ABOUT HAVELLS

A company with an unflinching commitment to quality, innovation and customer satisfaction – Havells India Limited has today emerged as a dominant player in the Fast Moving Electrical Goods industry. The company manufactures a number of products ranging from Cables, Wires and Switchgear in domestic and industrial segments, to Fans, Water Heaters, Small Appliances, Air Coolers, Personal Grooming, Home Automation, Switches, LED Lighting & Fixtures in the consumer facing segments. With the acquisition of Lloyd, and entry into the Water Purifier category, the company has become a fine example of successful transition and transformation from a Fast Moving Electrical Goods manufacturer to a true Consumer Durables company, steadily spreading its operations across India.

Havells started its operations in the 1970’s and since then, the company has used a judicious mix of organic growth and inorganic opportunities to boost revenues and scale up business. Global recognition came Havells way in 2007 with the stunning acquisition profile Sylvania, which also pitch-forked it among the top four lighting companies across the world. The company today owns a range of established and prestigious brands like Havells, Lloyd, Crabtree and Standard that are sold through its extensive network of dealers and retailers spread across the country. Havells has 12 state-of-the-art manufacturing units in the country located at Haridwar, Baddi, Sahibabad, Faridabad, Assam, Alwar and Neemrana. These units manufacture globally acclaimed products, synonymous with excellence and precision.

The company has a strong domestic presence with 40 offices employing close to 6,500 professionals across the country supported by over 7,600 dealers and distributors with world-class service network in 400 cities across India. Given the enormous size, scale and reach of the operations, Havells today has 415 exclusive brands shop known as Havells Galaxies to provide better shopping experience to our consumers.
**Havells Milestones**

- **1958-1980**
  - Commenced trading operations in Delhi
  - Acquired HAVELLS brand
  - Set up the manufacturing plant for Rewireable Switches and Changeover Switches at Kirti Nagar, Delhi
  - Set up a manufacturing plant for HBC Fuses at Badli, Delhi
  - Acquired controlling interest in an industry major—Standard Electricals Ltd.
  - Acquired controlling stake in Duke Arnics Electronics (P) Ltd.
  - Launched Crabtree wiring accessories in joint venture with Electrium
  - Acquired controlling stake in Standard Electricals Ltd.

- **1983-2000**
  - Acquired Towers and Transformers Ltd.
  - Started manufacturing MCBs at Badli, Delhi in Joint Venture with Geyer, Germany
  - Set up a manufacturing plant at Sahibabad for Changeover Switches
  - Set up another manufacturing plant at Faridabad for Control Gear Products
  - Acquired Electric Control & Switchboards at Noida for manufacturing switchboards
  - Introduced high-end Ferraris Meters in Joint Venture with DZG, Germany

- **2001-2004**
  - Awarded the KEMA certification by The Dutch Council for Accreditation, making QRG the only group to attain this certification
  - Set up of R&D Center in Noida H.O
  - Crabtree India merged with Havells India
  - Started mid-day meal program at Alwar catering to 10,000 students from 77 schools
  - Set-up of Capacitor manufacturing plant in Noida, UP with the capacity of 6,00,000 kVAR per month
  - QRG Group entered healthcare business by acquiring a majority stake in Central Hospital and Research Centre, Faridabad

- **2005-2007**
  - First Indian CFL manufacturers to have adopted RoHS, European norms on Restriction of Hazardous Substances in CFLs
  - Set up of Global Corporate office, QRG Towers at Expressway Noida
  - Investment of ₹50 Crores in Global Centre for Research and Innovation (CRI)

- **2008-2010**
  - First Mid-Day Meal scheme extended to over 57,000 school children across 472 schools in Alwar, Rajasthan
  - QRG Group entered healthcare business by acquiring a majority stake in Central Hospital and Research Centre, Faridabad

- **2011-2015**
  - Standard Electrical merged with Havells
  - Entered into a Joint Venture with Shanghai Yaming Lighting, China
  - Launch of Air Coolers
  - First private cable & wire testing facility set up at Alwar plant
  - Pledged to build eco-friendly and sustainable toilets in over 300 Schools
  - Launched India’s First Brightest LED Lights ‘LUMENO’
  - Reached a milestone of 375 Galaxy
  - Accomplished 100% of Havells Dorman Smith and renamed it to Crabtree India Ltd.

- **2016-2017**
  - First Indian CFL manufacturers to have adopted RoHS, European norms on Restriction of Hazardous Substances in CFLs
  - Set up of Global Corporate office, QRG Towers at Expressway Noida
  - Investment of ₹50 Crores in Global Centre for Research and Innovation (CRI)
  - Launch of India’s 1st HPF CFL
  - Launch of India’s 1st BEE 5* Rated Fan
  - Pledged to build eco-friendly and sustainable toilets in over 300 Schools
  - Introduced India’s First Brightest LED Lights ‘LUMENO’
  - Reached a milestone of 375 Galaxy
  - Launched Domestic Appliances
  - Standard Electrical merged with Havells
  - Entered into a Joint Venture with Shanghai Yaming Lighting, China
  - Launch of Air Coolers
  - First private cable & wire testing facility set up at Alwar plant
  - Pledged to build eco-friendly and sustainable toilets in over 300 Schools
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  - Set up of Crabtree India merged with Havells
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MAKE IN INDIA PHILOSOPHY

At Havells we believe in making a difference by touching every aspect of our consumer’s life through the products we make. Since the very beginning all our products have been manufactured keeping in mind the highest standards of quality and innovation, so that they meet the world class standards that our consumers demand. And this legacy continues unwaveringly when it comes to Havells Water Purifiers too.

As an organization that’s committed to the philosophy of ‘Make in India’, we manufacture over 95% of our products in-house. We not only focus on the productivity but also work towards creating a harmony between manufacturing output and efficiencies that deliver social, economic and environmental sustainability.

“Havells is a certified Water Positive organization with 4 zero water discharge facilities. We recycle water used in our manufacturing facility and purify it and supply to nearby villages around the manufacturing plant.”

We have adopted world class technology and automation to ensure that we manufacture our products efficiently and with emphasis on conservation of energy and water in a sustainable manner. We pursue the methodology of total quality management to improve product quality while recycling and reusing our waste materials.

A special unit for manufacturing water purifiers has been set up at Haridwar plant of Havells with the following salient features:

- Ultramodern plant on floor area of 40,000 sq ft with installed capacity of 0.5 mn units
- Customized design of cartridges to handle a range of new age pollutants
- Strict QA through in-house assembly of every cartridges of purifiers
- Highly motivated and well experienced manufacturing team and work force

CENTRE FOR RESEARCH AND INNOVATION

Large investments have been made in one of its kind advanced Centre for Research and Innovation. This research facility is dedicated to develop path breaking water purification products with emphasis on Design Excellence, Technology Advancement and Consumer Convenience.

- Research facility boasts of 15 experts from water purification technology to develop best-in-class products
- State-of-the-art water technology lab equipped to evaluate chemical & microbiological parameters of water
- Continuous endurance testing of electronics and mechanical components to ensure consumers get the best performing products
- Panel of reputed international and Indian design houses to create aesthetically appealing design
- Dedicated in-house product design and engineering team to seamlessly convert concepts to manufactured products
ADVANTAGE HAVELLS

Havells Purification Process
Absolute Safety through 100% RO and UV Purification. 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and healthy drinking water. Mineralz fortification balances pH and revitalizer improves bio-availability and absorption of water in the body.

Competition Purification Process
1. Many competing brands offer a TDS controller in their RO + UV water purifiers. This technically does more harm than good.
2. UF Cartridge cannot remove harmful chemicals such as Arsenic, Lead, Chromium & Pesticides etc.
3. To balance the TDS removed during RO filtration a portion of water is passed through UF purification only which leads to mixing of pure & impure water towards the end of the process defeating the purpose of the entire purification process.
Alkaline Water Purifiers Range
# Powerful 8 Stage Purification for Alkaline Range

<table>
<thead>
<tr>
<th>Stage</th>
<th>Function</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Stage - 1</td>
<td>Membrane Performance Enhancer</td>
<td>Prevents scale formation on RO Membrane due to hardness in the source of water.</td>
</tr>
<tr>
<td>Stage - 2</td>
<td>Sediment Cartridge</td>
<td>Removes coarse and fine suspended impurities such as sand, silt, dust, clay, and rust etc. from the source water.</td>
</tr>
<tr>
<td>Stage - 3</td>
<td>Activated Carbon Cartridge</td>
<td>Removes wide range of dissolved organic impurities such as pesticides, and herbicides. It also removes impurities such as residual chlorine and its by-product (THMs).</td>
</tr>
<tr>
<td>Stage - 4</td>
<td>Reverse Osmosis Membrane</td>
<td>Removes dissolved contaminants and hazardous heavy metals from source water such as dissolved solids, salinity, pesticides, herbicides, arsenic, chromium, fluorides, and iron etc.</td>
</tr>
<tr>
<td>Stage - 5 &amp; 6</td>
<td>Dual Stage Alkaline Mineralz Taste Enhancer</td>
<td>Results into Antioxidant nature of water.</td>
</tr>
<tr>
<td>Stage - 7</td>
<td>Germicidal UV</td>
<td>Germicidal UV C at optimum Wave length of 253.7 nm irradiation, disinfects water and makes it free from microbiological impurities.</td>
</tr>
<tr>
<td>Stage - 8</td>
<td>Revitalizer Cartridge</td>
<td>Restructures water molecules, making it biologically active.</td>
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</tbody>
</table>

Safe and healthy alkaline drinking water
**Powerful 7 Stage Purification Process**

1. **Membrane Performance Enhancer**
2. **Sediment Cartridge**
3. **Reverse Osmosis Membrane**
4. **Activated Carbon Cartridge**
5. **Alkaline Mineralz Taste Enhancer**
6. **Germicidal UV**
7. **Revitalizer Cartridge**

**Performance**

- **Absolute Safety through 100% RO and UV Purification:** 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and pure drinking water.

- **Double UV Purification:** Delivers safe, purified and fresh water round the clock. It enhances oxygen level in purified water and maintains hygiene in water tank.

- **Alkaline Mineralz Taste Enhancer:** It enhances the pH level and taste of water by adding essential alkaline minerals and also lowers the Oxidation Reduction Potential (ORP) resulting into antioxidant nature of water. Transforms regular water into alkaline, which is healthier and tastier.

- **Revitalizer:** It restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.

- **iProtect Purification Monitoring:** Constantly monitors the purification process, and ensures safe water.

**Convenience**

- **Convenient Jog Dial:** Easy to dispense, zero splash, hygienic dial delivers desired volume of water.

- **Smart Alerts:** Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV, SV or pump failure.

- **Maintenance Alerts:** Timely alert on preventive maintenance for the system.

- **Cartridge Life Indicator:** Monitors and displays the filter life expectancy to help you plan comprehensive maintenance in advance.

- **Ingress Protection Tank Cover:** Stops external invasion of insects and dust particles.
**Absolute Safety through 100% RO and UV Purification:**
100% water passes through the RO membrane and then UV purification to ensure absolutely safe and pure drinking water.

**Alkaline Mineralz Taste Enhancer:**
It improves pH level of water by adding essential alkaline minerals and also lowers the Oxidation Reduction Potential (ORP) resulting into antioxidant nature of water. Transforms regular water into alkaline, which is healthier and tastier.

**Revitalizer:**
It restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.

**Electrical Protection System:**
Advanced electronics ensure purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 330 V or if it drops below 170 V. It protects purifier from any electrical damage.

**iProtect Purification Monitoring:**
Constantly monitors the purification process, and ensures safe water.

**Zero Splash Faucet:**
Unique soft touch faucet: Benefits hygienic water, zero splash and smooth flow.

**Smart Alerts:**
Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV, SV or pump failure.

**Ingress Protection Tank Cover:**
Stops external invasion of insects and dust particles.

**Removable Tank:**
Convenient for you, easily removable water tank to clean it periodically.
pH Balance
Water Purifiers
Range
Safe and healthy pH balanced drinking water

Powerful 8 Stage Purification for pH Balance Range

**Stage - 1**
Membrane Performance Enhancer

- Prevents scale formation on RO Membrane due to hardness in the source of water.

**Stage - 2**
Sediment Cartridge

- Removes coarse and fine suspended impurities such as sand, silt, dust, clay, and rust etc. from the source water.

**Stage - 3**
Activated Carbon Cartridge

- Removes wide range of dissolved organic impurities such as pesticides, and herbicides. It also removes impurities such as residual chlorine and its by-product (THMs).

**Stage - 4**
Reverse Osmosis Membrane

- Removes dissolved contaminants and hazardous heavy metals from source water such as dissolved solids, salinity, pesticides, herbicides, arsenic, chromium, fluorides, and iron etc.

**Stage - 5**
Mineralz Fortification

- Balances the pH level of purified water and re-mineralizes it by adding naturally occurring essential minerals and salts.

**Stage - 6**
Silver Impregnated Taste Enhancer

- Removes organic residue and VDC.

**Stage - 7**
Germicidal UV

- Germicidal UV C at optimum Wave length of 253.7 nm irradiation, disinfects water and makes it free from microbiological impurities.

**Stage - 8**
Revitalizer Cartridge

- Restructures water molecules, making it biologically active.

**Benefits**

- Stage 1: Improves performance and enhances the life of RO Membrane.
- Stage 2: Improves performance and enhances the life of Activated Carbon Cartridge and RO Membrane.
- Stage 3: Removes bad odour & organic impurities like pesticides & herbicides.
- Stage 4: Reduces risk factors by removing chemicals, dissolved impurities and pesticides, delivering safe & healthy drinking water.
- Stage 5: Results in healthier and tastier water.
- Stage 6: Enhances the taste of water and adds a sparkling texture to it.
- Stage 7: Makes water hygienic and safe.
- Stage 8: It improves mineral absorption, hydration in our bodies.
**DIGITOUCH**

**POWERFUL 8 STAGE PURIFICATION PROCESS**

1. Membrane Performance Enhancer
2. Sediment Cartridge
3. Activated Carbon Cartridge
4. Reverse Osmosis Membrane
5. Mineralz Fortification
6. Silver Impregnated Taste Enhancer
7. Germicidal UV
8. Revitalizer Cartridge

Safe & Healthy Drinking Water

**TRULY SMART FEATHER TOUCH PANEL**

Change of the colour in the touch panel represents different stages of purification in process.

- **Blue Light Indicates** Filtration in Progress
- **Green Light Indicates** Storage Tank Full
- **Amber Light Indicates** Double UV Purification Process is on

**ADVANTAGE HAVELLS**

**PERFORMANCE**

- **Absolute Safety through 100% RO and UV Purification:** 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and healthy drinking water.
- **Double UV Purification:** Delivers safe, purified and fresh water round the clock. It enhances oxygen level in purified water and maintains hygiene in water tank.
- **Mineralz Fortification:** It corrects the pH of purified water, and adds back wide spectrum of natural minerals with trace elements, and it delivers healthier and tastier water always.
- **Revitalizer:** It restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.
- **iProtect Purification Monitoring:** Constantly monitors the purification process, and ensures safe water.

**CONVENIENCE**

- **Convenient Multi-fill Options:** Measures and dispenses programmed volume of water in a glass or bottle and has a free flow option for large containers. It ensures zero splash & hygienic water.
- **Auto Diagnostic:** System diagnoses performance of vital components to ensure optimum performance and displays error codes.
- **Maintenance Alerts:** Timely alert on preventive maintenance for the system.
- **Cartridge Life Indicator:** Monitors and displays the filter life expectancy to help you plan comprehensive maintenance in advance.
- **Ingress Protection Tank Cover:** Stops external invasion of insects and dust particles.

**DIGITAL WATCH**

- **FILTER LIFE**
- **BOTTLE SWITCH**
- **GLASS SWITCH**
- **DISPENSING NOZZLE**

**TRULY SMART**

- **BOTTLE SWITCH**
- **GLASS SWITCH**
- **DISPENSING NOZZLE**

- **BLUE LIGHT** Indicates Filtration in Progress
- **AMBER LIGHT** Indicates Double UV Purification Process is on
- **GREEN LIGHT** Indicates Storage Tank Full
**POWERFUL 8 STAGE PURIFICATION PROCESS**

1. **MEMBRANE**
   - Permeability Enhancer

2. **SEDIMENT CARTRIDGE**
   - Filters large sediments

3. **ACTIVATED CARBON CARTRIDGE**
   - Adsorbs impurities

4. **REVERSE OSMOSIS MEMBRANE**
   - Removes impurities and minerals

5. **MINERALZ FORTIFICATION**
   - Adjusts pH and adds natural minerals

6. **GEMICIDAL UV**
   - Sterilizes water

7. **SILVER IMPREGNATED TASTE ENHANCER**
   - Enhances flavor

8. **REVITALIZER CARTRIDGE**
   - Structures water molecules

**SAFE & HEALTHY DRINKING WATER**

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**ADVANTAGE HAVELLS**

### PERFORMANCE

- **Absolute Safety** through 100% RO and UV Purification: 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and healthy drinking water.

- **Double UV Purification**: Delivers safe, purified and fresh water round the clock. It enhances oxygen level in purified water and maintains hygiene in water tank.

- **Mineralz Fortification**: Corrects the pH of purified water, adds back a wide spectrum of natural minerals with trace elements, and delivers healthier and tastier water always.

- **Revitalizer**: Restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.

- **iProtect Purification Monitoring**: Constantly monitors the purification process and ensures safe water.

### CONVENIENCE

- **Convenient Multi-fill Options**: Measures and dispenses programmed volume of water in a glass or bottle and has a free flow option for large containers. It ensures zero splash & hygienic water.

- **Auto Diagnostic**: System diagnose performance of vital components to ensure optimum performance and display error codes.

- **Maintenance Alerts**: Timely alert on preventive maintenance for the system.

- **Cartridge Life Indicator**: Monitors and displays the filter life expectancy to help you plan comprehensive maintenance in advance.

- **Ingress Protection Tank Cover**: Stops external invasion of insects and dust particles.
POWERFUL 7 STAGE PURIFICATION PROCESS

Absolute Safety through 100% RO and UV Purification: 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and pure drinking water.

Mineralz Fortification: It corrects the pH of purified water, adds back full spectrum of natural minerals and trace elements, and delivers healthier and tastier water always.

Revitalizer: It restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.

Electrical Protection System: Advanced electronics ensure purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 300 V or if it drops below 170 V. It protects purifier from any electrical damage.

iProtect Purification Monitoring: Constantly monitors the purification process, and ensures safe water.

CONVENIENCE

Compact Design with 3 Way Mounting: Only product that can be mounted in a corner, on a straight wall or table top.


Smart Alerts: Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV, SV or pump failure.

Ingress Protection Tank Cover: Stops external invasion of insects and dust particles.

Removable Tank: Convenience for you, easily removable water tank to clean it periodically.
POWERFUL 6 STAGE PURIFICATION PROCESS

Absolute Safety through 100% RO and UV Purification:
100% water passes through the RO membrane and then UV purification to ensure absolutely safe and pure drinking water.

Mineralz Fortification:
It corrects the pH of purified water, adds back full spectrum of natural, minerals and trace elements, and it delivers healthier and tastier water always.

Germicidal UV:
Purification with optimum UV dose of 253.7 nm irradiation delivers safe water.

Electrical Protection System:
Advanced electronics ensure purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 300 V or if it drops below 170 V. It protects purifier from any electrical damage.

iProtect Purification Monitoring:
Constantly monitors the purification process, and ensures safe water.

CONVENIENCE

Compact Design with 3 Way Mounting:
Only product that can be mounted in a corner, on a straight wall or table top.

Removable Tank:
Convenient for you, easily removable water tank to clean it periodically.

Zero Splash Faucet:
Unique soft touch faucet: Benefits hygienic water, zero splash and smooth flow.

Smart Alerts:
Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV, SV or pump failure.

Ingress Protection Tank Cover:
Stops external invasion of insects and dust particles.

ADVANTAGE HAVELLS

DUAL MOUNTING OPTIONS

STRAIGHT WALL MOUNTING

CORNER MOUNTING

SAFE & HEALTHY DRINKING WATER
PERFORMANCE

Absolute Safety through 100% RO and UV Purification: 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and healthy drinking water.

Double UV Purification: Delivers safe, purified and fresh water round the clock. Repurifies stored water through UV every time you turn the tap on.

Mineral Fortification: It corrects the pH of purified water, and adds back a wide spectrum of natural minerals with trace elements, which delivers healthier and tastier water always.

Revitalizer: It restructures the water molecules and makes them biologically active to improve hydration and mineral absorption.

iProtect Purification Monitoring: Constantly monitors the purification process and ensures safe water.

CONVENIENCE

Compact Design: Offers easy in product installation and service. Closed cartridge design offers extra protection against recontaminations during the service.

Smart Alerts: Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV, SV, low input water pressure or pump failure.

Wall Mounting: Wall mounting option for installation and easy service.

Rotating Faucet: Chrome finished faucet that rotates 360 degrees.

Ingress Protection Tank: Prevents external invasion of insects and dust particles.
**25 LPH**

**POWERFUL 8 STAGE PURIFICATION PROCESS**

INPUT WATER → 1. SEDIMENT CARTRIDGE → 2. ACTIVATED CARBON CARTRIDGE → 3. ACTIVATED GRANULAR CARBON CARTRIDGE → 4. REVERSE OSMOSIS MEMBRANE → 5. MINERAL CARTRIDGE → 6. SILVER IMPREGNATED TASTE ENHANCER → 7. REVITALIZER → SAFE & HEALTHY DRINKING WATER

**ADVANTAGE HAVELLS**

**PERFORMANCE**

- Absolute Safety through 100% RO and UV Purification: 100% water passes through the RO membrane and then UV purification to ensure absolutely safe and healthy drinking water.
- Mineral Fortification: It corrects the pH of purified water, and adds back a wide spectrum of natural minerals with trace elements, which delivers healthier and tastier water always.
- Revitalizer: It restructures the water molecules and makes them biologically active to improve the hydration and mineral absorption.
- iProtect Purification Monitoring: Constantly monitors the purification process and ensures safe water.

**CONVENIENCE**

- Compact Design: Offers ease in product installation and service. Closed cartridges design offers extra protection against recontaminations during the service.
- Smart Alerts: Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV, SV, low input water pressure or pump failure.
- Floor and Wall Mounting: Floor and Wall mounting option for installation and easy service.
UV Water Purifiers
Range
POWERFUL 5 STAGE PURIFICATION PROCESS

1. SEDIMENT CARTRIDGE
2. ACTIVATED CARBON CARTRIDGE
3. UF CARTRIDGE
4. UV CARTRIDGE
5. REVITALIZER CARTRIDGE

SAFE & HEALTHY DRINKING WATER

ACTIVE TOUCH

ADVANTAGE HAVELLS

PERFORMANCE

**Absolute Safety with Double Purification**
- Water passes through UF membrane and then UV purification to ensure absolutely safe and pure drinking water.

**UF Membrane**
- Removes spores, cysts, bacteria, organic & inorganic polymeric molecules from water, and delivers excellent quality of crystal clear water.

**Revitalizer**
- It restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.

**Convenient multi-fill options**
- Measures and dispenses programmed volume of water in a glass or bottle and has a free flow option for large containers. It ensures zero splash & hygienic water.

**Cartridge Life Indicator**
- Monitors and displays the filter life expectancy to help you plan comprehensive maintenance in advance.

**iProtect Purification Monitoring**
- Constantly monitors the purification process and ensures safe water.

**Electrical Protection System**
- Advanced electronics ensure purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 330 V or if it drops below 170 V. It protects purifier from any electrical damage.

**Absolute Safety with Double Purification through UF and UV**

- UV protection plus UF membrane ensures absolutely safe and pure drinking water.
POWERFUL 4 STAGE PURIFICATION PROCESS

1. SEDIMENT CARTRIDGE
2. ACTIVATED CARBON CARTRIDGE
3. GERMICIDAL UV PLUS
4. ULTRA FILTRATION CARTRIDGE

SAFE & HEALTHY DRINKING WATER

Absolute Safety with Double Purification through UF and UV:
Water passes through UF membrane and then UV purification to ensure absolutely safe and pure drinking water.

UF Membrane:
Removes spores, cysts, bacteria, organic & inorganic polymeric molecules from water, and delivers excellent quality of crystal clear water.

Smart Alerts:
Process alerts: Self-diagnostic. Error alerts: Inadequate UV dose, SV failure, Booster Pump failure

iProtect Purification Monitoring:
Constantly monitors the purification process and ensures safe water.

Electrical Protection System:
Advanced electronics ensures purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 330 V or if it drops below 170 V. It protects purifier from any electrical damage.

Booster Pump:
It works effectively at 0 psi if water is available in raw water pipeline and gives the flow rate 1.0 - 1.5 litre per minute.

ADVANTAGE HAVELLS

PERFORMANCE
ADVANTAGE HAVELLS

PERFORMANCE

Absolute Safety with Double Purification through UF and UV:
Water passes through UF membrane and then UV purification to ensure absolutely safe and pure drinking water.

UF Membrane:
Removes spores, cysts, bacteria, organic & inorganic polymeric molecules from water, and delivers excellent quality of crystal clear water.

Smart Alerts:
- Process alerts: Self-diagnostic.
- Error alerts: Inadequate UV dose, SV failure.

iProtect Purification Monitoring:
Constantly monitors the purification process and ensures safe water.

Electrical Protection System:
Advanced electronics ensure purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 330 V or if it drops below 170 V. It protects purifier from any electrical damage.
POWERFUL 3 STAGE PURIFICATION PROCESS

Absolute safety with 3 stages UV purification:
- Water passes through UV cartridge to ensure absolutely safe and pure drinking water.

Smart Alerts:

iProtect Purification Monitoring:
- Constantly monitors the purification process and ensures safe water.

Electrical Protection System:
- Advanced electronics ensure purifier performs well in the voltage range of 170 V - 330 V. Power trips if voltage exceeds 330 V or if it drops below 170 V. It protects purifier from any electrical damage.
PERFORMANCE

Absolute Safety with Double Purification through UV and UF. Water passes through UV purification and then UF membrane to ensure absolutely safe and healthy drinking water.

UF Membrane: Removes algae, spores, cysts, bacteria, organic & inorganic polymeric molecules from water, and delivers excellent quality of clear water.

Electrical Protection System: Advanced electronics ensure purifier performs well in the voltage range of 170 V - 310 V. Power trips if working voltage exceeds or drops below the given range. It protects purifier from any electrical damage.

Revitalizer: It restructures the water molecules and makes it biologically active to improve the hydration and mineral absorption.

iProtect Purification Monitoring: Constantly monitors the purification process and ensures safe water. If machine detects any fault in UV then purification process stops.

CONVENIENCE

Compact Design with 3 Way Mounting: Only product that can be mounted in a corner, on a straight wall or table top.


Smart Alerts: Process alerts: Self-diagnostic, purification and tank full. Error alerts: UV or SV failure.

Ingress Protection Tank Cover: Stops external invasion of insects and dust particles.

Removable Tank: Convenient for you, easily removable water tank to clean it periodically.
Accessories
**DISPENSING TUBE**

- Hygienic dispensing tube to collect water
- One metre long pipe to fill conveniently
- Brass nozzle to maintain hygiene
- Holding hook to avoid secondary contamination

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<th>Code</th>
</tr>
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<td>DIGITOUCH DISPENSING TUBE</td>
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<td>ACTIVE SERIES DISPENSING TUBE</td>
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**IRONX**

- Removes iron content from water
- Improves performance of filters and RO membrane.

Code: GSSGNU0033

**PRE FILTER**

- Removes suspended impurities from input water.
- Increases life of filters and RO membrane.

Code: GSSGNU0030

**BOOSTER PUMP**

- Booster pump helps to operate the water purifier in perfect sync at 0 psi input pressure if water is available in input pipeline.
- Deliver appropriate water flow rate to product under low pressure conditions.
- Improves performance of the product.

Code: GSSGNU0034
## WATER PURIFIER
### SPECIFICATION COMPARISON CHART (RO)

<table>
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<th>Model</th>
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<th>Max</th>
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<td>Absolute safety with 100% RO &amp; UV</td>
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# WATER PURIFIER
## SPECIFICATION COMPARISON CHART (UV)

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</table>
At Havells we pride ourselves in offering exemplary products to our consumers and when it comes to our installation and post-sales service, it’s not so different either. We aim to delight the consumers at every step of the product life cycle.

Our promise of 1 In A Million Service signifies our commitment to each and every consumer that we value them and will do everything to make them feel special. We have built a dedicated team of water purifiers service associates and invested substantially to train the team on technical and soft skills. Personal attention and individual care at every step of the way is at the core of our Service Promise.

WHAT TO EXPECT FROM 1 IN A MILLION SERVICE?
1. Quick Response – Technology led CRM is backbone of our service infrastructure, we respond to you in shortest possible time, within 1 hour from the time of issue registration. You can reach us through Phone, E-mail or SMS.
2. Quick Resolution – Our products are designed to indicate possible source of error, in an unforeseen situation of fault. Our highly trained service associates aim to diagnose the issue in one go and address your concerns promptly and precisely. While our Service Engineers are committed to deliver first time resolution, they are also responsible to do so in the shortest possible time.

WHAT MAKES OUR 1 IN A MILLION SERVICE UNIQUE?
1. Each of our purification cartridges is customized and manufactured in-house with QR code for critical components. Havells Genuine Spares and Accessories seal on packaging of spares avoid any possible duplication.
2. A wide network of well-trained and experienced service associates dedicated for water purifiers business.
3. Our highly trained service associates are on our payrolls so that they focus on serving you better.
4. We ensure that our service associates visit your home as per your convenience with prior appointment.
5. Our service associates are trained to provide hygiene care at your home. They will wear shoe cover, head cover, gloves and use dust collector and service mat to make sure that when they leave your house, it’s spic and span.
6. Our products are designed to give preventive maintenance alert, besides our CRM team will remind you and schedule regular check-up of your product.
7. On time availability of spare parts to complete the service call in single visit.
8. A clearly defined and published escalation matrix ensures that your concerns are addressed promptly should there be any issue that you felt was not handled as per your expectation.