exchange in the water industry of India

Since its inceptions in 1964, Ion Exchange has pioneered new technologies, provided processes to treat water and waste water. In its journey of 50 years, the company has achieved several milestones to offer innovative solutions to all sections of industry, homes and communities – urban and rural. In 1965, we pioneered the production of world-class ion exchange resins in India. Simultaneously, we commenced the design, engineering and supply of water treatment plants to India's industrial sector. In 1978, we were the first company to introduce the Reverse Osmosis concept. In 1982, a new facility was set-up for manufacturing pre-designed and pre-engineered (standard water and waste water systems) in Hosur. In 1983, production of industrial chemical started at Patancheru to produce world-class specialty chemicals for utilities (cooling water towers/boiler water towers/raw and waste water treatment/ water test kits). In 1989, we became the first to manufacture reverse osmosis membrane elements in India. In 2009, we set-up the largest completely automated ZLD system to treat complex refinery waste water at Reliance, Jamnagar. In 2013, we set-up US FDA compliance pharmaceutical grade resins facility at Ankleshwar. In 2014, we set-up the first zero liquid discharge project in the downstream petrochemical segment for Indian Synthetic Rubber Limited.

Share your ideas and plans for the water industry of India.

The Indian water industry is still in the nascent phase and fragmented in nature characterised by a large number of companies but still only 10% companies account for 90% of industry revenues. The industry as a whole is not able to create sufficient awareness amongst its users such as the consumers, industries and

government on best available practices and economics of good water and waste water management practices.

Against this scenario in reality, it is heartening to note that there have been recent initiatives by several individual associations to improve such awareness. In particular, I would like to share with you the initiative and success of Water Quality India Association (WQIA) that introduced new microbiological standards for potable water. In the Guide Standards & Protocol for Microbiological Evaluation of Drinking Water Treatment Devices, WQIA has involved industry participants, Bureau of Indian Standards and reputed accredited testing laboratories through this releases. Now, a consumer can select the right home water solution device to protect them from water borne diseases. It is necessary that such initiatives are replicated by various industries associations and bodies, which will help all its stakeholders and the industry itself to 'leapfrog' from its current stage to the matured growth stage.

Tell us about the International business activities of Ion Exchange.

Today 24 percent of our sales are from exports.

A strategic, sustained focus on exports has enabled Ion Exchange to significantly impact the global arena.

In 1991, on the establishment of the international division and start of South East Asia operations, we bagged the order of the world's largest clarifier for pulp & paper mill. Continuous benchmarking with the best was rewarded with a breakthrough in the Japanese market in 1995. Since then we have set-up a 100 percent export oriented unit in Rabale, in 1997. In 2006, we set-up a joint venture operation at Oman and in 2008 started operations in US, followed by South Africa and Thailand in 2013.

We have executed projects on global tender basis to requirements of consultants as well as EPC contractors in South East Asia, Japan, Europe and USA and the Middle East and our neighbouring countries, with export of plants, ion exchange resins and water treatment chemicals worldwide.

I would like to believe that successfully establishing ourselves in competitive and extremely quality oriented overseas markets helped to prove the credentials and capability of an Indian water treatment company and demonstrates that we could compete successfully with the best companies worldwide in quality, performance and service standards.

Share the long term strategies and goals of your company with our readers.

Our company will continue to invest in new products and process developments, develop newer markets and geographies, continue dialogue with all major stakeholders including the central government, state governments, public health engineering departments and local gram panchayats and NGOs. We will continue investment in our government recognised R&D department to develop new products and improve existing products and processes to minimise energy and chemicals used in treatment process.

Rural India seems to be moving to urban centres leading to an explosion of our cities. It is estimated that these cities will soon hold 50% of the total population of India. This would require a huge addition to the capacity of water and wastewater treatment facilities in these cities. We will increase efforts towards surface and ground water treatment, as contaminated water in rural sectors is a grievous issue. We are already addressing the removal of Iron, Fluoride, Arsenic, Nitrate and excess metals from water sources.

We will carry on growth in potential technologies like desalination, zero discharge, multi-effect evaporation etc. Our company will meet every requirement with efficient and cost saving products and total solutions.

The focus will also be in developing markets in renewable energy, waste to energy, and energy efficient projects. Such sustainable business development initiatives will also have the objective to offer affordable solutions to our customers and markets that we serve in India and abroad.■