

## Who we serve

Our clients help define who we are and what we're about. Purity Test serves a variety of customer segments – be it retail consumers or government departments or industries or commercial establishments. Towards the bottom of this webpage you will see a board classification of our customer base. However, this is for illustration purposes only and we would love to hear from new customers. Purity Test seeks to inform and empower individuals as well as organisations so they can impact change and know the quality of products they consume.

We're fortunate to work with world-class brands, innovative, iconic companies, interesting individuals, social activists, homemakers, leading colleges and universities and non-profit organizations that share our passion for and belief that knowing the quality of products consumed is important for the foundation of a healthy society.

Our ambition is to make every socially responsible citizen aware of product quality and how testing products can improve productivity and reduce wastage.

### Corporate Clients



We understand the responsibility that comes along with managing huge organizations. With an aim to help you focus on your primary task, we take care of ensuring that the goods and services provided to you are nothing less than what you pay for. Be it the food for the mess or the raw materials that you make use of. Our wide range of product catalogue provides you with an array of options, thus maintaining quality control in all the aspects you would hope for.

### Government Bodies



With an unparalleled knowledge about government regulations and standards, we assist government bodies in maintaining a quality check over various lines of products. We keep in mind the directives issued by various government and public sector organizations and provide tailor made testing options for different categories of products. Transparent and ingenious testing processes ensure that we consistently deliver correct results.

## Hotels & Restaurants



When a business is primarily dependent upon the quality that it delivers, it becomes all the more vital to deliver top notch services to the end customer. Our forte in testing food products is extremely pragmatic when it comes to hotels, and restaurants as well as malls and food courts. We make it absolutely certain that the testing methods used for ingredients are akin to the reputes set by the customers and policy guidelines of the food business.

## Household & Societies



Individual households and group housing are a very important building block of our society. Households normally buy and cook their meals together and housing societies sometimes get supplies from the same supplier for water, milk, vegetables, building material etc. Therefore it is important for households and managing committees of these housing societies to be aware that they are consuming non adulterated stuff. Purity Test specialises in organising camps

as well as seminars/workshops for group of neighbours and housing societies to test the products they consume every day. Please contact us, if you would like to be sure that suppliers are providing you the right quality of products.

## Canteen & Catering



A food court or food hall is generally an indoor common area within a facility that is contiguous with the counters of multiple food vendors and provides a common area for self-serve dining. Shopping malls, large organisations, factories, school, college, universities, airports, railway stations and bus stands in India will generally have a food court or a canteen or a cafeteria. Sometimes for fairs and social gatherings, temporary food courts are set-up

close to the event venue.

Given high footfalls and multiple vendors, it becomes very important for food court organisers to ensure quality of food served. Any bad incident of adulteration or food poisoning can impact large number of people. Therefore, we provide special services tailored to such large scale operations. Please contact us to ensure that food quality at your food court is proper.

## Industries



Many industries such as Construction, Petroleum, Textiles, Metals, Electronics, Plastics, Toys, Manufacturing, etc. have huge supply chains and quality control is an important aspect for all such businesses. Industrial Quality Control uses scientific techniques to determine product and service capabilities, to enable an organization to economically provide a product or service suitable for its intended purpose. The objective of a good quality-control program is to enable all people and machines concerned to do their jobs right the first time and to provide assurance to the customer that this has been done.

The detailed techniques vary from product to product and from service to service, but the principles remain the same: knowing the requirements for the product, service or process; verifying that these can be met, maintained and improved; and taking corrective action where necessary. This also includes monitoring quality of raw material as well as checks throughout the supply chain to ensure that no counterfeit products enter the market. We have the capabilities to service industrial needs of our customer.

## Export and Import



and regulatory compliance.

Global trade is expanding rapidly due to increase in consumer demands, internationalization of tastes and habits, developments in technology and improvement in communication links and transportation. Before one can trade in a new market, most countries demand that the products conform to national and international standards. As a result, products need to be designed and tested so that they can be sold in the target countries. Our import and export testing services enable businesses to reach new markets by ensuring that the products provide the required safety

## Food and Beverages Sector



Indian food and beverage industry is growing fast. With increasing urbanisation, growing population, high income levels and multiple earning members in a family, there now exists a huge market for food products at the end-consumer base. This industry is one of the largest in the world be it production, consumption, export and growth prospects. No other sector has caught the fancy of the entrepreneurs and companies alike in order to leverage the increasing propensity of the consumers to splurge and spend on food. We like eating out at different places or simply prepare authentic recipes at home to delight

our families using some ready-to-use ingredients. In a nutshell, more and more people are exploring new ways to catch up to this excitement of life.

Having said that, every milestone achieved comes coupled with a concerning problem. India being a vast country supported with different food culture and types is not immune to the problem of food adulteration. When it comes to food adulteration, India has a deep-rooted problem considering the leniency in the system to monitor such frauds, and to top it, the freedom given to traders to indulge in such activities. Though our food laws are in conjunction with the international ones, the ground level situation is very remorse. It is alarming to know that milk which is most widely used as a preparation base for many food items remains targeted for intentional adulteration of food. There has been news all over television and newspapers about the growing concern of use of high content pesticides in vegetables or injections given to the meat products to make it look healthy for consumers.

The food safety requires securing the health of the consumers at every cycle of production. It calls for stringent measures at every process of storage, transport and distribution, hygiene, food preservation, to ensure that high quality products are delivered to the consumers. The Indian retail market which is predominated by unorganised retailing and where a sizeable population thrives on street hawkers in the metros as well, one may well imagine how deep-rooted the problem is. There are discrepancies at the retail level also with spurious packaging or fake labels encouraging people to use branded hi-fi products.

With the whole family consuming at different points, there is a need to sensitise children and mother alike on what is being consumed by them. Every food chain can also work towards this objective, by listing the ingredients in it.

One of the ways of tackling this problem is doing periodical yet frequent tests will keep the issue in check. Purity Test is the first such organised venture in India to provide ease of use food quality tests at affordable prices.

Moreover, we require collective efforts of the players in the industry to come together and ensure that a quality end product is delivered to our customers.

## Pharma and Cosmetics



In the last few years, the Indian pharmaceutical sector has seen an immense growth both in terms of domestic and international stratum and recognized itself as one of the largest in terms of volume of production. The emerging market of medical devices is one of the biggest contributions behind the growth in this overall pharmaceutical sector in India.

Further, the approval of 100 % FDI in the pharmaceutical sector under the automatic route for Greenfield investments as well as under the Government approval

route for investments in existing companies has made India as one of the emerging markets for direct investment in pharmaceutical sector. Various large multinational pharmaceutical companies have entered the market through acquisitions and tie-ups with Indian pharmaceutical companies as India offers them potentiality and ability to manufacture generic drugs and medical devices at a comparatively low cost while at the same time maintaining desired quality.

However, in recent years, the pharmaceutical supply chain has become increasingly complex, extending beyond the country in unprecedented ways. Many active pharmaceutical ingredients and vaccines now originate outside India, a trend that can only have increased in the past decade.

Adulterated pharma and cosmetic products can have far reaching impact on the patient population and therefore it is very important to keep a check on the quality of medicines as well as its ingredients. At Purity Test, it's our endeavour to ensure that we provide you scientific analysis of and results of these quality tests.

## Chemical Industry



Chemical additives are used in foodstuffs and sometimes it results into adulteration due to processing and hygiene aids. The discovery of an increasing number of new chemical substances has resulted in the exploration of numerous fields for their use, including the food industry, which finds itself faced with the potential use of chemicals for many purposes. Whatever the particular use of each of these materials may be, there is the possibility that human beings may ingest them in large or small

amounts, either by their deliberate inclusion as food additives, or as residues from their use at some stage in food production.

It is important that the pharmacologist, the chemist, the nutritionist, the clinician and the food scientists should discuss and explore together the problems involved in the potential introduction of new substances in food manufacture. The health of the community may be affected by the use of chemicals as additives, and as technological and hygiene aids in food production and in the protection and preservation of crops, so that mutual exchange of information is vital.

Moreover, the role of quality monitoring and contamination prevention doesn't stop here in the Chemical industry. These can be many such examples. For example, the chemical industry should check adulteration of solvents in petrol and diesel and restrict the application of these products to select intermediaries as specified by the Union Petroleum Ministry.

Sometimes solvents which are genuinely used by the chemical industry for their own business purposes fall in the hands of miscreants and are used for adulteration of petroleum products.

Therefore, it is very important to check the quality of raw material as well as finished goods and its

impact on humans by the Chemical industry. Purity Test provides such tests for small, medium and large enterprises involved in the Chemical Sector.