



## KENT RO Systems Ltd Inaugurates New manufacturing Facility at Roorkee

*His Holiness "Sri Sri Ravi Shankar ji accorded warm welcome on the inauguration of KENT RO System's new plant at Roorkee"*

**KENT RO SYSTEMS LTD.-** India's largest RO water purifiers company, inaugurated its new manufacturing facility at Roorkee (Uttarakhand) The new plant was inaugurated by **His Holiness Sri Sri Ravi Shankar Ji - founder of Art of Living** in the presence of over 200 guests.

On the occasion Sri Sri Ravishankar ji also unveiled, Kent Gold Ultima – a low cost Water Purifier especially designed for the needs of Rural India, which runs without any electricity or power.

The company which already has manufacturing facility in Roorkee, embarked another plant with an idea to increase the manufacturing capacity of the company in the wake of growing demand for its water purifiers in domestic and focus on overseas markets.

**On the occasion Sri Sri Ravi Shankar ji said,** "Air & Water are the two prime essence of human life! But unfortunately there is hardly any place where one can find pure and clean water or air. The resources are getting polluted day by day. I am glad that Kent RO is going ahead with its mission to provide clean drinking water to the people beyond the geographical boundaries of this country"

He added, "KENT RO Systems Ltd. is among one of the few companies who believe in serving mankind with innovations. Innovation is the mantra of success and I am sure in the time to come Kent RO's innovations will always helpful for people to live a pure and healthy life"

**During the proceedings of inauguration Mr.Mahesh Gupta, Chairman, KENT RO SYSTEMS LTD** said that, "These upcoming years will witness the colossal growth of "KENT RO" as we'll be escalating the existing production of 1.5 lakh piece per annum upto 5 lakh pieces. **Further, to achieve this target; we'll be** adding more innovative and health care products and under huge R & D, we will work aggressively to achieve this target, **so that maximum number of people can avail the benefits of having healthy and disease free life."**

The main aim behind commencing another plant is to escalate the production. The expansion would help Kent RO to meet the growing demand of water purifiers and also provide clean drinking water to customers with affordable range of purifiers.

Talking about the newly launched water purifier Mr. Gupta added that, "this water purifier has been launched keeping in mind the needs and pocket of the rural India.. In the



last decade, interest in home water treatment products has grown tremendously. Unfortunately, it isn't always easy for consumers to know whether or not a particular product will actually be as safe and effective as everyone claims at reducing various contaminants from your water supply. But I can promise that this is the only purifier in this category which distils cyst and its certified by NSF USA.

Kent RO is the pioneering health care products manufacturing company with a vision to make this world disease free. It's the company which started its journey way back in 1999, with an unambiguous product philosophy, i. e., to help people in attaining the biggest and most precious wealth called "Perfect Health". And that is reflected in their range of health care products.

**With an initial investment of Rs 15 crore, this manufacturing plant is spread on 4 acres of area with 1,00,000 sq ft. one of the most modern & hi tech water purifier plant.** The plant is designed in a very eco - friendly way, so that it the manufacturing of the products doesn't create any kind of a problem for the environment.

Commenting on the marketing strategies Mr Gupta said, "After making a strong foot print and with almost 40 % market share in RO purifiers now are focus is to replicate this success in overseas markets as well.

"We have started exporting our products to countries Saark & Middle East countries including Iraq, Dubai, Bangladesh, Nepal, and Kenya in Africa etc. In the next 2-3 years we are expecting a contribution of 15 % in our total turnover fro exports. Currently our turnover is 170 crore and we look forward to become a 500 crore player by 2013.' Added Mr Gupta

Commenting on the move of the company, Sri Sri Ravi Shankarji said that, "people shell out the most of their income on medicines as suffering from diseases happening because of intake of contaminated food or water. Expenditures apart, suffering with those vulnerable diseases is a tedious task - one has to suffer a lot of pain, not only the patient but the whole family suffers with the inmate. So this is the righteous move as there is a need to increase use of health care products which won't hamper the health of the people but would help them to live their life harmoniously."

For consumers therefore, KENT RO translates the dream of living a painless life in reality. This plant will be in function from April. The company has a very good reason to start off its plant by April, as summer starts off by that time and many people suffer from diseases which occur because of having contaminated water or food.



From residential needs to commercial ones, KENT RO gives a lot of options to the consumers. From Mineral RO's to other purification devices - everything is available at competitive prices.

### **About KENT RO SYSTEMS Ltd.:**

KENT RO SYSTEMS Ltd. is a leading company in manufacturing of health care products like purifiers, which started its journey way back in 1999. It has a diversified group interest under various categories with strong presence in selling water purifiers like mineral ROs, gravity purifiers and water softeners. Pioneer in bringing revolutionary Reverse Osmosis (RO) technology to India for the first time, Kent, started in 1995 in Noida, India. Despite a humble beginning, today Kent is a strong organization with offices spread across major cities of India. Most importantly, today Kent has lakhs of satisfied customers to its credit.