



ELECTRICAL SAFETY CONSULTANT & MANUFACTURER
COMPANY PROFILE · 2026

50 Years

PERFORMANCE LIFE

CPRI / NABL

TESTED & CERTIFIED

IEEE 80

COMPLIANT DESIGN

Grounding India's *Safety.*

⚡ CPRI APPROVED MANUFACTURER

🌱 ECO-FRIENDLY NEEC COMPOUNDS

🛡️ IEEE 80 COMPLIANT DESIGN

ISO-certified manufacturer of advanced earthing & lightning-protection systems. From a Raipur workshop to critical power grids, defence installations, hospitals and steel plants nationwide — engineered to perform, maintenance-free, for 50 years.

EARTHING ELECTRODES

LIGHTNING PROTECTION

SURGE PROTECTION

CPRI TESTED

1,00,000+

SUCCESSFUL INSTALLATIONS

80,000+

ELECTRODES INSTALLED

20,000+

PROJECTS DELIVERED

10+

YEARS EXPERIENCE

SAUMYA EARTHING ELECTRODES · ECO-FRIENDLY RELIABLE SOLUTIONS

RAIPUR · CHHATTISGARH · INDIA

Specialists in *Electrical Safety* & Grounding Infrastructure.

ReERTH Technologies Pvt. Ltd. — known by its flagship brand **Saumya Earthing Electrodes** — is a trusted specialist in Earthing Solutions, Lightning Protection Systems and Electrical Safety Audits.

Since its inception in Raipur, Chhattisgarh, ReERTH has delivered innovative, reliable and sustainable solutions ensuring safety, efficiency and long-term performance across diverse industries. Driven by a customer-centric approach and continuous innovation, we have built strong partnerships with leading corporates, government bodies and industrial clients.

With standardized processes, IT-enabled systems and strict quality checks, ReERTH ensures consistency, precision and excellence in every project — earthing and lightning protection that does not just meet, but exceeds expectations.



“ Safe earthing is not a product — it is a promise that every fault current finds its way to ground, not through a person or an asset.



Engineering Rigor

Every electrode core size and NEEC compound quantity is mathematically matched to fault-current parameters. No guesswork.



Product Sincerity

Pure 99.9% electrolytic copper bonding. We refuse toxic salts or low-grade carbon scrap compounds.



Ecological Grounding

NEEC backfill compounds are inert, non-leaching and eco-friendly — protecting groundwater from contamination.

OUR CORE ENGINEERING DIVISIONS

Grounding Systems

Chemical electrodes, backfill compounds & plate earthing.

Lightning Protection

Active ESE and conventional shield systems.

Surge Protection

Transient overvoltage SPDs & control panel integration.

Safety & Audits

Soil resistivity mapping, testing & certification audits.

A Decade of *Measurable* Trust.

Every figure below is backed by completed installations, issued test reports and warranty certificates — not marketing estimates.

1,00,000+

SUCCESSFUL INSTALLATIONS

Across power, defence, healthcare, rail transit, and heavy steel complexes nationwide.

20,000+

PROJECTS DELIVERED

Turnkey industrial, commercial, and lightning safety projects certified end-to-end.

80,000+

ELECTRODES INSTALLED

High-conductivity, maintenance-free safety rods in active service.

14

CHANNEL PARTNERS

A growing dealer network providing local support across 8 states.

50 yr

PERFORMANCE WARRANTY

Backed by a valid warranty certificate on every Saumya electrode.

0.001 $\Omega \cdot m$

NEEC CONDUCTIVITY @150 PSI

Superior to any conventional backfill — corrosion-free in harsh soil.

FOUNDER · MD



Satish Kashyap

MANAGING DIRECTOR & FOUNDER ·
EARTHING CONSULTANT

FROM THE DIRECTOR'S DESK

Built on *Field* Experience.

A diploma and BE electrical engineer, **Satish Kashyap** spent over a decade with global engineering leaders before founding ReERTH — carrying frontline experience from **Kinetic Engineering, Anchor Electrical, ABB, HILTI India** and **JSW** structural projects into the grounding business.

Having seen how low-grade components and counterfeit grounding products cause short circuits, fires and equipment failures, he engineered the Saumya copper-bonded electrode and pushed for strict CPRI verification and standards compliance.

EDUCATION **Diploma (Electrical)**, Vaishnav Polytechnic, Indore · **BE Electrical**, Bhopal

2000-03 Kinetic Engineering Ltd

2003-05 Anchor Electrical

INDUSTRY ABB · HILTI India Pvt. Ltd. · JSSL / JSW Field Structures

"We do not just sell electrodes; we design complete protective barriers. Grounding is the ultimate shield that keeps high fault current from destroying investments and claiming human lives."

— SATISH KASHYAP, MANAGING DIRECTOR

13+

YRS EXPERIENCE

8

STATES SERVED

1,00,000+

INSTALLATIONS

LEADERSHIP TEAM

The People Behind *Every* Pit.

A close-knit leadership of electrical engineers and design professionals — backed by a trained field installation team operating across Central India.



Vedprakash Yadav

SALES DIRECTOR

BUSINESS DEVELOPMENT

Qual. **BE Electrical & Electronics**, CSVTU (IT Korba), 2010–14

Exp. **4+ yrs** · Industrial & institutional sales



Alok Kashyap

MARKETING DIRECTOR

BRAND & DESIGN

Qual. **Interior Design**, IDA Jabalpur, 2018–21

Exp. **2+ yrs** · Marketing, brand & client experience



Gurmit Singh

PLANT HEAD

PLANT OPERATIONS

Role **Plant Operations & Quality Control**, Raipur facility

Exp. **22+ yrs** · Heavy industrial manufacturing



Sukhwinder Singh

EXECUTION HEAD

PROJECT EXECUTION

Role **Project Execution & Site Safety** management

Exp. **10+ yrs** · Turnkey grounding installations

COMBINED STRENGTH

19+

YEARS COMBINED

4

CORE LEADERS

Engineering, sales, plant operations, and project execution leadership working under one roof — ensuring every grounding system is technically sound.

RAIPUR MANUFACTURING FACILITY OPERATIONS

Centralized plant featuring automated copper-bonding lines, high-pressure conductive concrete compounding chambers, and ERP-logged recipe verification.

50,000+
ANNUAL CAPACITY

100%
QAP COMPLIANCE



ReERTH
Eco-Friendly Reliable Solutions

OUR FIELD FORCE

Trained installation & testing engineers, on every site.

PPE-compliant teams executing the Systematic Installation Procedure — survey, digging, electrode placement, soil treatment, locking and resistance testing.

What Drives *Everything* We Build.



Our Mission

To deliver maintenance-free, chemically inert and exceptionally stable earthing electrodes and surge-protection devices — safeguarding homes, hospital diagnostics, telecom networks and heavy industry from electrical fault hazards.



Our Vision

To become India's primary brand for total lightning-protection systems — setting national engineering benchmarks in soil-resistivity mitigation and green chemical backfill compounds.

CORE VALUES

01

Quality First

We never compromise on the quality of our products and solutions.

02

Innovation

We constantly bring smarter, safer technologies to the industry.

03

Customer Commitment

Trust built through transparency, reliability and responsive service.

04

Integrity

We conduct business with honesty and fairness at every step.

05

Sustainability

Solutions that care for both people and the planet.

06

Excellence in Execution

Every project delivered with precision and accountability.

“

Values are not posters on a wall — they are the reason a hospital trusts us with the earthing under its operating theatre.

OUR QUALITY PLEDGE

ISO 9001:2015 · ISO 14001:2015 · ISO 45001:2018 Certified Operations

100% Quality Audited

From One Workshop to a *Pan-India* Network.

2014

Founded in Raipur, Chhattisgarh

Our journey began in Raipur, Chhattisgarh, where we laid the foundation for our innovative grounding enterprise.

2015

Developed Saumya Earthing Electrode

Developed flagship Saumya Earthing Electrode using conductive concrete to revolutionize grounding.

2017

Operations in Odisha & Jharkhand

Commenced direct sales and turnkey safety installations in neighboring states of Odisha and Jharkhand.

2019

Operations in Vidarbha

Established solid sales channels and technical engineering nodes in Vidarbha, Maharashtra.

2021

Operations in Madhya Pradesh

Expanded operations directly into Madhya Pradesh, opening an Indore branch to support local contractors.

2022

Maharashtra, Gujarat & Karnataka

Formally entered three major industrial corridors in Maharashtra, Gujarat, and Karnataka.

2023

Milestones of Trust & Performance

Executed critical grounding for Jindal Steel (Raigarh), Jindal Power (Tamnar), NTPC (Bilaspur), BSNL and BSF.

2024

Expanding Horizons with Integrated Solutions

Deepened partnerships with infrastructure giants, launching smart city grounding grids & lightning protection.

2025

Automated Manufacturing & South India Hubs

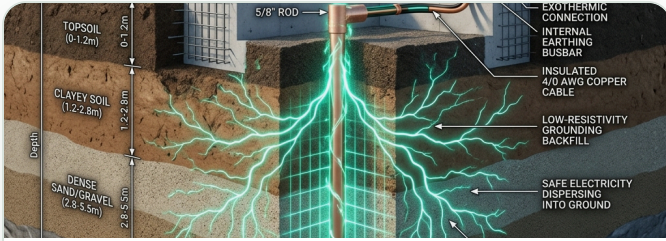
Commissioned an automated manufacturing line in Raipur. Expanded distribution hubs to Bengaluru and Chennai.

2026

Green Energy Grids & Smart Substation Safety

Secured mega-utility solar park grounding projects (2.5 GW+). Deployed grounding matrices for smart grids nationwide.

Cutting-Edge *Grounding* & Protection.



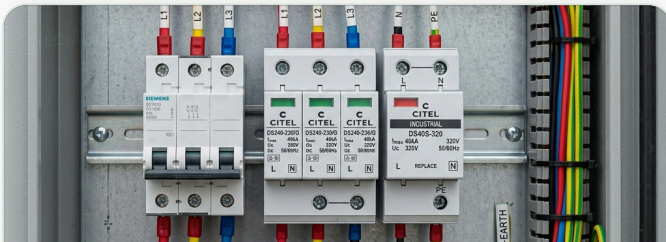
● Saumya Earthing Electrode

Copper-bonded, maintenance-free electrode delivering safe, reliable, long-lasting grounding with low resistance in all soil conditions. Models SEE1070 to SEE3070.



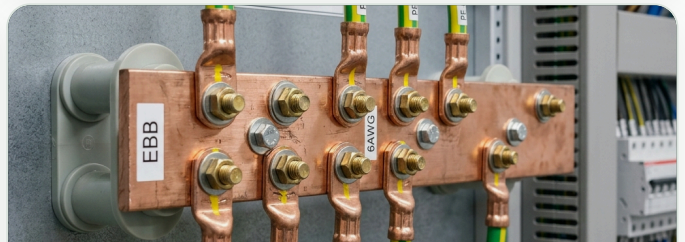
● Lightning Arrester

High-performance ESE arrester with high discharge capacity and low let-through voltage — reliable protection against direct lightning and transient surges.



● Surge Protection Device

Advanced overvoltage protection with IEC/UL compliance, high discharge capacity and reliable safety for critical systems.



● Equipotential Busbar

Ensures uniform grounding by connecting multiple earthing points — providing stability and effective fault-current distribution.



● Conductive Concrete Plate Earthing

Safe, durable, maintenance-free grounding solution with consistent performance across all soil conditions.



● NEEC Backfill Compound

Eco-friendly conductive compound. At 150 psi gives 0.001 ohm-m conductivity — superior to any other backfill, corrosion-free in high-corrosive soils.

Why Our Earthing *Outperforms.*

Grounding performance comes down to physics — surface area, conductivity and corrosion resistance. The Saumya electrode and NEEC compound are engineered on all three.

0.001 **Ultra-Low Resistivity**

$\Omega \cdot m$

At 150 psi, NEEC compound achieves 0.001 ohm-m — dramatically lower than conventional charcoal/salt backfill, giving faster fault dissipation.

M35 **Mechanical Strength**

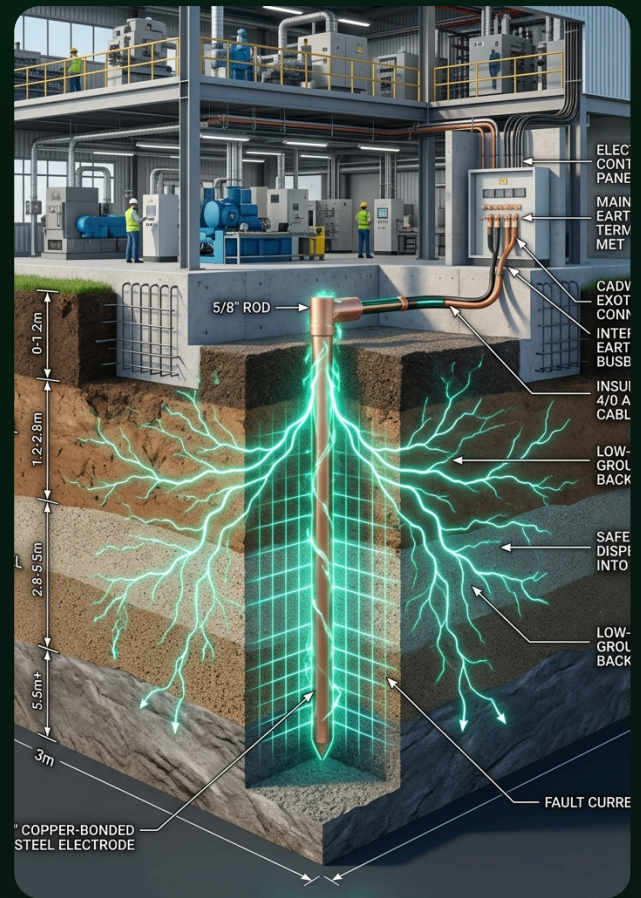
Conductive concrete equivalent to M35-grade — far greater conductive surface area for ground-current dispersion than a bare rod.

99.9% **Electrolytic Copper Bond**

Pure copper bonding resists corrosion for decades — no toxic salts, no degradation, no maintenance.

3-pt **Verified Performance**

Every pit tested by the fall-of-potential (three-terminal) method per IEEE 80:2000 & IS 3043, with a documented report.



Mitigating Soil Resistivity Across Terrains

Rocky Terrain

High-resistance gravel corrected using NEEC conductive concrete encapsulation.

Sandy & Dry Soil

Moisture retention compound retains low earth-resistance values for decades.

Chemical Corrosive

99.9% electrolytic copper bonding prevents chemical corrosion in acidic soils.

— WHY CHOOSE REERTH

One Roof. *Eight Promises.*

A complete in-house capability — from manufacturing to a 50-year warranty — without freelancer hand-offs.



01 • In-House Manufacturing

Strict quality control on every Saumya electrode built in-house.



02 • Expert Consultancy

Scientific soil study and customized electrode calculations.



03 • Site Visit & Survey

Soil resistivity profiling before design deployment.



04 • Trained Installation

PPE-compliant, industry-approved installation procedures.



05 • Secure Locking

Secure locking system prevents tampering at the joints.



06 • Comprehensive Testing

Fall-of-potential resistance testing with NABL testers.



07 • Documented Handover

Soil reports, test reports & certificates delivered.



08 • 50-Year Warranty

Long-term performance warranty card on Saumya electrodes.



THE ONE-ROOF ADVANTAGE

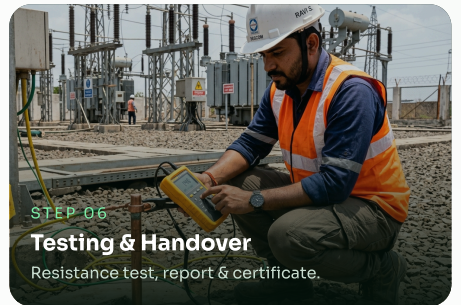
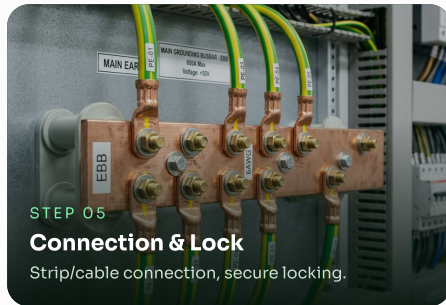
Design • Manufacture • Install • Test • Maintain

Zero
HAND-OFFS

— SYSTEMATIC INSTALLATION PROCEDURE

Precision at *Every Stage.*

A disciplined, documented SIP workflow — followed on every site, from survey to locking.



— QUALITY ASSURANCE

Pre-installation, our team shares a photo or video of the installation point for client confirmation. Post-installation, a detailed drawing with photographs is shared for future reference. Every pit is tested via the fall-of-potential (three-terminal) method per **IEEE 80:2000** and **IS 3043**.

A 25 kg NEEC bag count is precisely matched to the electrode variant — from 1 bag (SEE1070) up to 3 bags (SEE3070) — ensuring optimal soil treatment and resistance values.

— DOCUMENTATION DELIVERED

- ✓ Earth Resistance Test Report
- ✓ Line Test Report (R-Y-B Matrix)
- ✓ Work Handover Report
- ✓ 50-Year Warranty Certificate

ZERO DEVIATION COMMITMENT

100%

TESTING VERIFICATION

50 Years

PERFORMANCE WARRANTY

NABL

CALIBRATED INSTRUMENTS

Verified. Tested. *Certified.*

Independently validated by national and international bodies — including CPRI test certification. (Certificate scans to be placed in card frames.)

 ISO 9001:2015 Quality Management	 ISO 14001:2015 Environmental	 ISO 45001:2018 Health & Safety	 CE Mark Compliance
 Startup India Recognised	 MSME Registered	 RoHS Compliant	 GMP Good Mfg Practice

STANDARDS & TEST REPORTS

IEEE 80-2000

IS 3043

IEC 62561-7/779

NABL Certified

CPRI Earthing Test

CPRI CBR Rod Test

Copper Coating Test

Permeability Test

Strength Test

MS Bright Bar Test

QAP Certified



MECHANICAL STRENGTH

Equivalent to M35-grade concrete.

Greater conductive surface area for ground-current dissipation, with low resistivity of 0.001 ohm-m at 150 psi — corrosion-free even in highly corrosive soil conditions.

1,00,000+ Installations. *Nationwide.*

Trusted across power, defence, healthcare, oil & gas, smart-city, and transit infrastructures. Built on strict CPRI and IEEE 80 standards.

JSPL MINES ANGUL

Odisha · Steel & power complex



POWER · SUBSTATION GRID

JSPL Substation — Angul, 400KV

Earthing grid & lightning protection for high-voltage substation infrastructure in Odisha.

JSPL 33 KV LINE

Mixed-use retail & office



ASPIRE NEW

INSTALLING EARTHING



OUR REAL SITES PHOTOGRAPH

COMMERCIAL PROJECT

JPL MINES

JINDAL POWER LIMITED MINES TAMNAR RAIGARH



MINING · POWER

JPL Mines — Tamnar & Raigarh

Substation grid connection and heavy equipment grounding at tamnar mines.

Successful

OUR REAL SITES PHOTOGRAPH

COMMERCIAL PROJECT

MMRDA

Mumbai Metropolitan Region Development Authority



INFRASTRUCTURE · TRANSIT

MMRDA Transit — Mumbai

High-voltage grounding and structural surge protection for transit networks.

Successful

OUR REAL SITES PHOTOGRAPH

COMMERCIAL PROJECT

ILS HOSPITAL

ILS HOSPITAL RAIPUR C.G



HEALTHCARE

ILS Hospital — Raipur C.G.

Precision grounding for critical medical diagnostics showing a low 0.42 Ohm resistivity.

Successful

OUR REAL SITES PHOTOGRAPH

COMMERCIAL PROJECT

JSPL TELI EXCHANGE

ODISHA TELECOMMUNICATION EXCHANGE



COMMERCIAL · REAL ESTATE

Rama High Street — Raipur

turnkey borehole treatment and backfilling for commercial high-rises.

Successful

OUR VALUED CLIENTS

Trusted by India's *Best.*

From national power utilities to leading hospital chains. (Client logos to be placed in card frames.)



Jindal Steel & Power
STEEL



Jindal Power Ltd
POWER



NTPC
POWER



Bhilai Steel Plant
SAIL



AIIMS Raipur
HEALTHCARE



Siemens
ENGINEERING



BSF
DEFENCE



BSNL
TELECOM



CSPDCL
UTILITY



CSEB
UTILITY



CSIR-CBRI
RESEARCH



Royal Enfield
AUTO



Hira Power
POWER



Ador Welding
INDUSTRIAL



Hotel Babylon
HOSPITALITY



NH MMI Hospital
HEALTHCARE



Hospitals & Biotech
AIIMS Raipur, NH MMI, ILS, Urmila Memorial.
Highly stable low-noise grounding for MRI, CT
Scans, and life support systems.



Govt, Defence & Utilities
BSF Border Posts, BSNL Telecom, CSPDCL/CSEB,
CSIR-CBRI. Robust lightning protection built to
military safety standards.



Industrial & Power
Jindal Steel, NTPC, Bhilai Steel Plant (SAIL), Ador,
Hira Power. High fault-current dissipation for heavy
induction furnaces.

REGIONAL INFRASTRUCTURE FOOTPRINT
Standardized electrical grounding vendor across Central India. Our local support hubs ensure delivery and inspection
readiness in 8 states.

45,000+
CHHATTISGARH

55,000+
OTHER STATES

Reputation, *Earned* on Site.

“

We engaged ReERTH for critical safety infrastructure and they delivered far beyond expectations. Their team showed clarity, professionalism and strong technical knowledge — completed on time, to the highest standards.

Mr. Dalbeer Singh · NH MMI

★★★★★

Electrical safety is non-negotiable in a hospital. ReERTH delivered an earthing system that elevated our overall safety standards. Their sense of responsibility and technical skill gave us confidence throughout.

Dr. Vinod Agrawal · Urmila Memorial Hospital

★★★★★

Professional survey, clean installation and proper test reports. Exactly what an industrial site needs from a grounding partner.

Project Engineer · Industrial Client

★★★★★

The documented handover and 50-year warranty gave our facility team full confidence. Highly dependable.

Facility Manager · Commercial Project

“

Across 1,00,000+ installations, our reputation is built one tested earth pit at a time — and that is the only review that matters.

99.4%

ON-TIME PROJECT HANDOVER

< 2 Hours

TECHNICAL RESPONSE TIME

100%

SAFETY AUDIT SUCCESS

PAN-INDIA REACH

Chhattisgarh — Bilaspur Smita Powertech · Mr. Sumer Singh	8103405500
Chhattisgarh — Raigarh Goyal Weighing Scale · Mr. Ashish Goyal	9406585381
Chhattisgarh — Raigarh Shree Enterprises · Mr. Rishi Ojha	7389678270
Madhya Pradesh — Indore Perfect Solution · Mr. Amit Pitroda	9827663543
Maharashtra — Nagpur Savant Power Dynamics · Mr. Abhishek Savant	9766585964
Karnataka — Bengaluru Multitech Business Solution · Mr. Mahesh Kulkarni	9972533885
Odisha — Sambalpur Om Sai Trading · Mr. Pankaj Balotiya	9437510447
Odisha — Sambalpur Arun Enterprises · Mr. Arun Sao	9437555963
West Bengal — Kolkata Saranya Traders & Services · Mr. Pratik Roy	8777043366

8

STATES · ONE NETWORK

Chhattisgarh

Madhya Pradesh

Maharashtra

Karnataka

Odisha

West Bengal

Gujarat

Jharkhand

14 channel partners and a growing dealer network — delivering certified earthing solutions with local support.

Let's Make India *Electrically Safer.*

Partner with ReERTH for end-to-end earthing & lightning protection — engineered, manufactured, installed and warranted under one roof.

HEAD OFFICE

Shop No 2&3, Roshan Heights,
Ring Road No.1, Bhatagaon
Chowk, Beside Vrindavan
Palace, Raipur (C.G.) — 492013

BRANCH OFFICE

C-1, EB 170, Scheme No. 94,
Near Bombay Hospital, Ring
Road, Indore (M.P.) — 452010

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9201959008

EMAIL

reerthtechnologies@reerth.in



Visit us online

Scan to explore
products, projects &
certifications

www.reerth.in

YouTube

Instagram

Facebook

LinkedIn