



EMERGING

BLUE MOUNT

DELIVERING CRYSTAL CLEAR PURITY

Committed to serve the people of the country by providing 100% pure and healthy drinking water, Blue Mount Appliances Pvt. Ltd. has not only established itself as a leading player in the water purifier industry, but has also become synonymous with trust and purity in its journey of more than a decade.

It forayed into the field of Alkaline RO Technology owing to the rising demand of

healthy and pure drinking water in India, and for the last more than 13 years, it has been making its strong presence known in the industry under the able leadership of its Managing Director, Mr. Vishal Gupta.

The parent firm, established in the year 2003 as Elixir Trading Pvt. Ltd., dealt in water-purifier components; however, by 2009 the company started manufacturing water-purifier parts. After attaining core knowledge of the RO technology and keeping in mind the harmful effects of RO water for human health, the company launched India's first Alkaline water purifier with LED display technology in 2015. Since then, there has been no looking back! Today, the company has marked a pan-India presence with highly certified products.

REAPING HEALTH BENEFITS

In the pursuit of purity and health for its customers, the company has built state-of-the-art facilities that manufacture the best water purifiers with a cutting-edge technology that facilitates removal



of chemical impurities, color, and odor from water and adds essential minerals into it to keep the body healthy and the mind happy.

With a philosophy and vision to help the country get access to clean water to lead a healthy future, the company has focused on spreading awareness and the celebrated Bollywood actress Karisma Kapoor is its brand ambassador.

INNOVATING FOR A HEALTHIER WORLD

Innovation and its utilization are the main catalysts that help Blue Mount in its mission of providing pure water to all, while it is self-motivated to consistently incorporate innovative technologies in its products as per its vision of a healthy nation. Setting new benchmarks in the





Sabse Pure. Sabse Healthy.



industry, the brand has launched Water Softeners, Water Conditioners and Water ATM Machines for the Indian market.

After satisfying the Indian customers, the brand has started spreading awareness about the benefits of pure drinking water, globally. Over time, the company has launched Alkaline RO in 9 countries including Afghanistan, Nepal, Kenya, Bangladesh, Egypt and Sri Lanka, and has installed over 4000 machines and plans to spread awareness about Alkaline Water in 40 countries.

HAPPY EMPLOYEES LEADING TO HAPPY CUSTOMERS

In a bid to maintain the highest level of integrity, the company brings in transparency and honesty in its dealings with its customers and employees. The business is carried out with highest standards of professionalism and by being ethical in all dealings.

The company also ensures that the Management plays a vital role in the creation of a people-friendly ecosystem at the workplace so that the latter turns out to be healthy and progressive. Thus, the workplace at Blue Mount is well maintained, where the employees are encouraged to see things in an innovative way and participate in decision making. The company allows them to improve their abilities and keeps them motivated so they can help in spreading happiness among their customers and maintaining a life-long relationship with them.

QUANTUM LEAPS

- Launched India's First Alkaline RO in 2015 to rectify problems caused by RO technology
- Has launched Alkaline RO in 9 countries already