

# SaharaConnect

A Newsletter from Sahara Industry



سہارا انڈسٹری  
**SAHARA INDUSTRY**  
Innovation Beyond Your Imagination

## In this Issue

Excellence Award

CEO's Message

Recognition & Honour

Product Innovation

Training Program

Media Buzz

Water Expo Participation

Water Loss Scenario

Employee Speak

## Sahara Industry received Aqua Foundation Excellence Award 2024



The prestigious Aqua Foundation Excellence Award 2024 was presented to Sahara Industry as the Water Treatment Company of the Year (Private Sector). This recognition is a testimony of our firm commitment to innovation, quality, and service excellence to address critical challenges related to water quality, scarcity, and contamination.

Our CEO, Mr. Abdul Rahman Mohammed, proudly accepted the prestigious award on behalf of the company at the World Aqua Congress 2024, held in November in Delhi.

## *The Water Message*

We have greeted the arrival of 2025 with immense enthusiasm and excitement. Our journey in the past year was exceptional and fulfilling as we garnered the trust of our esteemed customers and expanded our presence.

Life's journey is intrinsically tied to water. As a responsible corporate citizen, our paramount duty lies in the judicious management and conservation of this vital resource. By embracing technology and innovative and sustainable water treatment practices, we safeguard not just our present, but our very future.



Water treatment sector in India has proved exceptional resilience and innovation with the industry achieving over 10% year-over-year growth. It is a testimony of the strengthening market dynamics and our collective commitment to addressing water quality challenges. This growth reflects not just numbers, but real progress in developing and implementing cutting-edge solutions to meet India's emerging water treatment needs.

At Sahara Industry, we continue to lead the way in driving innovation and progress in the water treatment sector. We are enthusiastic about the opportunities 2025 brings, as emerging water treatment technologies and cutting-edge solutions pave the way for a sustainable future. With optimism and determination, we are poised to contribute significantly to the industry's growth and advancement. Our unwavering commitment to excellence and innovation underscores our mission to address India's water treatment challenges.



I extend my heartfelt gratitude to our esteemed customers, partners, and team members for their unwavering trust and partnership. Let's work together to shape a stronger and more innovative future for the water treatment industry.

Wishing you a year filled with growth, innovation, and success!

**Mohammed Abdul Rahman**  
CEO

*The Recognition*

The CEO of Sahara Industry, Mr. Mohammed Abdul Rahman has been conferred with the prestigious Certificate of Recognition as one of the **“Top 5 Sharp Business Leaders Making Their Mark in Industry in 2024”** by Prime Tycoon Magazine.

This accolade recognizes his outstanding leadership and transformative efforts in addressing critical water challenges in India. Through innovative and effective treatment solutions, he has driven sustainable progress and set new benchmarks of excellence in the water treatment sector.



## The Product Innovation

## 65 KLD Prefabricated Compact Effluent Treatment System

The new Liquid Waste Management Rule 2024, initiated by the Govt. of India will apply to every domestic, institutional, commercial and industrial wastewater producer, as well as large combined residential groups, to recycle wastewater and reuse. Currently, industries used combined effluent treatment plant (CETP) for treating their industrial wastewater. However, due to stringent existing regulations and incoming new rule related to wastewater discharge, on-demand treatment systems will help in meeting the compliance.

Sahara Industry's Prefabricated Effluent Treatment Plant offers a compact, affordable, and sustainable solution for industrial wastewater treatment and management. Engineered to maximize efficiency in a small footprint, this innovative system effectively addresses wastewater challenges faced by the industries while ensuring compliance with environmental and regulatory standards. Ready to transform your industrial operations, this cutting-edge treatment plant exemplifies sustainability and operational excellence.

- Plug & Use Design
- Energy Efficient & Durable
- Meets Discharge Compliance
- Customised as per Need
- On-site Management



## The Training

## Sahara Industry-LANXESS India Training

Sahara Industry, in collaboration with LANXESS India, organized a knowledge-sharing session cum training program to enhance industry expertise and promote best practices in water treatment solutions in September 2024, in Hyderabad. The program saw active participation and engaging discussions on water resin technology. Key topics covered included types of resins, their applications, resin selection criteria, best practices, proper handling and maintenance, and software training to design water treatment systems using different resins.

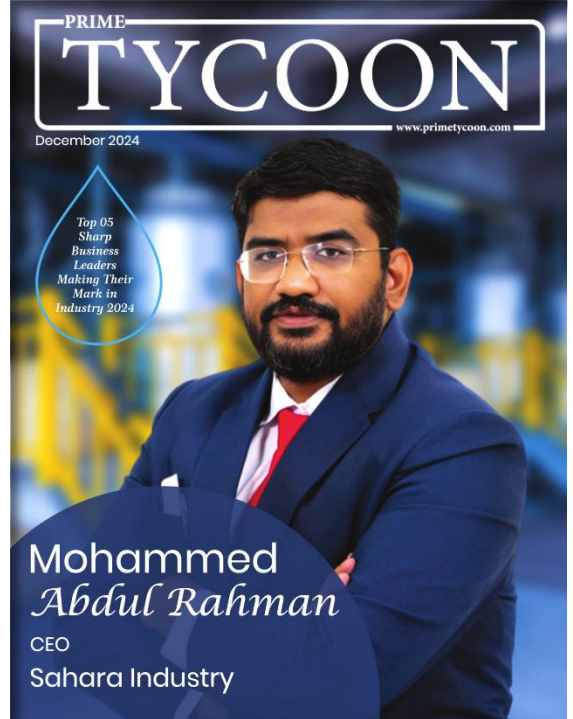
The session was conducted by esteemed speakers Mr. Mohammed Abdul Rahman, CEO of Sahara Industry, Mr. Kedar Oke, Marketing Head of LANXESS India, and Mr. Rajesh Babu, Senior Manager of LANXESS, providing valuable insights and practical guidance to the participants. Apart from officials of Sahara Industry, Anu Advance Composite Products (AACP), several other engineers and water management professionals attended the program.



## The Media Buzz

## Cover Feature of CEO-Sahara Industry

The December 2024 edition of Prime Tycoon Magazine has recognized Mr. Mohammed Abdul Rahman, CEO of Sahara Industry, as one of the Five Most Sharp Business Leaders of 2024. Celebrating his exceptional leadership and strategic vision, the magazine has also featured him on its prestigious cover.



To access the full article, click here





## The Exposition

## Participation in Water Expo

Our company actively took part in the **Water India Expo 2024**, held at Codissia Trade Centre, Coimbatore during the 28-30 November 2024. Our uniquely designed booth drew considerable attention, earning praise for its layout and the comprehensive display of our wide range of water treatment solutions and equipment. The Alfa-Aerosol and Droplet brand series of water filtration systems stood out and attracted substantial interest. During the event, several key industry stakeholders and government representatives visited our booth, showing enthusiasm for our innovative offerings.





## The Exposition

## Participation in Water Expo

Sahara Industry participated in the 30<sup>th</sup> **Indian Plumbing Conference & Exhibition 2024**, held at Hitex Exhibition Centre, Hyderabad during the 21-23 November 2024. The event provided a platform to address one of India's most pressing issues— water management. Organised by the Indian Plumbing Association (IPA), the event was attended by 1500 delegates and over 80 exhibitors under the theme, “**Water: The New Currency**”, emphasizing the need for water conservation as a core element in sustainable development and climate action. Our major focus of this exhibition was to make people aware of modern technologies and innovations in water treatment that we are offering for cleaning and conserving of water.



THEME  
**WATER**  
THE NEW  
**CURRENCY**

## The Exposition

## Participation in Water Expo

Our innovative and NSF-certified water treatment products and solutions were thoughtfully showcased at the **Water Expo Kochi 2024**, held on September 27-28, 2024, at the Ashish Convention Centre in Kalamassery, Kochi, Kerala. The event was focused on water and wastewater management, highlighting cutting-edge solutions, products, and services. Our flagship brands, the Alfa-Aerosol and Droplet series of technologically advanced filtration systems, garnered significant interest. Throughout the expo, numerous key industry stakeholders and government representatives visited our booth, expressing great enthusiasm for our innovative offerings.



## The Testimonials

## Employee Speak!

Sahara Industry is a youthful and dynamic organization with a modern work culture and contemporary entrepreneurial approach that distinguishes it from others. Working here, I feel empowered and enriched as the company fosters a highly conducive environment for every employee to learn, grow, and excel. The exceptional mentorship offered by the leadership inspires confidence and drives professional development.



**Zuriah**  
Design Engineer

Working at Sahara Industry is a rewarding experience. The supportive environment provides plenty of chances to learn and contribute. The company's focus on personal and professional growth, teamwork, and professionalism is truly inspiring. I feel lucky to be part of such an amazing organization that values its employees and encourages innovation at every step.



**Jean Ebinazer**  
Regional Manager  
Chennai

No company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it.

Life's story is written in water. Our collective mission must be to propel this precious resource with utmost care and foresight. By championing innovative water treatment system, we can ensure its sustainable use.



**Water: The Lifeblood of our Planet**



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