

SaharaConnect

A Newsletter from Sahara Industry

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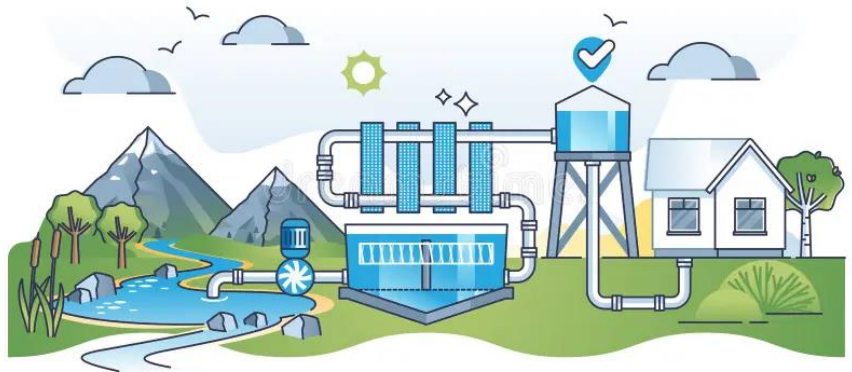
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SAHARA INDUSTRY
Innovation Beyond Your Imagination

CEO's Desk

Clean and safe water is a fundamental requirement for all living beings. As water resources become scarce and environmental concerns grow, the need for effective and customized water treatment system is paramount.



Sahara Industry is privileged to play a crucial role in providing access to clean water for various purposes, from drinking to industrial and more. We understand the importance and advantages of customized water treatment systems in addressing diverse water treatment needs of different sectors.

Our customized water treatment systems are designed to meet specific water quality requirements, taking into account the source water's composition and the intended use of treated water. These systems are tailored as per specific needs to remove impurities, contaminants, and pathogens efficiently, ensuring that the treated water meets the desired quality standards for drinking and industrial production.

Our mission is to produce less waste and consume fewer resources than one-size-fits-all approaches. The water treatment system we create and customize, provide consistent and reliable results, as they are designed to handle the unique challenges of each application and contributing to environment sustainability efforts.

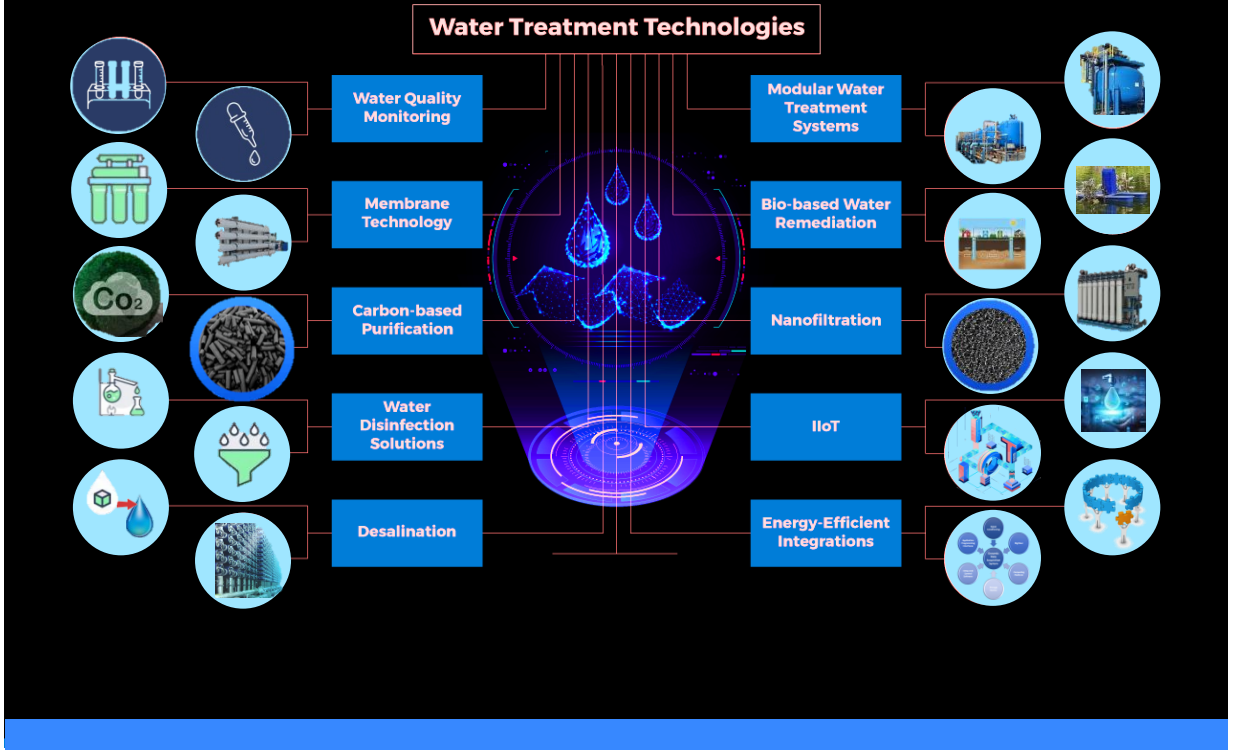
Customized water treatment systems are not just a necessity; they are the foundation upon which we build a cleaner, healthier world, and Sahara Industry is fully committed.

Let's join hands and collectively contribute our efforts to ensure clean and safe water for everyone.

Abdul Rahman Mohammed



Top 10 Water Treatment Trends in 2023



The market growth is driven by several factors, such as the rapid population growth and urbanization, stringent water treatment regulations, the rising need for new water resources, the growing emphasis on water quality and public health, and the increasing prevalence of waterborne diseases.

Based on the market requirement, the trends in water treatment in 2023 includes desalination techniques for improving access to fresh water in water-scarce regions. Bio-based water remediation methods are gaining traction for their eco-friendly approach. Nanofiltration enhances the efficiency of water treatment processes. The integration of IIoT with water quality monitoring systems and energy-efficient technologies optimizes operations, making complex systems easier to manage. Advancement in carbon-based purification methods, water disinfection solutions, and membrane technology for water treatment continue to trend in 2023.

Water and wastewater treatment market to reach \$956.48 billion by 2032, at a CAGR of 5.4% during the forecast period 2022–2032.



Most Promising Water Treatment Companies 2023

Conferred to
Sahara Industry



Sahara Industry is selected amongst the **Most Promising Water Treatment Companies in India** by the Insights Success magazine.

The CEO of Sahara Industry, Mr. Mohammed Abdul Rahman has expressed his happiness on receiving this:

“ We firmly believe that access to clean and safe water is a fundamental human right. We are driven by the passion to develop and implement cutting-edge technologies, innovative products, and sustainable practices that ensure the availability of clean water for people and industries. This recognition serves as a testament to our commitment and motivates us to continue pushing boundaries and exploring new frontiers in the realm of water treatment. ”



RECOGNITION

Spotlight

Session on Career Choices by CEO-Sahara Industry

Mr. Mohammed Abdul Rahman, the CEO of Sahara Industry was invited as guest speaker to the New Modern High School, Hyderabad where he conducted a session on career prospects in emerging water and other sectors for the young minds. The motivational and interactive conversation with the students of senior classes has helped them immensely to make them understand the importance of confident choices for their future endeavors.



Manufacturing Facility of Sahara Industry is visited by the Students of Muffakham Jah College of Engineering & Technology (MJCET)

A group of students of engineering faculties got the opportunity to gain first hand knowledge about industrial processes and witness how a real manufacturing facility operates. They observed various stages involved in manufacturing products, understand the machinery and equipment used, and learn about quality control measures.



Spotlight

Hon'ble Minister for Water Resources, Mr. Ambati Rambabu Visited Gurukulam School

Mr. Ambati Rambabu, the Hon'ble Minister for Water Resources in the Andhra Pradesh Government, paid a visit to Gurukulam School, in Palnadu district, Guntur, where our company's water treatment plant serves as a vital source of clean and safe drinking water for students, as well as the teaching and non-teaching staff. He expressed satisfaction upon witnessing the excellent facilities in place, ensuring clean and secure drinking water for students, as well as the teaching and non-teaching staff. His visit received extensive coverage by news channels.



Business Visit of Mr. Chrys Fernandes, Business Head (India), DuPont Water Solutions

Mr. Chrys Fernandes, Business Head (India), of DuPont Water Solutions has visited the Sahara Industry on 20th April 2023. He had a detailed business meeting with our CEO, Mr. Mohammed Abdul Rahman. Both the leaders discussed about the marketing plans and strategies to scale up the penetration of high quality membranes and other products of DuPont under the aegis of Sahara Industry's marketing channels in southern states of India.



Spotlight

LANXESS India conducted Training program

Lanxess India conducted a comprehensive training program at the Sahara Industry office, aimed at equipping the Sahara Industry team with the necessary knowledge and skills for marketing and providing post-sales services for our Ion Exchange resins. These resins have the capability to effectively treat water with a hardness level of up to 1500 PPM. The training session was conducted by Mr. Rajesh Babu from Lanxess, who also took the time to address any questions or concerns raised by the sales and marketing team.



WATER NEWS

- ◆ Global water crisis could 'spiral out of control' due to over consumption and climate change, UN report warns
- ◆ Water firms forced to pay back to customers for poor performance
- ◆ Fight for Cauvery water: Back-to-back bandh calls in Bengaluru
- ◆ Cauvery water row: Karnataka Govt. spent Rs 123 crore on advocates
- ◆ Demand for water tankers increases in big cities
- ◆ Water from thin air? It's one possible solution for rural people who need access
- ◆ Nagpur residents fight sewage, mud on roads, water in basements
- ◆ 'Lake Man' relies on ancient methods to ease water crisis
- ◆ British water companies ordered to repay \$139 million to customers for poor performance
- ◆ UAE publishes discussion paper on urgent threat of global water scarcity
- ◆ Mismanagement in dam water release caused destruction



Insights Success, April 2023

Insights Success magazine features an captivating profile of Mr. Mohammed Abdul Rahman, the CEO of Sahara Industry. In this exclusive coverage, he shares his remarkable journey in the water treatment sector and his expertise in overseeing the successful implementation of several hundred projects across the country. [Please read it](#)



Construction Times, February 2023

The interview of Mr. Mohammed Abdul Rahman, CEO, Sahara Industry on India's water and wastewater treatment, water demand-supply management, water infrastructure development and relevant topics is published in Construction Times, February 2023 issue. [Please read it](#)



Everything About Water, June 2023

23rd Anniversary edition of Everything About Water published the interview of the CEO of Sahara Industry. The interview centres around a deep perspective on the water industry in India, including hurdles, potential for expansion, and the role of technological advancements and emerging water treatment technologies. [Please read it](#)



Water Age, February 2023

World Water Day message by Mr. Mohammed Abdul Rahman, the CEO, Sahara Industry in Water Age Magazine, February 2023 issue discussing about accelerating the change to solve water in the world. It calls upon everyone to contribute, make a difference in the way we manage and consume water in our lives. [Please read it](#)



Interesting facts about

WATER

- 💧 **Nearly 97% of the world's water is salty or otherwise undrinkable.**
- 💧 **Approximately 98% of all fresh water is in ice caps and glaciers.**
- 💧 **There is the same amount of water on Earth today as when the Earth was formed.**
- 💧 **Water cannot be reproduced, what is on Earth is all there.**
- 💧 **A tablespoon of motor oil can contaminate 500 gallons of water for 20 years.**
- 💧 **The water from your faucet contains molecules that dinosaurs drank millions of years ago.**
- 💧 **A person can live a month without food but only 5 days without water.**
- 💧 **Water is colorless in small amounts, but exhibits a bluish tint in large quantities.**
- 💧 **One cubic centimeter of water weighs one gram.**
- 💧 **Unlike other liquids, water expands when frozen.**
- 💧 **Water completely pure is a poor conductor of electricity.**
- 💧 **Water is one of the best know solvents.**
- 💧 **In the United States, 24% of the bottled water sold is really purified municipal water.**
- 💧 **It takes 17 million barrels of oil to produce the plastic water bottles that we use each year.**
- 💧 **Water is the only true resource that keeps Earth alive.**



Sahara Industry is embarking on an ambitious journey to broaden its market presence by venturing into metropolitan cities. This strategic move aims to tap into the thriving urban landscapes, where there is a high demand for our products and services. With this expansion, we are poised to reach a wider customer base, enhance brand visibility, and capitalize on the dynamic economic opportunities. This strategic step aligns with our vision for sustained growth and solidifies our position as a key player in the industry.

