

Ms Suchithra Balasubramanian, CEO, nanoPix

This is a transcript of the exclusive interview of Ms Suchithra Balasubramanian, CEO, nanoPix taken on the occasion of World Cashew Convention & Exhibition 2018

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Brief about nanoPix

nanoPix is an image processing product development company and we have been working very closely with the cashew industry; in fact one of our pioneer products for the cashew industry is for grading cashews based on size, characters and surface finish. We have able to contribute about 350 plus units of our products to the industry for grading.

Brief about the ImageIn technology

It is based on image processing. It is like putting eyes to your machines for seeing things and analyzing it. ImageIn technology correlates multiple camera vision and inferences based on the data extracts. We have been able to apply patented ImageIn technology and using extensively in all our products and it is the uniqueness of our machines.

In what way Mayur is different from Hamsa and Shuka and also differentiate them based on the small, medium and large scale processing units?

All of our products so far have been for grading and being used for ImageIn technology. Hamsa and Shuka has been very successful product in the market, but we have come up with an advanced technology product which is called Mayur which uses ImageIn technology. Hamsa and Shuka has two cameras i.e. one in the bottom and other one at the top in order to see the cashews from both the sides, but Mayur has advantages with 12 cameras for seeing the cashews i.e. six in the top and six in the bottom. Mayur has a camera which has been developed in-house using advanced technology of image processing and has got advanced electronics to give accuracy and much needed speed for analyzing the cashews and which gives you an accuracy of about 98 percent.

Mention about nanoSorter SuVarna, the almond grading machine?

nanoSorter SuVarna is recently launched product based on ImageIn technology for grading almonds based on colors and also it can identify bin touch, serious defects and foreign objects. It can also give you five grades – two grades for splits, two for broken and any other reject materials. It also gives three colors for bin touch, serious effects and foreign materials.

How is the response for your grading machineries in Vietnam?

We have already given 14 machines for Vietnam, especially with Olam and have good collaboration with them and having exploring options with other cashew processors. In April this year, we are visiting with our exclusive team to Vietnam for selling the machines and we also have got positive inputs for our machines from other processors. During VINACAS meeting 2017, one of the cashew processor said that it's time we are looking behind for sorting and look for grading, which shows lot of opportunities for us to explore over there.

Any future plans for expanding your foot print in African countries?

We have already installed six of our machines in Cote D'Ivoire, one in Tanzania, in the process of finalizing few deals in Mozambique and we also have got a lot of enquiries from other parts of Africa. We are looking keen in expanding our foot print in African countries as lot of cashew processing is going to happen in Africa in the coming years.

What are the future prospects for nanoPix?

nanoPix is going to look beyond the mechanization and automation. It is going to embrace artificial intelligence and we have gone one-step ahead in artificial intelligence using image processing. We will also look in to other data intelligence and machine learning that will be the future for nanoPix in the coming technologies.

Your views about WCCE

I am very much excited with WCC, especially the team which organizes this event is quiet professional and can meet elite group of the cashew industry peoples. The knowledge which we get from this conference is amazing and I am looking forward to get more knowledge about the cashew industry.