



Mr. V. Gokuldas, MD, HRS PSL

HRS Process Systems, a part of the HRS Group that operates at the forefront of thermal processing technology is one of India's leading heat exchanger and solutions specialists. Established in India in year 2003, the company is ISO 9001:2008, ASME 'U' stamp accredited and certified with high rating from CR/SIL with over a decade of experience in supplying state-of-the-art solutions to chemical, pharmaceutical, healthcare, fertilizer, agrochemical, cement, power, steel and many more process industries. The product range is applied for various thermal processes like heating cooling, condensation, pasteurization, sterilization, evaporation and aseptic processing. Their innovative products include ECOFLUX corrugated tube heat exchanger, UNICUS* scraped surface heat exchanger, HRS FUNKE plate heat exchanger, HRS Piston Pump, HRS ParaDice* dice pasteurizer, HRS Monobloc Sterilizer, Aseptic Fillers, heat exchanger based systems for a range of generic and specialized applications throughout the process industry.*

Q1. Please give us a brief overview about your company.

HRS PSL began its operations in India, in 2003, with innovative thermal processing technology for chemical process and food processing industry. Over the years we

have developed our company to handle a range of products and systems for industry. Beginning with modest turnover of Rs. 50 Million, HRS PSL today is a Rs. 600 Million company, having over a decade of experience in providing customised heat transfer solutions to the industry. Our

state-of-the-art facility commissioned in year 2007 is spread over five acres land at Koregaon Bhima, Pune and recently expanded the facility to take care of company business for the coming years.

We are part of HRS group head quarter at London, U.K. HRS Group is globally recognized for providing sustainable, energy efficient range of heat exchangers and heat exchanger based systems. We have a strong network all across India to meet ever-growing needs of the industry in domestic market, Indian sub-continent and South East Asian markets. Worldwide, HRS has presence through its group companies in UK, Spain, USA, Malaysia and Australia. We also support the group in global operations for key products from India.

Today HRS is a trusted name for innovative heat transfer solutions to chemical and allied process industries including food processing industry. Our strength is in providing customized solution to international standards, to suit a range of thermal processes. Our Customer base boasts of blue chip companies in the food processing sector, pharmaceutical, chemicals, petrochemicals, fertilizers and host of other industries. Food processing sector contributes about 40% of our business.

Q2. What are the ranges of product you are dealing in India?

We provide customised solution to the industry based on our heat transfer technology expertise and process know-how. Our range of heat transfer products include:

- Ecoflux* corrugated tube heat exchanger and shell & tube heat exchanger
- HRS Funke plate heat exchanger in gasketed and brazed variants (under license from Funke, Germany)
- UNICUS® scraped surface heat exchanger
- Hygienic Piston Pump
- Aseptic filler

We also engineer and manufacture systems based on our products :

- Heat exchanger based systems for the food and process industry
- Preheaters, pasteurisers, sterilizers
- Evaporator
- HRS Monobloc* Steriliser
- HRS ParaDice* dice pasteurizer

These are applied for an extensive range of processing applications like heating, cooling, pasteurisation, sterilisation, evaporation, clean-in-place (CIP) and many more. Depending on the fluid properties and process requirement, our products are designed in a range of stainless steel and other grades of metals like nickel alloys, Inconel alloy 20, titanium, tantalum, etc. to ensure optimum compatibility.

Q3. How you see the Indian food processing industry as a destination for your products?

The food processing industry has seen an unprecedented growth in the past decade. There has been increase in production of all types of food products - fruits, vegetables, cereals, milk, poultry, etc. The processed food products have also shown a significant increase in the past decade. Changing life style coupled with higher disposable income has resulted in enabling the growth. Consumption in sectors like soft drinks, juice, beverage, vegetables, health supplements, prepared food, processed

cereals, etc. have been increasing day by day. The coming decade will continue to show this growth levels. The processed food also saves time for nuclear families, thereby enabling growth. Investments in agriculture, post harvest, storage and processing of food products is also going to help growth of this sector.

Thermal processing technology is the key for most of the food / fruit processing industry. Our ECOFLUX* Corrugated Tube Heat Exchanger has been proven in the industry for various thermal applications like pre-heating, pasteurisation, sterilisation, UHT, evaporation, etc. for processing fruit, beverage, dairy and similar products.

UNICUS® our scraped surface Heat Exchanger is capable of giving efficient thermal treatment for viscous and particulate products like purees and other heat sensitive products. We have developed the HRS Hygienic Piston Pump to enable pumping of particulate food/fruit products including dices.

HRS Paradise* is unique heat exchanger and hygienic pump based system which can process diced fruit products, cook rice and other ready to eat fruit like lentils (daal). It can also be used for blanching of vegetables and processing of minced meat products.

We have developed highly efficient HRS Monobloc Sterilizer for processing of various pulpy products like mango, guava, tomato, etc. Our Evaporation system gives customer the advantage of reduction in volume, by removing water from pulpy fruit products, without loss of quality enabling huge saving in packing and transport cost.

Along with all above regular food processing special foods like nutraceuticals and infant food supplements require accurate thermal treatment for which our versatile solutions have proven most suitable. HRS today has the best product combinations and process know how to provide cost effective solutions to the food processing industry.

Q4. How successful is your R&D department for developing a new machine in India?

HRS has always stressed on R&D as a stimulus to innovation and growth. Our research has focused not just on increasing production but also on developing new products in an environment friendly way as we have always been dedicated to long term sustainability.

Our global R&D facility in Murcia, Spain conducts technology development for food processing. Some of our above mentioned innovative products have been developed at this centre, like the UNICUS® Scrape Surface Heat Exchanger, Hydraulic Piston Pumps. These were developed to handle products which have particulates, high viscosity, heat sensitive and diced products which were being processed manually and their demand was increasing globally and in India too. Products like ready-to-eat foods, beverage or fortified products - combination of minerals/ nutrients/ milk/ fruit/ vegetable extracts or supplements and similar products.

In India, our R&D effort is focused on pioneering customised solution (application engineering) for the food industry based on conditions prevailing in our processing sector. We work closely with food and healthcare companies on their key product and process requirements and design suitable solution for processing. We have developed the HRS Monobloc Sterilizer for processing of various pulpy products like Mango, Guava, Tomato, etc. This was developed over a period of time understanding the importance of seasonal fruit availability, high quality heat sensitive product processing, retaining natural flavor and taste. Our specially designed ECOFLUX* Tubular Heat Exchanger for this application is the key of processing thermally sensitive products in the most efficient manner. The filling head ensures right quality and quantity of product is aseptically filled into bulk packaging. The instrumentation controls ensures that the products processed are as per the quality requirements and conform to international standards.

Q5. How intense is the competition selling a product in India, keeping in mind of all other local and international players?

