

## Havells launches Delite Alkaline High Recovery, Eco-friendly Water Purifier in Pune

- *Introduces RO purifier with 50% + water recovery*
- *First in the industry high recovery alkaline purifier with stainless-steel tank*
- *Uses 8 stage different processes to deliver 100% RO & UV purified alkaline water with 8+ pH level*

**Pune, 4<sup>th</sup> March 2020:** Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) and consumer durable company today announced the launch of ‘*Delite Alkaline RO Water Purifier,*’ the company’s latest range of technologically advanced alkaline water purifiers with 50%+ water recovery. This new feature marks Havells commitment to provide an unparalleled water purifying experience to its consumers.

True to its brand promise of ‘Making a Difference’, the new range of water purifiers would offer safe & healthy alkaline water infused with natural mineral fortifications for the first time in India. The promise would be delivered initially through two variants, namely ‘*Delite Alkaline High Recovery*’ and ‘*Delite Alkaline.*’ Aligned with the government’s agenda of Make in India, Havells *Delite* water purifiers are indigenously developed and designed at Havells R&D facility and manufactured at the company’s state-of-the-art manufacturing plant located in Haridwar, Uttarakhand. Conventional RO purifiers process around 70% of inlet water while recovering only 30% of purified water. The latest *Delite Alkaline RO* water purifiers by Havells processes more than 50% of inlet water, infusing them with essential minerals – giving consumers access to larger quantity of nutritious, healthy and purified alkaline water.

The city of Pune suffers from an acute water scarcity with some of its districts receiving water supply for only 20-30 minutes of the day. Due to the irregular and limited water supply, the Pune populace extracts water from dug wells and bore wells spread across the city. These water sources are usually contaminated and hence unfit for drinking which puts the health of Pune residents at severe risk.

The *Delite Alkaline* water purifiers offer host of advanced benefits to consumers, such as protection through triple purification of 100% RO and UV with UV LED to maintain 24x7 tank hygiene of high-quality food grade stainless steel, amongst others. Consumer are assured to get 8+pH level of water by addition of essential alkaline minerals, a lower Oxidation Reduction Potential (ORP), which results in antioxidant water. Product design and styling of the purifier is unique and gives smart alerts on performance, cartridge life, preventive maintenance, power indicator, alerts in case of low water

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pressure, pump failure and self-diagnosis requirements etc. Havells strengthens its brand promise and commitment by addressing the concern over safe & healthy drinking water. The newly launched water purifiers exude a premium look and feel with its compact styling. The product is available in attractive dual tone colours i.e. white & beige and blue.

Present at the launch, **Mr. Shashank Shrivastav, Vice President, Havells India Ltd.** said, “At Havells, we are committed to fulfil our brand promise of ‘Making a Difference’ in the lives of customers. With our newest range of Alkaline RO and UV water purifiers is an addition to our products designed to better health and consumer needs in mind. The Delite Alkaline water purifiers will offer consumers healthy alkaline drinking water with 8+ pH level. This has resulted in an increased demand for bespoke and technologically enriched water purifiers in the region. The city faces challenges such as an irregular water supply and contamination due to drinking water extracted from dug wells and borewells due to which the consumers of Pune are becoming increasingly health conscious. They are inclined towards advanced water purification technologies and hence we have launched the new *Delite Alkaline High Recovery* water purifiers that remove all possible impurities and most importantly, save over 50 percent plus water.”

He further added, “Innovation is a key focus at Havells, and it reflects in our water purification segment too. Our water purification technology involves 8 stages which removes all impurities, adds the goodness of natural alkaline minerals to water and magnetize it to improve hydration and mineral absorption in the body. The purifier consists of high-quality food grade stainless steel tank ensuring that purified water is free from toxins, chemicals and other harmful components.”

As per a report by GFK, the water purifier market in India stands at ₹ 5,000 cr. out of which Maharashtra contributes 18-20 percent and continues to register a healthy market growth. Furthermore, the market is projected to grow multi-fold with growing concerns over water contamination and water scarcity.

#### ABOUT HAVELLS

Havells India Ltd is a leading FMEG company (Fast moving electrical goods) with presence across India. Its product range includes Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns prestigious brands like Havells, Crabtree and Standard. With 43 branch offices and over 4000 professionals Havells has achieved rapid success in the past few years. Its 13 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Sahibabad, Faridabad, Alwar, Ghiloth, Guwahati and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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