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# Transformational *Business* Leaders 2023

Featuring	Company	Brief
<b>Abdul Rahman Mohammed, CEO</b>	Sahara Industry	Abdul Rahman Mohammed, at Sahara Industry, is a manufacturer and exporter of water treatment components, composite products, engineering plastic, and healthcare.
<b>Anil Sethi, Founder-Chairman</b>	Pump Academy Private Limited	A highly accomplished industry leader with over 45 years of diverse experience, Anil Sethi's remarkable contributions to nation-building initiatives have earned him widespread recognition, with numerous awards honouring his achievements in the industry.
<b>Dharti Dubey, Founder</b>	Prose Global Education	Dharti Dubey, a commerce professional, founded Prose Global Education to help people overcome the communication barriers they face while speaking in English.
<b>Khushwant Rana, Founder and Managing Director</b>	HFE Immigration Pvt. Ltd.	Khushwant Rana is on a mission to create a positive image of immigration industry with utmost authenticity, honesty, integrity, sincerity, truthfulness, and transparency.
<b>Mohammed Naser Azeez, Managing Director</b>	Aquality Water Solution Pvt. Ltd.	A first-generation entrepreneur, Mohammed Naser Azeez established Aquality Water Solutions to provide technologically advanced water treatment solutions to domestic, institutional and industrial clients.
<b>Shyamal Kumar, Chief Executive Officer (CEO)</b>	Lavelle Network	Shyamal Kumar is leading Lavelle Networks, a modern IT networking solutions enterprise that strengthens business organizations through advanced networks.
<b>Vivek Chugh, Director</b>	M. Chugh Group	Vivek Chugh is the Director of M. Chugh Group, central India's one of the most experienced, biggest, trustworthy, and awarded real estate developers.

# Mohammed Naser Azeez

*Creating Purest Quality Aqua  
via Aquality Water Solutions*



Mohammed Naser Azeez's perfect answer to bring back and maintain the quality of aqua, Aquality Water Solutions Pvt. Ltd. is a leading provider of domestic, industrial, institutional, and commercial water treatment systems.



**A**s our planet Earth carries life, we can find life reflected in the cosmic nectar, commonly known as water. It is evident that water—*in its purest form*—is the simplest solution to many of our most pressing problems. Water is often contaminated by chemicals, insecticides, pesticides, fertilizers, harmful germs and bacteria, toxic waste, plastic, and other materials. These contaminants cause water to be unusable and scarce.

Fortunately, **Mohammed Naser Azeez** has *found* a solution—**Aquality Water Solution Pvt. Ltd.** The perfect answer to bring back and maintain the quality of aqua is

*AQUALITY*, a leading provider of domestic, industrial, institutional, and commercial water treatment systems, all of which are ISO 9001:2015 certified. Mohammed Naser Azeez informs that his company provides safe drinking and ultrapure water for industrial use throughout India at cost-effective prices.

## **Reinventing H<sub>2</sub>O**

A first-generation entrepreneur, Mohammed Naser Azeez is an avid innovator and risk-taker. He established Aquality Water Solutions Pvt. Ltd. to provide technologically advanced water treatment solutions to domestic, institutional and industrial clients. With a sincere interest in clean drinking water facilities, he contributed immensely to improving people's lives with commitment, technological innovations and quality excellence. He has 19 years of rich experience in water management with a BE (Electrical and Electronics Engineering) from Osmania University, Hyderabad and an MBA (Marketing) from Preston University, Alabama, USA. He has been conferred several awards, including **India's Hottest Young Entrepreneur 2019** by Business World and the World CSR Congress's **Top Most Water Leaders of India Award 2022**.

Sharing his inspiration behind venturing into a water treatment company, Mr. Azeez says that India is predicted to face a severe water deficit of around 50% by 2030, as reported by several international organizations. With scarcity, water contamination is indeed a huge challenge in the country. The Central Ground Water Board has declared that over 900 million people have arsenic effects in India due to contaminated water. *"With these situations emerging to threaten the country's large population, we decided to make some difference in people's lives. Hence the idea of venturing into the water treatment business,"* he says.





**Mohammed Naser Azeez,**  
Managing Director  
Aquality Water Solution Pvt. Ltd.

## Safest Drinking Water

AQUALITY delivers safe drinking water to a diverse clientele by custom-designed high-quality water treatment solutions using unique technologies. Civilian houses, defence installations, pharmaceuticals, textiles, commercial establishments, institutions, technological firms, and ultrapure water for industries are among them.

Mr. Azeez believes that safe drinking water is essential to human survival. According to the World Bank, contaminated water causes 21% of communicable diseases in India, resulting in the death of approximately 500 children under five each day from diarrhoea alone. He says, *“At AQUALITY, we are fully committed to ensuring safe, dependable, and inexpensive drinking water treatment facilities that meet all quality requirements and are cost-effective while reducing environmental impact.”* It ensures efficient design and on-time delivery of all projects with accomplished project capabilities, specialized engineers, and a big client base.

## Sustainable Solutions

As an entrepreneurial venture in an era of extreme competitiveness, Mr. Azeez and his team believe in creating value and trust rather than only pursuing business. AQUALITY has been working for over 15 years to provide sustainable water treatment solutions aligned with nature. The systems and processes it advocates and implements involve

- *Identifying the issue,*
- *Developing robust solutions,*
- *Building support,*
- *Bringing issues to address,*
- *Together with advanced technology.*

To ensure that the desired outcome is sustainable and according to environmental consciousness.

Mr. Azeez says, *“We firmly believe that innovation holds the key to the growth and sustainability of any organization.”*

While high growth remains a key parameter to success but that only may not ensure community development and environmental replenishment.

In the current socio-economic scenario where the environment has become the priority globally, efforts are required locally to achieve growth which benefits at a greater scale. It is their integrated approach to common goals that sets them apart.

## A Strategically Ethical Choice

Cooperation over Competition, Sustainability over Profitability, Livelihood over Employment, Solutions over Sales, and Value creation over Marketing are some of their priorities in the long term. They strive to create a positive impact at the community level with their interactions. As an entrepreneurial firm in an era of extreme competitiveness, they move ahead by creating value rather than pursuing business. *“This strategic choice is reflected in our approach at every step,”* adds Mr. Azeez.

He further states that AQUALITY believes in delivering sustainable solutions for water treatment with a commitment to quality and authenticity. Their products and services are international standards. That’s why they have a higher percentage of repeat customers. *“Our motto is making a positive impact focusing on sustainability over profitability, and giving our customers the most fulfilling experience possible.”*

AQUALITY's exceptional contributions to the water treatment sector have garnered numerous prestigious honours. These include the **India 5000 Best MSME Award 2020**, the **SKOCH Order of Merit 2020**, the **Aqua Excellence Award 2021**, and the distinguished recognition as one of the **Most Promising Water Treatment Companies** in 2023.

## Obliterating Obstacles

Mr. Azeez compares the initial challenges viz-a-viz the current difficulties. He reveals that the water treatment industry was fragmented with different sizes of treatment systems, which had high energy consumption, poor craft, low monitoring, a high carbon footprint, and inefficient bacterial control. Some obstacles include financial issues, ageing water infrastructure, retiring and ageing staff, high pollutant and chemical load on raw water, and pricey technologies.

As an experienced leader discussing the influence of technology advancements, he claims that smart solutions powered by artificial intelligence (AI) and machine learning (ML) aid in smart asset management.

## Smart-Liquid-Tech

AI can also improve service delivery, maximize investments, and cut expenses. Automation and robots aid in the fine-tuning of industrial processes for increased



efficiency. The Internet of Things (IoT) and the growing use of Internet-connected devices are critical to smart water management. Robotic lab analyzers can test twice as many samples as human operators. They enable continuous analysis. It aids in keeping a close eye on several metrics related to water quality.

Adopting smart water infrastructure like smart metering and smart leak detection techniques would help reduce non-revenue water with real-time monitoring to ensure a sizeable reduction in transmission and distribution losses. Digital technologies and smart end-to-end water networks offer the opportunity to improve productivity and efficiency while enhancing customer service.

“These advanced technologies will further mature in coming years. We believe that the cost of the digital intervention will also be reduced compared to the present time,” he adds.

### A Philosophical Purity

Mr. Azeez advises candidates interested in entering the water treatment niche that access to clean water is critical to maintaining public health and the economy. While India has made tremendous progress in this area through various programs, there is still a long way to go.

Water purification takes more than just possessions and a mindset of transforming people’s lives. Revenue is an unintended consequence. “I encourage young professionals to pursue careers in this field.” As delivering clean water to people and industries is a monumental effort. With so many dedicated people in the industry, we will undoubtedly change the scenario.”

### The Flowing Ripples

When asked about the future expansion of AQUALITY’s scope and offerings, Mr. Azeez revealed that they have already separated their business from a traditional system to a modern and sustainable system delivering high-quality water treatment solutions.

Their innovatively conceived and created solar-powered water treatment system that uses renewable energy has received widespread acceptance. It makes water safe to drink, does not require expensive electricity, and can recycle spent water for non-potable reuse. “We are expanding our footprints into newer areas, and we plan to invest in expanding our operations to international regions,” concludes Mr. Azeez. <sup>12</sup>

