

---

## **Company Profile**

Livpure Private Limited, formerly known as Luminous Water Technologies Pvt. Ltd. started under the Sar Group, has been promoted by Mr. Rakesh Malhotra. Sar Group, established in 1988, commenced its business operations with companies Luminous, Hyundai, Tez in Power Electronics, Storage power and subsequently diversifying into Backoffice Engineering Services, Water Management (Livpure), Consumer Products, Telecom, Power Backup, FMCG, Real Estate, E-Bikes, Finance and Logistics businesses and serving millions of customers from last 28 years.

Luminous as one of the most trusted names in the Indian Corporate world has stepped into RO water purifier industry in order to cater to the soaring need of pure drinking water. The brainchild of technocrats and experienced business professionals, Luminous is focused on delivering superior water purification systems for home and commercial use across the Global landscape. Our aim is to establish benchmark in water purification technology and offer world class choices in modern potable water systems to our consumers.

By creating awareness about the importance of water purification systems in providing safe drinking water, Luminous has gained an enviable reputation for its “**Livpure**” brand of water purifiers.

SAR Group apart from a strong presence in the domestic market, is present over 50 countries across the globe having over 125000 distribution network outlets with more than 4000 employees including all verticals.

Our water Purifiers are based on “Intelligent” RO Technology and best technological product of the Industry which has been proven by winning of “BEST INNOVATIVE DOMESTIC WATER PURIFIER – RO+UV+UF AWARD” given by Water Digest organization in association with UNESCO for consecutive years of 2012-13 & 2013-14 along with many other awards like Fastest Growing company in the water Industry, India, Most Preferred Brand of India etc.

---

A line of intelligent features make our products unique in the world. The Trust of “Luminous” name is known for Innovation & Technology, Channel Partners, Product & Service Care, which are our four pillars of the organization.

**SAR Group Market & Growth Credentials:**

- ✓ After establishment of “**Luminous**” brand in last 27 years, have developed “**Livpure**” brand within just 3 years of operation and going to establish at global platform.
- ✓ SAR Group has the strongest presence in domestic market with 4 pillars of success i.e. Innovation, Channel, Product, & Service.
- ✓ We have been marked as No. 2 player in channel network in India in just 3 years of operation.
- ✓ Best Innovative Domestic Water Purifier-“RO+UV+UF” awarded by UNESCO for Consecutive years of 2012-13 & 2013-14.
- ✓ Livpure has been awarded as fastest growing water purifier company by association of UNESCO.
- ✓ Livpure has been declared as “India’s Most Promising Brand” by Ernst & Young.
- ✓ A trustworthy name “**Sachin Tendulkar**” ( An International Cricket Personality) has endorsed the brand.
- ✓ R&D established in association with Ivy League, USA and established in 10,000 SQFT area.
- ✓ We have state of art multiple manufacturing Plant in Northern India, established in 120,000 SQFT area.

The following are few of special USPs of the products ( RO) for your kind ref.

- ❖ India's 1<sup>st</sup> most advanced Touch Technology RO water purifier.
- ❖ India's 1<sup>st</sup> Push button Multiple water dispensing RO water purifier i.e. One Glass, One Bottle, Continuous flow etc.
- ❖ Additional feature – Water Dispenser can be done through mobile app also.
- ❖ Pre Filter life alert on mobile app.
- ❖ Advanced ergonomics to match your modern lifestyle.
- ❖ Water storage capacity for small to big families.
- ❖ Advanced filter change indicator system on LCD screen.
- ❖ Customized Customer Care no on LCD display panel.
- ❖ Information of “Total amount of water purified” – showing on its LCD display.
- ❖ Colour Choice as per modern kitchen décor.
- ❖ Counter top & wall mounting both option.
- ❖ 8 Stage Purifier.
- ❖ Using Anti Scalant Filter for protection of membrane from scaling in water.
- ❖ Machine capacity up to 2000 ppm level of TDS.
- ❖ Product can be installed with any kind of water source i.e. Bore well, Tap water or tanker etc.
- ❖ Strong after sales service backup powered by mandatory three Preventive maintenance service visit at every 100-200-300 days during a year.

### **Manufacturing:**

In developing countries like ours where we have an inadequate access to potable water, Luminous Water Technologies is committed to provide technologically superior yet affordable potable water solutions. We have a state of the art manufacturing unit spread across 120000 Sqft area located at Northern part of India, dedicated towards researching, developing and refining water purification systems for the Global consumer.

We have developed the entire manufacturing facility to be airy, bright, hygienic and well laid out for quality volume production. It is well planned, organized and structured to ensure streamlined and efficient workflow. It starts with receipt of raw materials and components in a receiving area. Each lot of material undergoes sample tests to ensure conformity to specs and quality standards. An injection moulding plant area produces the housing for the RO unit from virgin,

food grade polymer raw materials. Assembly follows a conventional conveyor belt approach. The entire process is handled by trained and experienced workers overseen by qualified engineers. Our accent is on quality and the highest level of workmanship at each stage, right to the final assembly.

### **R&D Facility and Standard**

The backbone of the organization i.e. R&D Unit (spread in 10000 SQFT area) and equipped with world class testing equipments and committed to continuous innovations & implementation of new technologies in its products which are assured by 21 under process patents of the company. Apart from member of WQA (Water Quality Association), Our Innovation lab set up in association with Ivy league institutions of USA.

Luminous follows following norms & standards, ensuring stringent quality checks to bring the best product to our consumers:

- ✓ ISO 9001:2008 norms,
- ✓ IS 10500, IS 14543 and IS 13428 standards
- ✓ WHO and BIS Standards
- ✓ WQA Standards
- ✓ Tested from TUV International agency.
- ✓ Tested from Spectro Laboratory

We believe our association would generate a lot of opportunities of growing together and will be beneficial for both of organizations to meet our visions & missions.

In case if you required more information pertaining to products, company etc, please feel free to contact us, as we shall be happy to assist you. You can also visit us at [www.livpurewater.com](http://www.livpurewater.com)

Livpure Private Limited  
(Formerly Known as Luminous Water Technologies Pvt. Ltd.)

