

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

- *Introduces RO purifier with 50% + water recovery.*
- *First in the industry high recovery alkaline purifier with stainless-steel tank.*
- *8 stages of 100% RO & UV purification delivers alkaline water with 8+ pH level.*

Hyderabad, February 5th, 2020: Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) and consumer durable company today announced the launch of its technologically advanced latest range of alkaline water purifiers with 50%+ water recovery. The new feature marks Havells' commitment to provide an unparalleled water purifying experience to consumers.

Many RO purifiers process around 70% of inlet water while recovering only 30% of purified water. Havells' Delite Alkaline RO water purifiers 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.

True to its brand promise of 'Making a Difference', the new range of water purifiers, for the first time in the country, would offer safe & healthy alkaline water with natural minerals fortifications. The promise would be delivered initially through two variants namely "Delite Alkaline High Recovery" and "Delite Alkaline". Havells Delite is an indigenously developed and designed at its R&D facility and manufactured at its state-of-the-art manufacturing plant in Haridwar.

The **Delite Alkaline** range offer host of advanced consumer benefits 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. Consumer are assured of 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 is unique and it gives smart alerts on performance, cartridge life, preventive maintenance, power indicator, alerts in case of low water pressure, pump failure, self-diagnosis requirements.

Havells strengthens its brand promise by addressing the concern of safe & healthy drinking water.

Present at the launch, **Mr. Shashank Shrivastav, Vice President, Havells India Ltd** commented, "Today's consumers are more health conscious and have a greater inclination for advanced purification technologies when it comes to safe and healthy drinking water. This has resulted into an increase in the demand for bespoke and technologically enriched water purifiers in the country. Hyderabad faces challenges of depleting levels of water and contamination of water from manmade sources; to handle this Havells has come up with innovative solution of Delite Alkaline high recovery

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water purifier which removes all possible impurities, saves over 50 percent plus water, makes it fit for consumption. 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.”

He further adds, “Innovation is one of the key cornerstones of Havells and this reflects in our water purification segment as well. Our technology works in 8 steps that remove all impurities, add goodness of natural alkaline minerals and magnetize this water to improve hydration and mineral absorption in the body. The purifier consists of high-quality food grade stainless steel tank that makes it free from toxins, chemicals and other harmful components.

The products also make a mark with their aesthetic excellence, exuding a premium look and feel with compact styling incorporating dual tone colors with white & beige, blue.

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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