



# INTRODUCING PURASENSE INDIA'S FIRST DIY FILTER<sup>^</sup> REPLACEMENT TECHNOLOGY



### INTELLISENSE RO-FILTER TECHNOLOGY

Experience the innovative *IntelliSense* RO-Filter Technology, powered by an intuitive Adaptive Intelligence Technology.



### ADAPTIVE INTELLIGENCE TECHNOLOGY

Senses water hardness and accordingly decides the optimum purification process. It ensures pure water, improved filter life and reduced water wastage.



### ACTIVATED CARBON BLOCK DESIGN

The tightly packed carbon particles remove harmful chemicals and restrict channeling effect. Its high contact time allows water to pass slowly ensuring better purification.



### MICROBLOCK<sup>\*\*\*</sup> TECHNOLOGY

Ensures 99% protection from bacterial growth in water storage tank.



### CALCIUM BOOSTER<sup>†</sup>

The special Calcium Booster adds back Calcium to the purified water, depleted during normal RO purification.

<sup>^</sup>Results based on internal market research and feature benchmarking conducted amongst leading brands in this segment in the month of August 2018.

<sup>\*</sup>Results of each purification stage based on lab tests on select models under standard test conditions and may vary depending on testing conditions. <sup>~</sup>After 24 hrs of incubation load.

<sup>†</sup>Adds back depleted calcium to maintain calcium levels as per IS 10500:2012.



### PURASENSE RO+UF+UV+ATDS (7L)

- Adaptive Intelligence
- India's First Do-It-Yourself Filter Replacement Technology<sup>^</sup>
- Activated Carbon Block Design
- 9-Stage Purification<sup>\*</sup>
- MicroBlock<sup>^</sup> Technology
- Calcium Booster<sup>#</sup>



### PURASENSE RO+UF+UV (7L)

- India's First Do-It-Yourself Filter Replacement Technology<sup>^</sup>
- Activated Carbon Block Design
- 8-Stage Purification<sup>\*</sup>
- MicroBlock<sup>^</sup> Technology
- Calcium Booster<sup>#</sup>



### PURASENSE RO+UF (7L)

- India's First Do-It-Yourself Filter Replacement Technology<sup>^</sup>
- Activated Carbon Block Design
- 7-Stage Purification<sup>\*</sup>
- MicroBlock<sup>^</sup> Technology
- Calcium Booster<sup>#</sup>



### PURASENSE RO (7L)

- India's First Do-It-Yourself Filter Replacement Technology<sup>^</sup>
- Activated Carbon Block Design
- 6-Stage Purification<sup>\*</sup>
- MicroBlock<sup>^</sup> Technology
- Calcium Booster<sup>#</sup>



<sup>^</sup>Results based on internal market research and feature benchmarking conducted amongst leading brands in this segment in the month of August 2018.  
<sup>\*</sup>Results of each purification stage based on lab tests on select models under standard test conditions and may vary depending on testing conditions. ~After 24 hrs of incubation load. <sup>#</sup>Adds back depleted calcium to maintain calcium levels as per IS 10500:2012.