

# Havells India enters water purifier segment, eyes 8-10% market share in five years

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Havells India has entered in the water purifier segment aiming to become a significant player in the segment in the next four-five years.

The leading FMEG company aims to earn about ₹500 crore in revenues from this segment and is eyeing 8-10 per cent market share in the next five years.

Narendra Choudhary, Executive Vice-President, Havells India, said: "Our foray into the water purifier segment is in line with our strategy to enter consumer's homes with our product range. Since this is an under-penetrated category,



Narendra Choudhary, Executive Vice-President, Havells India

we believe the segment offers a huge potential for growth."

Industry estimates have pegged the water purifier segment at ₹6,000 crore, which is growing at 15-20 per cent

annually. The company expects to make its water purifiers available in the top 30 cities by March.

"We will look at making these products available in metros, mini-metros and State capitals in a phased manner. While we will leverage on our strong distribution network, we are also focussing on building an in-house after-sales service team," he added.

On Thursday, the company launched six variants of its water purifier priced in the range of ₹10,499-₹23,999.

"We are hopeful that our exclusive water purifier with pH balance and natural mineral

fortification capabilities will help us gain foothold in this category. We aim to garner a market share of about 8-10 per cent with revenues of ₹500 crore in the next four-five years," Choudhary added.

The company will make these water purifiers at its Haridwar plant which has an installed capacity to make half-a-million units annually.

"With an expected growth of 15-20 per cent in this segment and aggressive plan to be a significant player, Havells India is fully equipped to ramp up the capacity to one million units per annum," the company said in a statement.