

"Our initial efforts will be to introduce and provide superior filtration solutions"

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Ashok Pandey, Director- Automotive, Pharma & Consumer Filtration, Freudenberg Filtration Technologies spoke to BioSpectrum Asia about the growth prospects in the APAC market for the technologically-advanced filtration products



What will be your latest innovations in the healthcare and pharma industry?

We are currently engaged in the manufacturing of traditional products which are used for filtration for years. Now the time has come to use technologically-advanced products, which have global approvals and are energy efficient. Since the filtration standards underwent a major up gradation in 2018, a majority of the pharma companies are in the process of up-gradation, meeting new norms. Our initial efforts will be to introduce and provide superior filtration solutions.

Since we have to cater to a technologically advanced market, the current focus is to manufacture and supply filters complying with ISO 16890 (the newly adopted filtration standard). Further, we are also planning to install EN 1822 certified test rig in India to qualify products relevant to a certain market.

What will be the new initiatives by Freudenberg Filtration Technology for the APAC market?

With the latest acquisition in China in 2019 for Apollo Filtration, we are planning to launch new products in India for consumables filters.

In the other markets, we are planning to launch products that will be highly efficient and environmental-friendly.

Does Freudenberg Filtration plan to launch new products soon?

Recently we have launched two new products under pharma. Safe change Housing / Bag in Bag Out unit along with 350 Degree Celsius withstanding capacity filters are used for critical applications. Soon we will be coming up with Fan Filter Units for the market which are under development.

How does Freudenberg plan to bring a revolution in providing pure air in hospitals?

Our products are already established in the Indian hospital segment and we are providing OT Module with Gel filters which ensures full sealing. Now our focus is to improve awareness and conduct relevant tests at the site to emphasise the criticalness of such application.

Apart from the Pune facility, do you plan to open any other facilities?

For filtration, we have a manufacturing facility at Pune and a separate warehouse also. We have expansion plans currently in the same city.

Looking at the growth prospects, we might look to expand to other parts of the country.

What will be your growth plans for the APAC market for the next five years?

The acquisition of Apollo has been added to our product portfolio. Our focus will be to promote consumer filters for applications like air purifiers, Home appliance filters etc.

Also, we would like to expand to other countries within the APAC with the existing products in our portfolio.

How much revenue did you generate in the last fiscal and what will be your projections for the coming years?

For 2021 (January-December) we reached a revenue of Rs 183 crore and for 2022 we plan to reach approximately Rs 225 crore.

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