

Havells unveils water purifier with pH balance

OUR BUREAU

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Havells India, a fast moving electrical goods company, has unveiled a range of water purifiers capable of handling new age pollutants.

These purifiers maintain the pH balance in water and add various essential minerals and trace elements lost during the reverse osmosis (RO) process.

Shashank Shrivastav, Vice-President, said: "Our water purifiers are designed to offer 100 per cent safe and healthy drinking water. We are hopeful that our water purifier with pH balance and natural mineral fortification capability will be well appreciated by our customers and help us gain strong

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foothold in the region."

Shrivastav said: "With only 1 per cent of the country covered, this is an extremely under-penetrated and much needed product. Our products will address the consumers need and we target to garner at least 10 per cent market share in next three to four years."

The company has launched six variants priced between ₹10,499 and ₹23,999.