



Our brand 'Kent' is well-established and is recognized as the pioneer in introducing reverse osmosis ("RO") technology in the water purifier product category in India. (Source: *Technopak Report*) Our Promoter, Chairman and Managing Director, Dr. Mahesh Gupta introduced a water purifier using RO technology to the water purification industry in India in 1999. (Source: *Technopak Report*) Our water purifiers have received the NSF/ANSI 58 (an American national standard for point-of-use reverse osmosis systems) certification, making us the first and only water purifier manufacturer in India to obtain this certification. (Source: *Technopak Report*) We have developed our brand 'Kent', to the extent where it has become synonymous with the RO water purifier category in the Indian market. (Source: *Technopak Report*) We have leveraged the recognition we built in the water purification industry and diversified our product offerings to cater to various household needs, driving our growth. This includes selling kitchen and home appliances and water softeners under our brand 'Kent'.

Over the years, we have introduced a range of innovative products to address real-world challenges and cater to evolving consumer requirements. We focus on practical, user-centric solutions to differentiate us from competition and fuel our growth. Our commitment to innovation in the water purifier product category has extended beyond mere water purification. We expanded our water purifier product portfolio to include non-electric purifiers, internet of things ("IoT")-enabled devices, and zero-water-wastage technologies, addressing a wide range of consumer challenges. For example, in 2005, we innovated water purifiers with patented mineral RO technology to retain essential minerals in purified water, balancing health benefits with improved taste, addressing consumer residing in areas with low total dissolved solids ("TDS") levels. In 2010, we introduced India's first patented water purifier with a removable storage tank that allowed consumers to clean it easily ensuring better hygiene and convenience. (Source: *Technopak Report*) In 2012, we innovated our patented zero-water-wastage technology, which stored both, purified and rejected water for reuse and then later patented our enhanced model in 2019 to pump rejected water back into household tanks. In 2016, we innovated India's first patented IoT-enabled water purifier (Source: *Technopak Report*), allowing consumers to monitor and maintain their purifiers through a mobile application. We have also introduced various kitchen and home appliances, including steam-based electric egg boilers, high-speed mixers, infrared cooktops, multicookers and vegetable cleaners, all designed to enhance convenience and efficiency for consumers. This commitment to innovation is driven by our R&D team, which focuses on enhancing product design and performance.

Our manufacturing approach integrates both in-house production and external sourcing, allowing us to maintain stringent control over quality and operational processes. Our manufacturing facilities have obtained the ISO 9001:2015 certification for quality management systems, ISO 14001:2015 for environmental management systems, and ISO 45001:2018 for occupational health and safety.



In the water purifier category, we were the largest exporter in Fiscal 2024 (*Source: Technopak Report*) and have been awarded as a Star Performer for exports in Fiscals 2014, 2015, 2018, 2019 and 2024 by Engineering Export Promotion Council of India.

We have received numerous awards and recognitions, highlighting our commitment to quality, innovation, and consumer satisfaction. These include India's Water Purifiers Most Desired Brand, 2024 by Trust Research Advisory, India's Most Trusted Brand 2024-25 by Marksmen Daily, Promising Urban Water Solutions Provider award at the Water Digest World Water Awards 2023-2024, the Best Domestic Water Purifier Award 2018-2019, and 2016-2017 (for Kent Superb), Best Domestic Water Purifier award 2007-2008 by Water Digest - UNESCO, Asia's Most Promising Brand – Household Products Home Appliances, 2016 by World Consulting & Research Corporation, USA, India's Most Trusted Water Purifier in the Brand Trust Report India Study 2014 (published by Trust Research Advisory) for our Kent brand, and the Golden Peacock Award for Eco-Innovation in 2007 by World Environment Foundation.