

Havells deepens its Uttar Pradesh Connect

“Unveils its range of best-in-class water purifiers in Lucknow”

Lucknow, June 11, 2019: Further elevating the water purifying experience for its customers in Uttar Pradesh, Havells India Ltd., today unveiled its impressive array of technologically advanced, best-in-class **Alkaline RO water purifiers and Active UV**. The latest range of water purifiers will further strengthen Havells’ presence in the state in water purifier segment, where it has already made a mark with encouraging sales in a short span.

Present on the occasion **Mr. Shashank Shrivastav, Vice President, Havells India Ltd.** said, “With the changing consumer lifestyle & growing awareness related to health, Water Purification market in India has witnessed considerable evolution, creating significant demand in the recent years. Committed to cater to this dynamic demand, we are delighted to further expand our Water Purifiers line-up and introduce a new range of RO & UV water purifiers which are a blend of innovation & advanced technology.

“We launched our first range of water purifiers in Uttar Pradesh last year and have gracefully been accepted in this crucial region. This has encouraged us to introduce four new variants in water purifiers segment. Uttar Pradesh in particular has always been one of the most lucrative markets for water purifiers and we see a huge potential for our new range of products here. We are confident that our best-in-class, technologically advanced water purifiers will generate significant interest and demand across the state.” Added **Mr. Shrivastav**.

Five variants of Havells water purifiers launched today include ‘**Digiplus Alkaline**’, ‘**Max Alkaline**’, **Active Plus, Active Plus Booster & Active**. All the products are effortless in use, with uncomplicated and consumer-convenient designs and come in a price range between **Rs. 8,999 to Rs. 23,499**.

In the usual reverse osmosis (RO) process, most minerals are lost while removing impurities and total dissolved solids (TDS). In many instances, this leads to drop in pH of water. This low pH turns water acidic, thereby harming the human body; Bitter taste is first indication. Havells’ new **alkaline water purifiers (Digiplus & Max)** improve the pH level of water by adding essential alkaline minerals, lower the Oxidation Reduction Potential (ORP) resulting into antioxidant nature of water and transform regular water into alkaline water, making it healthier and tastier.

Both **Digiplus & Max Alkaline** water purifiers pass the water through 7 stages of purification, including: membrane performance enhancer, sediment cartridge, activated carbon cartridge,

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reverse osmosis membrane, germicidal UV plus, alkaline taste enhancer and finally, revitalizer cartridge. These processes ensure maximum performance and life, bringing the water pH level to an exceptional level of 8 up to 10. The revitalizer restructures the water molecules, making them biologically active to improve hydration, alkalinity and mineral absorption.

Havells new range of UV Purifiers (**Active Plus Booster , Active Plus & Active**) pass the water through their advanced purifying stages and provide absolute safe water with double purification through UV & UF. These variants come with iProtect Purification Monitoring, electrical protection system and smart alerts.

Havells Purifiers excel in performance and feature unique and attractive designs. Their new look comes with compact styling with the availability of various vibrant colours and dual color tones.

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 12 state-of-the-art manufacturing units in India located at Haridwar, Baddi, Noida, Sahibabad, Faridabad, Alwar and Neemrana are manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry.

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