

EMPOWER
ENTHUSE
ENABLE



Atharva Laboratories Pvt. Ltd.



Our Vision

To empower, enthuse & enable pure and perfect practices in order to be the leading & most trustworthy testing pioneer.



Our Mission

To inculcate the greatest sense of responsibility : be honest to every test adhering to norms, values, morals & environment, while upholding the highest levels of quality that matter to human lives.



At Atharva... Quality Matters

We are trusted providers of quality solutions for leading Indian & MNC brands. We help millions of consumers to keep their trust on our patrons and brands.

We help manufacturers meet end user expectations for safety, sustainability, performance, integrity and desirability in any market worldwide. We are committed to provide international quality of testing & consulting services and comply with the toughest norms and top certifications.

Atharva seeks to raise the bar in product excellence - every day, every test and in every discipline.



Certification & Approval



NABL



BIS



TEC



CE Marking



DSIR



RDSO
Research Design & Standards Organisation



About Us

Established in 2007, Atharva today houses more than 600 machines and more than 100 dedicated team members. . When you step into Atharva, you are in the care of people who don't run a typical testing 'business'. You step into a domain where more than 100 man years of scientific and technological expertise guide you through every step in product excellence.

Atharva delivers high quality services to help clients meet the growing challenges of quality, safety, environmental protection and social responsibility. As a trusted partner. Atharva offers innovative solutions that go beyond simple testing & compliance. We help our customers improve performance, gain efficiencies increase the value of their products and develop trusted brands.

Our team comprises of hand picked, highly efficient and knowledgeable technologist, who have worked in R&D and Product Development across sectors.

Therefore when at Atharva, you don't merely test your products & qualify those tests, you get valuable inputs on how to better your performance.

Further, our desire for excellence doesn't begin and end within our premises, If you want professional help to set up a lab - right from intellectual input to equipment procurement and staff training - look no further.

Passion, integrity and ethics are at the core of Atharva's value system, which helps it to focus on validation, impartial counsel, customer satisfaction and safety. Ever mindful of the need for complete transparency. Atharva is part of a very small minority that allows its customer (that is, you) to witness the test, if required.

It is elementary then, that organizations like the Airports Authority of India, Bata India, Mafatlal Industries, RITES, Maruti Suzuki, Indian Air Force & Navy, Phillips, Nike, Puma, DIXON, Samsung, Haier, Sketchers and many more have time and again found Atharva to be a partner of confidence.

DISCIPLINES AND SEGMENTS

All tests boil down to five major disciplines - Mechanical, Electronic, Electrical, Biological and Chemical - and Atharva is one of the few testing labs in India that has the capability and skillset to service all the disciplines, the efficacy of test also hinges on the equipment that a lab uses. We are proud to say that not only do we ourselves use the most modern equipments available, but we also custom - make specialised equipment, as and when necessary, for any test. We provide testing as per national, international and customise standards.

We serve a huge gamut of market segments - from basic agricultural produce to electronic & engineering equipment. Here is a list of market segments where we are your partners in testing & product development :

Agriculture products	Paints
Automobile products	Paper & paper products
Electronic Products	Personnel protective equipment like jacket, helmets, etc.
Electrical products	Plastics (both rigid & foam), Geo Grids
Engineering product	Textile, Geo Textile
Food products	Toys
Footwear	Water
Garments	White good
Leather & leather products	Furniture, Utensils, Rubber cleaning agents

Of course it goes without saying that in each of the previously mentioned key segments we provide a huge spectrum of testing & development services.

We have state of the art facilities for chemical testing which include all the highend equipments ie LCMSMS, GCMSMS, ICPMS, HPLC, UV.

Food/Agri Products



From food grains to frozen food and everything in between - we test it all. Our food labs adhere to the strict quality assurance guidelines, and our highly qualified teams are always available to help you understand your testing process and your results. Atharva makes sure that food and agricultural products are of the highest possible quality and nutritional value.

Some key tests that we conduct for Food/Agri Products :

Moisture content	Carotenoids
Protein content	Cholesterol content
Fat content/oil	Carbohydrates
Total ash/sulphate ash	Acidity as lactic acid
Acid insoluble ash	Acidity as acetic acid
Reducing sugar	Rm value
Alcoholic acidity	Polenske value
Titrable acidity	Iodine value
Acidity of extracted fat	Water absorption
Salt content	Phosphates
Starch	Peroxide value
Crude Fibre	Specific gravity
Sugar	Catechin
Gluten content	MB value
Alcohol extract	Sucrose content
Refractive index	MBRT
Saponification value	Granularity
Extraneous matter (solvent extraction)	Fructose / Glucose ratio
Mineral oil test	Fruit content
Argemone oil	BR reading
Sedimentation value in wheat flour	Trans fat
Uric acid in food grains	HMF content
Maltose value in wheat flour	Falling number
Phosphatase test for pasteurization in milk	Urea
Preservative i.e. : Benzoic acid & sulphur	Water insoluble solid
Total solids/solid non fat	Non-volatile ether extract
Dietary fibre	Phosphorous
TSS (degree brix)	Chromates
Alcohol content	Volatile oil
Nicotine content	Vitamins
Total tannins content	Minerals
Estimation of FFA value	Individual food additives
Pesticide	Heavy metals
Antibiotics	Aflatoxin B1 B2 G1 G2
NOT's (Naturally Occuring Toxins)	Aflatoxin M1
Fatty acid profile	

Water

It is Atharva's responsibility to monitor the freshness and purity of this life-giving fluid. Our testing service for this essential commodity is the need of the hour to protect us from pollutants & contamination. We promise to provide this essential information using robust state of the art analysis and technology combined with man power expertise. We ensure our reports are extremely credible and error free.

Some key tests for water:

Colour	Mineral oils
Odour	Iron
Taste	Lead
Turbidity	Calcium
Total dissolve solids	Magensium
Ph	Antimony
Alkalinity (as HCO ₃)	Copper
Residual free chlorine	Manganese
Chloride	Zinc
Sulphide	Aluminium
Nitrite	Chromium
Nitrate	Selenium
Sulphate	Mercury
Total hardness	Cadmium
Temporary hardness	Arsenic
Cyanide	Permanent hardness
Fluoride	Pesticide residue
PAH (Poly Aeromatic Hydrocarbons)	
PCB (Poly Chlorinated Biphenyl)	

Microbiological Examination of Food Products, Water and Others

This analysis is extremely important as the presence of harmful micro organisms is a major factor responsible for multiple clinical disturbances.

Some key tests for microbiological examination :

Total plate count	Aspergillusflavus, A. niger
Yeast & mould	Thermophillic bacterial count
Coliform	V. Cholerae, V. Paramaemolyticus
E.coli	C. perfringens
Salmonella	Listeria
Shigella	Legionella
Staphylococcus aureus	Lipase activity
Faecal streptococci	Total viable count
M.P.N.	Proteolytic & lipolytic count
Bacillus cereus	Pseudomonas acrugionosa
Anaerobic count	Antimicrobial Activity
Group of D streptococcus	

Leather

Leather goods are not only high value items, but are also highly variable in terms of species, types of leather, dyeing / colour, chemicals employed in finishing and microbiological activity. Atharva performs leather testing on a wide range of materials, products, product lines, and prototype. Hence, we ensure that your products always meet the quality requirements of the end customer.

Some key tests for leather:

Tensile strength & elongation	Adhesion test
Double hole stitch tear strength	Shrinkage test
Dimensional elongation	Crackness test
Flexural endurance in miniflexo meter	Testing of pH
Abrasion resistance of sole Martindale abrasion tester	Adhesion of finish
Fastness (I) dry (ii) wet	Flexural endurance
Testing of dynamic water proofing on sheet	Rub fastness
Water absorption & desorption	Banned chemical

Footwear

Fit, comfort, performance, durability and safety - when it comes to footwear, these are the things that a customer values the most. Atharva is your partner in delivering quality to your end customer. We offer footwear testing, inspection, advisory, training and quality assurance services, enabling retailers, manufacturers, exporters and importers to evaluate the essential chemical, mechanical and physical properties of their footwear products across the supply chain.

Some key tests for footwear:

Whole shoe flexing	Attachment strength - heel, strap, trims
Waterproofness	Water vapour permeability
Low temperature resistance	Tensile strength & elongation
Heat resistance	Sole flexing at room temperature & sub-zero temperatures
Hot content resistance	Bata belt flexing
Resistance to nail penetration	Bennewart flexing
Toe cap impact resistance test	Ross flexing
Chemical test	Abrasion resistance of sole
Bondability	Shank/ Insole stiffness test
Slip resistance	Compression of set sole/footbed
Martindale abrasion	Upper flexing
Stitch tear strength	Vamp flexing
Bally flexing	DeMattia test

Textile & Geo Textile

All textile manufacturers need to respond to ever-changing regulations and ever-increasing consumer demand for high quality textiles. Atharva's testing helps to minimize risks and protect the interest of both manufacturers and consumers. We perform analysis of fabric and apparel to leading global standards and also assist our customers to achieve specifications through suggestions, guidance and training.

Some key tests for textile:

Breaking strength elongation	Weight per square meter
Colour fastness to light & washing	Crease recovery
Colour fastness to perspiration (acidic/alkaline)	pH
Linear density of yarn/count	Water soluble (q) cone test
Scouring loss	Water absorption
Identification of fibre & composition	Hot pressing
Dimensional stability	Bleaching test
Thread per unit length in woven fabric	Crocking test
Thickness	Course / Wales
Loop strength / know strength	Bursting strength
Single yarn breaking strength	Determination of blocking resistance
Drape Coefficiency	Tear strength
Pilling resistance	Fineness of wool
Water repellency - Spray test	Bottom seam strength
Moisture Content	Abrasion resistance - Martindale Method
Ash Content	Cone test
Textile Material identification	Flammability
Antimicrobial activity	Rubbing

Plastic

Atharva's polymers and plastics services can help you meet worldwide quality and regulatory requirements. Across polymers & plastic, a range of challenges are encountered in safety, quality, process, regulatory compliance, performance and lifecycle. With years of experience, our scientists & technicians have the knowledge to help you improve and retain your competitive edge.

Some key tests for Plastics:

Tensile strength & elongation	Ageing
Hardness	Viscosity
Viscosity	HDT/VSP
Flexural endurance of soft materials	Identification
Abrasion resistance of softer material on Martindale abrasion tester	Identification
Testing of rub/print fastness (for sheet or cloth)	MFI
MFI	Environmental test
Testing of dynamic water proofing on sheets	Environmental test
Environment test	Colour matching
Adhesion test for coated material	Colour matching
colour matching	Density test
Specific gravity	Density test
Sag factor / load quotient	Static force test
Static force test	Ultimate tensile strength
Dynamic fatigue Test	Ultimate tensile strength
Ultimate tensile strength	Tear resistance test
Elongation at break	Tear resistance test
Tear resistance test	Odour test
Flammability	Odour test
Odour test	Chemical test
Solvent resistance	Chemical test
Chemical test	Fogging test
Anti Microbial activity test	Fogging test
Fogging test	Pencil Hardness test
Cross cut test	Pencil Hardness test
Pencil Hardness test	Weathering test
Solar radiation test	Weathering test
Weathering test	Izon impact test
Ozone test	Izon impact test
Izon impact test	Coating thickness test
Volume Surface Resistivity test	Coating thickness test
Coating thickness test	
Stone Chipping Resistance test	

Foam

Atharva tests foam to evaluate conformance to specification, compare multiple materials and to determine the properties of foam. Our experts conduct foam testing in association with product flammability and durability testing. We provide testing services to entire range of industries using foam in any point of their product process..

Some key tests for Foam:

Density test (core, overall, bulk)	Ultimate tensile strength
Indentation force deflection text (specified deflection)	Elongation at break
Sag factor / load quotient	Tear resistance test
Compression force deflection (CFD) text	Resilience (ball rebound) text
Constant deflection compression set text	Dry heat ageing
Static force loss test at constant deflection	Wet heat ageing
Dynamic fatigue test by constant force pounding	Odour
Steam autoclave ageing	Flammability
Deterioration of visibility due to smoke	Limited/minimum oxygen index
PVC staining	Solvent resistance

Rubber

Atharva has combined the science of laboratory analysis and technical problem solving for application to a broad range of polymer based materials. Our services extend beyond the standard chemical and physical rubber testing required to meet industry and government specification.

Some key tests for Rubber:

Tensile strength & % elongation	Compression set test
Modulus	Test on tension set apparatus
Hardness	Ozone test
Flexing test on DeMattia flex tester	Tear strength
DeMattia flex tester (at elevated temperature)	Rub fastness test
DIN abrasion test	Xenon arc text (weathering)
Adhesion test	Resistance to oil
Resilience test	Resistance hot contact
Specific gravity	LOI
Flammability test	Toxicity
Smoke	Density
Material Identification	

Adhesive

How long will it hold and under what condition? Atharva's experts produce fast & accurate data for adhesive materials used in a variety of industries and application. The data, observations, inferences & suggestions provided by Atharva assists material engineers in the selection of materials in applications across Indian & global markets. We provide strength measurements including shear & peel data, along with other property test.

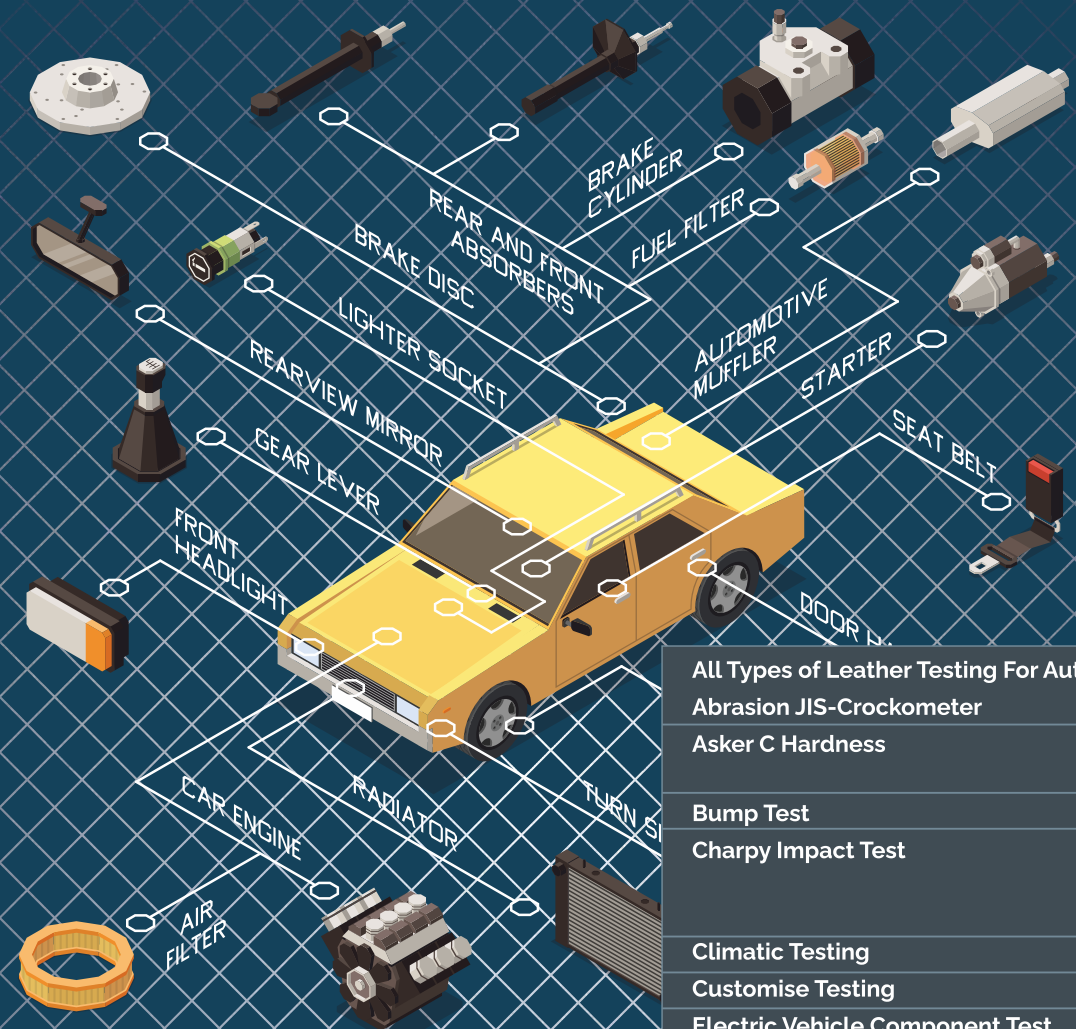
Some key tests for adhesives:

Peel strength	Moisture content
Heat resistance	Solid content
Shear strength	Viscosity
MFI	pH

Automobile Parts

From headlights to exhaust and everything in between. Atharva offers the professional automotive parts testing services to manufacturers and OEMs, who need to set their products apart and ensure top quality. We help you assess whether your chassis is built to defend against the vagaries of nature or whether the colour retains its vibrancy. Atharva's suite of automotive parts testing helps accelerate the viability and safety of your automobile products.

Some key tests for automobile parts :



All Types of Leather Testing For Automobiles Like Taber Abrasion JIS-Crockometer	HVAC Testing
Asker C Hardness	Identification of Material (FTIR/DSC/TGA)
Bump Test	Izod Impact Test
Charpy Impact Test	Mechanical And Electrical Testing For Head Lamp, Tall Lamp And All Type of Lights
Climatic Testing	Ozone Testing For Automotives
Customise Testing	Rockwell Hardness
Electric Vehicle Component Test	Shock Test
Electrical Connector Test As IS & OEM Specification	Shore A, C & D
Electrical Test of Automobile Component	Specific Gravity/Density
Electrical Wiring Harness Testing	Tensile Strength & Elongation
Emblem Testing All Types	Thermal Shock Test
Flammability Test	UV Testing
Flexi Fuel Component Testing (Hydrogen, Bio CNG, CNG, Ethanol Etc.)	Vibration Test
Functional Durability Test for Automobile Parts (Paddle, Gear Shifter Cables, Switches Etc.)	Vickers Hardness
Hardness	Weathering

Electrical Products

Atharva offers a wide range of rigorous test tailored for electrical products, which ensures that they meet worldwide standards of safety, reliability and compatibility with other equipment. We provide testing & certification facilities for cables and wires, switch-sockets and plugs, conduit pipes, home appliances, fans and regulators, LED etc.

Some key tests for electrical products :

Conductor resistance	Volume resistance
Insulation resistance	Thickness of insulation
Tensile strength	High voltage
Water absorption	Thermal stability
Flammability	Needle flame
Mechanical strength	Normal operation
Moisture resistance	High voltage capacity
ECRT	PAES
Rating	Making and breaking capacity
Dimension	Bending
Breakdown strength	Comparative tracking index
Glow wire test	Temperature rise
Leakage current	Electrical endurance

Electronic Products

Consumer electronic products have a universal appeal. But in order to gain universal acceptance by customers, you need to meet their requirements. So, whether you are targeting a special niche or attempting to capture larger market share, Atharva will help you prove your credentials, using our thorough product testing techniques.

Some key tests for electronic products :

Marking & instruction	Heating test
Fault operating condition	Humidity test
Insulation resistance	Dielectric strength
Leakage current under fault condition	Bump test
Vibration test	Load impact
Clearance & creepage distance	Earth bond & earthing resistance test
Stability	Resistance to fire
Needle flame	Glow wire test
Power input test	SELV reliability test
Limited current circuit measurements	Transient voltage test
Signal strength (By Pink Noise & Function Generator)	Mechanical strength
Dust test	Salt spray test
Microwave leakage	impulse voltage
Rating	Surge Test
ESD	Endurance Test

Certification And Approvals

Over the years, Atharva Laboratories has made its mark and attained relevant certification, accreditations and approvals from a host of well-known and reputed organizations.

- In 2009, Atharva was awarded the prestigious ISO 17025 by National Accreditation Board for Laboratories.
- Approved by Bureau of Indian Standards (BIS), RDSO, Indian Air Force, Indian Navy, DGS&D, RITES and RCF Kapurthala and many others.
- Approved by DSIR for R&D activities.
- Approved for testing related to CE marking of safety shoes and gloves.
- Approved by TEC for Telecommunication equipments and accessories



NABL



BIS



TEC



CE Marking



DSIR



RDSO
Research Design & Standards Organisation





Director's Speak



A Masters in Industrial System Engineering, in a career spanning more than four decades, Mr. V.B.Parvatikar had worn multiple hats of academics, operations management and entrepreneurship. Apart from successfully leading Atharva Laboratories technical superiority, he was an advisor to FDDI, Chairman of the Shoe Committee, Consultant to DGQA, Jury Member at IIM-Ahmedabad, and a Member of the Research Monitoring & Evaluation of Research Projects Committee at the Department of Science & Technology. He had also published several papers and been part of numerous research projects. Among his many achievements, a few notable ones are

- Establishing an international standard physical, chemical & calibration laboratory at FDDI, Noida
- Development of special footwear for Air Force pilots, paratroopers and police personnel
- Setting up a production facility for canvas shoes & boots at TAFCO, Kanpur
- Establishment of an effluent treatment plant for tannery at TAFCO, Kanpur
- Production of vital components of armaments at Ordnance Factory, Trichy



India is one of the fastest growing major economies. The underlying strengths are indicative of the potential of India to achieve a USD 5 trillion economy by 2025. Atharva has all the capabilities to help Industry to maintain Quality Standards and will help Nation to achieve its Goal.



— **Sandeep Jindal**
Chairman



Our major intention to start the lab was to care about the consumers and for a better lifestyle. Brands & non-brands—there are a lot of companies that take the help of our lab for assessment of quality evaluation. Our vision and mission is to empower, enthuse and enable the best practices to become the most trustworthy & natural choice and leader in the future.



— **V.B. Parvatikar**
Founder



Mr. Sandeep Jindal is a Technocrat and Businessman, with 33 years of rich experience. He is a qualified Engineer and MBA with University level Gold Medal, also a Fellow Member of The Institution of Engineers (India), a Fellow Member of Institution of Valuers, a Chartered Engineer and an Approved Valuer. His business interest ranges from Consultancy, Manufacturing, Real Estate and Infra Development to testing & analysis business domains.

In the last three decades Aparna has hone her skills of blending technical knowledge with developing businesses at reputed organizations like Chemtrend, Huntsman International, Vam organics and Relaxo. During her stints with Huntsman and Chemtrend, she executed multiple goals of providing technical support to leading footwear manufacturers, introduction of new products, expanding the market and education customers through various training programmes and seminars. She has also trained students at the Footwear Design & Development Institute (FDDI), Noida in areas of Merchandizing and Marketing at Atharva, she heads the operational excellence of the organization and ensures that customers' projects are met on-time & in-budget with the best possible technological solutions available.

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Atharva is one of the most deversified labs which is approved by NABL for ISO17025 for all the five discipline - mechanical, electrical, electronic, biological and chemical. We at Atharva strongly believe in quality and feel the responsibility towards environment, people and our stakeholders.



—Aparna Parvatikar
Director, Operations

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Atharva Laboratories is a women enterprise founded in 2007 with a handful of technocrats. We sensed a gap in the service level of large players and filled it by giving consultancy in addition to our testing,



— Arundhati Parvatikar
Founder

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With Make in India initiative, Atharva hopes to assist Indian Industry achieve International quality levels. Atharva has impeccable track record since its inception in 2007 and it has plans to expand many more facilities in future.



— Savita Jindal
Director, Finance

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Mrs. Savita Jindal is an Economist, Financial Analyst, and first-generation entrepreneur. She possesses 30 years of rich experience in Management and is qualified MBA (Finance). During her stints with U-Flex Industries Ltd, JSS Vidyapeeth and International Auditing & Consulting Firm Lochan and Co, she developed strong financial acumen and Management Skills and has been exposed to world class business practices.

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Finance is the bloodline of any business hence we have structure corrective steps to make Atharva financially Independent and cost effective. We work in a team to ensure trust amongst ourselves and customers. Our future plan is to make Atharva eco-friendly and paper free lab.



— Archana Kulkarni
Promoter

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Recognitions



Testimonials

Raghunath M.B. (Mafatlal)

It is very important for an external testing agency to test and certify our products for supplying to institutions, For the last three years we have associated with Atharva Laboratories, which has given us excellent services. Atharva has helped us in developing, maintaining and certifying many of the results that we require. The job done by Atharva's team is highly appreciated.

Harneet Kochar (Pfeda Synthetics)

Pfeda Synthetics has been in the business of polyurethane products for over 30 years now and the testing & standardization of products has always been a difficult task. Big testing companies have always had an impersonal approach towards small SMEs like us. But Atharva Laboratories is a perfect fit because the promoters are well versed with polyurethane. They are helping the industry move towards standardization. They have the facilities to get the test done at a reasonable cost and with good service and support.

Suman Nayak (Safety & Quality Consultant)

The Indian automotive industry has seen great transformation right from basic four-wheelers to luxury cars. It's very important to live up to the expectations of consumers and to meet their expectations in quality. In the last few years, I have had the opportunity to get services from Atharva Laboratories in the domain of electronics, which have been accurate, unbiased and value for money to meet end customers requirements.

Ajay Durrani (Covestro)

Covestro has a major presence in the automotive and footwear industry with ISO 14000 accreditation. In order to meet our quality commitment with OEMs we need to be associated with accredited and reputed third party laboratories. Therefore, for almost 3 years now, Atharva Laboratories has fit into our requirement of giving us the prompt reports and services.

Ankur Jain (Institutional Sales, Bata India)

Bata is the No. 1 footwear brand in the country and we have retained this position for the last many years due to quality and results. Atharva Laboratories has been associated with Bata for the last 5-6 years. Not only finished goods, but they also control the raw material and suggest specifications & advanced technology in footwear. We look forward to their contribution towards quality and they help a lot to maintain quality.

Virendar Awal (Mochika)

We manufacture for international premium brands such as Reebok, Adidas and Puma. These brands pay a huge premium on the quality and reliability of a product. In turn, we depend on our partner Atharva Laboratories to ensure that our commitment to quality and reliability of product is met. Also, Atharva Laboratories helps us in developing new technology for materials and processes. So Atharva has been a great partner in our progress.

Nirmal Sahjwani (Red Tape, Mirza International)

We at Mirza International supply & export leather footwear to Europe, UK and USA and we take services from Atharva Laboratories for some chemical test. We have been associated with Atharva for the last couple of years and have found its services very satisfactory and up to international standards. It definitely satisfies international clients.



Major Clients



- DGAQA
- CIPET
- Indian Navy
- Marutisuzuki
- Covestro
- Sheela Woodbridge Urethane
- IDIADA
- RCF Kapurthala
- Pfedasynthetics
- Mochiko
- Visteon Climatic Systems
- Spack Automotive
- Syrma SGS
- Viera
- Zet Town
- Lear Automotive
- Nipon
- Motherson
- VIDEOTEX
- WESTWAY



Atharva Laboratories Pvt. Ltd.

D-115A, Hosiery Complex, Phase-II, Noida -201305 (U.P.) India

B 140, Phase 2, Noida 201305

Plot No. - 91, Rayapur Industrial Area, Hubli - 580026, distt. Dharwad, Karnataka

Tel. : 0120-4559212

Mobile : +91 7827983858, 8588840612. 7065088001, 9810281818

www.atharvalab.com