



Onkar Singh
CMD

Mrs. Rupinder Kaur
Director



INE'S (House of Nanak)
■ Onkaar Health Essentials (P) Ltd.

The fountainhead of pure NATURAL MINERAL WATER

INE's Natural Mineral Water comes from source identified by survey of India top sheet no. 43 P/12. The plant has been acclaimed internationally as Asia's largest mineral water plant. Obtained directly from geologically protected depths of the Himalayan region under conditions, which guarantee the original natural bacteriological purity, INES mineral water is bottled and sealed with unique tamper-proof caps with hygienic precautions without being subjected to any chemical treatment.

“Compared to the health benefits that Ines pure natural mineral water provides as well as its superior quality, the price has been kept very low, a few bucks more than ordinary water available in the market. We value life and health, and hence we are committed to give only the best to our valued consumers,” says a gleaming and enigmatic Onkar Singh, Managing Director. ‘Ine’s’ has been appropriately deemed as ‘Natural Mineral Water of the Year’ by Business Sphere.

by our correspondent

No wonder the common tasteless odorless chemical substance called water, the basic essential for the survival of life, drives the earth in every sphere of activity. With increasing pollution and contamination of water bodies, acquiring pure water from natural sources has been a bygone practicality. The metabolic processes in the human body depend on water and it is only pure water that can defend and protect mankind from perilous ailments. Driven with the objective of providing pure drinking mineral water to the masses, Onkaar Health Essentials (P) Ltd. was conceptualized and the commitment for

facilitating a healthy life continues unabated.

The utterance of ‘Onkaar’ wafts ones spirits to an unfathomed extraterrestrial cosmos—something very divine and it is this mysticism that defines the purity of the products of Onkaar Health Essentials (P) Ltd. The registered firm is a division of Nanak Group of Industries, conceptualized four decades ago under the steering of Late **NANAK SINGH JI**, a pioneer in the dairy industry. He was the first to introduce pouch milk in 1980 under the brand name of ‘Nanak’ and expanded the product/service portfolio to varied orbs including real estate, distill-

ery, dairy products, soda water, juices, lemonade, desi ghee, paneer, packaged drinking water and more. The group has carved a valuable niche not only in the domestic market but also worldwide owing to its high quality and wide array of products.

Onkaar Health specializes in natural mineral water, available under the brand name of ‘INES’. It won't be an exaggeration if one claims that carrying an Ines bottle is rapidly becoming a fashion statement. Whether it is the 20 litre jar pack, 1/1.5 litre pack, 2-litre bottle for home & outdoor picnics, the 750/500 ml pack for school children or the 200 ml pack easily accommodated in a ladies purse, one can



Devkaran Singh
Director

choose amongst the seven convenient packagings. The adored outfit has tied up with a US based company for the marketing of its Ines mineral water worldwide. “Our natural mineral water is very popular in super markets, hotels, embassies, wholesale grocers and amongst our quality conscious home and office customers,” declares the perspicacious and insightful Onkaar Singh. For orders exceeding 500 litres per month, the company provides attractive refrigerators to cool the bottled waters with facility for home or office delivery at the doorsteps. The INES mineral water was showcased at Pragati Maidan for one complete year (2007-08), which bears testimony to its popularity, superlative quality, and low-cost advantage.

A robust management has surged the company to the pinnacle of success, bestowing it the desired growth in terms of turnover and market reach. Spearheaded by Onkar Singh, the other key personnel of Onkaar Health Essentials include Mrs. Rupinder Kaur, Director and Financial Advisor; and Devkaran Singh, Director-Administration/Sales/Marketing, an ITM from the London School of Economics. Madan Lal, the dynamic cricket maestro, is the Brand Ambassador of the group, escalating the brand image to a sky-scraping level. The company as well as the brand name INES both connotes

‘holiness’, or ‘divine waters’, and the Managing Director himself is a God-fearing gentleman, who is strongly inspired by his father, Late NANAK SINGH JI. The pulsating Onkar Singh has a rich educational background—schooling from Modern School, Barakhamba; pre-graduation from St. George’s College, Mussoorie; and engineering from Delhi. The pious, sincere and dedicated personality works 18 hours a day and it is his dyed-in-the-wool efforts that has brought recognition and fame to the company turning it as the most sought-after brand and skyrocketing its status among the top players in the Asian region. The editorial team of Business Sphere has awarded the brand ‘Ines’ as the ‘Natural Mineral Water of the Year’ and the virtuous persona—Onkar Singh truly deserves the honorarium.

It is a fact that the other ‘mineral water’ so termed under various brands, are actually chemically treated water, produced and bottled in industrial towns, which are procured through borewells and subjected to processes like silver ionization, reverse osmosis, etc. This is harmful for human health but consumers are hardly aware of this hard truth. There are reasons why one should opt for INES Natural Mineral Water, few of which are as follows:

- Conforms to all set quality standards including American & European Regional Codex Standard
- 100% natural mineral water free from calories or carbohydrates
- Sourced from deep underground in the Himalayan region
- Loaded with the right proportion of minerals like calcium, magnesium, etc.
- 100% bacteria free and chemical free
- Gives the body the right nutrients to promote general good health
- Regular intake improves the working of the digestive system
- A good brain tonic, aids in strengthening bones in growing children
- The near to zero sodium content makes it suitable for heart and high blood pressure patients
- The zero nitrite content makes it suitable for children, pregnant women, lactating mothers and recuperating patients



- Helps cure heartburn, arthritis, back pain, angina, migraines, colitis, asthma, diabetes
- Lowers blood cholesterol.

Equipped with a state of the art infrastructure spread at seven acres of area at Kangra, Himachal Pradesh, the company utilizes the most advanced machinery of the latest technology in conformance to international standards. A strict ‘quality control’ regimen is followed that ensured the sourcing, bottling and packaging of only outstanding quality mineral water. With such a robust support and dedication of the management and team, the day is not far for the acclaimed enterprise to fly high on the wings of success! ■