

# B2B

# PURCHASE

for Project Procurement

Part - 2

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Project  
**BUY**  **LOGIC**  
*8th Anniversary*

# "Sustainability and after-sales service are crucial"

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**Economics, meeting the performance parameters and longevity of the solution are the deciding factors which are challenging the technology suppliers to deliver a sustainable solution at an affordable cost.**

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Abhijeet Puranik, Head - Sales and Marketing, QUA Group

**Q**UA is a developer and manufacturer of advanced membrane products. These innovative technologies are used to treat challenging waters. QUA's diverse product portfolio includes FEDI (fractional electrodeionisation), Q-SEP (hollow fibre ultrafiltration membranes), CeraQ (Ceramic Filters), and EnviQ (flat sheet submerged ultrafiltration membranes). Abhijeet Puranik, Head - Sales and Marketing, QUA Group talks about the recycle and reuse of water and its acceptance in India.

### Procurement trends

With available water sources depleting, unpredictable monsoon and ever increasing need of water for human consumption, agriculture and of course the industry, the recycle and reuse of water is getting immense focus. With the government also tightening the norms for discharge of wastewater, the focus on advance technologies to treat the water effectively is increasing. Sharing his observation on the current procurement trends of water treatment solutions, Abhijeet says, "Economics, meeting the performance parameters and longevity of the solution are the deciding factors which are challenging the technology suppliers to deliver a sustainable solution at an affordable cost."

### Procurement factors

Sharing views on the major factors a buyer should consider before making a decision of procuring water treatment solutions, Abhijeet says, "Sustainability of the solution and the after-sales service are the most crucial factors. Unfortunately industry has seen many fly by night solution providers, which has rendered the solutions ineffective and the very purpose

of investment, i.e. reuse and pollution control is defeated. The scenario of government clamping down on industries for not meeting the pollution norms does not augur well if we have to meet the GDP growth in excess of 7.5 per cent. Economics will always remain the important factor, but sustainability and service back up are extremely crucial factors."

### Focus on recycle and reuse

Speaking on the major innovations happening in the field of wastewater treatment, Abhijeet says, "The focus on recycle and reuse of water is increasing and hence technologies like MBR are gaining momentum. The green technologies like EDI, which are very common in power industry abroad, have started gaining attention in India too."

### An evolved industry

Whether Indian industry is mature enough to make use of advanced water treatment technology optimally, Abhijeet says, "Indian industry has evolved by adopting the GMP (Good Manufacturing Practices) accepted globally over the years. We are a force to reckon with today and the whole world is looking at our economy with much anticipation. Hence there is not an iota of doubt of our capability to understand and operate the advance technology. The responsibility lies with the technology provider and the supplier to educate the users and work very closely with them to ensure that desired results are achieved."

### Solutions offered by QUA Group

Abhijeet Puranik proudly boasts about the solutions offered by QUA Water Technologies. He says, "We are the only company to have a fully integrated manufacturing unit in India, for our kind of products. Working in conjunction with our R&D in USA, our R&D experts in India have developed the technologies for manufacturing UF membranes-Q-SEP, submerged UF membranes ENVI Q and the most advanced, the next generation EDI technology-FEDI. Our state of the art manufacturing facility at Pune is serving the requirements of our products globally. We are proud to contribute to the 'Make in India' initiative of the Indian government." ■