

# Havells launches Delite alkaline 'high-recovery' water purifiers

## OUR BUREAU

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Havells India Ltd has launched its latest range of alkaline water purifiers that offer over 50 per cent water recovery.

Many RO purifiers process around 70 per cent of inlet water while recovering only 30 per cent of purified water. Havells' Delite Alkaline RO water purifier processes more than 50 per cent of inlet water, infusing it with essential minerals, according to the company.

Two variants, Delite Alkaline High Recovery and Delite Alkaline, have been indigenously developed and designed at its manufacturing plant in Haridwar.

Shashank Shrivastav, Vice-President, Havells India Ltd,

said: "Today's consumers are health-conscious and have a greater inclination for advanced purification technologies when it comes to drinking water. This has resulted in an increase in demand for bespoke and technologically enriched water purifiers in the country."

"We are delighted to introduce our new range of Alkaline RO and UV water purifiers that offer healthy alkaline drinking water with 8+ pH levels. Our technology works in eight steps to remove impurities, add goodness of natural alkaline minerals and magnetise water to improve hydration and mineral absorption in the body," he added.