



**Excel**  
Filtration Pvt. Ltd.

WHY  
**MINERAL WATER**  
BUSINESS??



## NO.1 BUSINESS

Business India, Business World, Fortune India.  
and of course – the practical experience of all  
our patrons / existing clientele.

As per the analysis of the prominent business magazines  
and the practical experience of EFPL along with our  
existing patrons, Mineral Water / Packaged Drinking Water  
are un-doubted as the No.1 Business with the minimum  
investment and minimum operational expense with  
maximum profits.



## Scope of Business Non-Stop Business

- » Water is a priceless commodity for all human beings.
- » People of all ages and all types need water - even the sick who are advised to maintain strict dietary controls by the doctors also need water... the doctors never advises his patients not to drink water....!!
- » Due to the increasing scarcity of good, healthy drinking water - the demand is ever increasing.
- » As per the research and analysis of WAPTAG, it has been statistically concluded that, [in spite of all the popularity in view for Mineral Water] - only 8 - 9 % the total 1.25 Billion+population in India use Mineral Water. Still the balance 91 - 92 % do not use...However, due to the speedy increase in the scarcity of drinking water... the portion of populace [8-9%] is likely to increase to approx 30 -32 % in the next five years. Sadly, in India we do not have the number of Mineral Water Plants to fulfill the increasing demand and there is a huge potential in the society.
- Considering the above situation, it is very clear that, there is no end to the business of Mineral [packaged] drinking water.
- Considering all the above points this is apparent that, this happens to be your dream business which can bring you the wealth that, you have been aspiring off.

## EVER INCREASING POPULARITY

- Purified healthy drinking water is a **NECESSITY - NOT** a Luxury.
- Due to the ever increasing demand of good water, the ground water levels are drastically going down.
- The natural quality of water has been depleting day by day and is making a sure and a steady impact on the health of the people.
- The importance of the quality of water has become known to the people at large - including the remote villages.
- The popularity of quality drinking water is increasing day by day -thanks to support of the television and other media.



## NECESSITY - BEYOND IMAGINATION

Statistically concluded that, [in spite of all the popularity in view for Mineral Water] – only 8 - 9 % the total 1.25 Billion + population in India use Mineral Water. Still the balance 91 – 92 % do not use.... However, due to the speedy increase in the scarcity of drinking water... the portion of populace [8-9%] is likely to increase to approx 30 - 32 % in the first five years and again the portion of populace to increase to approx. 55 % - 65 % in another 5 years.

With a population of 1.25 billion+ and considering that, on an average 1 person needs at least 10 liters of water every day, of which 4 liters is drinking water, than total quantity of drinking water required is 500, 00, 00, 000 liters [1.25 billion x 4 liters]. As of today, the total quantity of packaged drinking water in India available is hardly 10 % [50, 00, 00, 000 liters] of the requirement. Hence, there is enough space / scope in the market for the balance 90 % [450,00,00,000 liters] requirement.



## HIGH PROFIT

India is now Drinking more Bottled Water than ever before.

It is to be noted, that, the processing cost of one [1] liter water is approx. 0.05 paisa, where as the selling cost is as mentioned by side.

Pouch	1 Ltr. Bottle	20 Ltr. Jar	Glass
			
Rs. 2.00 [200ml]	Rs. 20	Rs. 20.00 - Rs. 30.00	Rs. 3.00



## PLANT SET UP COST - AS PER YOUR BUDGET

The capital cost of setting up a plant can be fine tuned and monitored as per your budget... starting from Rs. 1,00,000.00 to Rs, 100,000,000.00

### For Example

1. R.O. Plant + Jar washing Machine - Rs. 2,50,000/- [Non ISI] - 500 LPH
2. R.O. Plant + Jar Washing Machine - Rs. 3,25,000/- [Non ISI] - 1000LPH
3. R.O Plant + Jar Washing + Pouch - Rs. 10,00,000/- [ISI] - 500LPH
4. R. O. Plant + Jar Washing + Bottle Filling Machine-Rs. 28.00,000/- [ISI] - 1000LPH

## MINIMUM SPACE REQUIREMENT

**1200 Sq Ft – 2500 sq. Ft**

The land / site on which plant is to be set up can be located anywhere, even if it is a residential area, rented area, agricultural area or non - agricultural area.



## “MINERAL WATER - BEST DONATION GIFT”

Mineral water plant is the best gift / item for donation - be it orphanage homes, old age homes, schools or hospitals Etc.



## GOD'S GIFT - WATER

Any manufacturing facility needs raw material for production... There is a tedious process for obtaining the raw material... Involving time, money and energy...

For mineral water plant all the above is eliminated...

Source water is available and the process of buying, purchasing, documentation is eliminated and the raw material - water is available free.



## SALIENT FEATURES OF PRODUCTS MANUFACTURED BY EFPL

### GENERAL PROPERTIES

Alloy 316/316L is molybdenum-bearing austenitic stainless steel. The higher nickel and molybdenum content in this grade allows it to demonstrate better overall corrosion resistant properties than 304, especially with regard to pitting and crevice corrosion in chloride environments. In addition, Alloy 316/ 316L provides excellent elevated temperature tensile, creep and stress-rupture strengths, as well as outstanding formability and weld ability. 316L is the lower carbon version of 316 and is immune from sensitization; therefore, it is very frequently used in heavy gauge welded components.

Specifications: UNS S31600 / S31603

## DEMAND COVERED IS ONLY 10%

- » Indians are now Drinking Bottled Mineral Water than ever before.
- » Life...! Water 100% Essential Commodity.
- » Any living being can survive without something for some time but not without water.
- » purity and hygiene is of importance in contributing the quality of water.
- » Packaged Drinking water manufactures have made fortunes in the business and thousand have made it...! WHY NOT YOU...??? Especially with this riskless lucrative Business.

**Please do not waste  
your valuable time  
90% of the business is  
waiting for you.**

## VALUE ADDED TECHNOLOGIES

- » **Added Minerals**
- » **Japanese Added Mineral**
- » **Sweetening Technology**
- » **EMF Technology**
- » **Spring Technology**
- » **Silverisation Technology**
- » **OZONE Booster Technology**

## MICRON CARTRIDGE FILTER

Designed to improve the product water quality and life of the membranes.

Enabling filtration at different levels with regards to minimal maintenance and better purification of water.

Enables the filtration of microscopic impurities in water with 5 micron filtration using technology support from USA.

## U.V. SYSTEM

U.V. Lamp - Phillips-Holland / OSRAM - Germany is used ensuring 99.99 % effectiveness.

## APPLICATIONS

- Food preparation equipment, especially in chloride environments
- Chemical processing, equipment
- Laboratory benches and equipment
- Rubber, plastics, pulp & paper machinery
- Pollution control equipment
- Boat fittings, valve and pump trim
- Heat exchangers
- Pharmaceutical and textile industries
- Condensers, evaporators and tanks

## RUBBER LINING

1. 5 MM thickness
2. Prevents the rusting of steel shell
3. Resistant to water ingress
4. Prevents the ageing of the steel shell, thereby increasing life of the plant.

## STRAINER PLATE

1. Helps in the equal distribution of water in the vessel.
2. Protects the inner middle portion of the vessel media
3. 360 Degree filtration
4. Disallows any kind of channelization

## PREVIEW OF WATER PURIFICATION PLANT

Project development. Innovative and modern equipment which are manufactured by Excel Filtration Pvt. Ltd with a foresight on the future requirements of the society. These equipments are used with utmost ease and comfort, with minimal maintenance, independence, with respect to the brand image. These are the points on which Excel Filtration Pvt. Ltd., has won the war against the deficiency of drinking water for the public at large and process water in various industries.

## LATEST AND BEST TECHNOLOGY

Excel Filtration Pvt. Ltd., uses the latest and the best technology for water purification. With the ever increasing demand for purified water, Excel Filtration has taken ample steps to meet the demand by discarding the obsolete technologies and including the more advanced technologies in the product lines. With the inclusion of latest technologies Excel Filtration Pvt. Ltd., is scaling newer heights of achievement and invites all patrons – dedicated to conservation of water to join the industry and make this world a better, cleaner and a healthier place to live....

## MINERAL [PACKAGED DRINKING] WATER - Business Which Increases Your Confidence.

Once you see your brand in the market along with your family and friends... Your confidence increases by leaps and bound...

At EFPL we are sure, that, this business will give you satisfaction, happiness and will increase your confidence.



## NO COMPETITION

This business field has never experienced any downfall and rather it is growing by leaps and bounds as we have been noticing this for the last 21 years.

It is to be noted, that, there is no competition in this business... As mentioned above, the scope in the market is so huge, that, no matter what ever the size of your production... there will still be scope in the market as the demand will be greater than the production for ever.

Raw Material is available free from nature and hence no competition.



### **BUSINESS WITH COMPETITION**

Gas  
Snacks / food parlors  
Groceries, medicines,  
Land & real estate,  
Textiles,  
Service industry

### **BUSINESS WITHOUT COMPETITION**

Mineral Water [Packaged Drinking Water]  
Soda (CSD) Line  
Juice Plant



# OUR CERTIFICATIONS



## Excel House



# Excel Filtration Pvt. Ltd.

**AN ISO9001:2008 CERTIFIED COMPANY**

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