



"Japanese Technology Perfected for Indian Water"

*Beyond Traditional Softening  
Next-Gen Water Treatment. Zero Chemicals. Zero Salt. Zero Maintenance.*

## Introducing World's most innovative water Softening (Advanced Mineral Balance) Technology, Perfected for Indian Water

Transform your hard water without chemicals or salt; ensure clear pipes, longer lasting appliances and spotless fixtures. From residential to industrial and commercial application, embrace a healthier, smarter and advanced water solution. With more than two decades of success in Japan and global market, the Cationized water technology is now in India through AMB - optimizing water treatment for sustainable growth.

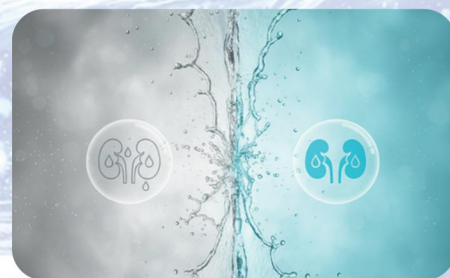


*It is the future of smart water management.*



**Tired of scaling that never goes away?** Traditional softeners are powerless against Silica-based hardness. AMB Technology provides the complete, **360° solution-crushing Silica scale** forever where others fail.

You're not softening water-you're salting your body. Salt-based softeners **silently attack your heart and kidneys**. AMB ends the **damage**: zero salt, zero scale, total protection.



Stop sacrificing your health for soft water; salt-based softeners overload your system with sodium (salt), risking heart and kidney failure. Break free with AMB: **The perfect solution that protects your organs, saves your hair and skin, and annihilates scaling.**



## Industrial Use

Bolier, CollingTower, Food, Pharma, Chemical & Process Industry.

*"Get a Tailored technical Proposal For Your Facility".*



## Ecological Use

"Reduce Water, Fertilize & Pesticide use, Improves Yield".



## Domestic Home, Villa, Bungalow, Office

*AMB has zero salt recharge, Safe for heart and kidney,*

*Soft skin,*

*Strong hair, Spotless taps, Scale free pipes, longer lasting equipments.*



## Home, Apartment, School, Malls, Hotels, Hospital, Large Building Like Airport.

Scale Free pipes, Longer Lasting Equipments, Improves Hygiene & Reduce Odor.

*"Soft Skin, Strong Hair, Good For Health."*



## Global Technology, Local Soul

AMB Neer brings over two decades of Globally proven Japanese cationized water technology to India through an exclusive collaboration. We bridge the gap between Global Innovation and India's unique water challenges by combining Global Innovation with deep local insight, AMB Neer is redefining sustainable water treatment for both **industries and households**.



### The AMB Advantage:

- ✓ **Zero Chemicals, Zero Maintenance:** A reliable alternative to conventional softeners.
- ✓ **Global technology with Made in India:** Customized in-house design and manufacturing for industrial and domestic use.
- ✓ **Delivers multiple water-enhancing effects:** scale and slime reduction, lower surface tension and hardness, iron control, along with antioxidant and antimicrobial benefits.
- ✓ **Applicable across industrial, agricultural, livestock, domestic, and water remediation uses,** with 100% treated water usable—no waste, no backwash.
- ✓ **Superior engineering. Unbeatable protection:** Engineering-led Research ensures a significant reduction in Scaling and Corrosion, protecting your assets and improving efficiency.

At AMB Neer, we believe that water scarcity must be addressed through **advanced technology rather than increased chemical (Salt) usage**. Our solutions enhance productivity, reduce operating costs, and deliver peace of mind—protecting industrial assets while ensuring healthier, trouble-free water for homes.

With strong manufacturing expertise and a focused product placement and distribution strategy, AMB Neer aims to lead India's water treatment segment by making advanced, sustainable water solutions accessible, **affordable, and trusted nationwide**.



# Leadership

Establishment and Integration of Cationized water Technology with Made-in-India manufacturing, perfected for Indian water.

## Nitin Aras

**Director & "Technology Visionary" "Global Operations Expert" | Engineering Leader | Director - AMB Neer**

With over **three decades** of global experience and the successful execution of **75+ large-scale engineering projects across 15 countries**, Nitin Aras stands as a pillar of industrial operations excellence and manufacturing leadership. His career spans high-capacity production lines in the **USA and Kuwait, complex industrial projects in Russia and the UAE**, and marquee implementations across India.

A Legacy of Global Achievement

Nitin's professional journey is defined by his ability to lead cross-functional teams and manage complex techno-commercial ventures with precision and efficiency. His leadership credentials include:

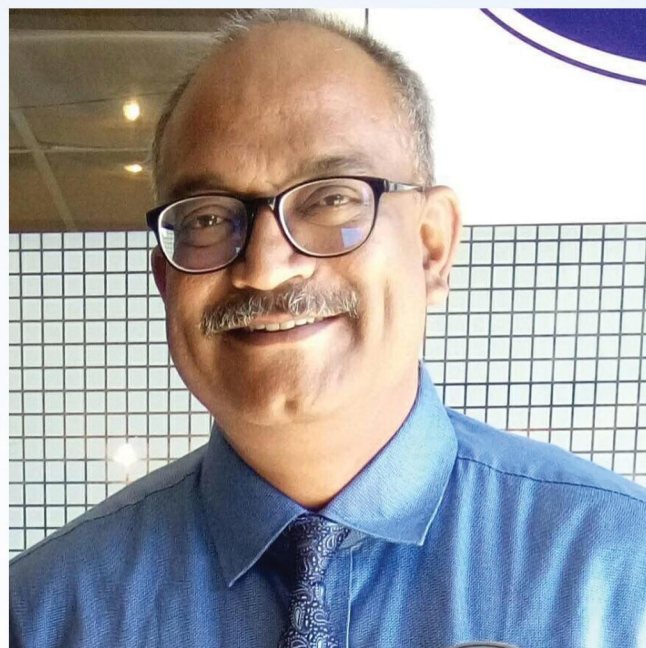
**MP State Convener, PHD Chamber of Commerce**

Visiting Faculty, Maintenance & Safety Engineering, Indo-German Tool Room, Indore

**Certified Six Sigma Green Belt, TPM, and ISO 9000/14000 professional Project leadership for global clients including Parle Biscuits, Basim Snacks (UAE), and Alex Group (Egypt) Leading the AMB Technology Revolution** As the Technology Leader at AMB Neer, Nitin Aras drives the translation of global manufacturing standards into scalable, Made-in-India water solutions. He is the force behind the development of the AMB Water Softener, a product that reflects AMB Neer's commitment to engineering excellence, durability, and performance consistency. Under his leadership, AMB Neer has moved beyond conventional water treatment methods to embrace Cationized Water Technology, developed in technical collaboration with Japan. This advanced technology is engineered to effectively neutralize scale-forming minerals and address the toughest hard-water challenges without compromising system longevity. Nitin's expertise in cost optimization, Kaizen implementation, resource mobilization, and industrial-grade quality control ensures that every AMB product meets global benchmarks while remaining accessible to Indian consumers.

**"Quality is remembered, long after the price is forgotten..." Pursuit of excellence is an unceasing journey."**

**– Nitin Aras**





## Ashish Saboo M.Tech (BITS Pilani)

**Director & Strategic Product Visionary, M.Tech (BITS Pilani) | Ex-Faculty, BITS Pilani | Research Analyst - DRDO (ADA Labs) & Cummins Research, Pune | Market Development & Distribution Leader - Enagic Kangen Water**

Ashish Saboo is a Technocrat and business leader with 23+ years of experience across advanced research, engineering validation, and market-led product scaling. An M.Tech graduate from BITS Pilani and former faculty member at BITS Pilani, he has contributed to high-impact research in Aerospace and Automobile industry at DRDO (ADA Labs) and Cummins Research & Technology-Pune, building deep expertise in system performance, reliability, and lifecycle durability.



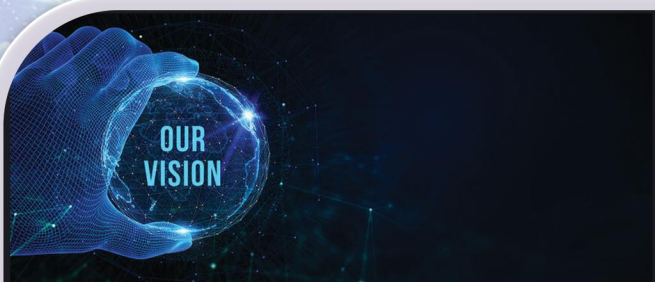
**Education-Led Growth:** Ashish has been instrumental in establishing and scaling Enagic Kangen Water (Japan) in India. He led market entry strategy, distributor network development, and technical-driven marketing, with a strong belief in education-based selling over push marketing. His approach emphasizes scientifically backed explanations, live demonstrations, and earning trust across diverse customer segments.

As Director of AMB Neer, Ashish drives product strategy, technology integration, setting distributor network and market positioning, with a sharp focus on combining Japanese technological rigor with Made-in-India manufacturing to deliver high-performance, value-driven water solutions from industrial to domestic application.

**“Technology creates impact only when it is scalable through strong distribution, and delivers clear value for both partners and customers.”**

– Ashish Saboo

## Company Profile



### Our Vision

To become India's most trusted Water Treatment Solutions brand, integrating Advanced Global Technologies to deliver efficient, sustainable, and cost-effective water solutions—protecting infrastructure, conserving water resources, and creating long-term value for society, industry, and the environment.



### Our Mission

To establish Globally proven Japanese cationized water Technology in India through:

- ✓ **Precision Engineering:** World-class, Made-in-India design and manufacturing.
- ✓ **Sustainability:** Delivering chemical-free, maintenance-free water solutions.
- ✓ **Accessibility:** Building a robust distribution network that maximizes value for customers and partners alike.



## AMB Technology

AMB is an Advance mineral Balanced that transforms the structure of water at molecular level to optimize its properties for Domestic & industrial use.

**Cluster Reduction-** Breaks down large water clusters into smaller ones, improving water permeability and efficiency.

**Deionization of Minerals-** Neutralizes mineral ions in water, preventing scale formation.

**Colloid Formation-** Converts scaling minerals like magnesium and calcium into soft, nonstick colloids, eliminating scale buildup.

**Cationization of Water-** Positively charges water, enhancing its interaction with industrial systems for better performance & efficiency.

**This chemical free, power free, and maintenance free solution is ideal for industries seeking sustainable and cost-effective water treatment.**



## Scientific Principle of AMB Technology

Process	Description
<b>Structured Flow System</b>	Water flows through a specially designed tube with metal embedded composite metal embedded bead that withstand high pressure, temperature, and velocity.
<b>Granule Agitation &amp; Catalysis</b>	The metal embedded bead create a controlled agitation effect optimizing water treatment efficiency.
<b>Resonance &amp; Electrokinetics</b>	Uses scientific resonance, interfacial electrokinetics, and catalytic exchange reactions to alter water properties.
<b>Cation Exchange</b>	The high-capacity composite metal embedded bead attract and neutralize hardness-causing minerals more effectively than ion exchange methods.
<b>Deionization &amp; Colloid Formation</b>	Converts calcium, magnesium, and silica into soft, non-sticky colloids preventing scale buildup.
<b>Enhanced Water Properties</b>	Lowers surface tension, improves solvent capacity and provides antimicrobial & antioxidant benefits
<b>Superior to Ion Exchange</b>	Unlike conventional softeners, AMB effectively handles silica-based hardness and requires no chemicals, power, or maintenance

AMB operates on a **\*\*simple yet powerful\*\*** scientific mechanism that enhances water quality across all water sources, including city water, groundwater, river water, and even seawater—**regardless of TDS or hardness** levels.

**CEC ( Cation Exchange Capacity ) of AMB** metal embedded bead is 100~150 meq/100g which is far more than other metal embedded bead in world today.



# Traditional Softeners Vs AMB for Residential application

Feature	Traditional Softeners	AMB Technology
Maintenance	Require salt refills, regular maintenance	Zero salt or chemical, zero service, zero
Health Impact	Useful minerals like calcium and magnesium removed; replaced by sodium (salt), bad for heart, kidney and health	Restructure mineral, no removal, preserves health benefits, safe for heart and kidney
Cost	Hidden cost over time due to regular maintenance and salt doping	No running cost except minimal power
Space	Bulky unit that clutter space	Compact, advanced technology, fits seamlessly
Microbial	Zero antioxidant, zero microbial effect	Provide natural antioxidant effect, reduced bacteria growth (E. coli), prevent biofilm formation
Hygiene	Does not create a difference to hygiene	Improve odor and maintain hygiene by removing ammonia
Water Usage	Water wastage due to regular resin maintenance	Reduce or no water wastage
Silica Hardness	Does not tackle dissolved silica-based hardness, partial solution to scaling.	Very effective and powerful to tackle silica-based hardness: Total solution to scaling.
RO Membrane Life	Not significant change in the life of RO membrane	RO membrane life get almost double with AMB
Skin and Hair	Does not make any significant change to the skin or hair.	Removes dryness, strengthen the hair, safe for overall health betterment. Feel like Spa or natural water feel at Home.

Residential usage:

\*Soft water, spotless home. Water pipes stay clear, Electrical appliances like geyser etc last longer.

\*No salt or chemical usage means safe for heart and good health.

\*Taps, tiles and fixture remain free from scale.

\*Rinse faster, boost detergent effectiveness.

\* Useful water minerals are not removed or replaced rather protected. It only removes chlorine, ammonia & organic impurities from water to improve odor and taste.



# Why AMB is Unique?

"Designed for every water application—industrial, commercial, and residential—AMB brings globally proven technology, perfected for Indian water, with consistency, reliability, and advancement."

## Globally Proven Technology

Built on cationized water technology trusted in Japanese homes and industries for over 20 years, now engineered for Indian water conditions.

## Protects Assets & Boosts ROI for Industry

Built on cationized water technology trusted in Japanese homes and industries for over 20 years, now engineered for Indian water conditions.

## Made-in-India, Designed for India

World-class in-house design and manufacturing allow AMB to adapt precisely to borewell, municipal, and mixed water sources across India.

## Scalable Across All Water-Based Applications

Proven across residential, commercial, industrial, agricultural, and aquaculture applications with consistent, measurable results.

## Chemical-Free with Minimal Power Use

No salt, no chemicals, and no consumables—delivering stable, scale-free water with negligible power and zero recurring maintenance.

## Built for Sustainability & Water Conservation

Reduces chemical usage, energy consumption, water wastage, and CO<sub>2</sub> footprint—supporting ESG goals and long-term water security.

## Healthier Choice for Homes

Unlike salt-based softeners that increase sodium exposure, AMB supports better bathing comfort, healthier skin and hair, and overall household well-being.

## Peace of Mind, Not Just Performance

Once installed, AMB works silently in the background—no service calls, no stress, just reliable water quality every day.

## Works Standalone or With Existing Systems

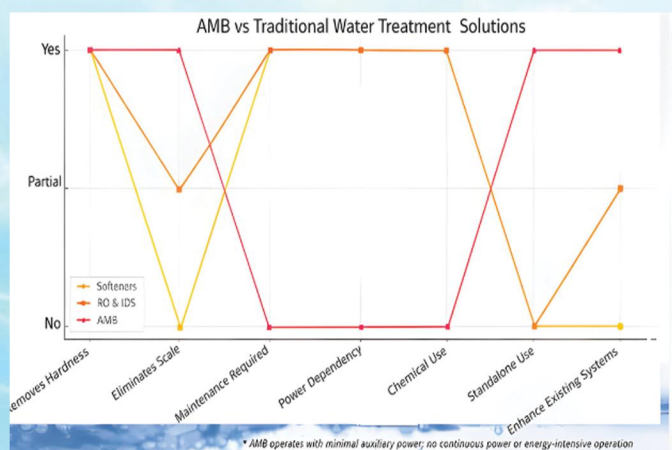
AMB functions independently or seamlessly integrates with RO, ion exchange, and softening systems—doubling equipment life and improving performance.

## AMB vs. Traditional Water Treatment Solutions

"Stop sacrificing your health for soft water; salt-based softeners overload your system with sodium (salt), risking heart and kidney failure. Shift to AMB: The perfect solution that protects your organs, saves your hair and skin, and annihilates scaling forever"

Feature	Softeners	RO Units	AMB Technology
Removes Scale	Yes (partial)	Yes (partial)	Yes
Handles Silica Scaling	No	Partial	Yes
Maintenance Required	Yes	Yes	No
Power Required	No	Yes	Minimal
Chemical Use	Yes	No	No
Standalone Use	Maybe	Yes	Yes
Enhances Existing Systems	No	Partial	Yes (Doubles RO Life)

## AMB vs Traditional



"Water solutions aren't changed often. When the moment comes, it makes sense to choose one that looks after your health, your systems, and the years ahead."



## Domestic Applications



Homes & Villas

AMB technology transforms everyday water into a wellness experience—safeguarding your skin, plumbing, and peace of mind effortlessly.



Domestic Applications

Cationized water transforms everyday water into a wellness experience—supporting softer skin, stronger hair, and natural balance, while delivering benefits across all living systems.



Schools & Institutions

AMB Technology safeguards plumbing, eliminates odors, and ensures top-quality toilet maintenance, providing children with safe drinking water.



Apartment Buildings

One Solution. Countless Happy Homes. No Salt Hassles. No Complaints. Only calm, Pure Water.

## Commercial Applications



Large Campus : Mall, Airport, school, township

Zero service. Zero stress. Cleaner, odor-free, scale-free water.



Hotels & Guesthouses

Transform Every Guest Shower into a Luxurious Experience - Soft Towels, Gleaming Fixtures, and Premium Comfort Behind the Scenes.



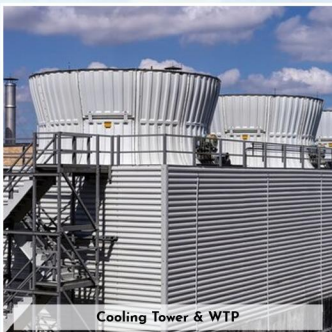
Food & Beverage Plants

Enhanced mixing boosts product quality and ensures consistent taste, while antioxidants keep raw food fresher for longer.



Hospitals & Clinics

Salt-Free Water Softening-Protects Essential medical Equipment from Scale Build-Up, reduces maintenance costs.



Cooling Tower & WTP

Continuous descaling of cooling towers saves energy and eliminates chemicals. These projects have short payback periods.



HVAC

Enhances HVAC efficiency by preventing scale and corrosion.



Cold Storage Refrigerator

Protects refrigeration systems while ensuring reliable cold storage performance.



WTP Applications

Scale buildup is among the most serious water-related problems, occurring when ionized calcium bonds with other minerals.



## Industrial Applications



**Industrial Applications**

Removes scale deposits from boiler pipes and inhibits corrosion of internal components, preventing further buildup.



**Heavy Industries**

Built for heavy industries where performance and reliability matter most.



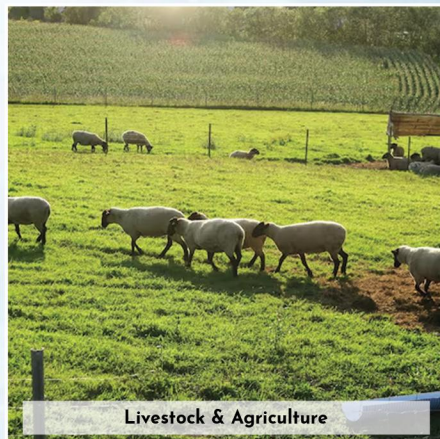
**Boiler**

Prevents scale in boilers and power plants, improving efficiency and equipment life.



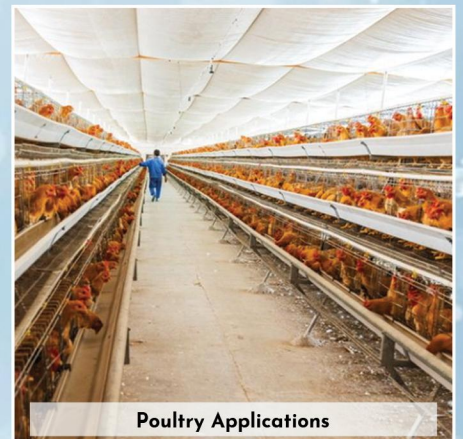
**Chemical & Pharmaceutical**

Ensuring pure water standards for chemical and pharmaceutical applications.



**Livestock & Agriculture**

AMB Technology provides easily absorbed water for healthier livestock, crops, and aquaculture. Reduces mortality, increases growth rate,



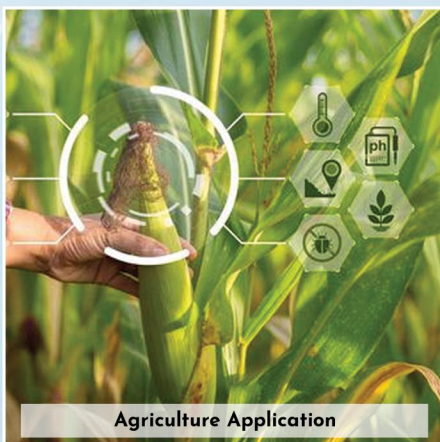
**Poultry Applications**

Animal Industry Reports Highlight Benefits: Up to 85% Reduction in Hog Odor Through Activated Water Use.



**Fish Farming Applications**

AMB Technology brings Japanese-engineered innovation to fish farming, helping maintain balanced water conditions that



**Agriculture Application**

AMB Neer transforms water at a molecular level through resonance action, making it more bio-available for plants—driving better nutrient



**Ships, Trains & Aircraft**

Prevents scale, eliminates biofouling, reduces maintenance costs.



## AMB HOME

Engineered for Bungalows,  
Apartments, Offices



### Why choose AMB Home over a traditional softener?

- ✓ **A Gift to Your Heart:** Traditional softeners use salt recharge, increasing sodium intake. AMB eliminates sodium exposure, making it safe for heart and kidney health.
- ✓ **Total Restoration:** Removes long-standing scale deposits-restoring taps, tiles, and fixtures to a lasting shine.  
Wellness & Beauty Relieves dryness, itching, and irritation-softer skin, stronger hair, every day.
- ✓ **Engineering Excellence:** Protects geysers, washing machines, and plumbing from scale-extending appliance life.
- ✓ **Defeats Silica Hardness:** Traditional softeners fail against silica. AMB delivers a complete 360° solution, crushing silica scale where others fail.
- ✓ **Pure Vitality:** Improves hydration and water freshness-silk-soft feel at the tap.
- ✓ **Key Features:** Compact Design Zero Maintenance Treats Entire Premises Water Heavy-Duty Sensor-Based Automation | 3-Year Warranty

## AMB HOME LIFE+

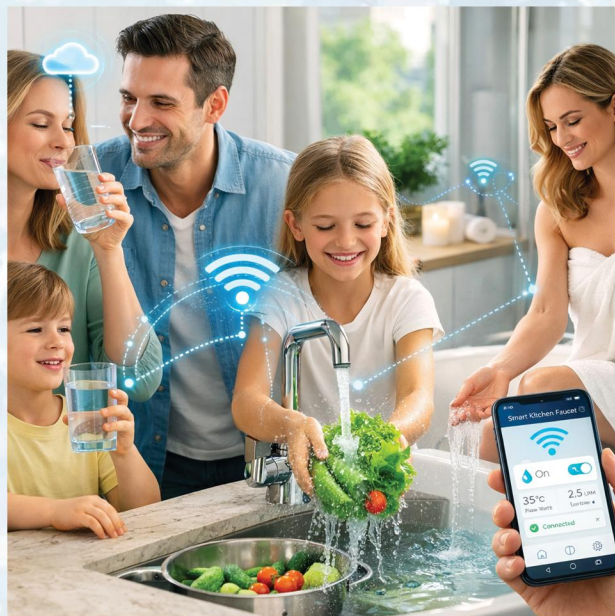
Alkaline Water Model for healthy life style

### Why Choose AMB Home LIFE+ (Alkaline Water Model)?

AMB Home LIFE+ goes beyond scale control by naturally enhancing water with balanced alkalinity using specially selected metals—without chemicals or additives.

Unlike costly alkaline machines that work only at a single drinking tap, LIFE+ delivers **naturally alkaline, pH-balanced water centrally to the entire home**, benefiting drinking, cooking, bathing, and washing.

By helping restore the body's natural pH balance, alkaline water supports **better hydration, reduced acidity, improved digestion, and everyday wellness**. Delivering higher Ph. **water throughout the home**, AMB Home LIFE+ provides the benefits of premium alkaline systems **without high cost, cartridges, or maintenance**—making it a smarter upgrade than basic treatment alone.



## AMB HOME NEXA

The Intelligent Future of Home Water

AMB Home NEXA is the most advanced expression of AMB technology—combining **complete hardness control, natural alkaline water, and smart Wi-Fi-enabled intelligence** in one elegant system.

Designed for modern premium homes, NEXA continuously monitors water conditions, optimizes performance with wifi automation, and keeps homeowners informed in real time through smart connectivity. With **centralized alkaline, pH-balanced water for the entire home**, zero chemicals, zero salt, and zero maintenance, AMB Home NEXA delivers unmatched wellness, protection, and control—setting a new benchmark in high-end home water systems and redefining what a premium softener replacement should be.





AMB PRO

## Strong. Versatile. Reliable.

AMB PRO is designed for *large residential complexes, hospitals, hotels, malls, campuses, and institutions.*

Installed at the *overhead tank*, it delivers continuous, uniform water conditioning across the entire facility—handling high flow rates and persistent hardness without chemicals or complex operation.

By preventing scale at the source, AMB PRO protects pipelines, fixtures, and equipment while improving water efficiency and reducing maintenance and energy costs.

### Key Features

- ✓ Heavy-duty, durable construction
- ✓ Handles high flow rates with ease
- ✓ Continuous descaling and scale prevention
- ✓ Chemical-free, simple to operate

## Specifications

- ✓ **Overhead Tank Capacity:** 3000-12,000 Liters.
- ✓ **Daily Capacity:** Up to 20,000 Liters
- ✓ **Placement:** In line with Overhead tank
- ✓ **Design:** Variable flow with variable uses.
- ✓ **Duty Cycle:** Overhead tank
- ✓ **USP:** Automated sensor based.

### Applications:

Apartments • Hospitals • Hotels • Colleges • Commercial Buildings



AMB PRO MAX

## Maximum Performance. Centralized Control.

AMB PRO MAX serves the *same high-demand applications as AMB PRO*, but is installed at the *underground tank / sump*, making it ideal for centralized water treatment in large campuses and infrastructure projects.

It delivers powerful, consistent water conditioning while simplifying operations, eliminating chemical dependency, and ensuring long-term asset protection.

### Key Features

- ✓ Designed for underground / centralized installation
- ✓ Continuous scale and corrosion control
- ✓ Zero water wastage, no brine discharge
- ✓ Built for uninterrupted 24/7 performance



# Specifications

- ✓ **Underground tank/Sump Capacity:** Upto 1 Lac Liters.
- ✓ **Daily Capacity:** Up to 1.5 to 2 lac Liters
- ✓ **Placement:** Near Sump or ground tank.
- ✓ **Design:** Variable flow with variable uses.
- ✓ **Duty Cycle:** Automated sensor based.
- ✓ **USP:** Effortless sustainability for large systems



## Applications:

Campuses • Township • High-rise Complexes • Malls • Utilities • Infrastructure Projects

# AMB Industrial



AMB INDUSTRIAL

## Designed to Your Process. Built for Your Reality.

AMB INDUSTRIAL solutions are *custom-engineered* based on detailed site and process inputs such as *flow rate, temperature, pressure, recirculation, water chemistry, and operating cycles*, as captured through AMB's technical questionnaire.

These systems are designed to protect *boilers, cooling towers, heat exchangers, pipelines, and process equipment*, preventing scale, corrosion, and efficiency loss—without chemicals, salt, or wastewater

### Key Advantages

- ✓ Eliminates persistent scale and downtime
- ✓ Improves heat transfer and energy efficiency
- ✓ Protects pipes, boilers, and machinery
- ✓ No chemicals, no brine, no regulatory burden
- ✓ It kills the microbial germs

### Applications:

Boiler, HVAC, Food, Pharma, Chemical, Process & Product driven Industry.







**AMB Home**

## Small. Dynamic. Effective.

Engineered for *individual homes, offices, and small businesses*, AMB HOME delivers next-generation water treatment in a compact form factor. It prevents scale buildup, improves hydration, and enhances overall water quality—*without chemicals or salt*, making it *safe for the heart and better for everyday health*.

Hard water minerals often remain on skin after bathing, disturbing the skin's natural acid mantle and causing dryness, irritation, and "winter itch." AMB HOME conditions water naturally to help restore the skin's defense system, delivering a *spa-like bathing experience with zero maintenance*.

### Wellness & Hygiene Benefits

- ✓ **Skin Hydration & Elasticity:** Softer, smoother skin within weeks
- ✓ **Hair Strength & Smoothness:** Less frizz, better shine, healthier scalp
- ✓ **Reduced Dryness & Premature Aging:** Prevents mineral-driven moisture loss
- ✓ **Enhanced Hygiene:** Better lathering, residue-free rinsing, odor reduction
- ✓ **Cleaner Plumbing:** Prevents scale, slime, and bacterial growth in pipes

### Key Features

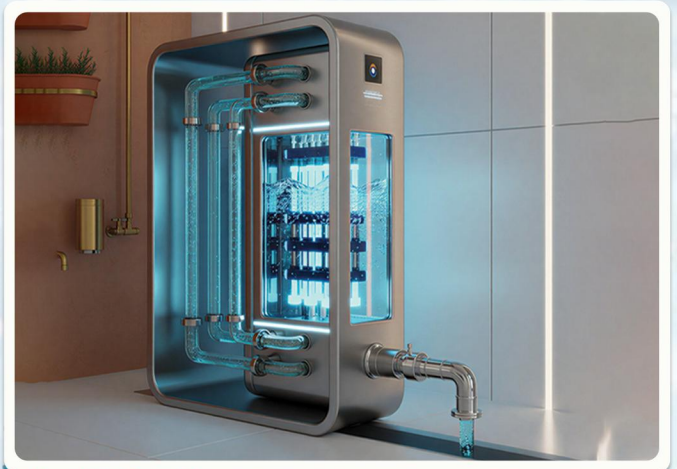
- ✓ Plug-and-play inline installation on main water line
- ✓ Works with or without overhead tank
- ✓ Preserves TDS and essential minerals
- ✓ Zero maintenance, no consumables

## Specifications

- ✓ **Overhead Tank Capacity:** 500–5,000 Liters.
- ✓ **Daily Capacity:** Up to 8,000 L
- ✓ **Placement:** Inline with overhead tank.
- ✓ **Design:** Variable flow with variable uses.
- ✓ **Duty Cycle:** Automated sensor based.
- ✓ **USP:** High performance, effortless use

### Applications:

Homes • Offices • Clinics • Small Businesses





# Become Our Dealer / Distributor

## Build India's Next-Gen Water Business

GLOBAL TECH,  
INDIA-READY

KNOW FIRST. GROW FASTER.  
NO COMPETITION

LESS - CAPITAL  
HIGH RETURNS

HOMES

INDUSTRY

COMMERCIAL

GOVT.

## Japan-Origin Global Adoption

 Sasebo Heavy Industries

**UBE**

 **MITSUBISHI**  
HEAVY INDUSTRIES

**MOL**

**Ocean Cable Corp.**  
JAPAN

 **NIPPON STEEL**

**BRIDGESTONE**

**Baxter**

**Glico**

 **Sumitomo**  
Heavy Industries, Ltd.

**IHI**

 **SUMITOMO**  
RUBBER INDUSTRIES

**SUDARSHAN**  
CHEMICAL

Sudershan Chemical  
Roha

 **LBD Resorts**

**Radha Krishna Cold**  
Storage, Ujjain

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