

Assure your family freedom
from all water-borne diseases.

No jaundice, diarrhoea,
typhoid and cholera.



As Safe As Boiled Water



Rs.
2000
Only*

For a free home demo
Call: 09223 200 200

*MRP (inclusive of taxes) for 1 unit

IS PUREIT FOR ME?

Yes, if you want 'AS SAFE AS BOILED WATER™',
with the following benefits:



No boiling hassles



No gas



No electricity



No continuous
tap water



No plumbing /
maintenance



Great tasting water

**18
lts**

Great capacity
(including top & transparent chambers)



Best quality plastic

NO HASSLES NO TENSION

Available in two attractive colours



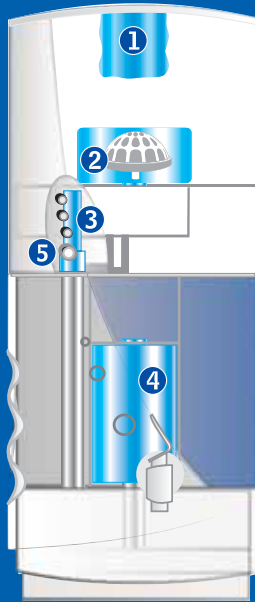
Royal Blue



Burgundy

HOW DOES PUREIT MAKE WATER 'AS SAFE AS BOILED WATER'TM

Pureit Germkill Battery Action



- ① MICROFIBRE MESHTM**
Removes visible dirt
- ② COMPACT CARBON TRAPTM**
Removes remaining dirt, harmful parasites and pesticide impurities
- ③ GERMKILL PROCESSORTM**
Uses 'programmed chlorine release technology' and its stored Germkill power targets and kills harmful viruses and bacteria
- ④ POLISHERTM**
Removes residual chlorine, giving clear, odourless and great tasting water.
- ⑤ BATTERY LIFE INDICATORTM**
Ensures total safety because when the germkill power is exhausted, the indicator turns red warning you to replace the battery

Advanced Auto Switch-Off

In case, the battery is not changed when it turns fully red, as an additional assurance of safety, the advanced Auto Switch-Off will automatically switch off the flow of water

Pureit typically gives you 1500 litres of water that is 'AS SAFE AS BOILED WATER'TM. The Germkill Battery KitTM costs Rs. 365* only. Therefore, you get 4 litres for Re. 1 only.

Meets stringent international criteria for microbiologically safe drinking water e.g. Environmental Protection Agency (EPA), USA.

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WHY IS PUREIT BETTER THAN OTHER PURIFICATION METHODS?

KEY FEATURES	PUREIT	BOILING PROCESS	LEADING UV INLINE PURIFIER	CANDLE FILTER
Kills/Removes harmful Viruses**	✓	Need to boil for 30-40 min	✓	✗
Kills/Removes harmful Bacteria**	✓		✓	✗
Kills/Removes harmful Parasites (causes amoebiasis, diarrhoea, etc)**	✓		✓	✗
End-of-life indicator	✓	✗	✓	✗
Auto switch-off	✓	✗	✓	✗
Great taste	✓	✗	✓	✗
Improves clarity	✓	✗	✓	✗
Removes odour	✓	✗	✓	✗
Doesn't need expensive gas	✓	✗	✓	✓
Doesn't need electricity	✓	✓	✗	✓
Doesn't need continuous tap water	✓	✓	✗	✓
Doesn't need plumbing	✓	✓	✗	✓
Doesn't need an expensive maintenance contract	✓	✓	✗	✓
Low initial cost	✓	✓	✗	✓
Low on-going cost	✓	✗	✗	✓

The above table shows that Pureit's initial price of Rs. 2000* and the ongoing price of only Re. 1 for 4 litres of water is the most competitive offer in the market. This is because Pureit doesn't need expensive gas, doesn't need electricity, doesn't need maintenance and saves on medical bills.

**According to the criteria of the Environmental Protection Agency (EPA), USA.

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