

The logo for Prestige, featuring the word "Prestige" in a white, serif font on a dark, textured rectangular background.

PRESTIGE LAUNCHES ONE OF ITS KIND WATER PURIFIER

The water is not only pure but also vegetarian

TTK Prestige (India's No 1 Kitchen Appliances Company) enters into the ever growing and competitive water purifier market. The market which is estimated to be 6500 Crores by 2017 offers immense window of opportunity for the entrant. This launch is in line with vibrant expanding portfolio of innovative products to consumer by TTK Prestige Ltd.

TTK Prestige has partnered with Lifestraw SA, a Swiss based renowned company for providing technology.

This is a non-electric gravity based offline water Purifier that gives you only Vegetarian water.

What is Vegetarian water?

Most water purifiers use chemicals to kill microorganisms in the water, but leave dead germs behind. This makes the water safe but non-vegetarian. TTK presents revolutionary water purifier that gives you pure, safe and vegetarian water. It effectively REMOVES all harmful microorganisms from the water, so there is no question of germs (alive or dead) in the water. With its advanced Swiss based multi stage Ultrafiltration technology, Prestige LifeStraw removes particle impurities and micro-organisms such as virus, bacteria and protozoan cysts. This process ensures that the water is not just safe, but also Pure and vegetarian. It also removes all bad odour but retains the essential minerals in the water.

Its stunning technology and looks makes it truly remarkable. The issue with the current water purifiers in the market is that while the start up costs might be low the running costs are high and most of them use chemicals. Even maintenance can be an issue since change of cartridges could need a trained service mechanic.

Prestige has done extensive research on these pain points and the key features of the new purifier being launched are:

1. Pure and Vegetarian water
2. No Chemicals being used



3. One Year Cartridge life – Lowest running and maintenance cost
4. Easy to change cartridge – No need of service mechanic to do this
5. Highest Purity of water purification – Passes the US EPA standard
6. Unique Hollow fiber technology for Ultra filtration – Removes all disease causing Pathogens – Virus, Bacteria, Protozoan cysts etc
7. No Electricity needed
8. Retains all essential minerals

About TTK Prestige:

TTK Prestige Limited is India's No.1 kitchen appliance company and is part of Rs. 3000 crore TTK Group. The company is the leader in the Kitchen appliances space in the country and has a varied product portfolio ranging from pressure cookers, non-stick cookware, gas stoves to electrical appliances and kitchen tools. The company also has a series of exclusive retail showrooms called Prestige Smart Kitchens across the country.

The company has been at the forefront of innovation in the Kitchen segment and has been the fastest growing company in the kitchen appliance space. The Prestige brand has been a consistent Super brand in the category apart from several other awards received in the areas of retail, product design and company performance. The company has over 500 Prestige Smart Kitchen outlets in over 240 towns.

The company presently has manufacturing set-ups in Hosur, Coimbatore, Roorkee, and Karjan. It also has 28 sales branches located across the country to cater to the needs of specific markets. TTK Prestige is the first kitchenware company in India to receive the ISO 9001 certification and the PED / CE certification by TUV, Germany.

Product Shot

Prestige

