

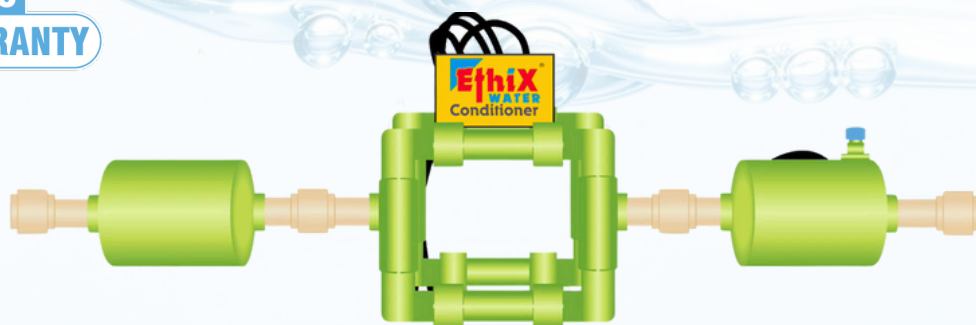


India's No.1*

Ethix Water Conditioner

(Electrolysis, Electronics with Electromagnetic)

"Bye Bye to Hard Water Problems"



(Useful for Domestic)



(Useful for Agriculture /Industrial /Commercial)

NO

**Maintenance
Salt & Chemicals
Wastege of Water**



ABOUT US

Ethix Water Conditioner is revolutionizing how homeowners, businesses, and industry solve lime scale and hard water issues. Water softeners discharge brine and waste much water, causing environmental concerns. Less than 2.59% of the water left on the earth

is considered “Fresh” – most of which is trapped in icecaps and glaciers.

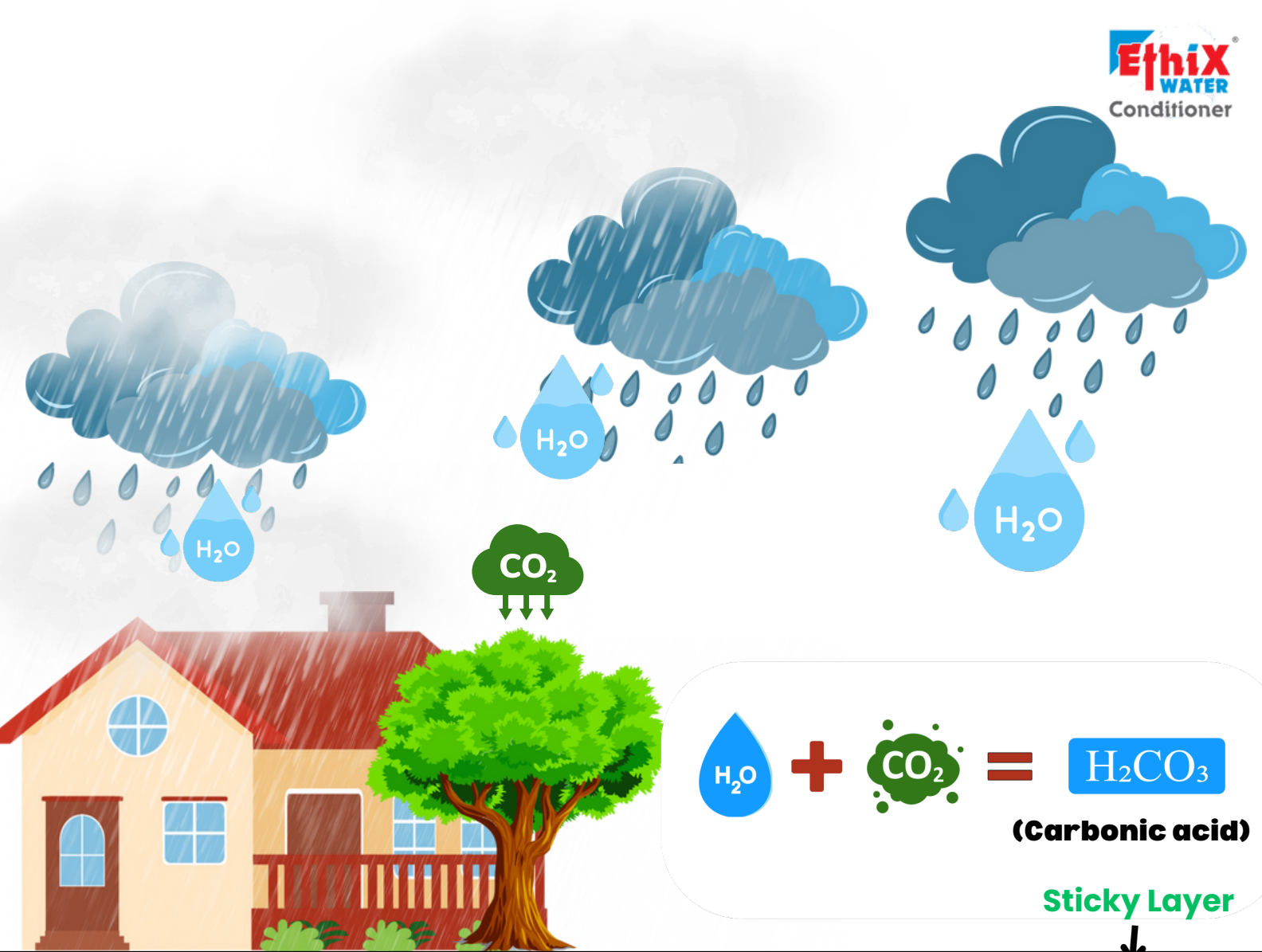
Established in the year 2010, in Pune (MH, India)

“Ethix Water Conditioner” is recognized as a trustworthy manufacturer and supplier of a comprehensive assortment of Magnetic Water conditioners under the name “Ethix Water Conditioner”. Ethix Water Conditioner is a concept based on Electromagnetic

Technology that has been cited in the literature and investigated since the turn of the 19th Century.

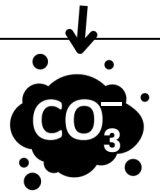
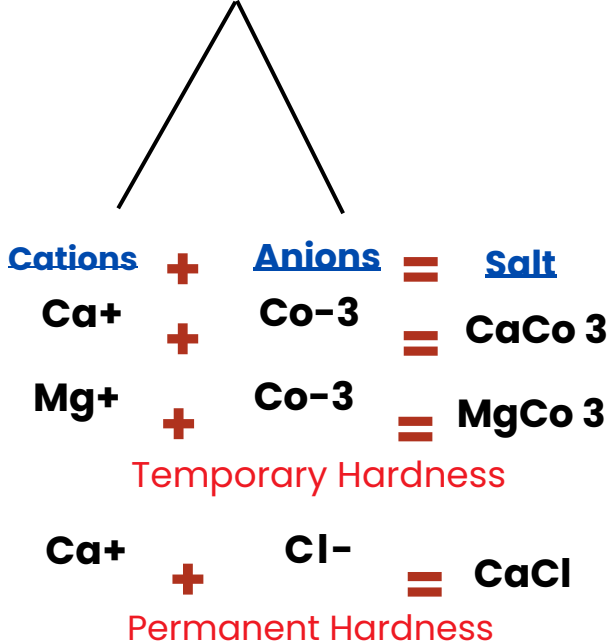
The products are processed in compliance with the set international quality standards using German technology by our skilled professionals. It is a cost-effective product to arrest scaling and hard water problems, in Residential Commercial, Industrial, and Agriculture

sectors. We understand your concerns and we ensure you get the best outcome possible for your particular set of problems



• Hardness Concept

Hardness



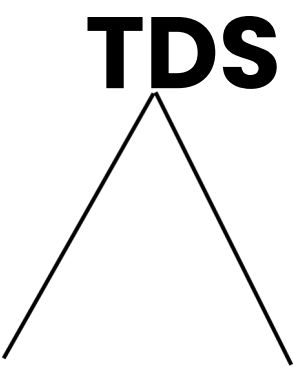
Sticky Power

Cations +	Anions -
Ca^{+2} (Calcium) Mg^{+2} (Magnesium) Zn^{+2} (Zinc) Fe^{+2} (Iron) Cu^{+2} (Copper) Al^{+3} (Aluminium) Na^{+} (Sodium)	CO_3^{-2} (Carbonate) NO_3^{-} (Nitrate) SO_4^{-2} (Sulfate) F^{-} (Fluoride) HCO_3^{-} Cl^{-} (Chloride) All Anions-

Note Hardness matters In scaling issue.

TDS– Total Disolve Solid

Metals	Non–Metals
<p>Iron</p> <p>Zinc</p> <p>Lead</p> <p>Copper</p> <p>Aluminium</p> <p>Sodium</p> <p>Calcium</p> <p>Magnesium</p>	<p>Hydrogen</p> <p>Carbon</p> <p>nitrogen</p> <p>Oxygen</p> <p>Fluorine</p> <p>Sulphur</p> <p>Chlorine</p> <p>Argon</p>



Metals
+
Non–Metals
=
IDS

Iron-10
Zinc-10
Lead-10
Copper-10

Hydrogen-10
Carbon -10
Nitrogen -10
Sulphur -10

TDS– Total Disolve Solid = 80

Note: TDS considered in drinking water

DOMESTIC HARD WATER PROBLEMS



AGRICULTURE HARD WATER PROBLEMS



PROBLEMS OF HARD WATER



• Exchange – Salt-Based Softener



Sand filter

1. Suspended Solids

2. **Turbidity**
3. **Dust Particles**
4. **Visible Solids**

Carbon filter

1. Oil

2. **Smell**
3. **Odour**
4. **Color**

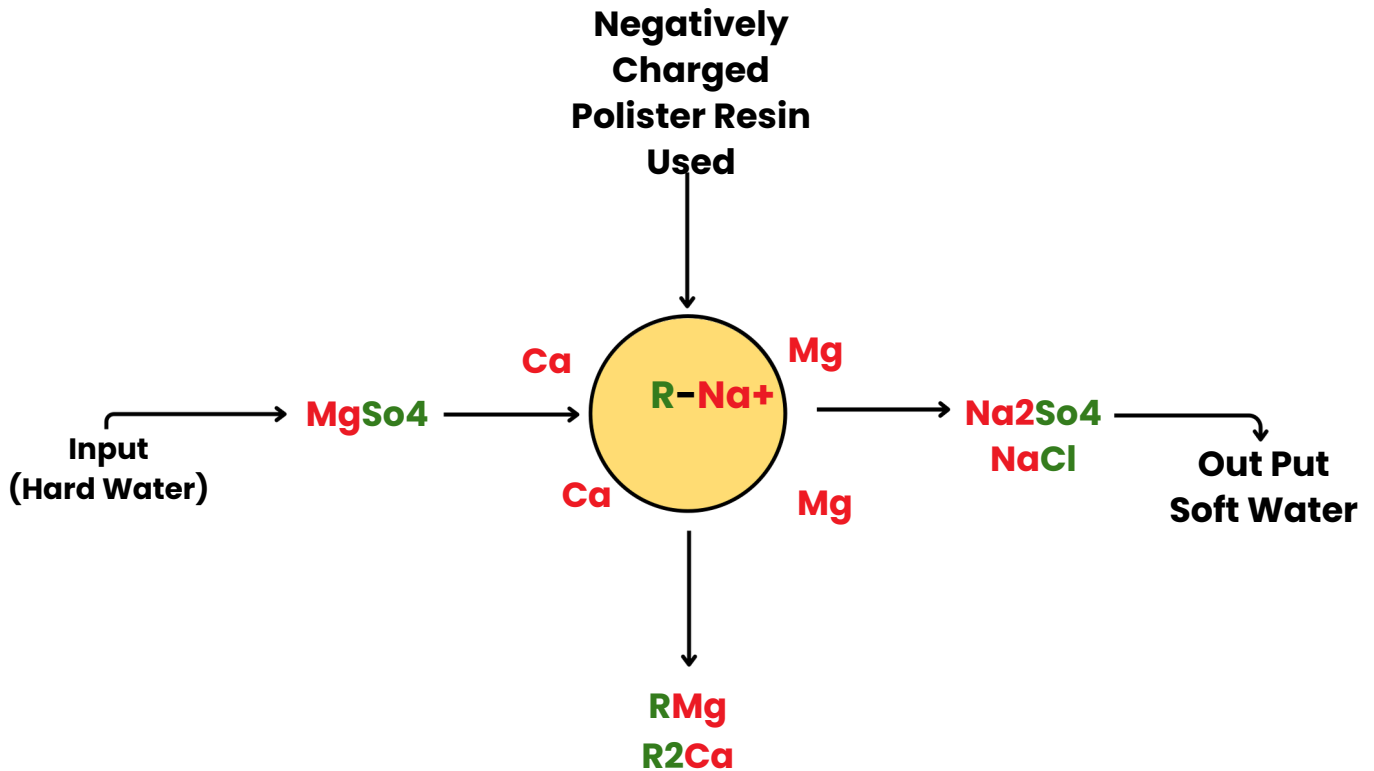
Ion – Exchange Resin

1. Salt Content

2. **CaCo₃**
3. **MgCo₃**
4. **CaCl**

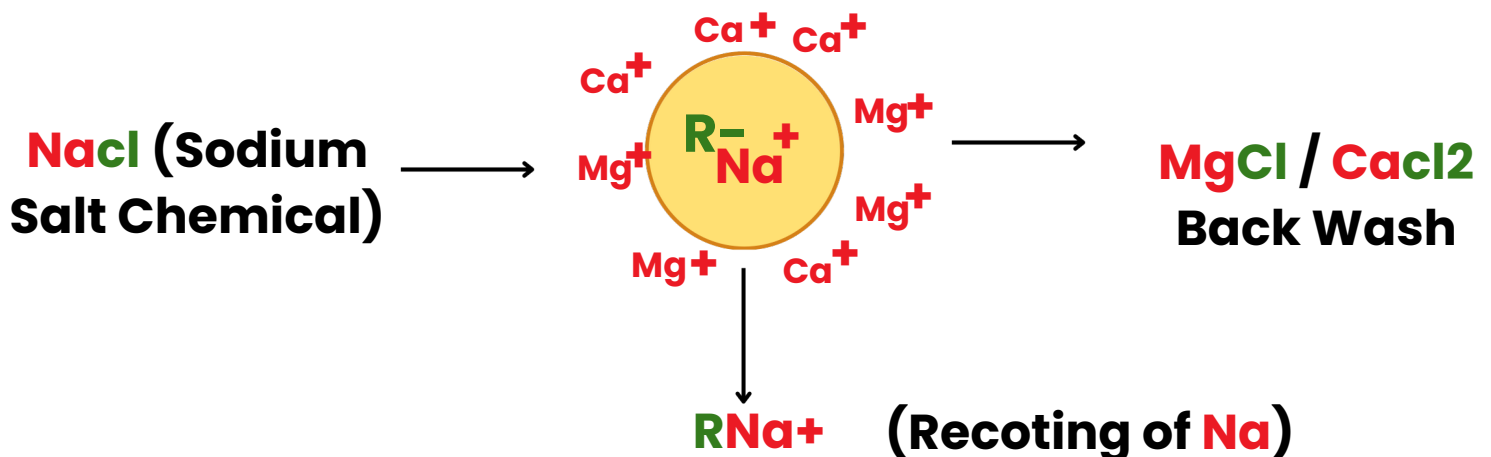
Ion Exchange Vessel

• Softening Process–



1. **TDS** – **Ca/Mg** replaced by **Na** (Sodium) content, so TDS is maintained.
2. **Hardness** – **Ca/Mg** Content Remove and Hardness Decrease

• Back Wash – Regeneration Process–





• **Maintenance**

- 1. Big Space for Installation**
- 2. Expensive Installation**
- 3. Salt Chemical for Recharge**
- 4. Backwash - water wastage**
- 5. Labour Charges for operating**
- 6. Yearly charges for operating**

CONDITIONER **VS** SOFTENER

Description	Ethix Water Conditioner	Water Softener
Solve the problem of hard water	Yes	Yes
Full home protection	Yes	No
Removal Algae	Yes	No
Resin recharging	No	Yes
Wastage of water, during maintenance	No	Yes
One time investment	Yes	No
Removal of all existing scales	Yes	No
Chemical usage	No	Yes
Maintenance	No	Heavy
Removal of required minerals from water*	No	Yes
eco friendly	Yes	No
Long life	Yes	No
Wastage Water	No	Yes
Easy Installation	Yes	No
Labour	No	Yes



India's No.1

EthiX Water Conditioner

Eco Friendly

No Maintenance

No Chemicals

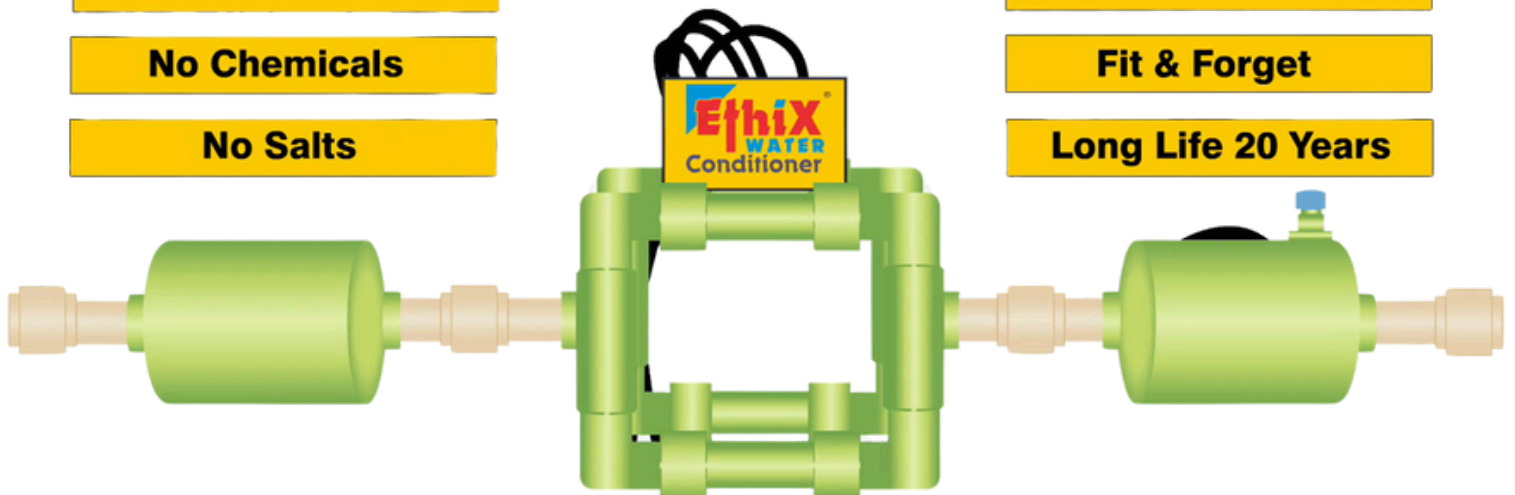
No Salts

Zero Water Wastage

One Time Investment

Fit & Forget

Long Life 20 Years



(Useful for Domestic)



(Useful for Agriculture /Industrial /Commercial)

- **Technology**

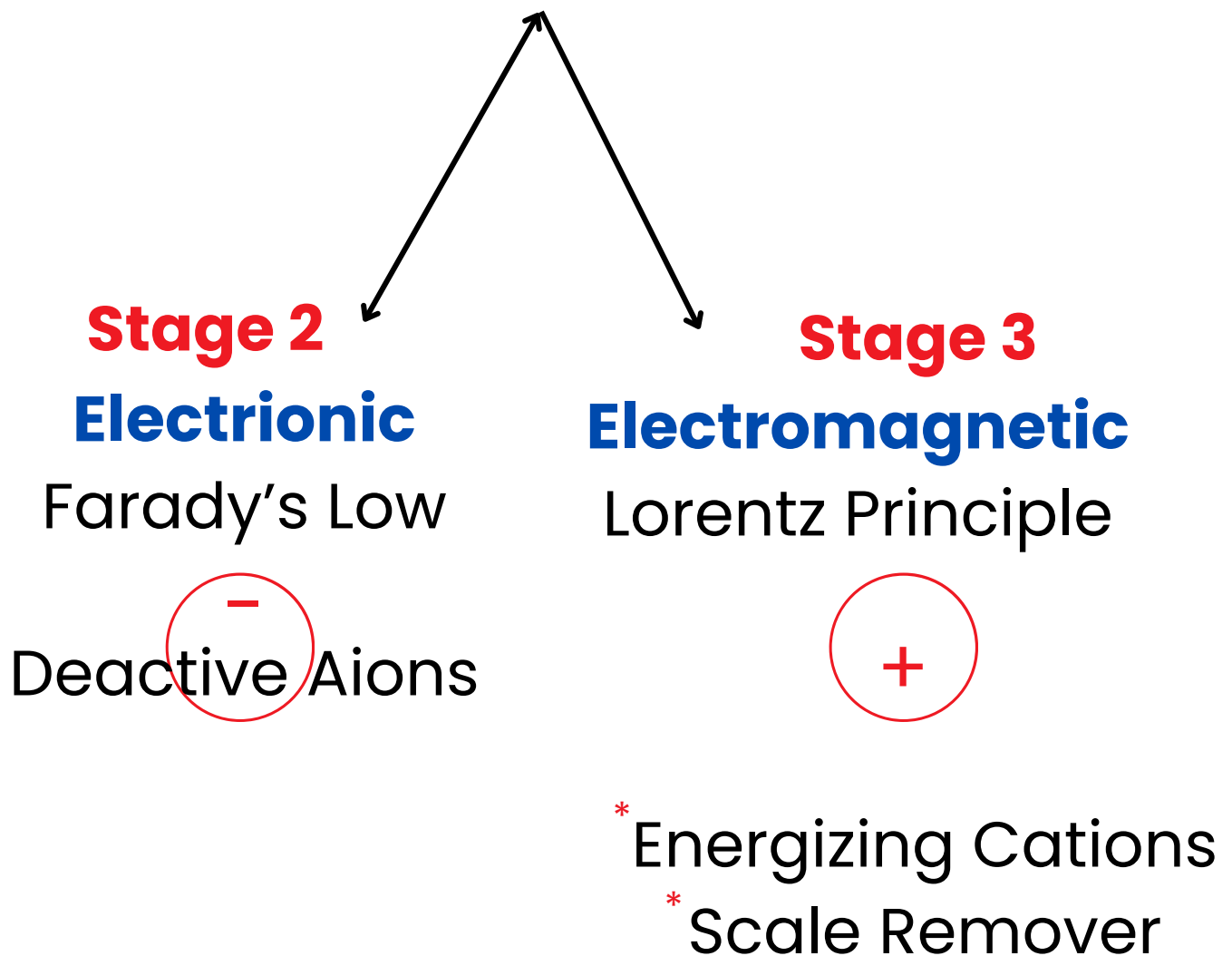
Stage 1

Electrolysis

- Electrolysis = Separation of Cations & Anions
(Break Down Salt Ions)

Stage 1

Electrolysis



• Technology

Stage 2

Electronics

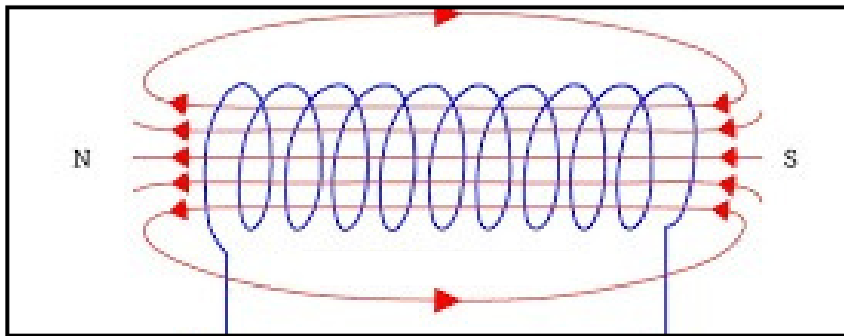
Faraday's Law

(German Scientist)

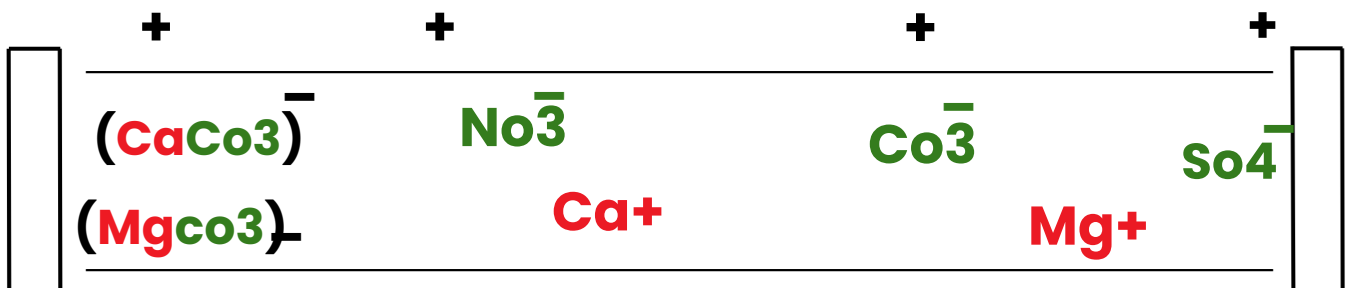
Faraday's laws of Electrolysis, are strictly proportional to the quantity of electricity passed between the Anode and Cathode.

The rate of Decomposition of the Electrolyte is thus limited and it is generally Uneconomical for example, to generate Hydrogen and Oxygen from water commercially by an Electrolysis process.

Note: **Positive** DC Current Used for Deactivation of All **Negative** Anions



DC Current Apply - Positive Variable Frequency
Frequency Generate 3 - 32 MHz



(Anions + Cations) = Salt(**Ca****Co**3)

Breakdown ↙ ↘

Cations

Anions

Ca+

Co3⁻

- Deactivation of  All Anions

• Technology

Stage 3

Electromagnetic

Lorentz Principle

(Lorentz – France Scientist)

• ElectroMagnetic Water Treatment Work?

Magnetic water treatment directs water to pass through a strong magnetic field. By placing two strong neodymium magnets on either side of the incoming pipe, all the water passes through a strong, uniform magnetic field.

• Comparison of Strength of Various Magnets

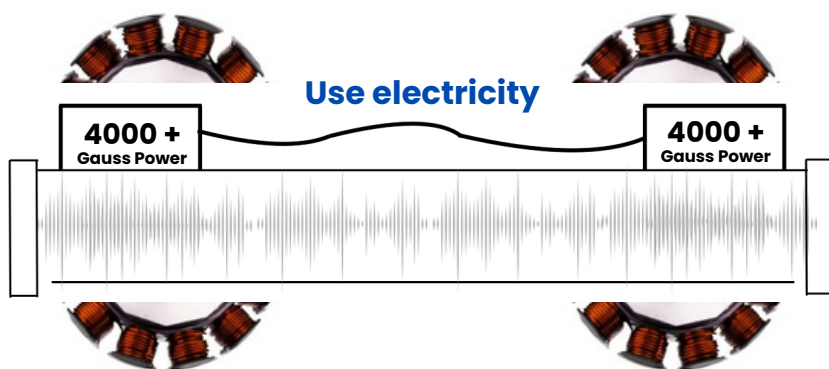
• Use in Local Manufacturer – Bar Magnets

(N35) – Neodymium Magnet (100 Gauss – 1,000 Gauss Power)

• Use in Ethix Water Conditioner – High-Quality Magnets

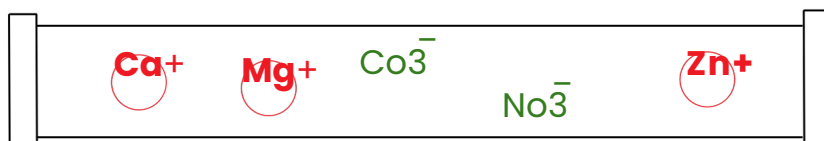
(N52) – Neodymium Magnet (4,000 Plus – Gauss Power)

Magnets Intended to Remove Scale – (4,000 Gauss – 14,000 Gauss Power)



AC Current Apply

**Electro Magnetic Gauss Power Create
7,000 Gauss – 14,000 Gauss
Neodymium Magnet Used
Electromagnetic Radiation Create**

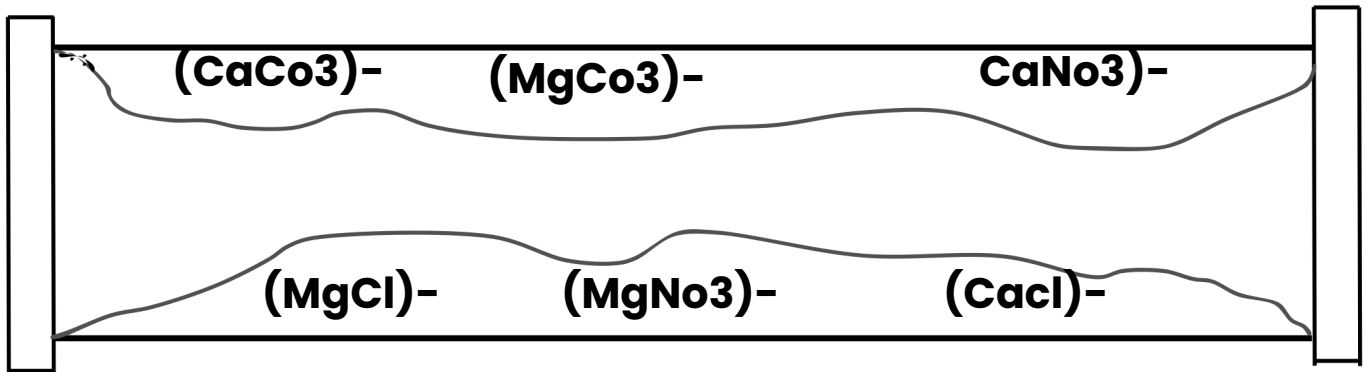


Create 7,000–14,000 Gauss Power

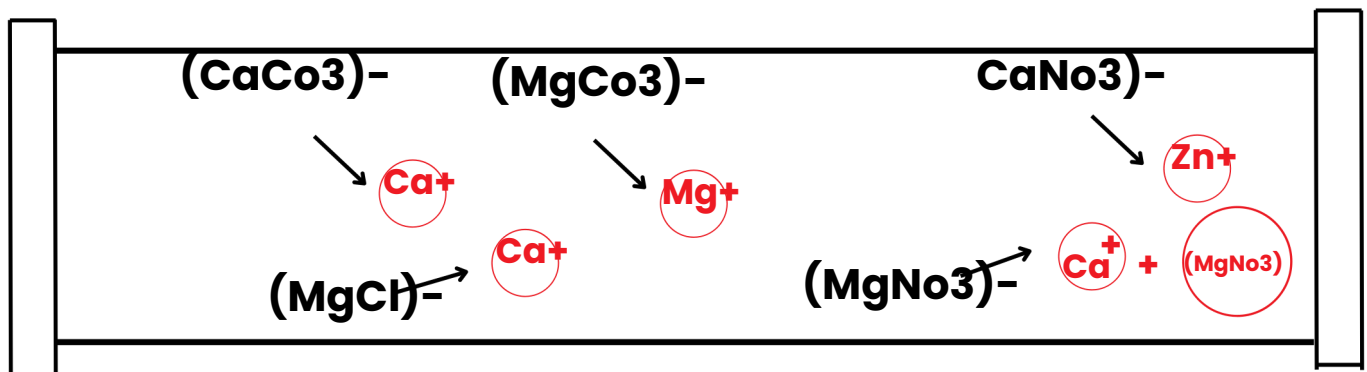
More Energizes the cations

Ca²⁺ Ca³⁺ Ca⁴⁺

Existing Scaling in Pipeline



Remove Existing Scaling



- **Results**

- Water Taste Changed
- Soap Foaming
- Hair No Roughness & Stickiness
- Existing Scaling Remove Pipe, Geyser, Solar Cub, Showers, Taps.



- **Note**

- Content shows but does not stick; content dries out with water flow.
- Machine works physically; results show physically.
- Minor changes in lab test because content not removed, content present in water but not effective.

- **Specification**

(Physical Details of Machine)

Pipe Dia of Machine	Weight (in KG)	L x W x H (in Inches)
1.25 INCH	10	47 x 13 x 12
1.5 INCH	12	48 x 14 x 12
2 INCH	13.5	55 x 21 x 10
2.5 INCH	17	67 x 23 x 12
3 INCH	24.5	74 x 26 x 12
4 INCH	27	77 x 32 x 12

• Specification

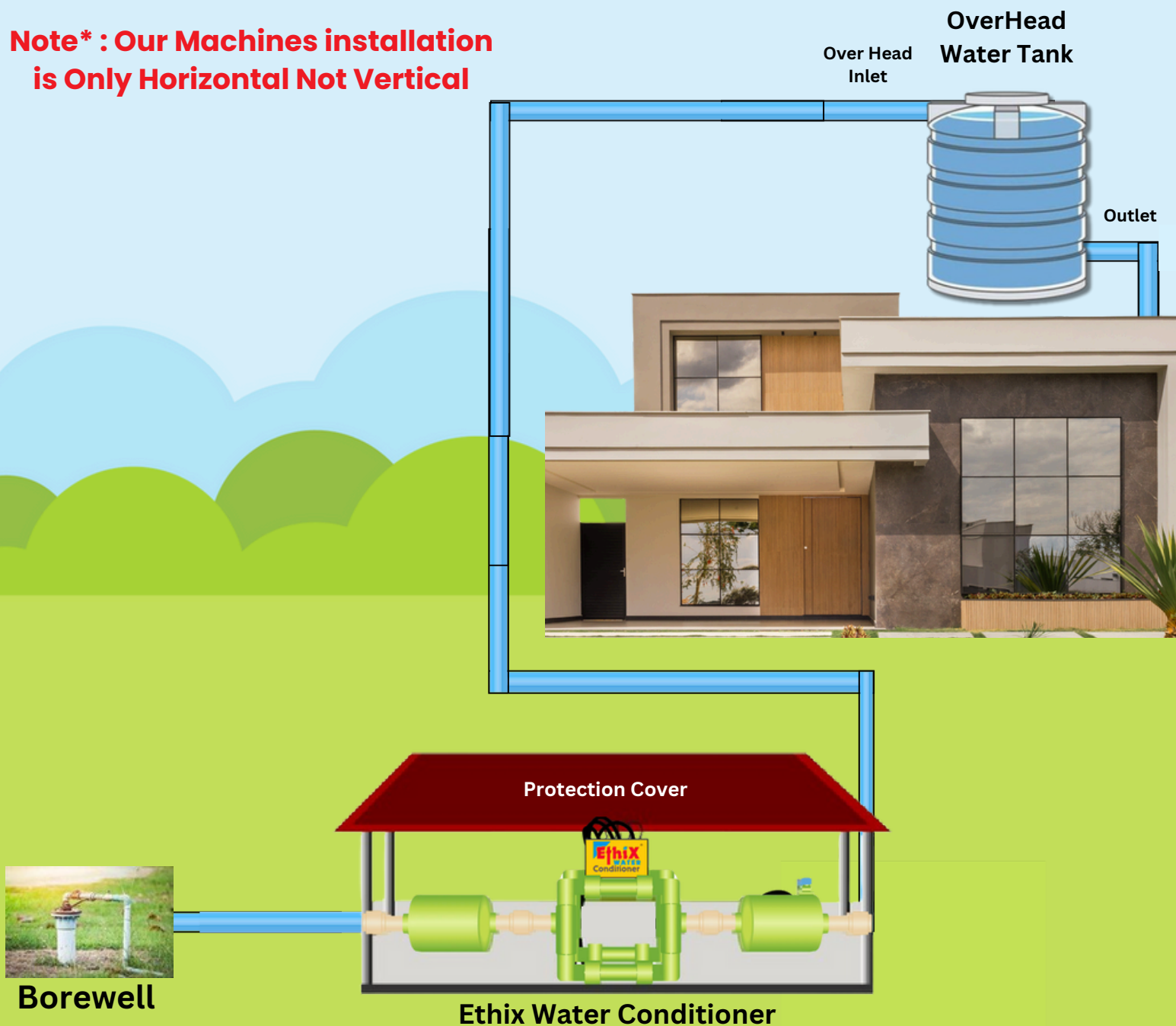
Working Capacity and Function

Pipe Dia of Machine	Pump Capacity at Inlet	Power Supply	Power Consumption	Control Panel Frequency	Magnetic Induction
1.25 INCH	1 HP	Single Phase 220 volts 5 amp	20 Watt	3 - 50 KHz (2x)	7000 GAUSS
1.5 INCH	1.5 HP	Single Phase 220 volts 5 amp	20 Watt	3 - 50 KHz (2x)	7000 GAUSS
2 INCH	2 HP	Single Phase 220 volts 5 amp	40 Watt	3 - 50 KHz (2x)	7000 GAUSS
2.5 INCH	3 HP	Three Phase 440 volts 16 amp	60 Watt	3 - 50 KHz (2x)	14000 GAUSS
3 INCH	5 to 7.5 HP	Three Phase 440 volts 16 amp	80 Watt	3 - 50 KHz (2x)	14000 GAUSS
4 INCH	10 to 15 HP	Three Phase 440 volts 16 amp	100 Watt	3 - 50 KHz (2x)	14000 GAUSS

- Installation Structure

If Overhead Tank Refilling in 3 days

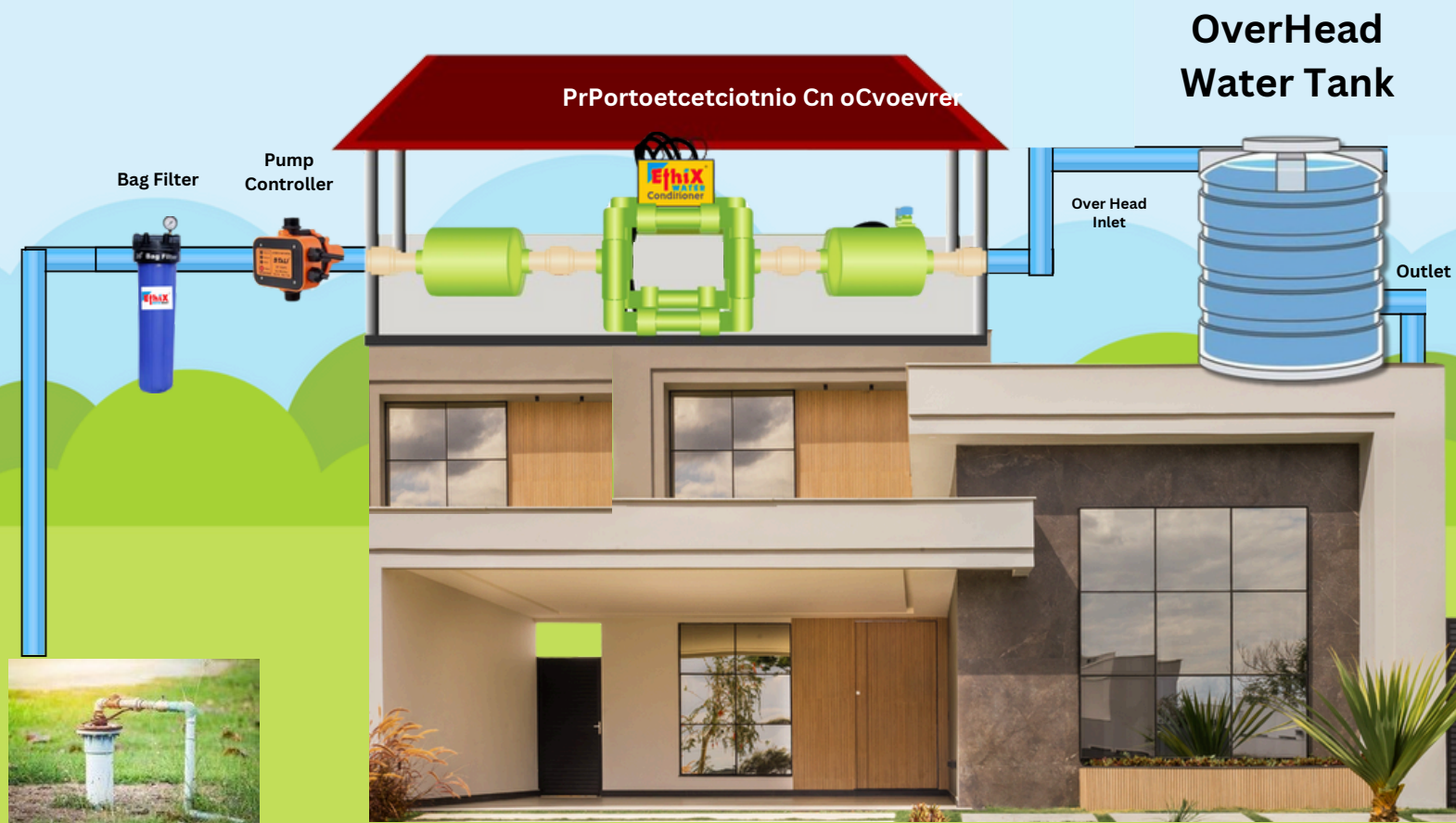
Note* : Our Machines installation is Only Horizontal Not Vertical



- **Installation Structure**

If Overhead Tank Refilling after 3 Days

Terrace Installation - Autopump Controller is compulsory for machine On & Off



Borewell

Note* : Our Machines installation is Only Horizontal Not Vertical

- **Installation Structure**

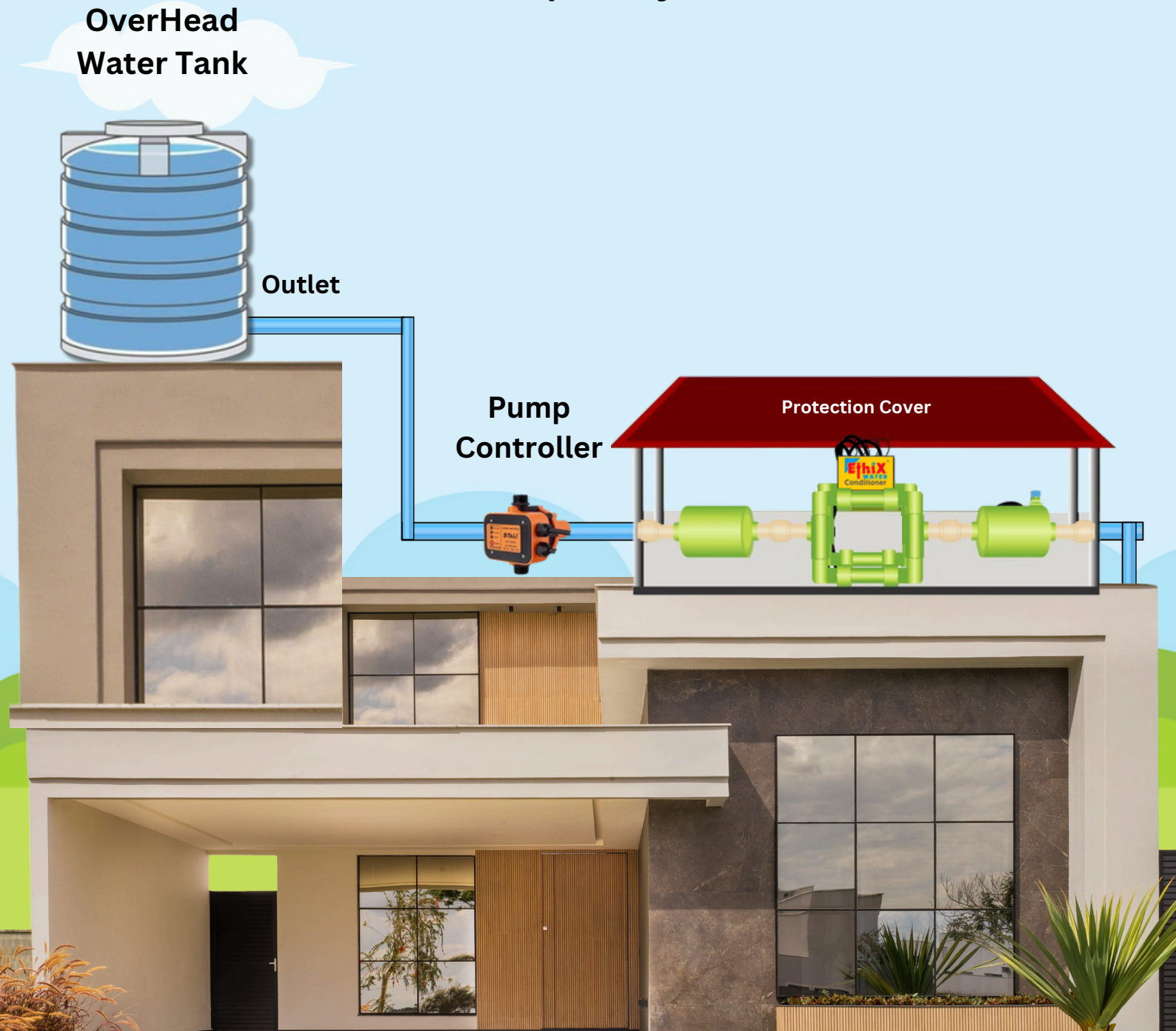
**If Overhead Tank Refilling after 3 Days
Terrace Installation - Autopump Controller is
compulsory for machine On & Off**

**OverHead
Water Tank**

Outlet

**Pump
Controller**

Protection Cover



**Note* : Our Machines installation
is Only Horizontal Not Vertical**

WARRANTY

Two-Year Manufacturers Replacement Warranty for Defects in Craftmanship and Materials.

- 1.All product carries a full Two (2) year warranty to be free from defects in material and workmanship under normal use from the date of purchase.
- 2.If the malfunction or failure is a result of defects covered by this warranty, ETHIX will repair the product or replace it and return it to the purchaser.
- 3.Warranty is limited to the original retail purchaser and is not transferable.
- 4.We'd like to warrant this product and all parts except as set forth below only to the original end-user purchaser to be free from defective or we take care of the water conditioner free of charge.
- 5.This warranty does not cover damage to the water conditioner caused by accident, abuse, misuse, power surge, wilful damage, claims arising from loss, fire or heat calamities, mishandling, flooding, or any catastrophic acts of God.
- 6.This warranty does not extend to any other electrical or water appliance or device. In no event shall the manufacturer be liable for damages from improper user installation, nor shall they be liable for already damages incurred (any unauthorized repair carried out), whether direct or indirect.
- 7.If not purchased from the company's authorized Chanel Partner.
- 8.Any alteration or modification to the water conditioner and or its serial number. The decision of the damage and applicability of repairs or replacement under this warranty shall be final.

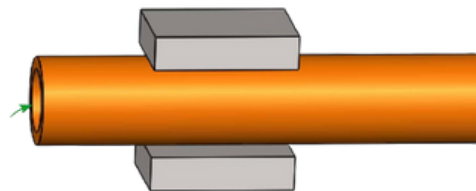
Online Warranty Registration is compulsory for future service.

Competitor Analysis

1. Catalytic – Pressurewise working



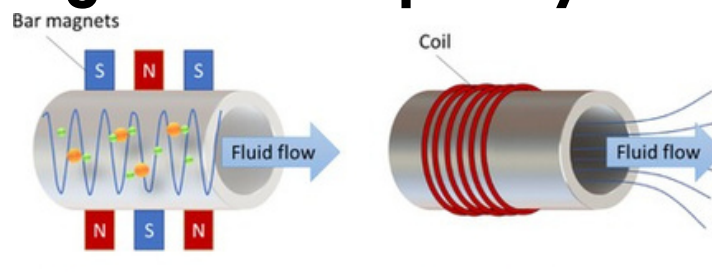
2. Permanent Magnet – Short time Power Reduce



Electronic – Single Stage / Summer Sisson



4. Electro-magnetic – Frequency + Permanent MHz

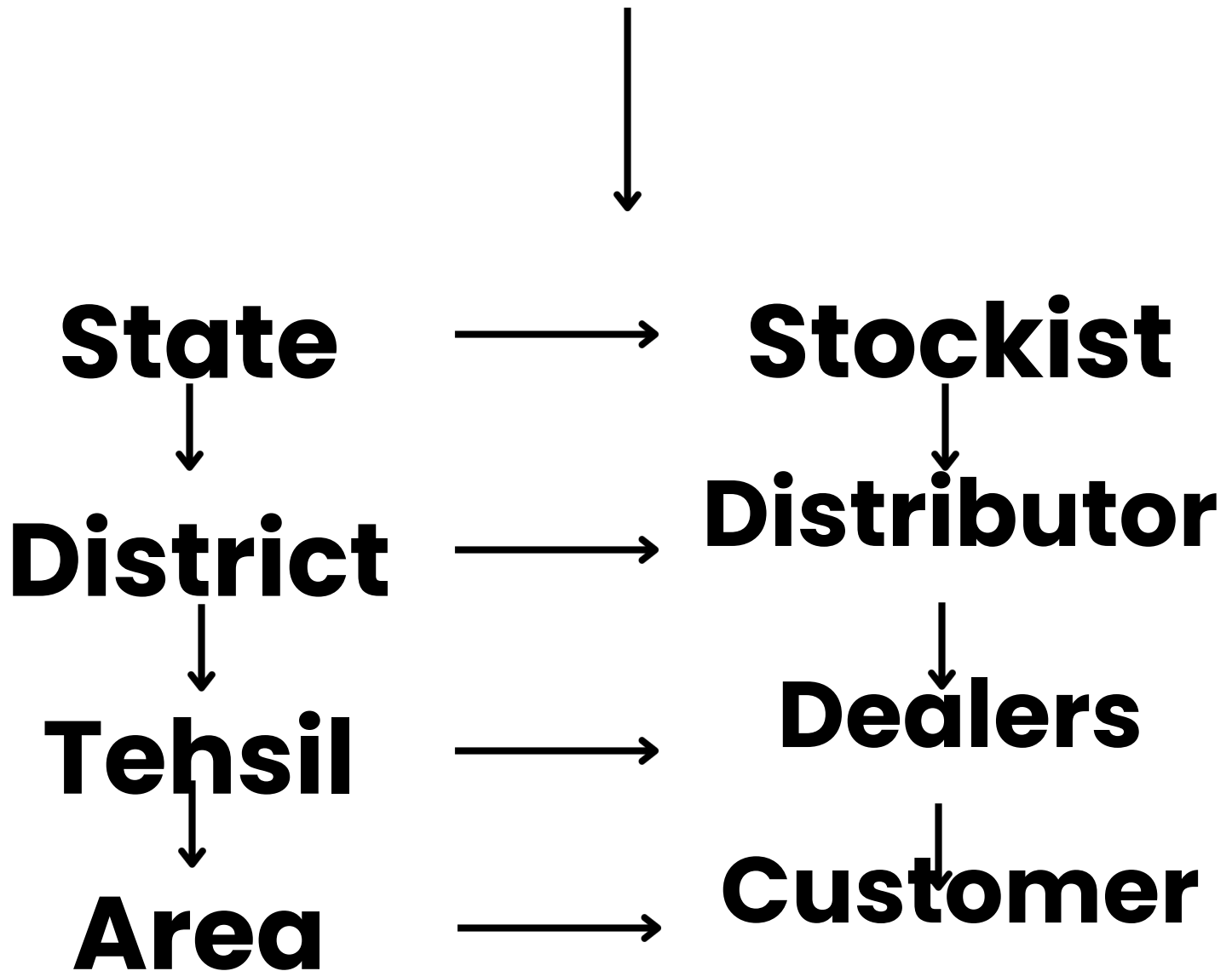


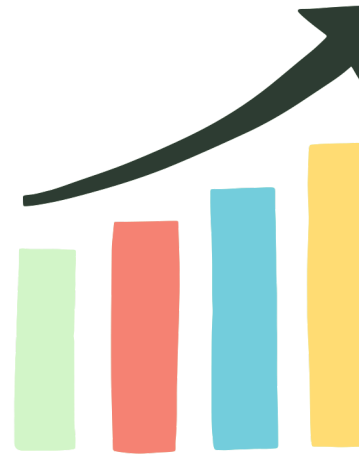
5. Scale Remover – Chlorine Generator, All Minerals Removed



Company

Channel Partner





Marketing Support for Channel Partner

- Brochures / Leaflets
- Canopy, Umbrella, Standy, T-Shirts
- Merchandising Material (,Banner, Stickers)
- Leads
- Exhibition 50% Support
- Supportive Sales Team
- Google Meeting Support
- Television L Branding- Sate level T.v Channel
- Digital Marketing - Facebook, WhatsApp, Website, Linkedin, E-mail, YouTube.
- Bulk SMS, Voice Call (Area Vise) Message Recording & Sendon Mobile or Landline for awareness.
- Paid Face book / Instagram Marketing, Website ,Google Adword, PPC, News



**“Small Opportunities are
often the Beginning of Great
Achievements.”**



Thank You