



# 10 Reasons to Choose Captain Pure

Discover why Captain Pure is the ideal choice for water purification systems. We offer expertise, quality, and support. Partner with a brand committed to delivering pure water and championing health.

# Company Expertise & Experience

Captain Pure is backed by Elixir Trading, with 16+ years in water purification.

Our 2-acre plant features state-of-the-art facilities and 200+ employees.

We manufacture cabinets, pumps, membranes, and more in-house.

Three assembly lines produce 500 RO units daily with vacuum testing.

# Renowned Brand Ambassador

- Captain Pure is endorsed by Kapil Dev, India's first World Cup-winning captain.
- His vision of creating champions not only on cricketing field but also in every home of India Led him to represent captain pure

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Hence the Brand Tag Line – “Har Ghar Ka Champion”



# BIS Approved

## BIS Compliance

All Captain Pure RO systems are BIS approved, meeting the latest regulations.

## Enforcement

BIS enforcement drives are starting, increasing demand for ISI-marked products.

## High Standards

Maintaining BIS approval involves high costs and rigorous processes.

## Customer Preference

Customers increasingly prefer products with the ISI mark for guaranteed quality.



भारतीय मानक ब्यूरो  
Bureau of Indian Standards  
The National Standards Body of India

For any other communication

Address:

Delhi Branch Office - II-  
Manak Bhavan, 9 Bahadur  
Shah Zafar Marg, Delhi,  
CENTRAL  
DELHI, DELHI, 110002

Phone:

01123230131

Fax:

01123234062

E-Mail:

dlbo2@bis.gov.in

Web:

www.bis.org.in,  
www.manakonline.in

Our Ref :DLBO-II/CM/L 8530110314

Dated: 20-01-2025

Subject: Grant of BIS Certification Marks Licence No 8530110314 as per IS 16240:2023.

**ELIXIR TRADING PRIVATE LIMITED,**  
276/32/17/2, G.T KARNAL ROAD, DHATURI, SONIPAT, - 131039,

Dear Madams(s)/Sir,

With reference to your application, we are pleased to inform you that the Certification Marks Licence has been granted to you to use the Standard Mark in respect of the followings:

**REVERSE OSMOSIS RO BASED POINT-OF-USE POU WATER TREATMENT SYSTEM FOR DRINKING PURPOSES SPECIFICATION first revision**

### Grade/Class/Type/Variety

a) Production rate in litre per hour = 10 litre per hour b) Recovery rating = 41 percentage c) Maximum operable feed water TDS = 2000 ppm d) Operating pressure range = 0.4-0.6 MPa e) Supply of voltage whether single, frequency, working voltage and Wattage = Single phase, Working Voltage 24V DC, 240 V, 48 watts, Frequency 50Hz f) Claimed Reductions: Arsenic (as As), Chromium (as Cr), Cadmium (as Cd), Copper (as Cu), Fluoride (as F), Lead (as Pb), Mercury (as Hg), Nitrate (as NO<sub>3</sub>), , Total Pesticides, E. coli, MS2 Coliphage (Virus), Cryptosporidium parvum and Giardia lamblia.

Product:-

1. The licence is granted on the explicit condition that you will mark entire/substantial production which conforms to the Indian Standards.

2.The number assigned to this licence is CM/L- 8530110314 which has been made operative from 2024-12-05 and is valid upto 2025-12-04. The licence number should invariably be referred to in your future correspondence.

According to sub-regulation (1) &(3) of Paragraph 5 of scheme I of Schedule II under Bureau of Indian Standards (Conformity of Assessment) Regulation, 2018, the annual licence fee of Rs. 1000.00 and the marking fee for use of standard mark as per Annexure-1 of Scheme I of BIS(Conformity assessment) Regulation 2018 is payable by you with effect from 2024-12-05 for the period of validity of the licence in advance.



# Unique & Patented Design



Exclusive & patented models Of Marigold



Exclusive look and quality in hot and normal.



8 ranges of RO – all in self-patented moulds.



3 ranges of Gravity Purifier



# Certificate

This is to certify that

**ELIXIR TRADING PVT. LTD.**

DHATURI, VILL DHATURI, SONIPAT - 131039, HARYANA, INDIA

Has been found in compliance with requirement of

**Quality Management System**

**ISO 9001:2015**

For The Following Scope:

“MANUFACTURER OF WATER PURIFIERS AND ITS COMPONENTS  
AND PARTS.”

Certificate No	:	QMS/230620/1324
Original Certificate Date	:	19th - July -2024
Issue Date	:	19th - July -2024
Expiry Date	:	18th - July -2027

To check this certificate status visit  
<http://eurokals.org.uk/check-certified-org.php>



*Anand Kumar*

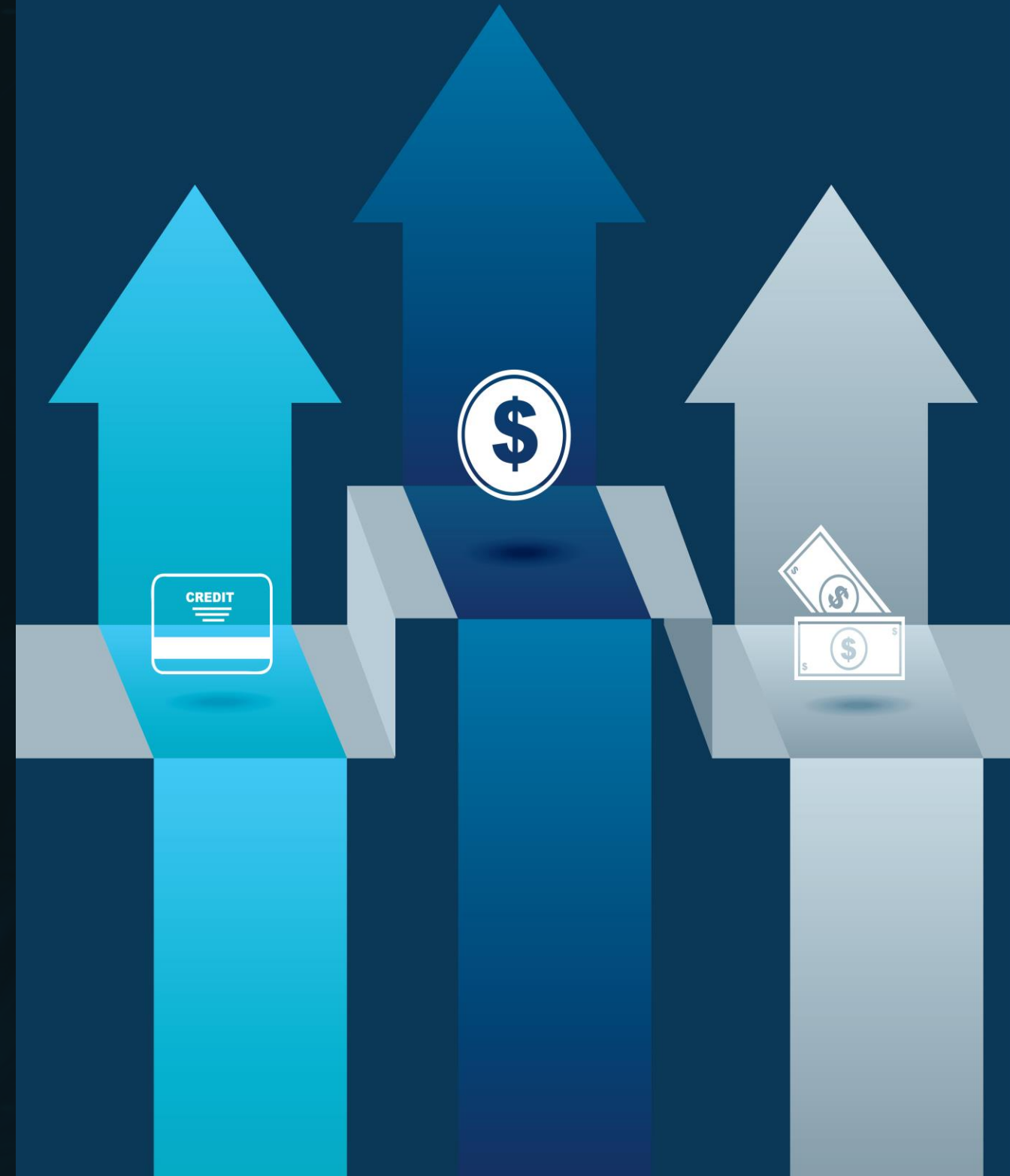
Authorized Signatory

# Quality

- All components used are of best quality
- Cabinet – Food grade & 100% virgin material
- Pump – Imported quality with excellent pressure & long life
- Membrane – Working up to 3000 ppm
- Filters – Imported Moulds with proper spun based Sediment & coconut carbon based Carbon filters
- Alkaline – Imported Japanese technology with long life
- Fittings – Imported DNT fitting
- 100% vaccum testing
- 5 ply box, full thermocol & master box to prevent transportation damages

# Competitive Pricing

- 1 All Captain Pure RO systems are BIS approved, meeting the latest regulations.
- 2 Very less difference compared to unorganized RO
- 3 Own manufacturing of all components helps to ensure same
- 4 100% GST included in pricing – peace of mind for all stakeholders



# High Margins for Distribution Partners



1

Post advent of GST, Online competition, covid – SME Industry has suffered badly

2

Cut throat price competition

3

No differentiation in product

4

Customer behavior changing to buying online – Game changer – all brands available online at low prices

5

Huge investment in creating own brand

6

ANSWER – Exclusivity of Captain pure Brand for your area with CP products listed at MRP on online platforms to support dealers & retailers to sell



**CAPTAIN PURE**

*by Kapil Dev*



# Excellent Range of RO Components

Captain pure offers not only RO systems but also complete range of components with beautiful packaging at excellent prices

Pumps – 100 GPD, 150 GPD & 300 GPD

Membrane – 100 & 125 GPD

Inline Filters – Both side QC & single side QC

Alkaline & copper filter – Imported mould with Japanese media

Others – Housing, spun, SV, SMPS

Industrial membrane, jumbo spun , 30&60 LPH RO

**GENUINE PARTS, LASTING PURITY**

# Exclusivity area wise

- Captain pure philosophy is ONE AREA – ONE Distributor
- No competition for channel partners
- No completion also on online platforms like amazon/flipkart
- Excellent products & service margins





PURCHASE

**25 ROs** & GET  
**1 CANOPY FROM**

**CAPTAIN PURE**

*by Kapil Dev*

# Marketing support

- 1 Tie up with Bank – helps in securing loan up to 5 Lakhs to stock goods
- 2 Social media – Daily new creative to promote CP on social media
- 3 Leads supports – Proper flow of leads to all channel partner
- 4 Technician training/knowledge program to promote brand
- 5 POP support – Brouchre, Standy , Canopy, Boards, Phamplets and many more

*Become part of captain pure family today*



## Contact:



Gaurav Taneja: 9999474616  
Amit Gupta: 9818120056



[info@captainpure.co.in](mailto:info@captainpure.co.in)



[captainpure.co.in](http://captainpure.co.in)