

HRS Process Systems

Offers heat transfer solutions for food/fruit processing. Based in Pune.



HRS Process Systems Ltd. is a wholly owned subsidiary of the UK headquartered HRS Group.

HRS Process Systems Ltd. was incorporated in India in 2003 and has its manufacturing facility at Koregaon near Pune. Headquartered in Pune, HRS PSL has three regional offices in Delhi, Baroda and Hyderabad. "We offer effective heat transfer solutions for an extensive range of processing applications, across a diverse spectrum of industries and integrated systems for food/fruit processing. The company's management is as per DIN EN ISO 9001: 2008, certified by TUV. The company is ASME "U" accredited," avers Mr. V Gokul Das, Managing Director.

"Beginning with Rs. 24 million in 2003-04, the company has crossed Rs.380 million turnover in last financial year 2010-11," he adds.

The company is headed Mr. V Gokul Das, MD and the management team comprises of Mr. Rajendra Dawkar, GM (Manufacturing); Mr. T K Radhakrishnan, DGM (SBU Food Systems); Mr. Naresh Agarwal, AGM (SBU Tubular Heat Exchangers); Mr.Narendra Joshi, Sr Manager (PHE Business) and Mr. Sumit Hakhoo, Sr Manager (sales & marketing).

Market Survey

The company did a preliminary in-house market survey in 2005 on fruit pulp and beverage industry. "Mango is the primary fruit processed in India (predominantly in South) and the beverage industry in India is growing at an enormous rate. We have found a perceptible change in consumer preference for pulpy juices over carbonated soft drinks," says Mr. Das of the findings in the survey.

Adding, "To cater to this ever increasing market we started with preheaters and pasteurizers for processing fruit pulp/ beverage and supplied to major domestic and international companies. The market for these equipments was predominantly serviced by international players and thus timely service was an area of concern for the customers. We capitalized on this point



and made it one of our USP. Today we have established ourselves as an integrated solutions provider for food/fruit/beverage processing systems and are expanding to offer turnkey food processing systems." HRS' Unicus® dynamic scraped surface heat exchanger is globally patented. "Most products in food sector fall under the common domain and hence are not under any patent," explains Mr.Das.

Market Share

According to Mr. Das, HRS holds over 60% market share in the pulp processing segment."In the high end aseptic segment we have made our breakthrough and expect a dynamic growth. Under beverage processing, we have over 75% share based on number of process lines set up during last financial year. We face competition from both international and domestic players; however, our primary competition is with the top players in this segment. We have been able to make a dent in this market based on our innovative technology and service backup," he adds.

Presently the company is catering primarily to the domestic market, with some exports.



V Gokul Das

"Our facility is a Global Manufacturing Unit (GMU) for the group companies; hence we do have export sales depending on requirement and logistics for a particular order," avers Mr. Das.

Product Specialty

Speaking about the specialty of their products, Mr.Das says, "Our major USP has been timely and quality service support to our customers in this sector, which is of utmost importance to them. We have designed our product/ process lines to be fail proof and such that processing can start at full capacity immediately on installation. Our customers have appreciated our design capability and service backup and we have many a success stories to second that. Our product is widely accepted in the market with respect to cost based on technology and quality that we supply."

"Our business is in product that is associated with energy in all forms. Our process lines are designed to ensure good energy/heat recovery and our products can cater to various such demands. Our manufacturing facility has key features like turbo ventilators, which help in circulating good air flow (cutting electric costs) thereby maintaining a healthy environment," he says, adding, "In the current scenario most global companies work with different versions of JIT. We have our own adapted version which is suitable and relevant for our kind of business. Our products are manufactured as per international standards and some are FDA approved."

When asked about the barriers to the acceptance of new technology Mr. Das says, "Although our technology is widely accepted, sometimes prospective customers show reluctance if a specific application is not supplied by us in India.