

# CELEBRATING 75 YEARS OF INNOVATION



Mr. Anuj Bhagwati,  
Head, A.T.E. Group

*After a decades long successful stint in the textile industry, A.T.E. has recently ventured into 'Cleantech'. Here too, they continue to offer their trademark innovation backed by superb service support.*

## **WD. How do you feel on the successful completion of 75 years of your organisation – A.T.E.?**

From a small trading company in textile engineering, we have grown to a strong group operating in diversified industrial areas. And so, I look back with a sense of happiness on what we have achieved.

At the same time, I look forward with a heightened sense of responsibility and commitment to maintaining our fundamental ideals. We have always tried to safeguard the interest of all our stakeholders – providing the best technology and services

to our customers, a pleasant work environment to our team, great services to all our business partners, doing our best for society and the environment, and working by our founding principles of strong values and trust. We will continue to do so.

## **WD. Already a name to reckon with in the Indian textile industry, what led A.T.E. to plunge into “untried” business areas of cleantech?**

Social considerations, which include the environment, have always been a part of A.T.E.'s thinking - we consider it a good idea to achieve social goals through business. Also, I have

personally always been passionate about sustainability and I am deeply concerned that India is especially vulnerable to the effects of climate change. These factors led us to look at business opportunities in cleantech. Once we started thinking seriously, a lot of ideas emerged.

Due to the imminent water crisis that the world is facing, we decided to get into treatment and recycling of wastewater for industries, as we saw a big scope in conserving water, particularly in textile processing units.

We also realised that for machine manufacturers with a large installed base, remote monitoring could

be a fantastic route to energy conservation as well as performance optimisation.

Further, in place of the energy guzzling air conditions, eco-friendly cooling solutions could be another big opportunity that could provide comfort to millions of people working in factories and offices at an affordable lifecycle cost.

We've started a research program to see how best we can tap solar energy to provide process heat for various industrial and commercial applications, and thus reduce using carbon-intensive fuels.

Thus, we now operate in the areas of air, water, and energy

in the cleantech space. Each of these areas serve the cause of sustainability and would also help users to improve their bottomline by saving costs or increasing productivity.

In addition to getting into new business areas, we are continuously creating a lot of our own technology along the way. This is another major paradigm shift we have undertaken. We are pleased to say that one of our themes today is "invent in India"!

### **WD. How do you see A.T.E.'s contributions in the water sector?**

We experience a constantly rising demand for water for people,



agriculture, and industry. At the same time, we face constrained fresh water resources, and a rise in water pollution. In this situation, efficient water management and movement of water, as well as wastewater treatment and recycling are very important. Wastewater treatment and recycling is not just a regulatory requirement, but is often the most economical way of generating clean water in industrial processes.

In the water space, we operate in two verticals; efficient management and movement of water, and wastewater treatment and recycling. For efficient water management, we offer a range of high performance, energy-efficient pumps for a variety of applications representing some of the world's best brands such as Sulzer (ABS), Iwaki, Yamada, Ebara, Walchem, and also A.T.E.'s own TeraFlow brand of vertical multistage stainless steel centrifugal pumps and the

hydropneumatic system BoostStar. We have been in this business for more than three decades now and thus have built-up deep knowledge across industry verticals for a number of applications spanning a range of flow rates, pressures, viscosities, and fluid types. We have successfully executed several large scale infrastructure projects with many major municipal corporations of India, such as Kolkata Municipal Corporation, Ahmedabad Municipal Corporation, Delhi Jal Board, etc.

In wastewater, we offer comprehensive, innovative, and cost-effective wastewater treatment and recycling solutions, including zero liquid discharge. We undertake turnkey projects as well as upgrades to existing plants through value added products.

With our focus on process development, we have introduced several innovations in the field. For

example, our 'AAA' (Air floatation, Anaerobic, Aerobic) technology is a highly successful innovation that reduces the chemical consumption and sludge generation by almost 70%, with consistently better treated effluent quality compared to conventional treatment process. Our AVR (Anaerobic Venturi Reactor) based biomethanation plants can handle difficult to treat effluents from distilleries and dairies. To overcome the challenge faced by the API (Active Pharma Ingredients) industry in treating their wastewater, we have developed a highly successful solution for API wastewater treatment using anaerobic + aerobic biological treatment. Our AHR (Anaerobic Hybrid Reactor) technology developed for the treatment of wastewaters from the petrochemicals industry is a combination of different anaerobic treatment steps in a single reactor.



Energy Efficient Pumps from A T E



It enables improved solids retention and enhances COD reduction. The recycle RDRO technology is a unique combination of a rotary membrane filter followed by reverse osmosis with high efficiency, designed to recycle 85-90% treated water. Besides, we also offer state-of-the-art wastewater treatment and sludge management equipment from Huber SE, Germany, the world's largest company in this space.

Thus, A.T.E. now plays a very broad role in the water sector.

**WD. How do you foresee the water business evolving in future?**

Businesses are becoming more and more conscious of the

impending water crisis and are ready to invest in appropriate technologies in water and wastewater management. We also see a good scope for sewage treatment plants for the commercial sector and housing complexes. Thus, driven by the increasing water scarcity, increasing awareness, and regulatory requirements, the water business is poised for a big leap in coming times. There is a tremendous scope for creating and deploying new technologies in the water sector. Using water judiciously is certainly the first step towards water conservation, but apart from that industries need to adopt more advanced technologies to treat and recycle wastewater and

other effluents. We believe there is a lot of potential for process specialists like us.

**WD. Where do you see A.T.E. in cleantech businesses 5 years from now?**

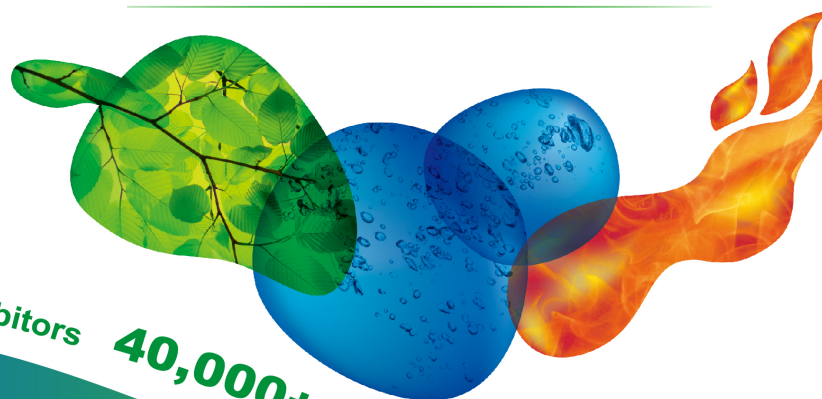
A.T.E. has built competence in diverse industries over the years and we offer innovative technologies backed by excellent service support in all our business areas. All our businesses are growing at a fast rate and we expect the growth momentum will continue for a long time.



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