

**Stop Losing Hair,
Skin Damage & Dryness
Due to Hard Water**

KENT
House of Purity

**Make Hard Water Soft With
KENT Water Softeners**



Retains the natural
softness of skin



Reduces
hair loss



Hard Water The Real Culprit

Hard water has excess of minerals such as calcium and magnesium that brings along a whole host of problems every day. Water with very high mineral content dries our skin and hair, makes our clothes turn pale and wears out our appliances.

KENT's range of Home Water Softeners are designed to resolve your daily hard water problems with a promise of a smooth performance. Choose a product that best suits your requirements and protects your hair, skin and clothes from hard water.

The Problem With Hard Water



**Dries Your
Hair & Skin**



**Wears Out Your
Appliances**



**Leaves Your
Utensils Yellowed**



**Prevents
Lathering**



**Turns Your
Clothes Pale**

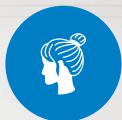


Make Hard Water Soft with KENT'S Best Auto Water Softeners for Your Home

With KENT, say goodbye to the hassles of hard water. Presenting KENT Home Water Softeners, expertly designed to effortlessly address your daily hard water concerns. Experience the dependable, top-notch performance that characterizes every KENT product. Select the ideal model to shield your hair, skin, and clothes from the damaging effects of hard water and naturally enhance your everyday life.

The KENT Auto Water Softener is both user-friendly and efficient, ensuring you always have access to soft water.

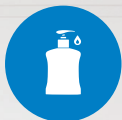
Advantages



**Reduces
Hair Loss &
Prevents Drying
of Skin**



**Increases
Life Span of
Appliances**



**Reduces
Consumption
of Soap &
Shampoo**



**Prevents Fabrics
From Losing
Their Natural
Look & Feel**



**Reduces
Deposits on
Bathroom Fittings
& Marble Floor**

Features



Automatic Regeneration Technology

KENT water softener uses a fully automatic regeneration process and microprocessor-controlled method to make hard water soft.



Chemical-free Water Softening

The water softener doesn't use any chemicals during the softening process. Hence, the softened water is completely safe to use.



Time Based Regeneration

The water softener comes with an inbuilt microprocessor which helps in time-based regeneration process.



Efficient Ion-Exchange Process

This water softener comes with an efficient exchange process.



Food Grade Resin

Ensures longer life of the Water Softener

KENT

Automatic Water Softener - 100L

(For Whole House, Bungalows & Large Families)

Enjoy lather while bathing and washing clothes

The high capacity microprocessor controlled KENT Automatic Water Softener 100L regenerates automatically, thus liberating you from the tedious and time consuming manual regeneration process. It's time to say goodbye to hard water and welcome a continuous supply of soft water, 24 hours a day, 7 days a week.



LCD Panel for Monitoring and Control



Reduces Cooking Time & Consumption of Gas



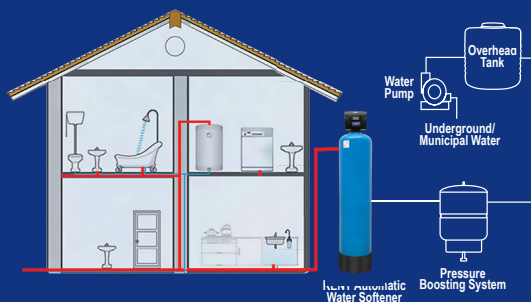
Automatic Regeneration Technology for Ease of Operation



Reduces Consumption of Soap and Shampoo



How to Install



KENT Automatic Water Softener

(For Whole House) - 40L/25L

(For Bathroom & Small Households) - 8L

**Enjoy lather while
bathing and washing clothes**

KENT Automatic Water Softener can be your one-stop solution for all the hard water problems you have been facing.



**LCD Panel for
Monitoring and Control**



**Reduces Cooking
Time & Consumption
of Gas**



**Automatic
Regeneration Technology
for Ease of Operation**



**Reduces
Consumption of
Soap and Shampoo**

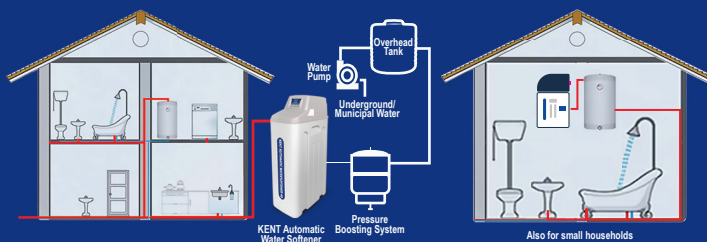
40L/25L



8L



How to Install



Also for small households

KENT

Washing Machine Water Softener

**Enhance life and efficiency
of washing machine**

KENT introduces Washing Machine Water Softener, an ideal partner tailor made for your automatic washing machine. It resolves the problem of hard water by converting it into soft water.



**Requires No
Special Softener Salt**



**Non-Electric
Manual Process**



**Water Softened
Before Regeneration**



**Easy Installation &
Low Maintenance Cost**



KENT

Bathroom Water Softener

**Keep your hair and
skin healthy**

It's time to glow with healthy skin and look gorgeous with hair that shines. Embrace the benefits of soft water with the KENT Bathroom Water Softener and ensure 24x7 conversion of hard water into soft water for your bathroom.



**Ensures Consistent
Water Flow**



**Non-Electric
Manual Process**



**Easy Installation &
Low Maintenance Cost**



Sand in Water Problems

Most households in India use tubewells, borewells and ground water to meet their daily water needs. Presence of visible dirt, sand, metal flakes and small stones in ground water might render it unsuitable for use.

Protect Your Home From Sand in Water

KENT Automatic Sand Filter - 100L

For Whole House, Bungalows & Large Families

Make Borewell Water Free from Sand & Mud

The high capacity microprocessor controlled KENT Automatic Sand Filter 100L backwash automatically, thus liberating you from the tedious and time consuming manual backwashing process.

It removes suspended particles like visible dirt and sand from water, it is designed to cut out the turbidity of water.

It's time to say goodbye to dirt, sand, metal flakes and small stones and welcome a continuous supply of clean water, 24 hours a day, 7 days a week.



**LCD Panel For
Monitoring and Control**



**Automatic Backwash
Technology for
Ease of Operation**



**Reduces Deposits
on Bathroom Fittings
& Marble Floor**

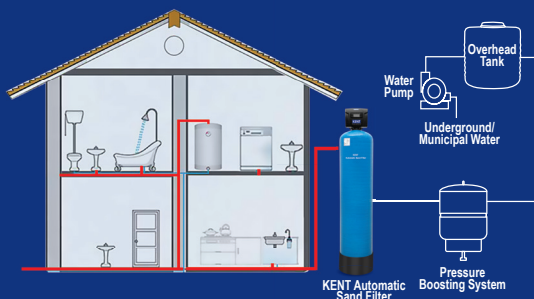


**Suspended Solid
Free Water**

NEW



How to Install



KENT Sand Filter

For Whole House

Make Borewell Water Free from Sand & Mud

KENT Sand Filter is not just an effective appliance to remove suspended particles like visible dirt and sand from water, this manual filter is designed to cut out the turbidity of water without any use of electricity.



High-Quality Media
for Longer Life



Non-Electric
Manual Process



Low Maintenance
Cost



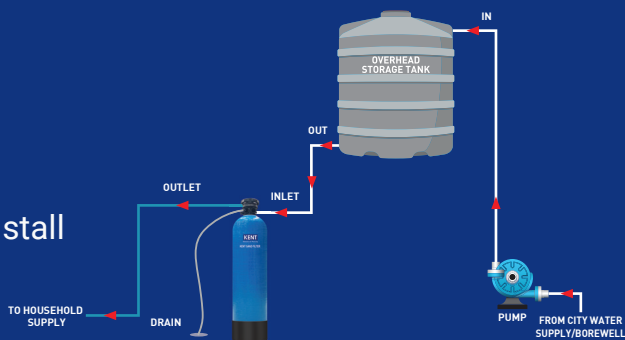
Ease of Installation
and Use



Reduces Deposits
on Bathroom Fittings
& Marble Floor



How to Install



Iron in Water Problems

In certain parts of India, municipal and underground water is full of iron, arsenic and other impurities. They hinder bathing and washing clothes (uses excessive soap & shampoo) and also leads to various diseases like skin cancer, high blood pressure, pulmonary diseases, etc.

Protect Your Home From Using Water With Iron

KENT Automatic Iron Removal Filter-100L

For Whole House, Bungalows & Large Families

Makes Water Free From Excess Iron Content

The high capacity microprocessor controlled KENT Automatic Iron Removal Filter 100L backwash automatically, thus liberating you from the tedious and time consuming manual backwashing process.

It uses absorption process to reduce dissolved iron in water to make it usable for domestic purposes.

It's time to say goodbye to water full of iron, arsenic and other impurities and welcome a continuous supply of clean water, 24 hours a day, 7 days a week.



**LCD Panel
for Monitoring
and Control**



**Automatic Backwash
Technology for Ease of
Operation**



**Unclogged
Faucet Shower**



**Prevents Fabrics
from Losing Their
Natural Look & Feel**



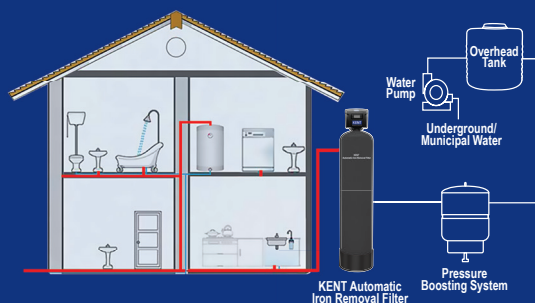
**Spotless
Utensil**



**Increases Life
Span of Bathroom
Fittings**



How to Install



KENT

Iron Removal Filter

For Whole House

Makes Water Free From Excess Iron Content

KENT presents Next-Gen Iron Removal Filter that is designed for household usage. This manual device uses absorption process to reduce dissolved iron in water to make it usable for domestic purposes without any use of electricity.



**High-Quality Media
for Longer Life**



**Non-Electric
Manual Process**



**Unclogged
Faucet Shower**



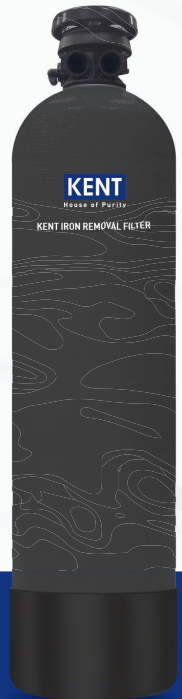
**Prevents Fabrics
from Losing Their
Natural Look & Feel**



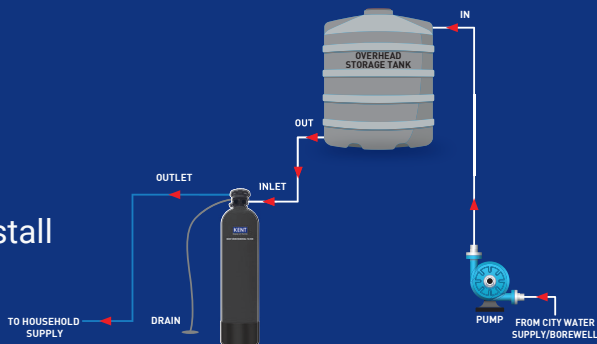
**Spotless
Utensil**



**Increases
Life Span of
Bathroom Fittings**



How to Install



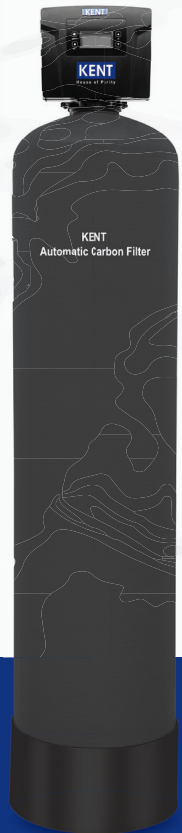
Struggling with Poor-Quality and Foul-Smelling Water?

In many Indian households, tubewells, borewells, or groundwater are primary water sources. However, this water often contains high levels of chlorine, cysts, discoloration, and unpleasant odors, making it unfit for domestic use.

KENT Automatic Carbon Filter 100L

Enhance your water quality effortlessly with the KENT Automatic Carbon Filter. Designed to effectively remove excess chlorine, cysts, discoloration, and foul odors, it ensures cleaner and safer water for household purposes.

Equipped with a high-capacity microprocessor, the 100L KENT Carbon Filter automatically performs backwashing, saving you from the hassle of manual cleaning. Its advanced rejection/backwash mechanism efficiently eliminates contaminants and odors—such as egg or fish smells—making your water fresh and usable.



**LCD Panel
for Monitoring
And Control**



**Automatic Backwash
Technology for Ease of
Operation**



**Reduces
Discolouration
in Water**

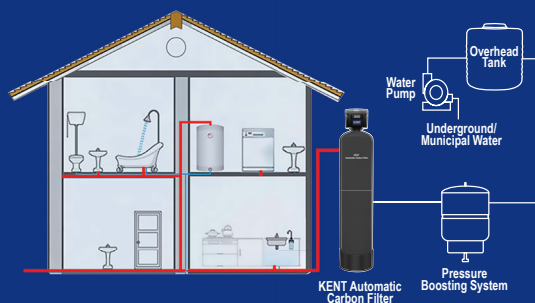


**Reduces Odour
& Bad Taste**



**Removes
Dissolved Organics
& Chlorine**

How to Install



Technical Specifications

KENT Automatic Water Softener 100L

Product Code	: 111159
Product Dimensions (mm)	: 332 (L) x 332 (W) x 1384 (H)
Maximum Flow Rate	: 4000 L/hr.
Net Weight	: 11.15 kg
Food Grade Resin Volume	: 100 L
Ideal Place for Installation	: Whole house at overhead tank
MRP-100L	: ₹1,30,000.00 (incl. of all taxes)

KENT Automatic Water Softener 40L/25L

Product Code 40L/25L	: 40 L- 111090 : 25 L- 111039
Product Dimensions 40L/25L (mm)	: 330 (L) x 570 (W) x 1336 (H) : 330 (L) x 570 (W) x 1120 (H)
Maximum Flow Rate-40L/25L	: 4000 L/hr. : 3000 L/hr.
Net Weight	: 40 L- 55 kg/25 L- 40 kg
Food Grade Resin Volume	: 40L/25 L
Ideal Place for Installation	: Whole house at overhead tank
MRP-40L	: ₹1,00,000.00 (incl. of all taxes)
MRP-25L	: ₹80,000.00 (incl. of all taxes)

KENT Automatic Water Softener 8L

Product Code	: 111137
Product Dimensions (mm)	: 472 (L) x 225 (W) x 648 (H)
Maximum Flow Rate	: 1200 L/hr.
Net Weight	: 14 kg
Food Grade Resin Volume	: 8 L
Ideal Place for Installation	: Wall mountable/Counter top
MRP-8L	: ₹36,000.00 (incl. of all taxes)

KENT Washing Machine Water Softener

Product Code	: 111063
Product Dimensions (mm)	: 215 (L) x 140 (W) x 820 (H)
Maximum Flow Rate	: 800 L/hr.
Net Weight	: 5.7 kg
Food Grade Resin Volume	: 1.75 L
Ideal Place for Installation	: With washing machine
MRP	: ₹7,800.00 (incl. of all taxes)

KENT Bathroom Water Softener

Product Code	: 111064
Product Dimensions (mm)	: 380 (L) x 220 (W) x 890 (H)
Maximum Flow Rate	: 1000 L/hr.
Net Weight	: 10.50 kg
Food Grade Resin Volume	: 5.5 L
Ideal Place for Installation	: For flats & individual bathrooms
MRP	: ₹18,000.00 (incl. of all taxes)

Technical Specifications

KENT Automatic Sand Filter 100L	
Product Code	: 111162
Product Dimensions(MM)	: 332(L) X 332 (W) X 1384 (H)
Maximum Flow Rate	: 4000 L/Hr.
Net Weight	: 11.20 Kg
Filter Media Weight	: 100 Kg
MRP	: ₹70,000.00 (incl. of all taxes)

KENT Automatic Iron Remover 100L	
Product Code	: 111163
Product Dimensions(MM)	: 332(L) x 332 (W) x 1384 (H)
Maximum Flow Rate	: 4000 L/Hr.
Net Weight	: 11.20 Kg
Filter Media Weight	: 75 Kg
MRP	: ₹90,000.00 (incl. of all taxes)

KENT Automatic Carbon Filter 100L	
Product Code	: 111164
Product Dimensions(MM)	: 332(L) x 332 (W) x 1384 (H)
Maximum Flow Rate	: 4000 L/Hr.
Net Weight	: 11.15 Kg
Filter Media Weight	: 48 Kg
MRP	: ₹80,000.00 (incl. of all taxes)

KENT Sand Filter	
Product Code	: 111091
Product Dimensions (mm)	: 232 (L) x 232 (W) x 1005 (H)
Maximum Flow Rate	: 3000 L/hr.
Net Weight	: 35.5 kg
MRP	: ₹24,000.00 (incl. of all taxes)

KENT Iron Removal Filter	
Product Code	: 111073
Product Dimensions (mm)	: 232 (L) x 232 (W) x 1005 (H)
Maximum Flow Rate	: 3000 L/hr.
Net Weight	: 23.5 kg
MRP	: ₹32,400.00 (incl. of all taxes)



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