

SaharaConnect

A Newsletter from Sahara Industry

2.2 billion people in the world is without proper access to clean water.

CLEAN WATER

FOR HUMAN LIFE &
ECONOMIC PROGRESS



سہارا انڈسٹری
SAHARA INDUSTRY
Innovation Beyond Your Imagination

Making water clean for people and industries

www.saharaindustry.com



Message from CEO – Sahara Industry

“Sahara Industry is privileged to work on water & wastewater treatment segment to cater to the water challenges faced by Indian people and industries. And we feel great responsibility to make a sustainable difference in the way water purification is done in India. Our mission this new year is working with our customers and other partners to help them solve water related issues with conscious efforts to resolve drinking water and pure industrial water requirements.”

As we move forward with new aspirations, we thank all our partners and associates for their valuable support to Sahara Industry in 2022.

May the New Year bring happiness, peace, and prosperity to all!

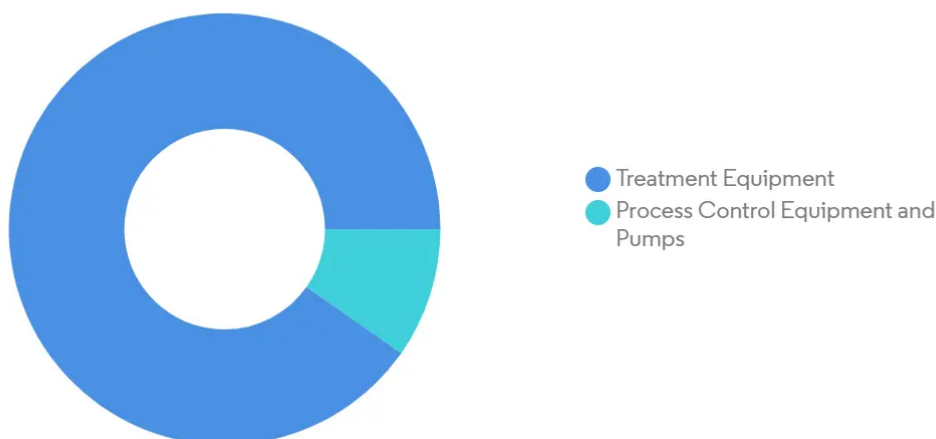
Happy New Year, and cheers to a prosperous and fruitful 2023!

Abdul Rahman Mohammed

Water Treatment Market: Growing Dynamics

By 2050, more than half of the global population (57%) is expected to live in areas with water scarcity. The increasing global population, especially the urban population, remains a central factor for industrial expansion. The majority of the world's population growth in the next 27 years is expected to live in urban areas, particularly in developing regions. Urbanization leads to increased pressure on water resources as the population becomes more concentrated. The rise in per capita water consumption driven by development further increases the water treatment demand and strains the local water capacity. **By 2050, nearly 6 billion people are expected to suffer from clean water scarcity.** (Source: United Nations World Water Development Report)

India Water and Wastewater Treatment (WWT) Technology Market, Revenue (%), by Equipment Type, 2021



The global Water and Wastewater Treatment Market is expected to reach a value of \$956.48 billion by 2032, at a CAGR of 5.4% during the forecast period 2022–2032.

The Indian Water and Wastewater Treatment (WWT) technology market was valued at over \$2.1 billion in 2021, the market is projected to register a CAGR of greater than 8% during the period of 2022-2027.



Bharat ke Sitare Award 2022 Young Entrepreneur Conferred to CEO, Sahara Industry



Sahara Industry is happy to inform that on 4th December 2022 in Hyderabad, our CEO, Mr. Mohammed Abdul Rahman was conferred with “Bharat ke Sitare Award 2022 as Young Entrepreneur”. The award was given away by Dr. Vundavalli Sridevi, Member of Legislative Assembly, State of Andhra Pradesh along with other dignitaries. This award is presented to people and companies for making valuable contributions in business, trade and economy with innovative products and services.

Quality Management System

NSF/ANSI/CAN 61-2020 Standard Certificate has been conferred to parent company, Anu Advance Composite Product Pvt. Ltd. for **FRP Membrane Housing** and **FRP Pressure Vessels/Tanks**. These products are marketed under the brand name of **ALFA AEROSOL**. NSF Certificate is a seal of quality standards validated by **The International Association of Plumbing and Mechanical Officials (IAPMO, India)**. The certification indicates that our product or service complies with predetermined standards of quality, safety, and sanitation. It also implies a constant evaluation and inspection of equipment, facilities and production procedures and the ability to meet the safety standards in day to day operations and manufacturing process.



Sahara Industry also received the updated version of **ISO 9001:2015 Certificate** which is valid upto July 2025. It also received the **Quality Certificate** for Water Treatment Component, RO Plant and Softeners.



Member – Indian Plumbing Association

The CEO of Sahara Industry has become a member of Indian Plumbing Association (IPA), the apex body of plumbing professionals in India. IPA was established in 1993 with the objective to promote development of plumbing and building services industry. The membership will help the company to follow good plumbing practices in its projects across the industry verticals. It will also help in getting the in-house plumbers trained with modern techniques and methodologies to contribute with better services promoting health & hygiene through improved plumbing.



INDIAN PLUMBING ASSOCIATION
 Redefining Plumbing Standards
 NGO established in 1993



Sahara Industry has proudly pinned the national flag under the **Har Ghar Tiranga** campaign during **Azadi Ka Amrit Mavotsav**. The Certificate of Appreciation was awarded to the company. Hon'ble Prime Minister has given the call to turn the 'Har Ghar Tiranga' campaign into a mass movement by hoisting or displaying the national flag and display picture on the social media to commemorate the 75th anniversary of India's Independence.



Market Expansion

Sahara Industry has actively been looking for market expansion and pursuing the addition of innovative and effective products to make water treatment task much easier for our customers. In order to expand its market offerings further, it has partnered with **HM Digital** for an exclusive marketing of their products in Andhra Pradesh and Telangana.

HM Digital manufactures easy-to-use water testers and meters for domestic and professional water treatment. Known for their reliability and excellent value, the meters are great tools for measuring water quality to determine what equipment is needed for filtration, or to monitor the performance of installed equipment.

Popular products from HM Digital include the TDS-3 and TDS-4 pocket style meters for measuring reverse osmosis system performance, along with their inline TDS monitoring systems for industrial/commercial RO.



Sahara Industry has also partnered with **Runxin Multi-purpose Valve** Company for marketing of company products in the entire north Indian region including Delhi-NCR, Punjab, Haryana, Himachal Pradesh and other states.

Runxin is engaged in multi-functional flow control valve for water treatment systems. It has residential products, ceramic hard sealing ball valve and control valve for solar water heater. Runxin has brand presence in more than 90 countries, including USA and EU countries.

Runxin valve has gained popularity for being excellent industrial products that has been exported to 140 countries and regions around the world. Relying on the core technology of "Runxin valve", residential products are developed, covering whole line of whole house water purification. With the features of high quality, various functions and series, competitive price, its products have been very successful in the market.



Growing demand for energy-efficient and advanced water treatment technologies presents good opportunities.

Media Buzz

Everything About Water, December 2022

Case Study on institutional water treatment by Mr. Mohammed Abdul Rahman, CEO, Sahara Industry.



Everything About Water, November 2022

The article Groundwater: Precious But Contaminated by Mr. Mohammed Abdul Rahman, CEO, Sahara Industry.



B2B Purchase, September 2022

The interview of Mr. Mohammed Abdul Rahman, CEO, Sahara Industry



Water Age, August 2022

The article Careful Management Reduces Water Stress by Mr. Mohammed Abdul Rahman, CEO, Sahara Industry



Everything About Water, July 2022

The article Industrial Wastewater: Treatment & Reuse by Mr. Mohammed Abdul Rahman, CEO, Sahara Industry



the
Water
expo

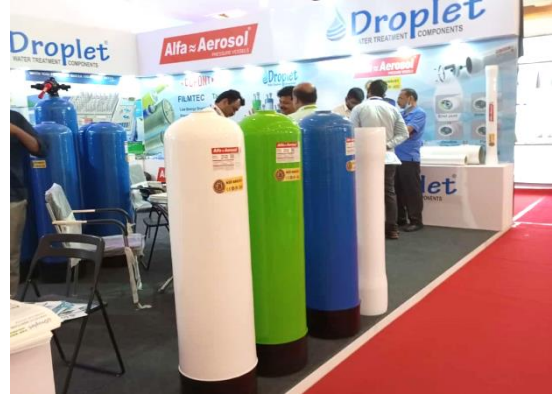
Sahara Industry participated in leading Water Expositions

IFAT India, 28-30 September 2022, Mumbai



Sahara Industry participated in leading Water Expositions

Water India Expo 15-17 September 2022, Hyderabad



E A Water Expo 4-6 August 2022, Delhi





Product Innovation

Modern Water Storage Solution

Water Storage Tanks: 500 – 5000 Litres Capacity

Sahara Industry has introduced low to high capacity water storage tanks that could be used for both raw water and treated water storage at homes and in industries for drinking or production purposes.

Salient Features of the Water Tanks are:

- Strong virgin plastic material
- One-piece moulded without any joints, seams or welds
- Rustproof and leak-proof
- Hygienic & suitable for potable water
- Best water storage solutions ensure the highest standards of hygiene at a reasonable cost
- Each unit is independently tested on various quality parameters
- Food grade, antibacterial, UV and heat resistant
- 3 Layer wall for extra strength with food grade coating
- Minimal operating cost with simple installation



Water: The Life



Shri G. Ashok Kumar, Additional Secretary, Ministry of Jal Shakti and Director General, National Mission for Clean Ganga, talking to Mr. Mohammed Abdul Rahman, CEO, Sahara Industry