# Face to Face at World Cashew Convention 2017

*"Across various commodities, cashew is one of the fastest growing commodities. It will be very useful if this industry be supported with the right mechanization. That would take the cashew processing to the next orbit of the value chain through NanoPix grading machine"*

**Ms Suchitra Balasubramanyam, Mr Sasishekar Krishnamurthy, CEO and Co-Founder, Nanopix**

*An Exclusive Interview with Ms Suchitra Balasubramanyam, Mr Sasishekar Krishnamurthy, CEO and Co-Founder, Nanopix, at the World Cashew Convention, 09-11 Feb, 2017, Singapore*



**Could you please elaborate on Nanopix, its various machines, and the uniqueness of your machines?**

Nanopix are an Image-in product developing company and we have developed a unique imaging technology through which we can grade cashews and various other commodities. Now, we have come up with an exclusive cashew grading machine. The uniqueness of this machine is that it's a single-pass, multiple grade sorter machine. Due to this, the breakage is very less, accuracy is more and each individual cashew is taken care of in same way as we humans handle it carefully.

**Which are the different countries to which NanoPix has exported its cashew machines to?**

We are now present in 17 states of India and we have exported to Vietnam

### What is difference between grading machine and other sorting machines?

Technology-wise, unlike all other machines in the industry which are scanning technology based, ours is photography based. In scanning technology, we have one line at the time of an object just as a scanner or photo copying works. But NanoPix works in a photographic technology. Last year, we captured 54 billion cashew kernel photos. We take every cashew kernel photo and later grade it based on the characteristics it possesses. In that way, our machine is unique and accuracy is very high. The breakage is only 2 percent and that's the best in the Industry presently.

### Which are different variants of cashew grading machineries that Nanopix manufactures?

We are focusing from the small farmers to the big processors. Hence we have 50 Kg machine, 40 Kg machine for small processors of Odisha and Maharashtra. We have a 75Kg machine Hamsa, 125 Kg machine Hamsa+, now we have come up with different variants such as Hamsa++ with 175 kg and Mayur which is Color grading and sorting machine which will have 9+2 grades with 200-400 kg capacity per hour. These capacities are targeted based on the number of bags a manufacturer processes. Up to about 15 bags of RCN per day, we recommend 50 Kg machine. Up to 80-90 bags, we recommend 125 Kg machine. Nowadays most manufacturers do around 200 bags, we recommend them 175 Kg machine and beyond 200 bags we would love to work with the customer and understand their requirements and provide them customized solutions based on their needs and make products accordingly.

### What are the future prospects of NanoPix?

We are aiming to have at least 50% market share. We want 50% of world cashew to be graded with that of nanoPix graders by 2019. The value proposition through kernels has to increase. That's the only way industry can sustain and go forward with the growth rate. That's required for sustenance. Across various commodities, cashew is one of the fastest growing commodities. It will be very useful if this industry be supported with the right mechanization. That would take the cashew processing to the next orbit of the value chain.

### Your views on WCC

WCC is a very good platform. We got to meet a lot of people and potential buyers which in turn provided a lot of exposure and knowledge on the world of cashews.