

# Wah<sup>ter</sup>™

WAH PANI, WAH PRICE!

COMPANY PROFILE





We're not just a  
water brand, We are the  
#WahterRevolution2.0

INDIA'S ONLY  
**BRANDED**  
**PACKAGED WATER**



# About Wahter



Wahter is a division of the renowned Shiva Group, originally founded in 1987 by Mr. Shiv Kumar Nenwani, a 1972 Electrical Engineer from MACT Bhopal and double Post graduate gold medalist from Punjab University, an enduring legacy in the making.



Shiva Group stands tall in the petrochemical industry and is Government recognised star export house with more than \$100 million(USD) in revenue. It was awarded by AsiaOne Magazine as 'Asia's Greatest Brand' in the year 2020-2021.



Founded by Mr. Amitt Nenwani & Mrs. Kashiish A Nenwani, WAHTER is ready to make new waves in the marketing industry.



Mr. Amitt Nenwani was recognized as the 'Global Indian of the Year' award by AsiaOne Magazine and is now ready to take on a new venture.



For just Re. 1 per bottle, Wahter quenches physical thirst and fulfills your emotional need for fairness and accessibility.



Almost 80% of our bottle is your canvas, dedicated to brand advertisements. The remaining 20% proudly showcase our identity as your partners in redefining affordability & transparency.



# MISSION



To make clean, affordable drinking water a right, not a luxury. We believe that clean water should be a basic human right, not a privilege reserved for the fortunate few.

We aspire to create a future where individuals don't have to sacrifice the quality of their drinking water. We want to build a world where no one has to compromise on the quality of drinking water due to high costs.



# VISION

# THE NEW MEDIA SPACE

With a dominant 80%\* ratio dedicated to your brand, it's bound to attract more eyeballs and make a lasting impression, ensuring your message stays refreshingly memorable.

Also, this new medium of communication stays way longer in a physical capacity with a consumer so the chances of brand registration is way higher.



\*Approximately

FOUNDERS



# Amitt Nenwani

With degrees and certifications in Mechanical Engineering, Computer Applications, and Export Management. He brings a wealth of knowledge and expertise to the Wahter team. With a Ph.D. from Bharath Virtual University in Chlorinated Paraffins and Lubricants Technology and recently his remarkable contributions have earned him recognition as the Global Indian of the Year by AsiaOne Magazine.

Beyond his qualifications, he possesses a deep passion for both societal and business leadership. He is a visionary who believes in driving positive change in the world. His leadership skills extend far beyond the boardroom, as he actively works towards creating a better society, combining his engineering prowess with an unwavering commitment to sustainability and accessibility in the field of clean drinking water.

# Kashiish A Nenwani

With a Master's degree in Finance and Accounts, Mrs. Kashiish is a valuable asset to the Wahter leadership team. Her profound knowledge in the field, coupled with her adept use of the latest technologies in finance and accounts, adds immense value to our business. She is not only a master in her domain but also an enthusiast for continuous improvement, consistently staying updated on the latest trends and best practices.

It is her remarkable financial acumen that played a crucial role in bringing to life and conceptualising a ground breaking initiative like "WAHTER." Her leadership in the Finance & Accounts team at the Shiva Group is a testament to her ability to drive financial excellence and innovation, traits that have been instrumental in shaping the Wahter vision and mission.

# ADVISORY BOARD



**Ashmit S Alag**  
Principal  
Transform Design

Globally recognized for Neuro-architecture and Visual Merchandising. Principal at Transform Design, crafting timeless environments worldwide.

Founder of the Academy of Applied Arts, specializing in bespoke Interior design & Visual Merchandising.



**Gaurav Pahwa**  
Managing Director  
Lotus Electronics  
(CPR Group)

An experienced Electronics Retail entrepreneur, leads CPR Distributors as the Managing Director. The company operates Lotus Electronics in 20 showrooms across 8 central Indian cities.

With a business management degree from the University of Kent, Gaurav has driven CPR's expansion, diversification, and focus on enhancing people's lives.

# ADVISORY BOARD



**Jasmeet S Anand**  
Ex Banker, Director  
Ace Capital UAE

A seasoned banking professional with 25 years of experience, he is now charting a new course in the dynamic world of Dubai real estate.

With unwavering dedication, he has contributed to the success of renowned banks across various geographies, honing his skills in leadership, strategy, and financial acumen.



**Krishan Kumar**  
Social Worker & Founder Director  
Apratim International Pvt Ltd

A veteran of the chemicals and petrochemical industry with over 30 years of experience, has guided international refineries entering India and assisted Indian chemical firms in global exports.

His vast experience and strong networking skills have also enabled him to foster robust channels for administrative and executive liasoning.



# WHY WOULD BRANDS CHOOSE WAHTER?

INNOVATIVE | TARGETED | TRANSPARENT | QUALITY | CSR

## **Innovative Advertising**

Our unique packaging allows to prominently showcase the brands to a wide audience. The advertisement is more than just a label; it's a statement of commitment to change.

## **Brand Insights and Geographic Tracking**

With Wahter, brands gain valuable insights and are able to track the demographics of the customers. Tailoring their strategy to know your audience better.

## **Transparent Partnership**

We are more than a brand; we are the brands partners in redefining affordability and transparency. Choosing Wahter means choosing a trustworthy partner.

## **Social Responsibility**

By partnering with Wahter, one is joining a meaningful marketing strategy addressing the global water issue. Aligning their brand with a noble cause.

## **Quality Assurance**

Our rigorous purification processes guarantee top-notch quality and taste. When one choose Wahter, one chooses uncompromising quality.

## **Relevant Target Audience**

In comparison to traditional advertising mediums, Wahter can help market the brand in front the relevant target group.



# WHY WOULD CONSUMERS CHOOSE WAHTER?

**Affordable Supply:**

Access to clean, high-quality drinking water at a cost-effective rate so that clean drinking water is accessible to every Indian.

**Social Impact:**

It is an approach that addresses the global clean & hygienic water issue, contributing to a noble cause.

**Promise of Change:**

Wahter represents not just a product but a promise of positive change and a better world. Today's consumers appreciate such initiatives and want to be associated with such brands.



# OUR RESEARCH FINDINGS

The public perceives the idea of Rs. 1 water as an exciting and innovative concept. Many have questioned the high cost of a basic necessity like water and have wondered why it isn't subsidised.

Marketers have shown a keen interest in this innovative concept, expressing a strong desire to develop marketing strategies that have a meaningful impact.

Marketers are now embracing a new powerful media channel that allows them to effectively reach their target markets. Unlike many other advertising methods, WAHTER is the unique medium where audience can not easily skip or ignore the brand message, making it a compelling choice for advertising.



# FAQs

**How does your product address the needs or challenges of your target audience?**

Our mission is simple yet profound - to bring affordable, clean water to all. Water, a fundamental necessity, should not be a luxury. By offering it at just Re. 1 per bottle, we're not only quenching thirst but also removing financial barriers for countless individuals. We're expanding our audience universe by providing access to clean, affordable water.

**What do you consider to be the unique selling proposition (USP) of your product?**

Wahter isn't just a water bottle; it's a new-age media vehicle with a purpose. We're solving a colossal problem – the availability of clean water, while providing a pristine, clutter-free advertising space. This exclusive approach ensures a significantly higher brand recall and an exceptional return on investment. Wahter is not just a medium; it's a movement that combines effective advertising with corporate social responsibility, leaving a profound impact on society.

**What sets your product apart from similar offerings in the market?**

This new-age medium's extended shelf life (compared to conventional mediums) increases the chances of brand recall/establishment. Wahter offers an exclusive platform, allowing your message to resonate without distraction. It's not just about advertising; it's about creating societal impact and promoting CSR initiatives. This makes us a distinctive, innovative, and socially responsible choice.

# FAQs

## **Who is your primary target audience or customer base?**

Our primary audience comprises those who were once burdened with high water costs. We also extend our reach to individuals transitioning from unsafe drinking water to the safety of purified water. In essence, our target base encompasses anyone who values affordable, clean water. With Wahter, we're making clean water accessible to all.

## **What motivates you to continue growing and innovating within your industry?**

Our driving force is the chance to lead a new era of branding and marketing with a purpose. We're not just advertising; we're pioneering a cause. We're inspired by the thought that our efforts contribute to solving a global problem – access to clean drinking water. This inspires us to innovate continually, pushing the boundaries of what advertising can achieve. We're here to bring about a revolution in both branding and societal change.

## **What are the main needs, challenges, or pain points of your target group that your product or service addresses?**

Water is a basic necessity, yet it's unjustly priced in many areas. We aim to remove the financial barriers that many face in accessing clean water. We address the challenge of high and inconsistent costs for a fundamental need. These disparities demand an equitable pricing structure, and Wahter provides a solution at just Rs. 2 per bottle. We're all about making access to clean water fair and accessible.



PLACE  
YOUR  
AD  
HERE

Brands That Care  
ADVERTISE HERE



# Wah<sup>ter</sup>™

**WAH PANI, WAH PRICE!**



RE-DEFINING HORIZONS  
[www.shiva-group.com](http://www.shiva-group.com)

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