

# Profile

📍 Tecomen Factory: Tu Ho Hamlet, Yen Phu Commune,  
Yen My District, Hung Yen Province, Vietnam

📍 Head Office: 6th & 7th Floor, Hudland Tower,  
No. 6 Nguyen Huu Tho Str., Hoang Mai Dist.,  
Hanoi, Vietnam

🌐 Website: <https://karofiglobal.com>

✉ Email: [sales@karofiglobal.com](mailto:sales@karofiglobal.com)

☎ Hotline: +84 837748966



**THE LARGEST WATER PURIFIER MANUFACTURER  
IN SOUTH EAST ASIA**

# KAROFI®

THE EXPERT IN WATER PURIFICATION  
ENSURE YOUR HEALTHY LIFE



ERM

# Content

## 1

### MISSION

Mission – Core Values – Vision	02
About Us	04
Message from the CEO	05
Products	06
Karofi History	08

## 2

### ADVANCEMENTS

Breakthrough technology	11
Product highlights	21
The largest water purifier factory in South East Asia	22
Research & Development	

## 3

### PIONEER

Market opportunity	27
CSR – Corporate social responsibility	28



# MISSION

To protect and enhance well-being in the air and water environments of our beautiful green planet.

# CORE VALUES



Constant  
Innovation



Customer  
Orientation



Outstanding  
Commitment





# VISION

## Global future

2040: Top 3 corporations in water and air treatment industry

## Social impact

Create jobs and support communities.  
Contribute to economic growth.

## Improve the environment

Develop energy-saving products,  
reduce waste and scrap.

Increase efficiency in using input  
materials.

## Enterprise value

Strategic management is linked to sustainable  
development goals, enhancing value for shareholders,  
suppliers, employees and customers.

Apply domestic and international  
management standards.





# About Us

Karofi has been a leading water purifier manufacturer in Vietnam since 2006.

We own the largest water purifier factory in Southeast Asia, establishing it as one of the region's premier home appliance manufacturing facilities.

With a total area of up to 40,000 square meter, equipped with super modern, high-tech machinery systems, and a team of talented staff capable of producing up to 8 million products in a year. Karofi is ready to fully meet the strict requirements of the market to help consumers feel secure and live healthy lives.







Karofi has always been the most trusted and beloved brand among Vietnamese customers in our mission to "Protect health, enhance well - being, and improve life quality in the water and air environment on our beautiful planet".

By continuously affirming our leadership, ensuring strong growth, and delivering real value to the community, Karofi is committed to spearheading innovation and staying at the forefront of sustainable development.

**CHAIRMAN/CEO**

**Nguyen Thy Phuong**





# AWARDS 4 PRESTIGIOUS CERTIFICATION





# KAROFI CERTIFICATIONS



Certified by the National Science Foundation (NSF) for safe drinking water.



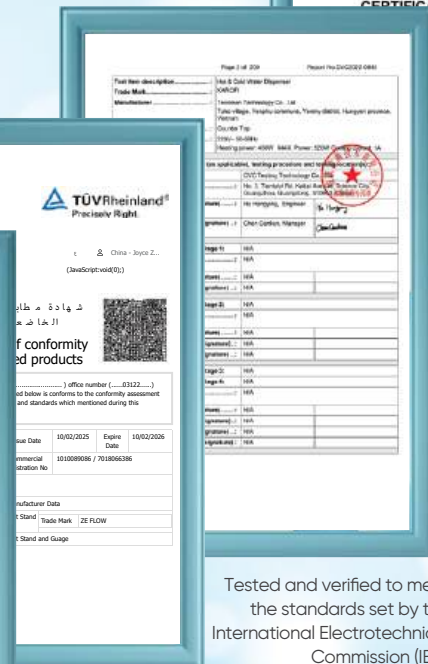
Verified Saudi quality and safety standards.



Issued by Underwriters Laboratories (UL), a global safety science company



Verified company compliance with international standards.



Certified for safety, quality, and sustainability.

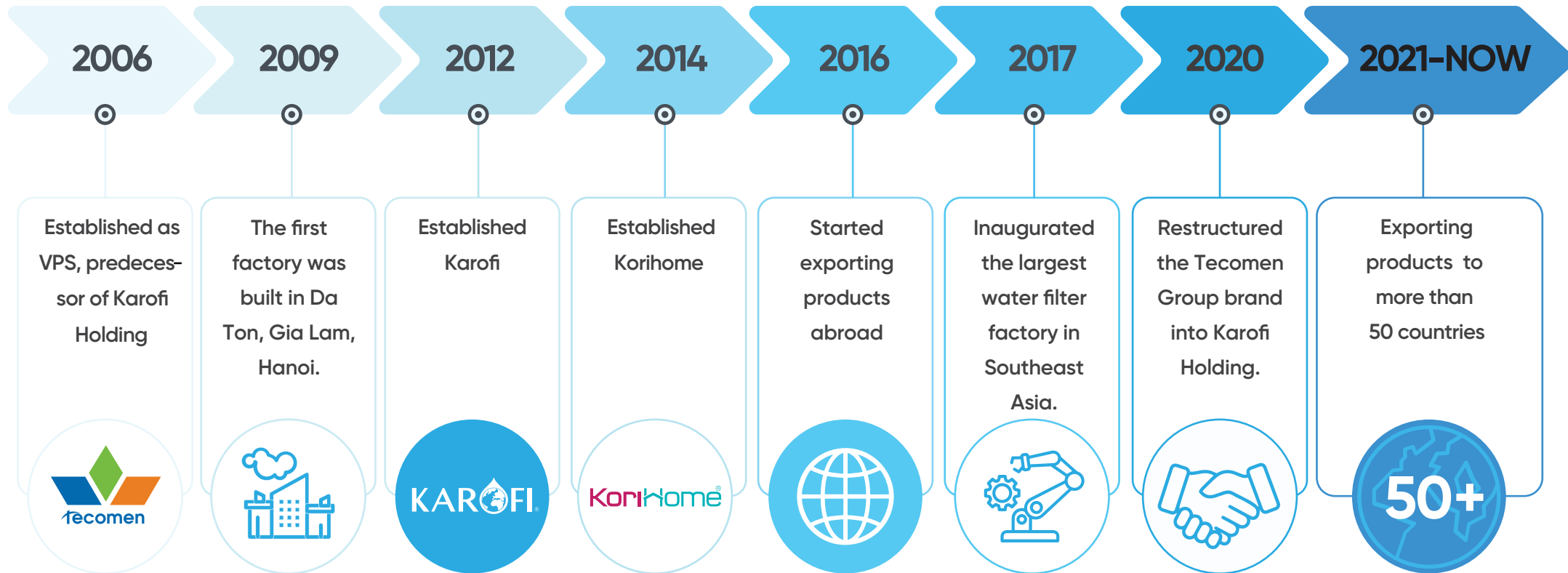


Committed to environmental responsibility.

Tested and verified to meet the standards set by the International Electrotechnical Commission (IEC)



# KAROFI'S HISTORY



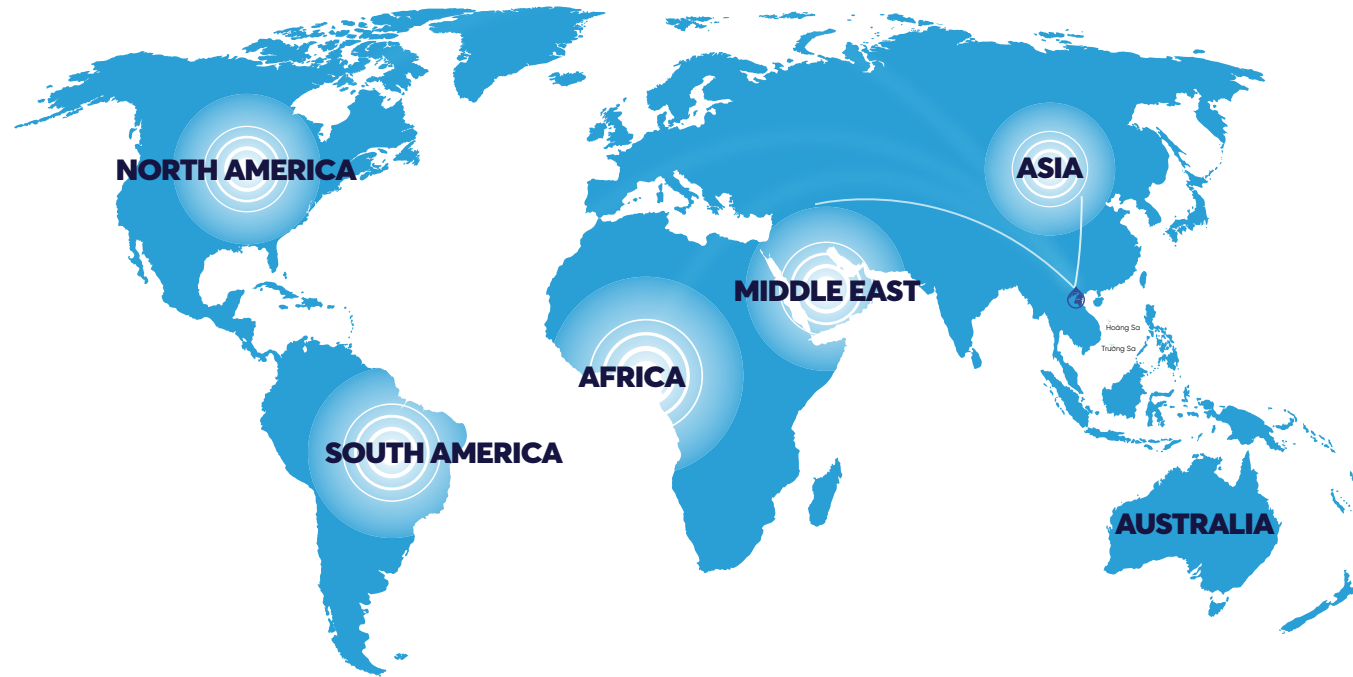


# Large Market Scale

## International Market:

Exporting to more than 50 countries, including large and demanding markets such as the US and Saudi Arabia.

Meeting international quality standards, Karofi products are highly appreciated for their durability and effectiveness.



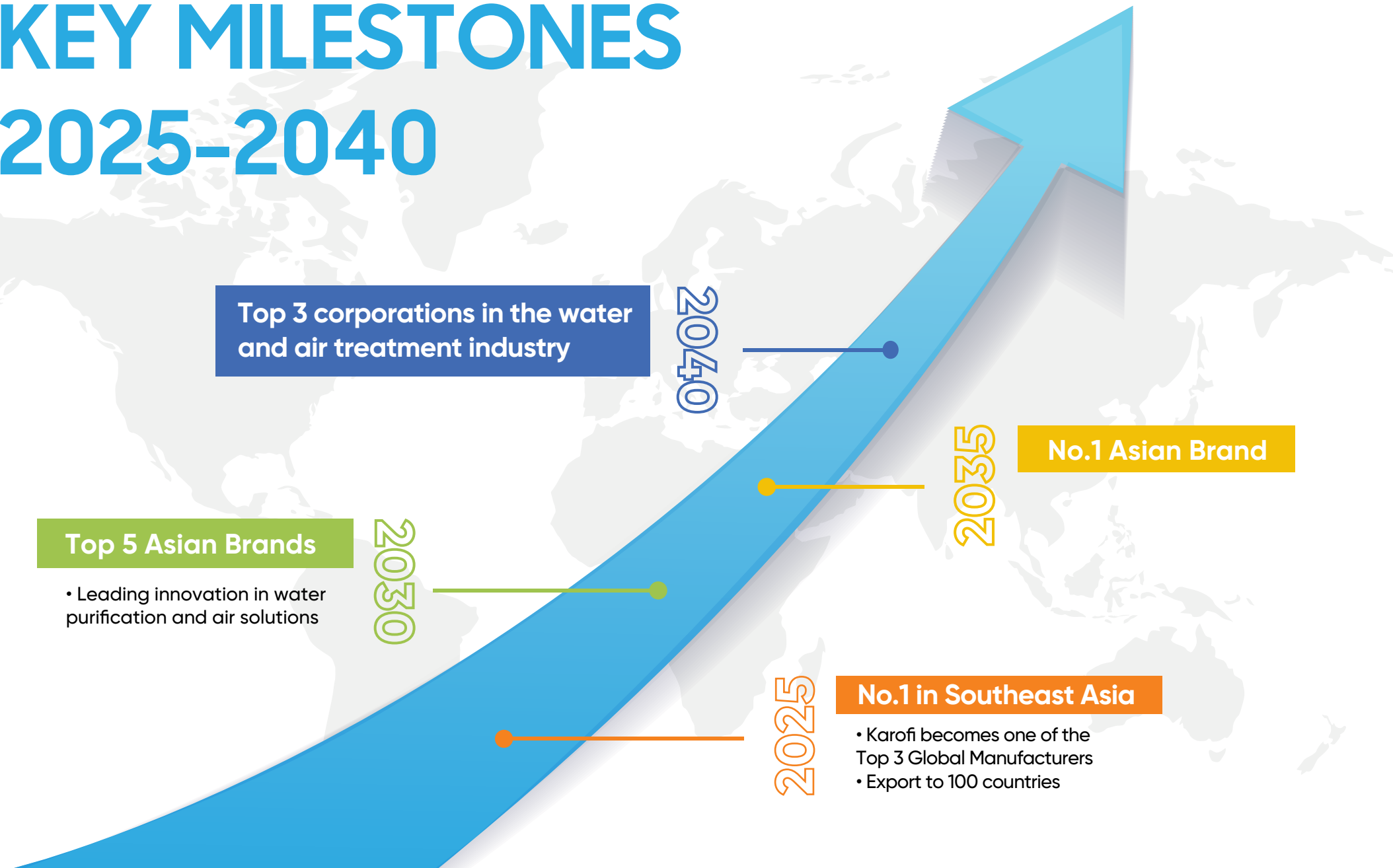
Available above

# 50 NATIONS

worldwide



# KEY MILESTONES 2025-2040





# Breakthrough



Pioneered by Karofi

# ALKALINE HYDRO-ION WATER PURIFIER

ELECTROLYSIS TECHNOLOGY

## MODERN HYDRO-ION

See the process of creating real Alkaline Hydro-ion

ELECTRODE PLATE WARRANTY  
UP TO 5 YEARS

USAGE TIME  
UP TO 10 YEARS

ELECTROLYSIS TECHNOLOGY

## ALKALINE DIREK

Youthful and healthy every day with 3 alkaline pH levels 8.0-9.5

LOW ALKALINE  
pH~8.5

MEDIUM ALKALINE  
pH~9.0

HIGHT ALKALINE  
pH 9.5





Pioneered by Karofi

# AiOTec TECHNOLOGY

A smart technology that connects Karofi water purifiers to users' smartphones, allowing real-time monitoring of water purity through a displayed purity index for complete daily water quality control.



# HIGH-PERFORMANCE PRE-FILTER SMAX PRO V 1,2,3

**SAVE UP TO 50% FILTER REPLACEMENT COST**

**INCREASES SURFACE CONTACT AREA BY 3 TIMES**

**INCREASES FILTRATION EFFICIENCY BY 2 TIMES**

**DOUBLE LIFETIME**





# Large Market Scale

KAROFI

## Water Filtration Industry

Present at



**63 PROVINCES  
AND CITIES**



**3000+**

The largest electronics  
supermarket nationwide



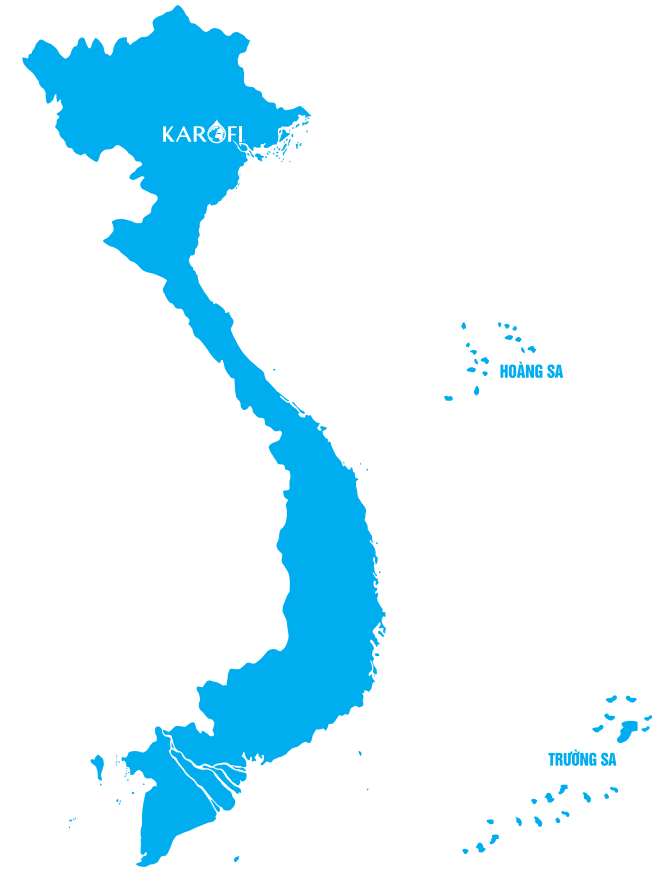
**8000+**

Agent/Distributor  
nationwide



**800+**

Sales staff  
excellent nationwide



# BUILD UP BRAND AWARENESS

## MAIN ACTIVITIES



Increase TVC & OOH with Golden spot

Enhance In store experience

Improve Sales Staff

Expand CSR activities · Knowledge & Skill

Dominant on Internet Ads





## FEATURE PRODUCTS

# HYDRO-ION ALKALINE WATER PURIFIER



KAE-S88 PROMAX



KAE-S86



KAD-X68



KAD-N69

# HOT & COLD RO WATER PURIFIER

## FEATURE PRODUCTS

# FLOOR STANDING RO WATER PURIFIER



KAQ-D36S



KAQ-X16

# HOT & COLD WATER DISPENSER



HCV208



HCV351



## FEATURE PRODUCTS

# UNDERSINK RO WATER PURIFIER

**KAROFI KAQ-U98  
UNDERSINK WATER PURIFIER**



**KAROFI KAQ-U99  
UNDERSINK WATER PURIFIER**



**KAROFI KAQ-U05 PRO  
UNDERSINK WATER PURIFIER**



**KAROFI TRADITIONAL  
UNDERSINK WATER PURIFIER**



## FEATURE PRODUCTS

# HOME APPLIANCES





# INFRASTRUCTURE



## THE LARGEST WATER PURIFIER MANUFACTURER IN SOUTH EAST ASIA

 Location: Hung Yen, Vietnam

 Area: 40,000 square meter

The scale includes a research center, production workshop, warehouse, assembly area, quality control room, product experience room, training area...



**PRESENT AT  
OVER 3000+**

Electronics  
supermarket



**PRESENT AT  
OVER 8000**

Agents/Distributors



**R&D 54**

New products



**4,000,000**

Total product per year



# TECHNOLOGY & EQUIPMENT

Featuring advanced production lines, high automation, and Industry 4.0 technology.

Advanced quality control system (QA/QC), ensuring products meet international standards.





# PRODUCTION AREA

## 1. Assembly Workshop

Area: 3,500 m<sup>2</sup>

Capacity:

Water purifiers: 3,000 units/day

Hot-cold water dispensers: 1,500 units/day

Human resources: 300 workers



## 2. Plastic Workshop

Area: 2,600 m<sup>2</sup>

Capacity:

Filter shell: 45,000 units/day

Spare parts: 1,045 product codes (SKUs)

Human resources: 110 workers





# PRODUCTION AREA

## 3. Pressure Tank & Pump Workshop

Area: 500 m<sup>2</sup>

Line area: 500 m<sup>2</sup>

Warehouse area: 1,000 m<sup>2</sup>

Capacity:

Tank: 3,000 pieces/day

RO pump: 4,500 units/day

Human resources: 34 workers



## 5. Mechanical Workshop

Area: 1,000 m<sup>2</sup>

Capacity:

Stainless steel cabinets: 4,500 pieces/day

Human resources: 100 workers



## 4. Filter Workshop

Area: 1,000 m<sup>2</sup>

Capacity:

Filters: 50,000 pieces/day

Primary plastic

Human resources: 65 workers





# WAREHOUSE AREA





# RESEARCH AND DEVELOPMENT CENTER

## Infrastructure

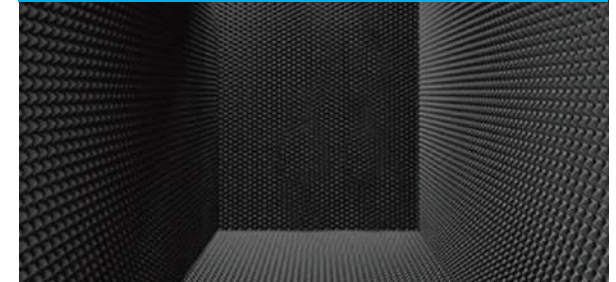
### Durability Laboratory



### Chemistry Laboratory



### Noise Laboratory



### Safety Electrical Laboratory



### Environmental Testing Laboratory




### Mechanics Laboratory



### Electrical Laboratory



# MARKET OPPORTUNITY



## 54%

### Technological Adoption

Reverse Osmosis (RO) water purifiers held the largest market share of 54% in 2023, indicating a strong consumer preference for advanced purification technologies.



## 13.43%

### Market Size and Growth

The global residential water purifier market was valued at approximately USD 26.56 billion in 2023 and is projected to reach USD 56.58 billion by 2029, exhibiting a Compound Annual Growth Rate (CAGR) of 13.43% during this period.



### Drinking Water Awareness

Rising Awareness of Waterborne Diseases  
– Consumers are increasingly aware of the health risks associated with contaminated water, leading to higher demand for water purification solutions.

Source: <https://www.techsciresearch.com/report/global-residential-water-purifiers-market/3445.html#collapsetwo>



# CSR – CORPORATE SOCIAL RESPONSIBILITY



TOTAL BUDGET IMPLEMENTED MORE

# 25 BILLION VND

Three small photographs showing the distribution of water purifiers. The first shows a group of people receiving a purifier. The second shows two children using a purifier. The third shows a man and a woman holding a certificate of donation for a purifier.

1,000,000+  
PEOPLE

200,000,000+  
LITERS OF CLEAN WATER

## ACCOMPANYING THE INTERNATIONAL COMMUNITY

Donating water purifiers to the difficult suburbs and schools in foreign.





# CSR – CORPORATE SOCIAL RESPONSIBILITY



TOTAL BUDGET IMPLEMENTED MORE  
**150 MILLION VND**



Karofi has organized multiple charity trips to donate water purifiers, school bags, and books to disadvantaged and disabled students in remote mountainous areas.

## SUPPORTING STORM-AFFECTED AREAS IN 2025

Partnered with Vietnam Law and Legal Forum to donate 12 water purifiers, 2.5 tons of food, and 400 liters of drinking water to storm-affected communities in Lao Cai





**THANK YOU**