

# Concerns about water pollution, health driving sales of water purifiers

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PANAJI: Deteriorating quality of water in India and China, and apprehensions about the dangers of contaminated water are driving the sale of domestic water purifiers, American water technology company A O Smith Corporation said while stating that the company had witnessed a 30% growth in its reverse osmosis (RO) water purifiers range.

Speaking to TOI, global chairman and chief executive of A O Smith Ajita Rajendra said, "India is the most exciting market for us and India is at the top, along with China, when we think about investing. Water purifiers are becoming a necessity and this category is growing aggressively."

Rapid industrialization and pollution of bore wells and ground water was contaminating water and this is driving the need for water purifiers in middle class and urban homes, managing director at AO Smith India Water Products Parag Kulkarni said.

The two officials explained that awareness about pollution hazards and an understanding that boiling tap water was not the best method to ensure that water was suitable for drinking was growing.

"The RO category is growing 30% annually in India. In China we clearly see the same where the market continues to grow at 30% and it is a much larger base from where it is growing," Rajendra said.