



# Kent RO

Purification Specialist

KENT RO Systems Limited is a 21st century healthcare product company with a vision to make the world a healthy and happy place to live in. Pioneer in bringing the revolutionary Reverse Osmosis (RO) technology to India, KENT started its operations from Noida, India in 1999



Quality Certification by WQA, USA



Best Domestic Water Purifier Award

## Make your water 100%



Kent Deta Hai  
**Sabse  
Shudh Paani**



HOUSE of PURITY

**K**ent RO provides innovative health care products that purify the water we drink, the food we eat and the air we breathe, thus help people live healthier. For Kent, innovating health care products, is more than just a business, it is our passion and the very purpose of our existence.

Kent developed a breakthrough technology and launched the India's first domestic RO water purifier back in 1999. Kent RO water purifiers are based on the revolutionary Mineral RO™ technology which not only removes bacteria and viruses from drinking water but also eliminates the harmful dissolved impurities like Arsenic, Fluoride and Pesticides etc. Besides providing 100% safe water, Kent Mineral RO Purifiers retain the natural essential minerals in purified water.

With a range of innovative products, strong market presence and an aggressive advertising strategy Kent has conquered the water purification industry to evolve as a market leader with 40% market share in RO water purifier segment. Most importantly, having millions of satisfied customers to its credit.

Over the years Kent has diversified from water purifiers to other health care products like Air Purifiers, Vegetable Purifier and Water Softener.

With humble beginnings in 1999, Kent has a strong foothold in the Indian market today with a wide network with over 1500 distributors, 10000 dealers and over 500 direct marketing franchises. The deep penetration of marketing network is supplemented by a service support network of 800 service centres and a force of centrally trained service technicians who provide reliable after sales service.

Kent was the first Indian water purification company to export Domestic RO water Purifier systems Worldwide. Kent crossed the USD 1 Million mark in the year 2011 and currently exports to more than 30

countries worldwide. Kent has a dominant presence in Asia.

To support the domestic as well as international demand, Kent has state of the art manufacturing facilities in India. Presently the 3 production facilities at Roorkee in Uttarakhand with a combined area of over 2,00,000 square feet have a capacity to produce more than 50,000 units of RO Purifiers per month. Self-sufficient to the core, most components are manufactured in-house. This is backed by highly sophisticated Quality Check and Testing facilities. The processes are highly standardized and benchmarked to the best in the world. Stringent quality assurance measures are adopted and effective cost management systems have been devised. At the back-end, KENT forges strong partnerships with vendors for quality compliance. Currently expansion is underway with a fourth plant with an area of 50,000 square feet is scheduled to begin operations in Greater Noida.

As leader in health care technologies, Kent products touch millions of lives every day. Kent's contribution to the health sector in India and other parts of the world have been recognized year after year and is reflected in the awards conferred to the company – Best Domestic Water Purifier Brand (2006, 2007 & 2008), Golden Peacock Award for Eco Innovation 2007, Most trusted water purifier brand (2013 & 2014), Asia's Most Promising Brand 2013-14, Asia's Most Admired brand 2014-15 and many more.

For long Kent RO has set standards, which are unrivalled, and their philosophy of attaining the perfect health is reflected in their range of water purifiers, air purifiers and other healthcare products.



## CERTITUDES

- One distinct advantage which sets KENT apart from other RO purifiers.
- It is its ability to retain essential natural minerals in purified water.

## BEACON OF TOMORROW

- KENT's latest offering- KENT Supreme is based on an innovative technology that's inspired by a concern for the environment.
- The concept of 'No Water Wastage' has revolutionized the market and we have been constantly developing new technologies that have become benchmarks for the industry.

% Pure

